

UC Irvine

UC Irvine Previously Published Works

Title

Responsible Research in Business and Management (RRBM) and the Journal of Public Policy & Marketing: Connected Through Impact

Permalink

<https://escholarship.org/uc/item/63s1s8wv>

Journal

Journal of Public Policy & Marketing, 41(1)

ISSN

0743-9156

Authors

Cross, Samantha NN
Gustafsson, Anders
Pechmann, Cornelia
[et al.](#)

Publication Date

2022

DOI

10.1177/07439156211056538

Peer reviewed

Responsible research in business and management (RRBM) and the Journal of Public Policy & Marketing: Connected through impact

S. Cross, A. Gustafsson, C. Pechmann and K. P. Winterich

Journal of Public Policy & Marketing 2021 Vol. 41 Issue 1 Pages 51-53

DOI: 10.1177/07439156211056538

Responsible Research in Business and Management (RRBM) and the Journal of Public Policy & Marketing: Connected through Impact

For 40 years, the *Journal of Public Policy and Marketing (JPP&M)* has provided a forum within the marketing discipline for scholarship on the impact of public policies and actions on marketers, consumers and society. It seeks articles that offer insightful and thoughtful analyses of public policies that affect the marketing profession and the marketplace. Martin and Scott's (2021) editorial stresses the opportunity for *JPP&M* to be the journal for topics that "make a difference" defined as "something that helps people or makes the world a better place." This positioning situates *JPP&M* as an excellent outlet for articles that reflect the principles espoused by the growing emphasis in marketing academia on Responsible Research in Business and Marketing (RRBM).

The seven RRBM principles are unapologetically ambitious, asking for both basic and applied contributions with sound methodologies that value multidisciplinary collaboration, stakeholder involvement, impact on numerous stakeholders and broad dissemination (RRBM 2021). These principles overlap and intersect with the goals of *JPP&M* and challenge marketing researchers, educators, and practitioners to think boldly, broadly, and globally with a shared vision of inspiring, encouraging and supporting credible, useful and inclusive research. Together *JPP&M* and RRBM seek research that can make a positive difference for consumers and stakeholders and pave the way, one article at a time, for societal wellbeing and a better world.

Making a positive difference implies a shift to a dual focus in which corporate and marketing strategies need to consider corporate and shareholder wellbeing, as well as consumer, environmental and societal impact, for the benefit of both companies and the world at large (OECD 2013). The Transformative Consumer Research movement has embraced this focus, envisioning "Marketing as a Force for Good" (Mende and Scott 2021). Our hope is for RRBM principles to be applied more broadly beyond the TCR community to researchers in consumer behavior as well as marketing strategy. Businesses can no longer focus solely on shareholder value and profitability given the increasing consumer demand for socially responsible practices concerning employee welfare, equality, environmental impact and community contributions. Marketing researchers must broaden their perspective to consider marketing's impacts on a variety of stakeholders and societal well-being.

Though several marketing journals have had special issues on topics related to RRBM (e.g., Better Marketing for a Better World at *Journal of Marketing*, *Journal of Consumer Psychology's*

Consumer Psychology for the Greater Good, and *Journal of Marketing Research's* Mitigation in Marketing), *JPP&M* has consistently published articles that embody the principles of RRBM. As such, it is not surprising that five of the articles recognized by the AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing in its inaugural year (2019) were published in *JPP&M*, with two additional *JPP&M* articles receiving this award in 2020. Although each award-winning *JPP&M* article fulfills several of the RRBM principles, we highlight one principle per article below.

In the inaugural year of the award, the *JPP&M* article by Catlin, Pechmann and Brass (2015) was one of only two distinguished winners and it demonstrates commitment to RRBM principle 1: benefit both consumer welfare and business. Guided by theory on naive consumer beliefs, the researchers find that novice consumers do not view over-the-counter drugs' active ingredients as risky which could result in harmful double dosing. The researchers identify and test the proposed industry intervention of making active ingredients more salient on the packaging but find it ineffective. They then create a better intervention, an on-package warning that states that taking too much of the active ingredient can harm you. They find that this warning can protect consumers and therefore reduce business litigation risk.

Principle 2, which states research should make both basic and applied contributions, is demonstrated by Berry, Burton, Howlett and Newman (2019). Their article, a 2020 award winner, shows that menu calorie labeling reduces calories ordered by health-conscious consumers, but inadvertently increases calories ordered by both quantity- and taste-oriented consumers. By studying consumers' food value orientations, they make basic disciplinary contributions; and also important substantive contributions given the dire consequences of obesity on consumers and society.

Hill and Martin (2014), a finalist for the inaugural award in 2019, illustrates principle 3: value plurality and multidisciplinary collaboration. They provide a critical evaluation of the marketing field, arguing it is limited by its narrow focus on affluent consumers, dehumanizing research practices, and indifference to systemic constraints in consumer ecosystems. They argue for broader, more inclusive marketing research and education that expands consideration from egocentric aims to larger societal responsibilities.

Sound methodology, principle 4, is highlighted by 2020 winners DeBerry-Spence, Ekpo and Hogan (2019). They demonstrate the value of mobile phone visual ethnography (MpVE) in their study of micro-entrepreneur livelihood at the largest arts and crafts market in Ghana in West Africa. Their research demonstrates the importance of this innovative methodology which provides methodological naturalism by allowing for visual data collection that captures the social embeddedness of mobile phones in everyday life. This study also illustrates the power of this unique visual ethnographic methodological approach in giving voice to low literate and at-risk populations, particularly those in non-Western settings.

