



m.core
MARKETING & CONSUMER RESEARCH



in focus

Our focus is on the human being as consumer. Consumption is present in all domains of human behavior.

Studying consumers means addressing phenomena that are relevant to individuals and society.

We embrace multiple perspectives and approaches because deep insights demand multiple viewpoints.

We are particularly known for our unique insights into the powers of ownership, the frame of customer value, and the psychology of sustainable and responsible behavior.

Curiosity, reflection and respect guide all our actions: as experts, researchers, teachers, partners and colleagues.

m.core's mission

Dear alumni,

The year 2024 has begun and we can look back on an eventful last year. Would you like to know more about the exciting changes in our team last year? Then you will get the answer in our Newsflash and our category "People in focus".

To find out about highlights from research and teaching, take a look in the categories "Projects", "Publications" and "Events and Initiatives". We hope you enjoy reading and wish you much success, joy and inspiration for 2024!

Stay in focus with us!

PD Dr. Monika Koller
Head of Institute

Prof. Bernadette Kamleitner
Deputy Head of Institute

No. 10, 2024

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PS: Another alumni would also like to stay in touch and in focus? No problem. To subscribe or unsubscribe to the newsletter, simply send us a short e-mail to: mcore@wu.ac.at.



Bernadette Kamleitner is Vice-Rector for Research and Third Mission

Our professor Bernadette Kamleitner has joined the Rector's Council as Vice-Rector for Research and Third Mission. We are particularly pleased that Monika Koller has taken over the role of Head of the Institute during this time and that Bernadette will remain associated with the Institute as Deputy Head of Institute.

Welcome to Till Bieg!

We were delighted to welcome Till Bieg as a new team member last year. Till obtained Master's degrees in both Data Science and Psychology. Prior to joining the institute, Till gained academic experience with a focus on human-computer interaction and user research at the Center for Technology Experience, AIT Austrian Institute of Technology.



Welcome back Eva Marckhgott!

Eva Marckhgott has rejoined our team as Assistant Professor. Eva has earned a PhD in Social and Economic Sciences and worked as Research and Teaching Associate at the institute before she started her career in market research and customer relationship management at REWE International. Eva is particularly devoted to ensuring that her research not only advances academic knowledge but also holds practical relevance for companies, organizations, and consumers.



Innovative Teaching Award 2023 for Monika Koller, Barbara Hartl and Renato Régis

We are happy to announce that our SBWL students can look forward to another award winning course offered by our institute. Monika Koller, Barbara Hartl and Renato Régis were recognized with the Innovative Teaching Award 2023 for their course concept "Marketing and Consumer Research Project". Congratulations!



Want to
Know More?

www.wu.ac.at/mcore
mcore@wu.ac.at

Would you like to find out more about our SBWL Marketing and Consumer Research?

For all those interested, there is now a short video where we present our specialization and also asked our students for their opinion. [Click here for the video...](#)

For more news and information, visit the following platforms:





In this section, we put the focus on people. We continue the series with our longtime office manager [Helga Karl](#).



You have been at WU for 36 years now and have actually started your well-deserved retirement. You are still working at the institute, even if only for a few hours. What motivated you to do this?

Those who work longer also live longer - at least that's what some scientific studies have found. As I have always enjoyed my work very much and appreciate the contact with my colleagues and students, I have decided not to retire but to continue working for a few more years. As I have a lot of know-how after such a long time, I can support the team and my dear colleague, Linda Keller, well.

What have been your highlights at WU over the years?

My years at WU so far have been very varied. I was able to experience the move from Augasse to the new campus. It was a very stressful but also exciting time, especially since my long-time chief, Professor Günter Schweiger, went into well-deserved retirement a few years before. This was when Professor Wolfgang Mayerhofer headed the institute on an interim basis until Professor Bernadette Kamleitner took over. There were of course many additional and new tasks and these years were very exhausting but

also exciting. I would like to take this opportunity to thank all three of them from the bottom of my heart for their pleasant and humane manner.

