DEPARTMENT OF MARKETING

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Welcome

We hope you have found your marketing programme both challenging and rewarding and that you are now thinking about undertaking a research project. We would very much like to welcome you to our research community!

Research projects, whether undertaken as summer studentships or more advanced theses, provide an opportunity to gain specialist expertise in a topic as well as in research methods. Research projects will provide you with new challenges and we hope these will stimulate your thinking, help you reflect on marketing’s assumptions and effects, and allow you to contribute to our discipline.

As a research student, you will work with one or more staff members as you develop your project or thesis topic. While you will have some understanding of staff members’ interests from the papers you have already taken, you will probably not have met all staff and you may not know the full range of topics they are exploring.

We have developed this Handbook to provide a snapshot of the staff in the Department, the areas in which they work, the projects they have undertaken with students, and the projects they have available at present. The projects listed are not a comprehensive list of all topics available in the Department and, if you have specific ideas you would like to pursue, you should follow these up with staff to discuss how a project could be shaped around your interests.

If you are studying Honours, a Masterate or for a PhD, we have additional information that we would be happy to provide; this Handbook overviews the diverse array of interests staff in the Department of Marketing have. As the largest Department of Marketing in New Zealand, we try to offer our students an unparalleled research experience. We aim to give you opportunities to develop, refine and test your ideas and, in many cases, to see these published.

We hope you will be interested in joining our research community and we look forward to discussing research projects with you.

Associate Professor Rob Aitken
Head of Department
My research concerns four major fields of enquiry: the development and application of Service Dominant Logic and its implications for new ways of understanding business; branding, particularly in relation to place and culture; marketing ethics, especially marketing to children, and the Lifestyles project. I also have a strong interest in visual research methods, and am the proud recipient of the Best Film (and People’s Choice) award from the European ACR. I am currently working on a project that will identify the main influences on the discipline’s leading thinkers and their perceptions of its future.

The Socialisation of Young Consumers
The commercialisation of childhood is an important area of concern in a society where materialistic values are becoming the norm and pressures to consume are increasing. The socialisation into consumer culture is beginning earlier and becoming more pervasive. Children are increasingly targeted from a wider number of sources, from television advertising, to merchandising film characters, to sponsored events and product placement in schools. In addition to the direct implications of these influences on young people and the challenges they present to childhood, is the question of the impact on society of the underlying values that such socialisation promotes.

Specific areas of current interest include: Marketing in Schools; Advertising to pre-schoolers; Children and Materialism; The Sexualisation of Childhood

Leading Thinkers Project
There are three major parts to this research project. The first part is concerned to identify the key sources (such as academic papers; individual thinkers; films; books etc.) that have had the most influence on the leading marketing scholars. Accordingly, we would like to interview the leading contemporary thought leaders in marketing to identify the influences that have had the most significant impact on their scholarly development. In addition to providing a consensual canon of classical references, this will also provide an intellectual landscape within which contemporary developments in the discipline may be contextualised.

Sustainable Consumption Project
There is a gap between consumer’s intentions to consume sustainably and their actual consumption behaviour. Results from our recent pilot study show that consumers want to consume for sustainably but feel unable to do so. A major barrier is a lack of information. Consumers simply do not have enough information about the sustainability of the products that are available to make the choices that they want.

Our research goal is to understand what sustainability information consumers need and how this information is most effectively communicated. This will involve 1) analysing the quality of information available to NZ consumers on the social, environmental and health impacts of products; 2) researching the impacts of this information on consumer behaviour, and 3) recommending policies and practices for communicating reliable consumer information that directly supports behaviour change towards more sustainable consumption.
Dr Sergio Biggemann

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My areas of research interest are in business-to-business marketing and marketing logistics; I also have interests in service marketing, sales management, and research methods. I lead a research project on the process of creating and implementing business solutions, which involves academics from Sweden, Australia, and Chile, and Latin America remains a natural focus of my research. I continue to research the threats and opportunities presented by the “China effect” from the perspective of New Zealand companies.

For further information about current research projects please contact me directly.
My research interests focus on discovering how entrepreneurial firms make decisions about entering foreign markets and the strategies they use to succeed. I am currently the Principle Investigator in a Marsden Funded research project on Entrepreneurial networking and foreign market entry. The project involves researchers in New Zealand, Australia, Finland and Sweden. I examine the internationalisation processes of firms, innovation, business networks and industry clusters and am involved in several international research projects on international entrepreneurship. I am a research associate at Uppsala University in Sweden and have a research collaboration there since 1997.

For further information about current research projects please contact me directly.
I commenced my PhD studies at Otago in 2002 investigating consumer narratives of commercial adventure experiences with particular relation to Generation Y, aspirations of 'cool' and identity creation. Subsequently, I have maintained and developed interests in the following related areas: tourism marketing, particularly adventure tourism, consumer theory and culture, consumption communities within society and interpretive, videographic and ethnographic research methods.

