Creating Boundary-Breaking Marketing-Relevant Consumer Research

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Forthcoming, *Journal of Marketing, 2020*

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Acknowledgments: The authors are grateful to the editors and the review team for their insightful comments and helpful suggestions.

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Abstract

Consumer research often fails to have broad impact on members of our own discipline, on adjacent disciplines studying related phenomena, and on relevant stakeholders who stand to benefit from the knowledge created by our rigorous research. We propose that impact is limited because consumer researchers have adhered to a set of implicit boundaries or defaults regarding what we study, why we study it, and how we do so. We identify these boundaries and describe how they can be challenged. We show that boundary-breaking marketing-relevant consumer research can impact relevant stakeholders (including academics in our own discipline and allied ones, and a wide range of marketplace actors including business practitioners, policymakers, the media, and society) by detailing five articles and identifying others that have had such influence. Based on these articles, we articulate what researchers can do to break boundaries and enhance the impact of their research. We also indicate why engaging in boundary-breaking work and enhancing the breadth of our influence is good for both individual researchers and the fields of consumer research and marketing.

Keywords: Consumer research, marketing, breaking boundaries, broad impact, marketplace stakeholders

Consumption and consumers are interwoven with contemporary society; therefore, marketers, journalists, policymakers, and members of the public all have a stake in the topics that consumer researchers study. Our work can also influence research in adjacent disciplines. Although our positions as academics put us in potential thought leadership positions, one wonders why our work does not have broader impact on these marketplace stakeholders (Simonson et al. 2001) as well as on academics in other disciplines. Consumer researchers tend to cite scholars in other fields (e.g., psychology, anthropology, sociology) far more than they cite us. Similarly, most business practitioners turn to accessible, business-related popular writers before they seek the advice of consumer researchers. In the policy realm, our influence is often dwarfed by that of economists and legal professionals.

The relatively narrow impact of consumer research is not due to a lack of talent or commitment of individual researchers, the quality or rigor of our work, or our potential to offer insights. Rather, we argue that those of us in our field, including the authors of this paper, have handicapped ourselves by adhering to a set of implicit boundaries or defaults about what we study, why we should study it, and how we communicate the significance of our work. Adhering to such defaults can limit our thinking, the knowledge we produce, how we execute research, and how we disseminate our findings. More specifically, current consumer research is often inspired by existing academic literature, sometimes ignoring emergent substantive *marketing-relevant consumer research* issues[1] that marketplace stakeholders and academics in other disciplines care about. While it illuminates construct-to-construct links, it often eschews more unstructured real-

[1] Consistent with the AMA definition of marketing (www.ama.org), we define marketing-relevant consumer research as research about issues related to the interaction between consumers and other marketplace stakeholders. This definition, while consumer-focused, makes salient the role of motivated marketplace stakeholders and their relationships with consumers, as well as a phenomenon-based approach to the study of consumers. Readers should note that whereas we sometimes default to the term "consumer research," the term should be taken to mean "marketing-relevant consumer research."

world phenomena for which novel constructs could be developed. It emphasizes individuals, as opposed to the small and large groups of which consumers are members. And our research is often published in erudite academic journals, but not further communicated to marketplace stakeholder groups for whom the findings may be relevant.

As a consequence of these implicit boundaries, consumer research yields limited cross-fertilization of ideas, diversity in knowledge, and is perceived to lack significance, despite its interdisciplinary and multi-stakeholder potential (Simonson et al. 2001; Wells 1993). We urge consumer researchers to break these boundaries and broaden our impact, lest we become irrelevant to non-academic marketing stakeholders and cede influence to non-marketing academic disciplines. As aptly noted by the current editors of the *Journal of Marketing*, “we think the field needs to pull off its blinders and uncover new ways of thinking about marketing and the marketplace.” (Moorman, van Heerde, Moreau, and Palmatier 2019a, p. 2). In short, while consumer research has yielded substantial insights into the behavior of consumers, we believe that we can do more to broaden the impact of our work.

Why should and how does one engage in boundary-breaking marketing-relevant consumer research? We offer some ideas pertaining to these important issues in the three sections that follow. In the first section, we present a conceptual framework (see Figures 1-3) that distinguishes the implicit boundaries that characterize our choices about marketing-relevant consumer research from boundary-breaking alternatives. Whereas we are not the first to argue in favor of some of the ideas captured in our framework (e.g., Lutz 1991; Mick 2003; Wells 1993), we hope that the structured approach offered in the Figures, coupled with the topics discussed in this section, make salient the relevant boundaries and the opportunities that consumer researchers have to break them.