Could you roughly estimate how many graduates of the Institute's specialization you have met over the years?

I can't answer this question ad hoc, but there were certainly around three thousand graduates. I'm still in contact with some of them and I'm always happy to hear or read about our alumni.

Here are a few impressions from the last years:



B. Kamleitner and G. Schweiger



Farewell W. Mayerhofer



P. Lerch and H. Karl



m.core Team September 2023

About the person:

Helga Karl began her career as program manager at the "Universitätslehrgang für Werbung & Verkauf" (now Marketing & Sales), then took over the management of the library at the Institute for "Werbewissenschaft und Marktforschung" (now Marketing & Consumer Research) before moving to the office management. Even after 36 years at WU, she still hasn't had enough and will continue to work a few hours at the institute in her retirement.





Research project „Visual boundaries in the city“

A current project at the Institute, financed by the WU Anniversary Fund of the City of Vienna, is dedicated to the perception of visual boundaries in the city.

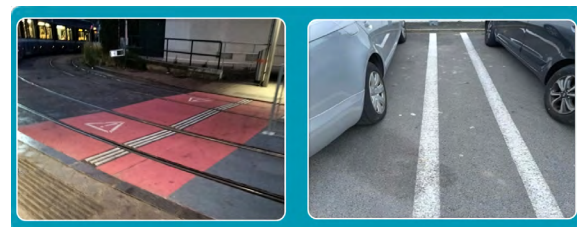
Visual boundaries permeate the urban landscape, serving as indispensable guides from the sidewalk to the thoroughfare, delineating parking spaces, and manifesting through tree pits along the roadside. Even the design and dimensions of paving stones in park pathways contribute to the perception of visual demarcations. Within the scope of our ongoing research initiative, we explore the following questions: What significance do these visual boundaries hold for people navigating the city? How do they shape the urban experience and influence the way people interact with their surroundings?

On October 12, 2023, Barbara Hartl and Monika Koller, together with Ana Mir, who is supporting the project as a study assistant, presented the initial findings of the project at the Network Meeting 2023.



Ana Mir during the poster presentation

During the network meeting, current WU anniversary fund projects were presented. In the subsequent poster session, we discussed the results of the project from observations, interviews and diary studies with representatives of the City of Vienna. Below you can find examples of a visual boundary documented as part of the project.



Different visual boundaries in the city



Barbara Hartl presented the project at the Network Meeting

Further information about the Network Meeting can be found here:

<https://www.wu.ac.at/en/network-meeting/>





Need for Smell

Koller Monika, Salzberger Thomas, Floh Arne, Zauner Alexander, Sääksjärvi Maria & Schifferstein Hendrik N.J. (2023). Measuring individual differences in active smelling to evaluate products – The ENFAS-Instrument, Food Quality and Preference, 110. <https://doi.org/10.1016/j.foodqual.2023.104925>

Abstract:

Smelling products (e.g. to assess their quality, or to see whether a food product is safe to consume) has always been an important aspect, also from an evolutionary perspective. However, in marketing and consumer research, we know little about the variability in consumers' propensity to actively engage their sense of smell in the context of product evaluation in purchase decision making.

Our paper provides insights into this issue by conceptualizing the "Need for Smell" construct, detailing the development of the ENFAS scale, and providing state-of-the-art psychometric evidence of its validity. Ten studies contributed to a two-dimensional 11-item instrument, supporting the scale's external and cross-national validity, and establishing the position of "Need for Smell" in its nomological net. Using observations, interviews, and surveys in Austria, Germany, the UK, and the USA, we investigated the role of active smelling in different consumption settings: When we smell new books, for example, it's not about judging the quality of the print but about a hedonic experience. In contrast, smelling clothes helps us to assess the material and