Current Projects:
Feminine Identity and Consumption
The intersection between learning how to be female and using resources from the marketplace to perform an attractive feminine identity and a predominately masculine consumption community (mountaineering) provides a site of conflict, tension and potential. Service provision in this area wishing to exploit the potential must pay particular attention to understanding the nuances in the current marketplace. This ethnographic study investigates community practice (on the rock face), on line community interaction and in depth conversations with experienced participants.

Previous publications in related area:
Turner K., Ferguson S, Craig J, Jeffries A, & Beaton S. (2013) Gendered identity negotiations through food consumption. Young Consumers 14(3) (6,000 word article and 10 minute film)

Danger, Safety and Personal Locater Beacons (PLB) in the Mountains: How a new product can change a consumption community
Media coverage of accidents and death in the mountains has always requisitioned a polemic dramatic narrative of danger, unnecessary risk and blame. Technology and marketplace forces have responded and personal locator beacons are now affordable to most users of the mountains, significantly facilitating locating injured parties in event of an accident in remote areas. Emergency services now mandate the carrying of such safety equipment which directly contradicts the self-sufficiency ethos of many back country users; whilst an increasing number of beacons are triggered for none emergency situations, significantly increasing the frequency and cost of rescues. This research project explores the changes and impacts that this new product is having on communities who use the backcountry, the views of the emergency services, analyses trends in rescue data and the marketplace representations of the PLB providers.

Dark Tourism in the wake of the Christchurch Earthquake
An earlier research project clearly illustrated the value of research in this area as Christchurch moves to develop tourism business post-earthquake. Negotiating the balance between being the subject of unwelcome tourist gazing and commencing the path towards economic and social recovery from the devastating earthquake is very complex and deserving of further research. There are several potential avenues deserving of research attention. I shall be developing a new research project in this area over the next six months.

Previous publication in related area

Tales from the Wardrobe
This videographic research project explores the wide range of meanings that clothing has for us. Informants select and discuss items of clothing, their meaning and how this impacts and changes their emotions, identity and presentation of self. This is an ongoing project.

Shelagh will be on sabbatical for Semester one 2017, so will be unavailable for MART480 supervision
Dr Alexandra (Sanna) Ganglmair

My research is based in consumer behaviour and tourism, dealing with topics such as consumer emotions, subjective wellbeing and ethical consumer choices. I have published my work in international peer reviewed journals and presented my work at renowned conferences. I have recently started to investigate cross-cultural issues in these areas.

Specific projects:

Exploring well-being/happiness and its relationship to various aspects of consumption
This might include type of consumption (for example leisure/holiday consumption or consumption of everyday ‘things’ or levels of consumption (e.g. materialism/downsizing)

Ethical Behaviour
Ethical Consumer Behaviour
   Projects relating to overall ethical behaviour of the average consumer
   Projects relating to ethical behaviour in specific life domains (e.g. grocery shopping)

Ethical Holiday Behaviour
   Particularly ethical holiday behaviour of the average tourist/comparison between different types of tourists (e.g. domestic versus international)
   Exploring the social facet of ethical holiday behaviour

Comparison between everyday ethical consumption and ethical holiday behaviour

Cross cultural investigations of any of the above topics
Dr Tony Garry

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My primary research interests are in the areas of service and relational marketing. More specifically, my research investigates the determinants and consequences of interactivity, engagement and connectivity between networks of consumers and firms within a variety of B2B and B2C contexts. These have included professional services, virtual networks, sports sponsorship and political marketing.

For further information about current research projects please contact me directly.
Professor Phil Gendall
www.otago.ac.nz/marketing/staff/gendallp.asp

My main areas of research interest are market and social research, particularly aspects of survey research methodology, question wording and questionnaire design. I am a member of the ASPIRE2025 collaboration and have worked on a number of projects in Aspire2025’s Smokefree Communications and Policy and Regulatory Research themes, including studies into plain packaging of tobacco products, smoking in movies, tobacco retail displays and the social supply of tobacco. As well as my research on tobacco control issues, since coming to Otago in 2012 I have also been involved in studies of nutrition labelling and attitudes to obesity and to Asian immigrants.

I am happy to discuss with students the design of survey questionnaires and the implementation of online and mail surveys, and to give advice on the use of Qualtrics, the online survey platform supported by the School of Business.
Professor Juergen Gnoth
www.otago.ac.nz/marketing/staff/gnothj.asp

My interests draw on humanism, complexity and social systems theory, which I apply to tourism marketing questions. I examine cross-cultural consumer behaviour and the process of experiencing and explore how a better understanding can help destinations provide a more competitive but also more sustainable management of their finite resources. My research thus involves the psychological, sociological, and practice-based underpinnings of human consumption behaviour vis-à-vis entrepreneurial aspirations, needs and capabilities. My applied work involves studying how experiences are embedded in consumers’ lives, measuring expectation formation, the processes leading to satisfaction and happiness, and informing on destination branding and service design options.