In Grier and Perry (2018), an inaugural 2019 winner, the authors illustrate principle 5: stakeholder involvement. To investigate how the gentrification of Washington DC neighborhoods impacts diversity and community, the researchers reach out to neighborhood

households. They find long-term residents feel excluded and all residents, including newer residents seeking diversity, experience a lower sense of community, revealing that gentrification results in “faux diversity”.

Walker (2016), an inaugural 2019 finalist, explores online data privacy and addresses principle 6: understand and impact diverse stakeholders. The research finds that consumers do not have the wherewithal to understand the increasingly complex online environment and inadvertently surrender information to online marketers. They demonstrate that public policy is not current with the digital age. This research also provides a framework that compares sharing versus surrendering information online and calls for increased education to enhance consumer attention to online information requests.

Lastly, the impressive dissemination of Lamberton’s (2013) research, an inaugural 2019 winner, to policy makers, think tanks, practitioner blogs and the popular press exemplifies principle 7: wide research dissemination. This research finds that providing consumers with choice in the allocation of a small amount (10%) of their taxes to a federal or state budget item, e.g., education, increases taxpayer satisfaction. These findings reveal a simple yet effective way to reduce reactance to paying taxes, and also demonstrates that choice in tax allocation can increase civic engagement.

While the *JPP&M* articles featured here are noteworthy award recipients, most articles published in *JPP&M* fulfill several of the principles of RRBM. In our view, the primary path to applied, multidisciplinary and inclusive research contributions that result in widespread stakeholder involvement and impact involves the following steps (MacInnis et al 2020):

- talk to and be inspired by stakeholders before initiating the research and consistently thereafter;
- respect and build on their understanding to create research questions;
- use sound methods which they trust, e.g. field studies or lab studies with representative participants and realistic stimuli or ethnographic type studies that are carried out in close proximity to the empirical context;
- embrace diversity in collaborators, participants, informants and methods;
- find or create a suitable framework that is informed by theory and ensure that the methods fit the theory;
- present the work to both traditional and nontraditional audiences to get their input; and
- disseminate the findings widely using accessible language with minimal jargon.

Being longstanding advocates for widely impactful research, we appreciate the central role that *JPP&M* plays in publishing and disseminating research in marketing that is both responsible and inclusive. We hope future research projects will give even greater consideration to these principles, and consider the global impacts of marketing and policy on societal well-being, irrespective of where the research is published.

References

Berry, Christopher, Scot Burton, Elizabeth Howlett, and Christopher L. Newman (2019), "Understanding the Calorie Labeling Paradox in Chain Restaurants: Why Menu Calorie Labeling Alone May Not Affect Average Calories Ordered." *Journal of Public Policy & Marketing*, 38 (April), 192–213. <https://doi.org/10.1177/0743915619827013>.

Catlin, Jesse R., Cornelia (Connie) Pechmann, and Eric P. Brass (2015), "Dangerous Double Dosing: How Naive Beliefs Can Contribute to Unintentional Overdose with Over-the-Counter Drugs." *Journal of Public Policy & Marketing*, 34 (Fall), 194–209. <https://doi.org/10.1509/jppm.14.061>.

DeBerry-Spence, Benét, Akon E. Ekpo, and Daniel Hogan (2019), "Mobile Phone Visual Ethnography (MpVE): Bridging Transformative Photography and Mobile Phone Ethnography." *Journal of Public Policy & Marketing*, 38 (January), 81–95. <https://doi.org/10.1177/0743915618820586>.

Grier, Sonya A., and Vanessa G. Perry (2018), "Dog Parks and Coffee Shops: Faux Diversity and Consumption in Gentrifying Neighborhoods," *Journal of Public Policy & Marketing*, 37 (Spring), 23–38. <https://doi.org/10.1509/jppm.16.230>.

Hill, Ronald Paul, and Kelly D. Martin (2014), "Broadening the Paradigm of Marketing as Exchange: A Public Policy and Marketing Perspective," *Journal of Public Policy & Marketing* 33 (Spring): 17–33. <https://doi.org/10.1509/jppm.13.023>.

Lamberton, Cait (2013), "A Spoonful of Choice: How Allocation Increases Satisfaction with Tax Payments," *Journal of Public Policy & Marketing*, 32 (Fall), 223–238. <https://doi.org/10.1509/jppm.11.084>

Martin, Kelly D., and Maura L. Scott (2021), "Journal of Public Policy & Marketing: A Strategic Vision for Rigor, Relevance, and Inclusivity," *Journal of Public Policy & Marketing*, 40 (January), 1–6. <https://doi.org/10.1177/0743915620928090>.

MacInnis, Deborah, Vicki Morwitz, Simona Botti, Donna Hoffman, Robert Kozinets, Donald Lehmann, John Lynch, and Cornelia Pechmann (2020), "Creating Boundary-Breaking, Marketing-Relevant Consumer Research." *Journal of Marketing*, 84 (2), 1–23. <https://journals.sagepub.com/doi/10.1177/0022242919889876>.

Mende, Martin and Maura L. Scott (2021), "May the Force Be with You: Expanding the Scope for Marketing Research as a Force for Good in a Sustainable World." *Journal of Public Policy & Marketing*, 40 (April), 116–125. <https://doi.org/10.1177/07439156211000741>

OECD (2013), OECD Guidelines on Measuring Subjective Well-being, European Union: OECD Publishing.

RRBM (Responsible Research in Business and Management (2021), "Principles" accessed September 9, 2021. <https://www.rrbm.network/executive-briefing/eb-principles/>.

Walker, Kristen L. (2016), “Surrendering Information through the Looking Glass: Transparency, Trust, and Protection,” *Journal of Public Policy & Marketing*, 35 (Spring), 144–158.
<https://doi.org/10.1509/jppm.15.020>.