decide whether we want to wear it on our skin. This dimension, of smelling to avoid potentially harmful consequences, is evolutionary rooted and turned out to be a very important aspect, next to informational and hedonic motives for smelling at products. Those results yield insight into how smell perception affects consumer choices and may help optimize product presentations for the retail context. The newly developed ENFAS instrument opens up new research opportunities. It conceptualizes two dimensions of the consumer's propensity to use the sense of smell in a purchase behavior context: first, to help consumers assess the quality of products (informational) and whether products are safe to buy and use (self-protective); and second, to experience pleasure from the perception and the use of products through their smell. Our set of studies reveals the richness of the construct, as well as its utility for sensory perception research, retailing, and product marketing practice. Present-day marketing increasingly relies on complex consumer profiling based on various types of electronically registered data using artificial intelligence and machine learning. The data are derived from observed consumer behavior at the point-of-sale and social media activities. However, such analyses are prone to misinterpreting processes in the consumer's mind, as they may not live up to the very nature of the consumer as a multisensory being.

The concept of Need for Smell and its measurement provides additional insight, complementing what we can learn from digitalization and big data.





Physical and Digital Privacy

Brough Aaron R., Kamleitner Bernadette, & Martin Kelly D. (2023). Physical and Digital Privacy: How Developed and Developing Countries Differ in Both Vulnerability and Protection, *Journal of International Marketing*, 31(4), 76-79. <https://doi.org/10.1177/1069031X231201362>

Abstract:

Historically, a concern for physical privacy led to investments in tangible barriers such as closed carriages, walled gardens, and gated estates. In the information age, digital privacy has become an additional source of concern as consumers seek to protect sensitive medical, financial, or other personal data. The rapid and widespread adoption of technology-based surveillance tools (e.g., satellite imagery, drones, listening devices) has blurred the line between physical and digital privacy and contributed to a heightened sense of vulnerability.

Awareness of vulnerability can prompt people to act to safeguard their privacy (Martin, Borah, and Palmatier 2017). For example, Venmo app users who become aware that their financial transactions are visible by default to anyone on the internet may decide to switch the app's setting from public to private. Similarly, consumers who are savvy to privacy threats are more likely to cover cameras and turn off devices that are not in use.

But protecting one's privacy is not always as simple as toggling a button or flipping a switch; some forms

of privacy protection are costly. Those with the means to purchase privacy-enhancing technologies, such as VPNs, ad blockers, encrypted messaging apps, and other privacy-preserving tools are better able to protect their personal information and online activities from prying eyes. For those who cannot afford these technologies, information privacy is more difficult to attain. Affluent consumers are also better able to preserve their physical privacy by controlling their surroundings. Indeed, we argue that the privilege of being left alone, unobserved and untracked, is rapidly becoming a luxury that only those with sufficient resources can afford.

In this commentary, we explore the ways in which various forms of privilege influence both the ability to secure privacy protection and the extent to which consumers are exposed to privacy threats. In particular, we argue that affluent (vs. nonaffluent) consumers differ not only in their ability to effectively preserve their privacy but also in the types and levels of vulnerability they experience. While many factors contribute to vulnerability, the increasing cost of understanding, enacting, and maintaining one's privacy means that globally, these disparities are further exacerbated by differences among developed (vs. developing) nations.

We elaborate on two key observations. First, we observe that physical and digital privacy have become increasingly intertwined, making either form of privacy more difficult to obtain. Second, we observe that the role of wealth in avoiding privacy threats and securing privacy protection has begun to shift. We examine these themes in the discussion and, accordingly, offer future research directions for international marketing scholars.