Tourism Research Group
The group works closely with the international research community and domestic tourism operators in the accommodation, transport, hospitality and attraction sectors. Our research targets both the international and domestic tourist, as well as the industry and its social, physical and economic environment. The group’s work therefore focuses on host perceptions of tourism, tourists’ image of New Zealand, cultural tourism, expectations, experiences and levels of satisfaction, branding and the service marketing-mix. Regarding experiences, we model forms of experiencing and develop experience-design strategies. Regarding branding, a major goal is to study the mechanisms of destination branding and how best to leverage marketing opportunities for the diverse members of the industry, through a common brand. To date, the group’s main outputs are industry reports on international tourists (including cruise tourists), their perceptions and behaviour, and marketing research for individual companies or tourism sectors. The group also produces social impact studies, pricing research, studies on eco-tourism and feasibility studies for cultural experiences. Furthermore, place and destination branding research is supported by studies into ethical implications of such branding efforts and mechanisms for measurement and control, network research and service logic.

Current Projects: Individual projects cover consumption experiences, cross-cultural comparisons, service experience design and place branding.

My Experience research involves studying how consumers use products and services, especially holidays, leisure and recreation activities. I am also developing observation and interviewing techniques that allow consumers to reveal their subjective selves – as differentiated from their social selves. Research focuses on, how the consumption of products, services, and activities help individuals find pleasure, rediscover, or transform themselves. Results inform branding, experience design and resource management.

The Cross-cultural research stream focuses on how cultural values mediate leisure experiences, and how ensuing benefits are perceived and constructed differently across cultures. With my students I research such issues as, ‘how does the concept of face influence Chinese consumption behaviour’, or ‘how do tourists bond with places as servicescapes’, and ‘how do mind and memory influence (brand) perceptions?’

A special interest involves how Emotions and moods shape and vary consumption experiences and participation, including getting involved in the host culture of holiday destinations.

My Place Branding research focuses on the links between cultural, social, economic and natural capital, the uniqueness of tourism destinations, and sustainable branding strategies. Questions might involve e.g., ‘How do tourists’ physiological state and need-for-retail-therapy relate?’, or, ‘How does mood and general physiological state affect the perception (image) of a place (a destination such as a city or natural attraction)?’
My research examines farmers’ markets, sports marketing and dance, and retailing. My interest in GIS (Geographic Information Systems) spans farmers’ markets and retailing as both examine how people relate to and use space. I am currently repeating the very successful NZ National Crime survey, which I initiated. My research has a strong applied orientation and includes consultancy with local sports teams. In addition, I direct the Business Case competitions on behalf of the School of Business; this work has stimulated my interest in the use of case studies as a method of teaching.

For further information about current research projects please contact me directly.
I am currently examining low involvement consumer decision making, point of sale communication, and the application of the philosophy of science to marketing research. The first two areas are closely related, with results from the second supplying empirical support for the first. I have developed a model of low involvement consumer decision making and am currently extending its application and undertaking varied empirical tests of it. More generally, I am further developing non-cognitive responses to marketing stimuli, such as consumer promotions.

**Current Projects:**
I have a particular interest in food marketing and marketing of public-good initiatives within the food sector.

**Low involvement consumer decision processes:**
These are decisions that are every day and that are not individually important to us. The processes by which we make them are subconscious and mysterious not only to marketers, but to the decision makers too. The mechanics of them are not well understood, and we are working on experimental techniques that will allow us to get a handle on just exactly how they work.

Topics might include:
- Do the theories of Reasoned Action and Planned Behaviour actually work as a basis of low involvement decisions?
- Can we observe ‘brands’ as constructs within the mind of the consumer? What do they look like and how do they grow, develop, reproduce – and die?
- Just exactly how due brands, cues, cue utilisation processes and decision making mechanisms fit together?
- Is it possible to construct a mechanism of low involvement decision-making from fragments within that we have in the research literature already?

**Low involvement marketing and communication:**
- What are the implications of the emergence of the category (e.g. breakfast cereals) as the prime strategic unit in fast moving consumer goods (FMCG) marketing on current FMCG product and brand management practice?
- What are the best ways to ‘public good’ initiatives within an FMCG environment? For example, how do we effectively persuade people to eat healthier or more environmentally friendly foods using the point of sale tools of modern FMCG marketing?
- How should supra-brands, such as ‘organic’ or regional/national appellations be communicated via the point of sale tools of modern FMCG marketing?
- What is the impact of graphic designs on consumers’ point of sale evaluations and decisions with regard to the FMCG products that carry them? Can we measure this, to distinguish between alternative graphic designs, and thereby improve them?
- How can primary producer cooperatives best organise themselves to exploit the tools of modern FMCG marketing?
My research focuses primarily on tobacco control although I also study food marketing and obesity, and alcohol marketing. I am especially interested in plain (or dissuasive) packaging, pictorial warning labels, smokefree interventions aimed at young adults, and “endgame” strategies. I am co-Director of the ASPIRE2025 collaboration, a University of Otago research theme examining tobacco control interventions and policies. I am a member of several Australian and New Zealand food and tobacco control expert advisory groups, and I have strong links with the Health Promotion Agency and Ministry of Health.