Car Sharing

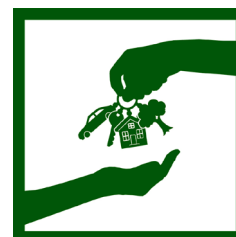
Hartl, Barbara & Hofmann Eva. 2022. The social dilemma of car sharing – The impact of power and the role of trust in community car sharing, *International Journal of Sustainable Transportation*, 16:6, 526-540. <https://doi.org/10.1080/15568318.2021.1912224>

Abstract:

Car sharing represents a promising solution for sustainable transportation. Instead of everyone owning a car, a group of people share access to a car via a sharing community. Considering that there are already many cars that are not used to their full capacity, car sharing communities, whereby a group of people share access to a car, represent a sustainable alternative. Data in 2014 show that the average parking time per day was 22 hours (see survey results in six European countries, Pasaoglu et al., 2014) and in 2018, people spent on average around an hour a day travelling in Great Britain, including only 36 minutes by car (as a driver or passenger) (Department for Transport, 2019). This constitutes a resource saving potential that could be exploited through higher adoption rates of car sharing.

Sharing a car within a community allows private individuals to benefit from having a car without the same costs and responsibilities of individual car ownership. However, sharing a car within a community results in the challenge of shared contributions and shared requests and thus, constitutes a social dilemma: First, all group members should contribute to the shared car. Second, the group members cannot decide when to use the car independent of each

other. Drawing on this, the question arises as to how car sharing within a community should be organized to guarantee that everyone is contributing enough to the shared car so that the car sharing community represents a sustainable traffic solution. From a social dilemma perspective, rational individualistic interests collide with collective interests of the sharing group: While each member would be better off contributing as little as possible and using the car as much as possible, it is in the collective interest of the group that each member pays a fair share and uses the resource fairly. This paper analyzes the problem of contributing to a shared car through the social dilemma framework and focuses on two potential factors that might influence drivers' behavior: power (e.g., sanctions, expertise) and trust mechanisms (i.e., presenting badges) used by the car sharing community. This paper presents the results of two laboratory experiments. Study 1 (N=183) reveals that power mechanisms, e.g., sanctions, affect the contribution to a shared car. Study 2 (N=246) replicates the results of Study 1 and further shows that the presence of a trust mechanism (i.e. badge system) shapes the impact of power on contributions. The current research provides valuable insights for research on car sharing and the sharing economy in general and is particularly relevant for the constitution of sharing communities.





Workshop “Ownership Reloaded”

In July 2023, our team hosted an interdisciplinary workshop on ownership research at the WU Vienna University of Economics and Business together with Joann Peck (University of Wisconsin-Madison).



Participants and Organizing Committee of the Workshop

In a rapidly evolving world, the concept of ownership has taken on new dimensions that extend far beyond the traditional legal framework. To delve deep into the intricacies of ownership and its related concepts, a thought-provoking workshop was recently held, bringing together over 30 international experts from 25 renowned universities across 9 countries. The workshop provided a captivating platform to exchange expertise and unravel the manifold manifestations and consequences of ownership, possession, and sharing.

The workshop embraced a holistic perspective that delved into the psychological and sociocultural underpinnings of ownership. With a diverse array of experts ranging from psychologists to economists, the workshop was poised to deliver a comprehensive understanding of ownership that transcends geographical and disciplinary boundaries. Over the course of two days and eight sessions, discourses set around diverse topics, such as neurological and physiological indicators of ownership, ownership in marketing, digital ownership and privacy issues, as well as psychological ownership and the environment. Ideas and research findings were presented and exchanged in regular talks as well as blitz talks, that enabled a constructive debate on preliminary findings and novel research ideas.

On the first day of presentations, we started the workshop by delving into key insights regarding ownership. We engaged in discussions about feelings of ownership and their influences. Moving on, we explored neurological investigations and physiological indicators, along with the impact of product size on psychological ownership. Concluding the first day, we delved into the role of psychological ownership in marketing. On the second day of the workshop, our discussion revolved around the implications of digital technology on ownership and sharing. We explored the connection between data, privacy, and ownership and we deepened into the realms of collecting and consequences of choice. Lastly, we examined the concept of psychological ownership in relation to nature and relevant infrastructure.