Recent publications with students:

Current Projects:
Smokefree environmental messages
Tobacco litter causes serious environmental problems: butt litter reduces the attractiveness of shared outdoor spaces and contains toxins that poison marine animals. This study would involve observing smokers’ disposal of butts and interviewing smokers to explore their knowledge of tobacco litter's effects on the environment, their attitudes towards the environment, and their self-reported butt disposal practices. The findings would inform development of smokefree environmental messages, which would be tested using in-depth interviews and an online experiment. As this study has several components, it could be undertaken as discrete projects or form a larger thesis programme of work. The research would potentially involve collaboration with Tom Novotny, a US researcher, who is an expert in this area.

Trade-off between plain packs and price
Those opposed to the plain packaging of tobacco products often argue that the benefits are unclear. I would like to address this question by estimating whether people would be prepared to pay more for branded packs over plain packs (and, if so, how much more they would pay). This study would involve an online choice experiment where the pack branding, warning size and price would be manipulated. The project would involve collaboration with Jordan Louviere an expert on choice modelling and enable estimation of the effect of plain packaging relative to an excise tax increase.

Effect of smoking on social attractiveness
ASH UK ran a small experiment on Tinder where they featured images of an attractive woman who was shown with and without a cigarette – the study tested how many “swipes” she received. An extension of this study would involve constructing more detailed profiles of men and women who have different attributes (education, job status, income etc.) and different smoking status. We would run a choice experiment to estimate the relative importance of smoking status (i.e., how important is smoking status relative to these other attributes) and the attributes of people who are more or less influenced by smoking status (i.e., are women more influenced than men by smoking status). The findings will be a novel and important way of examining how denormalised smoking has become as a social behaviour.
Dr Andrea Insch
www.otago.ac.nz/marketing/staff/inscha.asp

My research is focused on place marketing and the ways that place identity and branding influence the development and competitiveness of cities and nations. I have examined the conceptualisation and measurement of resident and student place satisfaction, the fit between destination and event image, the measurement of place brand equity, and the conceptualisation of green destination brands. I have also investigated the importance of country of origin in consumer food purchasing and in the context of a buy national campaign. I am currently researching the role of residents’ in city branding and the impacts of branding cities to enhance their global status.

Current Projects

Elements of the City Branding Process to Support Global City Status
For many cities, the application of marketing strategies and techniques has been fuelled by the need to compete for mobile resources. Similar to an individual's drive to increase their status amongst their peers, cities too seek to raise their profile and improve their standing. For cities that have fallen in the rankings or simply do not rank, improving their image and status becomes a priority to maintain the welfare of their stakeholders. The question that arises is: what steps can cities take to enhance or even transform their image to support their global city status?

The Complexities of Stakeholder Engagement in City Brand Management
Place managers face the complex task of satisfying multiple stakeholders’ interests in the process of building the value of the brand. This research seeks to develop and test a model of stakeholder engagement which can be applied by place managers to leverage the contributions of stakeholders.

Managing the Reputation of Places in Crisis
Sudden negative events and on-going crises can harm a place's image and reputation, affecting the welfare of its key stakeholders. Crisis situations can undermine public trust in places and lead to undesirable consequences for place stakeholders. How do places survive and thrive in times of image crisis? What impacts does negative coverage have on places and how do a place's stakeholders react? What kind of media strategies should decision makers adopt in order to restore place image?

Managing Place Brand Equity for Resident Satisfaction
A city’s residents are instrumental in supporting and adding value to their place brands. The objective of this research is to conceptualise the ways in which residents can enhance and destroy the equity of a place brand. Methods of brand evaluation which incorporate residents’ interests are assessed and the undesirable outcomes of ignoring residents in place brand equity management are identified.

Measurement and Comparison of the Brand Equity of Places
The measurement of brand equity in corporate brand management is well developed. This task is more challenging in the context of places, which are characterised by a combination of tangible and intangible sub-products that are often uniquely interconnected. This research addresses the lack of valid measures of place brand equity drawing on brand management, destination and services marketing theory and practice.
Dr Damien Mather
www.otago.ac.nz/marketing/staff/matherd.asp

My research concerns three major fields of enquiry: strategy, policy and branding in international business, pricing and distribution, and business communications. I have specific expertise in advanced quantitative research methods and customer analytics, and am involved in several collaborations that utilise these skills. My work on strategy and policy in international business has informed policy on genetically modified organisms in the food chain and in agriculture in the European Union, Switzerland and New Zealand.

For further information about current research projects please contact me directly.
Associate Professor Lisa McNeill

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My research is centred in consumer behaviour and retailing. The core focus of my work is consumption behaviour, particularly as it applies to consumer retail markets. My primary research stream examines youth consumption behaviours, and explores the socialisation of young consumers by parents, the media, finance and consumer goods industries. This research stream draws upon retailing theory and applies this to consumer debt and credit behaviours, a highly topical area. A second, related stream of research examines consumers’ responses to retail environments as well as manufacturer and retailer consumer strategies, and has often taken an international focus, with specific reference to Asian markets.

Current Projects

**The Place of Debt in Establishing Identity and Self-Worth in Transitional Life Phases: Young Home Leavers and Credit**
Consumption behaviour has long been linked to identity and notions of the self, with these concepts becoming ever more relevant in a global culture of consumption where materialistic behaviours and attitudes are seen as determinants of self-image. Against this landscape of consumption, Generation Y is oft criticized as the ‘want it now’ generation, focused on hedonic acquisition of possessions and brands. This group was born into a society that reinforces the self through having and have been encouraged to consume since childhood. Debt is increasing in the youth market, with most teenagers now having access to credit cards and university graduates entering the workplace with high levels of consumer as well as educational debt.

**The Relationship between Parental Financial Role Modelling and Fiscal Behaviour of Young Home Leavers**
It is clear that parents are able to exert a huge amount of influence over the financial behaviour of their children (although this obviously differs between families) and are able to do so through the informal teaching of financial lessons, by allowing children to observe their own financial patterns and by guiding their children through significant financial decisions by offering advice and approval (or disapproval) when asked. Key financial attitudes and behaviours of young home-leavers are almost directly related to the parental financial education they received whilst growing up and still living at home and in many cases parental influence is still present even once the child has moved away from home and is responsible for making their own financial decisions.

**Retailing Masculinity: Gender Expectations and Social Image of Males**
Societal notions of masculinity have changed greatly in the last two decades and males appear more interested in improving or maintaining their appearance in ways traditionally reserved for women (such as the use of cosmetic grooming products). Where female body dissatisfaction and drivers of appearance-related image modification have been studied from a feminine perspective, little research has focused on the perspective of men in relation to these issues. This research examines how drives males of different ages perceive their physical appearance and what motivates them to undertake activities related to changing or maintaining that appearance.

**Using Atmospheric Elements in Service Retailing & FMCG Retailing**
Within a market place, or servicescape, it has been observed that most exchanges are mixed; that is that consumers are filling not only their basic utilitarian needs from the environment, but also psychological and social needs (Bagozzi 1975). The presence of other customers and employees and their interactions add a social dimension to the service encounter where consumers are looking to fulfil a social need ancillary to their utilitarian needs (Rosenbaum & Massiah 2011; Rosenbaum & Montoya 2007). The complex interplay of ambient, physical (design) and social elements in the bar environment means that each consumer and employee may interpret or perceive not only these elements differently, but also the entire bar atmosphere, effecting whether their needs and desires (both conscious and subconscious) are met.

**Mother’s Choice: An Exploration of Extended Self in Consumption**
Consumption behaviour has long been linked to identity and notions of the self, where materialistic behaviours and attitudes are seen as determinants of self-image. Previous literature has focused on mothers’ consumption in general, but not specifically in regard to identity construction as a mother. There is a dearth of academic research understanding mothers’ consumption behaviour that links identity construction with their infant, where the child is part of the mothers’ extended self and display of self-identity.
Dr Mathew Parackal
www.otago.ac.nz/marketing/staff/parackalm.asp

My academic research commenced by investigating purchase and voting behaviour, topics I have extended to examine how social behaviours, such as alcohol consumption in pregnancy, might be addressed. I hope to combine my interest in alcohol harms by developing a web-based intervention to reduce binge and heavy drinking by New Zealand women. I am also interested in happiness and wellbeing, and am currently developing a time series on wellbeing for New Zealand.

Current Projects
General
My current research focuses on social behaviour and the application of technology in marketing and business solutions. With regard to social behaviour my work focuses on studying ways of modifying and monitoring undesirable behaviours like binge drinking. Over the years, I have developed a number of web based systems for business and research purposes. The experience of creating online systems has provided me an excellent understanding of the technical nature of the World Wide Web, which in turn prompted an interest in digital marketing. Currently I am developing a research stream centred on search engines and social media.

Specific Projects
Quality of life
One of the challenges in addressing social issues is showing to people the impact their behaviour has on themselves and the wider society. Researchers have attempted to estimate the impact in dollar terms, for example the annual cost for an individual affected with fetal alcohol syndrome disorder caused by women drinking in pregnancy is 1 billion dollars (Stade et al 2007). With the prevalence of this disorder estimated to be 1 in 100 live births for western nations (Sampson et al 1997), the total cost is progressively increasing over the years. The cost is alarmingly but that is not deterring people from changing their drinking behaviour. This is because a major part of the cost is absorbed by the pooled tax payer's money.