The rich tapestry of insights woven during the workshop wasn't confined to the formal sessions alone. A series of well-curated social events provided the perfect backdrop for participants to unwind, exchange ideas, and forge meaningful connections. The workshop ended with a closing session that stimulated critical thinking about a number of key trends and questions that emerged during the workshop. In a world where the boundaries of ownership are continuously being redrawn, this international workshop stood as a testament to the power of collaboration and interdisciplinary exploration. The dialogue and insights generated will undoubtedly leave a lasting impact on how we perceive, study, and navigate the complex terrain of ownership, possession, and sharing in the modern era.

More on the topic:

[Blog - The Science of Ownership](#)

[POP-Collection \(„Possession, Ownership and Property“\)](#)
[m.cores Research - The Experience of Ownership](#)

[Vidoe Playlist- The Science of Ownership](#)

Events and initiatives

Mmarketing Insights

In our event series “Marketing Insights”, our students put theoretical knowledge into practice. We go on field trips, visit companies and work on real life marketing challenges in workshops together with partners from industry. Moreover, we regularly invite guests from business and society to WU to engage in insightful and reflective discussions with our students and the m.core-faculty. It allows students to gain insights into timely topics.

“Marketing Insights” captures the most current issues in contemporary marketing and consumer research. “Marketing Insights” provides a platform for in-depth and critical discussions of marketing and consumer research questions that are of academic, applied and societal relevance. It challenges students to apply their customer-centered knowledge to a broader context of real-world problems. Moreover, it adds to their professional training in marketing and consumer research. It is also a great networking opportunity for students and companies.

The course concept was introduced by Monika Koller and Eva Marchgott. In 2023, “Marketing Insights” was held by Monika Koller and Barbara Hartl. We had field trips to Henkel CEE GmbH, the Digital Marketing Agency Loop, Votiv Kino and the Spanish Riding School.

Thank you very much for the insightful time we spent together during the workshops.



In March 2023, we had the opportunity to get insights into the marketing of “Lilis Welt” and enjoyed a ride with the Liliputbahn, which is celebrating its 95th anniversary this year. It was a great field trip with loads of new marketing insights given in the guest talk by Anna Kleindienst-Jilly, Managing Director Liliputbahn im Prater GsmBH. A big thank you for this great event. [Check out the Marketing Insights interview with Anna Kleindienst-Jilly.](#)



In May 2023, we had a great field trip to Seestadt Aspern. Cornelia Bredt shared her knowledge as marketing expert and discussed with us current and future marketing practices during a “walkshop” It was a great trip with loads of new marketing insights. Thank you so much to everyone involved.



You can find all Interviews of our video series Marketing Insights under <https://www.wu.ac.at/mcore/gesellschaft-praxis/marketing-insights-videos/> and on [YouTube](#)



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Science inspired by consumers

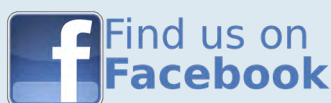


Keep in touch

Contact with our alumni, our students and to science and practice is a special concern for us. Use our platforms to stay in touch and up to date.



All information about the m.core institute can be found on our homepage.
wu.ac.at/mcore



Here you can find brief and succinct news messages.
facebook.com/WU.mcore



On LinkedIn, we mainly provide insights from the world of consumer research. The platform also offers you the opportunity to network with other alumni.
<https://www.linkedin.com/company/mcore-wu>



On Instagram, you can take a glimpse on what moves us at the moment. Above all, this platform allows a look behind the scenes and illustrates the interdisciplinary everyday life of the m.core institute.
www.instagram.com/mcore_wu



Our YouTube channel offers you exciting insights. See research results in our video series 1 Paper 1 Minute, get insights into the POP collection and experience interviews with well-known people from science and practice.
youtube.com/channel/UC8VDH-0BCxP3SPBcBscNkCA

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