The aim of this project is to develop a methodology to show the impact of social issues at the individual and societal level. The research draws on the fact that all human endeavours such as gaining a qualification, finding a career, falling in love are directed towards enhancing quality of life. While in the pursuit of enhancing quality of life, people, knowingly or unknowingly, engage in social behaviours that become barriers to reaching the ultimate goal. The aim of this research is to establish the association of social behaviours with the very essence of life such as happiness and life satisfaction.

Bornefree
Bornefree is an intervention project aimed at modifying binge and heavy drinking in women of childbearing age through social media. The rationale for the intervention is the evidence that young adults who binge and drink heavily have a propensity to drink into their pregnancy, particularly prior to recognising pregnancy. The aim of this project is to encourage women to modify and sustain a moderate drinking behaviour thereby reducing the risk of drinking in pregnancy.

Digital marketing
Search engines and social media have become integral part of everyday life that marketers can no longer ignore. But to use them in marketing requires new knowledge and skills. The focus of this research is to establish online search and networking behaviour with relevant theoretical frameworks to enable the prediction of outcomes on search engines, social media and personal websites.
My research interests focus on individual differences and personality characteristics, which reflect my background in psychology. I have explored interpersonal partner violence (IPV); conflict; students’ drinking behaviour; illegal music piracy; and communication styles and language use. My research has a policy orientation and studies I have undertaken offer new insights into policy development. I am currently focussing on the NZ consumer lifestyles study, children and the media, and standard drink labelling.

**Current Projects**

**Alcohol Consumption and Alcohol Container Labelling**

It is a legal requirement to include standard drink information on alcohol containers in New Zealand. Standard drink information is intended to assist consumers to drink responsibly. However, this is based on a number of assumptions including: consumers know what a standard drink is; consumers know what responsible drinking is; and consumers want to drink responsibly. Research has begun to question some of these assumptions. For instance, Jones and Gregory (2009) found students use standard drink information to maximise consumption rather than to guide responsible consumption. There is also a need to explore how to further improve alcohol container labelling. In particular, there is the opportunity to explore the influence of calorie content on alcohol containers.

There are a number of potential research projects in this area including:
- Consumers’ knowledge and use of standard drink information
- Do consumers’ know what a standard drink is?
- How do consumers use this information?
- Could the depiction of standard drink information on alcohol containers be improved?
- Consumers’ knowledge of the safe drinking guidelines
- Are consumers’ aware of responsible drinking guidelines?
- How do consumers use this information?
- Consumers’ perceptions of what constitutes responsible drinking
- What are consumers’ perceptions of responsible drinking?
- Consumers’ knowledge of calorie content in alcohol containers.
- Are consumers aware of the calorie content in alcohol containers?
- Would awareness of the number of calories in alcoholic beverages influence their drinking behaviour?

**Consumer Behaviour and Pharmaceutical Advertising**

The volume of publicly available information about medicines on the internet is increasing at a rapid rate. At the same time, consumers are taking a more active role in their healthcare decisions. New Zealand is also one of only two developed countries that allow direct-to-consumer advertising of pharmaceutical products. An opportunity exists for interdisciplinary research between social marketing and social pharmacy, to explore how consumers are using available information about medicines.

There are a number of potential research projects in this area including:
- Assessing the quality of information available, whether consumers can identify quality sources, and the extent to which specific sources are persuasive.
- Examining the content of pharmaceutical advertisements, examining consumer perceptions of the advertisements, and assessing the influence of the advertisements.
- Examining how consumers understand information about risks and benefits from medicines information, and weigh this information in order to make decisions.
My research strategy recognises the potential of combining marketing and tourism theories, an approach I have applied to consumer psychology, particularly tourist behaviour. I also contribute to marketing theory development, again in consumer psychology. As well as maintaining an academic interest in these areas, I undertake practical consultancy with industry partners. Overall, my work explores the links between marketing and tourism to expand academic and industry knowledge, and contributes to consumer psychology and tourist behaviour literature and theory.

Current Projects
General:
My research interests are centred around consumer culture and behaviour. Specifically, I am interested in consumers’ perceptions of museums, particularly how they negotiate authenticity; tourist behaviour, especially the cruise tourist; and the socialisation of children as consumers, with a focus on the adultification of children through advertising.

Specific Projects:
The Cruise Tourist
It has been acknowledged that the cruise tourism industry has been one of the fastest growing tourism sub-sectors internationally over the past few decades (Kester 2002) and New Zealand is no exception to this, with the number of cruise ships berthing in New Zealand ports increasing each year. This appears to be great news for the communities receiving cruise ships, such as Dunedin, Christchurch, Tauranga and Auckland. However, there is actually very little understanding about the people who constitute this cruise tourism market, especially the crew (who can often constitute a third of the people aboard the ship). The New Zealand Tourism Strategy 2015 document states that New Zealand will provide a world-class visitor experience, which ‘manages visitor expectations’ and ‘allows customers to explore, experiment and get involved’, however in order to achieve this for cruise passengers at least, we need to have an understanding of what their expectations and motivations are. So we have been very interested in uncovering:
- The motivations of the cruise tourist; specifically their demand for onshore attractions and activities and what motivates them to go ashore.
- What is the behaviour of the crew when the ship has berthed? And what influence do crew have on the perceptions and behaviour of passengers, specifically in the shore experiences that they may choose to have.

Children and consumption
We are socialised to be consumers from a very young age; it has in fact been argued to be a critical part of child development (Cram and Ng, 1999). Research into children and consumption is vast, with one increasingly popular area being consumption in the pursuit of beauty. This is an area that I am particularly interested in exploring, specifically how girls are socialised to be feminine consumers; socialised to consume in line with a feminine ideal, often in the pursuit of beauty. How early do children understand the concept of ‘beauty’ and what is ‘beautiful’? And what is the impact of marketing on these perceptions?

Authenticity and heritage attractions
We are interested in exploring how the supplier and visitor co-construct the value of the touristic experience within the context of heritage museums; specifically we aim to investigate this through the lens of the ‘inauthentic’. While it has been stated that tourists are on a quest for authenticity (Kim & Jamal, 2007), we believe that the inauthentic needs to be researched in more depth due to the increasing use of the inauthentic in heritage attractions; specifically how the co-construction of the visitor experience can minimise potential tensions created by the inauthentic. Currently we have been investigating this issue in the context of literary heritage museums, where both the authentic and inauthentic are displayed – to determine the impact (if any) on the visitor experience.

Maree will be on sabbatical for Semester Two 2017, so will be unavailable for MART480 supervision.
My research interests are centred around two main areas: Culture and Consumer Behaviour - specifically the influence of culture on consumption and cross cultural research methodologies; and Marketing and Society - specifically values, lifestyles, ethical business/consumption, and consumer socialisation. My current research projects include a study on the ethics of advertising to children, the link between moral foundations and environmental sustainable consumption, sustainability labelling issues, the NZ consumer lifestyles study, and a project looking at the significant influences and contributions of leading marketing scholars.

Current Projects:
The ethics of advertising to children

Globally and nationally the issue of advertising to children is a heavily debated one and increasingly being raised in light of the technological changes to the media environment. Children are now being targeted from a growing number of sources including merchandising, product placement and multiple new digital media technologies. While children tend to be sophisticated in adopting new media, their cognitive ability to identify and process advertising messages remains limited. This changing environment and the substantial increase in new media usage by children has not been matched by research that investigates the risks of increased exposure to commercial messages and the effects of this on children's well-being. The literature acknowledges a need for longitudinal studies that focus on the convergence of media and their synergistic impact, and which address the wider social and family contexts of class, gender, ethnicity, parental style and media literacy. One particular project possibility is an analysis of how commercial messages in N.Z are integrated into children's lives through a content analysis of recent campaigns targeting children, such as New World's Little Shop, to understand the ways in which these campaigns are embedded in and integrated across a range of media sources.

NZ Consumer Lifestyles

The 2014 consumer lifestyles segmentation study is the sixth major survey of this type carried out by the University of Otago Marketing Department since 1979. The survey has now established itself as one of the major studies that offers insights into New Zealand society and the changing nature of norms, values and consumption behaviours. An online survey was completed by 2000 New Zealanders in November 2013, and we are currently analysing this data. As well as questions on New Zealander's values attitudes, interests and opinions, the study also asks about media habits, satisfaction with quality of life in New Zealand, materialism, ethical consumption behaviour, personality, and political orientation, activity and food consumption practices. There exist several potential topics of interest to explore based on the lifestyles data, including the influence of factors such as personality, materialism and orientations to individualism and collectivism on ethical consumption behaviour.

Cross-Cultural Self-Construct

Self is the construct that underlies human motivation; our most abstract beliefs and values are elements of the ‘core’ self (Walker and Olsen 1991). These self-meanings give a person a sense of unity and identity and influence behaviour across a wide variety of situations. The literature talks about two fundamentally different constructs of self—the independent and the interdependent self. The independent self-concept common in Western cultures is characterised by an emphasis on personal goals, personal achievement, and appreciation of one’s differences from others. The interdependent self-concept common in many Eastern cultures is characterised by a focus on group goals attention to fitting in with others, and appreciation of commonality with others. Literature shows the construal of self, and of the relationship between the self and others, has a systematic influence on cognition, emotion and motivation (Markus and Kitayama 1991). Much of consumer behaviour theory is based on the Western view of the individual as an independent, self-contained, autonomous entity. However, if one recognises that the concept of self is culturally bound, then a number of concepts utilised in marketing research must also be recognised as culturally bound and this suggest several research opportunities. On such project would be to investigate cross cultural differences in independent and interdependent self-constructs in consumer's notion of extended self (that is how we use products to symbolically augment, construct or communicate our sense of self).
As an academic and entrepreneur with an advertising soul, my interests have always straddled the timelessness of the arts and the contemporary cutting edge of commerce. This defines the broad areas of my current research praxis, and the future projects I’m keen to share with young academic talent. The creative industries represent a broad range of research opportunities, especially in the cross-over in areas of business and visual and linguistic, the analogue and the digital arts, in strategic planning and concept development.

Although some of my research focuses on qualitative projects in consumer behaviour, for the majority of my near future projects I am looking for performative methodologies, which include engagement with expert producers, both as creators in industry and as artists. As such, past projects have included collaborative efforts with advertising agencies and art festivals, with for profit and not-for profit corporates and with musicians, poets and filmmakers. My most artistic projects thrive in pragmatic environment of business and art and vice versa.

As the director of the Year 4 Diploma for Graduates Programme in the marketing department, and specifically the DipGrad Endorsed in Advertising, I enjoy applied group research projects, which are conducted in close collaboration with sophisticated and high-level industry staff and partners at a national and international level. This leads to real-life and current academic business research, and often provides excellent future vocational opportunities for graduate students.

Given my entrepreneurial past and my current research in the School of Business, I am enthusiastic about the close cooperation with commercial partners. Past projects in graduate and post-graduate courses and research projects from a year 3 group research to Masters thesis level have included collaborations with leading managers and researchers from a.o. Philips, JWT, 2 Degrees, DDB, Volkswagen, Y&R, Audi, DraftFCB, The NZ Airforce, The NZ Red Cross, Vodafone, Kiwibank, Frucor, BNZ, Colenso BBDO, Fonterra, TBWA, Mitre 10, American Express, The Metservice and Heineken.

Given my own background and the curiosity in the poetic aspects of brands, my 50/50 PhD eventuated in both Humanities and Commerce. Same as for the broader advertising specialisation, the hybrid business and art, and expressive and digital projects offers new and exciting opportunities for business and humanities students, and for computer science and arts students. This means that new research proposals often benefit from shared supervision by scholars from two or more departments, and often from different Schools in the university.

The developments in the creative industries are happening at the speed of light. This relates both to digital innovations, but also to the sustainability of the monetization of all creative endeavours. Many of the established academic and practical constructs, models and approaches are challenged by a sweeping deconstruction of the market and media mechanics.

In 2015 I’ll be working on further development of research in mobile and digital advertising contexts, and performative visual and poetic art projects for insight generation and innovative explorations to constitute market intelligence. In all of these areas I like to push not just for descriptive projects, but for new ideations and products that make a contribution to creative culture.
Dr John Williams

www.otago.ac.nz/marketing/staff/williamsj.asp

I am a member of three multi-disciplinary, multi-year research streams. The first is the “Energy Cultures” project: a research programme involving a multidisciplinary team working on a multi-million dollar research project that aims to understand the differing ways in which we use energy in New Zealand.

The second is the GREEN Grid project, a multi-million dollar and multi-university research programme lead by researchers at the University of Canterbury that explores the impact that new technologies such as “smart” meters, electric vehicles, home energy management systems, and distributed generation of electricity via solar panels will impact the national grid.

The third is the BEATS Study (Built Environment and Active Travel to School), a research programme lead by researchers in the School of Physical Education. In addition to these projects, I also collaborate with my colleagues on, usually because of my expertise in research design and quantitative data analysis.

A fundamental and ongoing fascination of mine is trying to figure out why we make the choices we do as consumers. I am very happy to supervise, discuss or assist with any project that examines reasons behind consumption decisions, and especially those that do so in order to promote social wellbeing.

Current Research Interests

Social and ethical issues in Marketing and business
  Business models for the 3 Rs, triple bottom line etc.
  Consumer acceptance of the 3 Rs, voluntary simplicity etc.

Using Marketing concepts to make the world a better place
  Promoting energy savings/efficiency
  Promoting active and public transport

Service-dominant logic of Marketing
  Adding and/or deleting FPs
  Linking to CB concepts, e.g. values

Multi-item scale development

Influence of habits on CB

Priming, both subliminal and supraliminal
Dr Ben Wooliscroft

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My research concerns three main areas; the interactions between business and society, the relationship consumers have with brands, and ethical/sustainable consumption in the broadest sense. My outputs include editing a major book, editing a special issue of the Journal of Historical Research in Marketing, and a dozen peer reviewed journal papers. I have also contributed to the leadership of a number of journals, through membership of their editorial boards, and the Macro-marketing Society Inc. of which I am the current secretary.

Current Projects

Sustainable Business
How business can be run in a more sustainable/efficient/resilient manner for the benefit of society as a whole. For example:

Ethical Consumption
Investigations into the motivations, barriers and underlying hierarchies of ethical consumption.

Branding - personality and relationships
Brands are at the centre of marketing and most modern market phenomena. They require more study and study from a wider perspective. Some of the research I have in the area is:

History of Marketing/business
My doctorate is situated in the history of marketing theory, and the people who made it. Understanding where marketing comes from remains important for understanding where it will go.

Saving the World
Macromarketing is about saving the world. Within macromarketing we can address a wide range of topics with the good of the world at the centre.