In the second section, we provide guidance to the ambitious consumer researcher seeking to contribute in this way. Specifically, we describe five published articles that exemplify boundary-breaking marketing-relevant consumer research. These articles have offered fresh and novel insights for academics in marketing and related disciplines. They have also had tangible and significant effects on other relevant marketplace stakeholders, including business, government, and society. We articulate concrete lessons from these cases to guide authors. We also offer specific strategies designed to help researchers, faculty members who train Ph.D. students, and other gatekeepers identify actions that can facilitate and accelerate boundary-breaking consumer research (see Table 1). Whereas these case studies illustrate our core ideas, we further guide researchers by offering other examples of boundary-breaking consumer research (see Table 2). We hope that this guidance will reduce the perception that the field's disciplinary norms and instructional and practices make it too risky to have broader impact on stakeholders outside of academic marketing and consumer research.

In the third and final section, we argue that boundary-breaking consumer research can have rewarding outcomes to individual consumer researchers and the field as a whole. Boundary-breaking research enhances the credibility of consumer research scholars as substantive (real-world) experts, addressing criticisms that our research is incremental. Such research also makes salient novel and important research questions that can be raised by breaking these boundaries (see Table 3). In so doing, it contributes to the *Journal of Marketing's* larger objective of being "a marketplace of ideas" that will help "develop and disseminate knowledge about real-world marketing issues relevant to scholars, educators, managers, policymakers, consumers, and other societal stakeholders" (Moorman, van Heerde, Moreau, and Palmatier 2019b, p. 1). Finally, it connects us to a world that is starved for insights on consumer behavior as a means to create a better world for many stakeholders.

Choices for Engaging in Consumer Research: Implicit Boundaries

Why do we conduct consumer research? What choices do we make about why, what, and how we conduct our research and disseminate our findings? We outline some of these choices in Figures 1 through 3, respectively. We use the phrase "implicit boundaries" to characterize the default choices that many of us make automatically and the phrase "boundary-breaking opportunities" to characterize a wide range of alternative choices that are adopted less frequently, though are equally important. We believe that implicit boundaries regarding our choices about engaging in consumer research, while well-entrenched and familiar, blind us to new ways of contributing to knowledge (see the left sides of the figures). On the other hand, breaking these boundaries and choosing under-utilized opportunities (see the right sides) reflect vehicles by which our individual and collective impact can be broadened. While these figures are not intended to be comprehensive, they are designed to provide a structured approach for identifying common implicit boundaries and illustrating boundary-breaking alternatives.

Why Conduct Consumer Research?

Figure 1 outlines the choices consumer researchers make when they decide why to conduct research. These decisions involve the stakeholders they choose to influence, the ideas they choose to test, the ways in which they choose to contribute to theory, and the manner in which they choose to investigate outcomes.

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Influence stakeholders. Consumer research is often targeted primarily or exclusively to marketing or consumer research scholars. We can broaden our impact by considering how our work can contribute to a larger set of stakeholder groups, such as those identified on the right-hand side of Figure 1. These stakeholders include academics in disciplines outside of marketing, educators and their students, different types of firms, government and non-government agencies, media, and, more broadly, society. For example, Carpenter and Nakamoto (1989) provided important new insights for marketers by using consumer research theories to provide strategic insights that explained pioneering advantages to firms. Arguably, our ability to influence stakeholders outside of the academic marketing arena is the ultimate indicator of broad impact.

Test ideas. As consumer researchers, we are motivated to test ideas that inspire us. Where do these ideas come from? In most cases, inspiration emanates from marketing academic articles or conference papers. This implicit boundary limits the attention we pay to the myriad real-world phenomena that stakeholders care about. Ideas can emerge from interactions with academics outside of marketing, practitioners or consumer groups in the public or private sector, through academic-practice forums, direct observation, or media reports.

Contribute to theory. Consumer researchers often aim to provide theoretical contributions. An implicit rule is that this contribution is based on mapping relationships between constructs. Boundary-breaking opportunities can emerge when we use our conceptual skills to add structure to real-world, messy, and often disorganized phenomena. We can do so by engaging in phenomenon-construct mapping. Here, researchers start with observations of real-world marketing-relevant phenomena and then identify constructs and relationships that can explain them. Qualitative research approaches tend to focus on the holistic qualities of complex phenomena. Thus, we tend to see more phenomenon-construct mapping in qualitative empirical than in quantitative empirical research.

Investigate outcomes. Consumer researchers are also motivated to investigate outcomes. The current default, at least among psychologically-oriented consumer researchers, is to explain and predict consumer response by identifying cause-effect relationships. Research with a descriptive and/or evaluative goal is less common. Descriptive research maps out a real-world consumer phenomenon and articulates who the relevant actors are, what their focal actions are, and when, where, and how these actions take place. Descriptive research is foundational to theory building, and it can add structure to complex and poorly understood substantive issues. Also, descriptive research is often more multidimensional, articulating complex phenomena in ways that describe and illuminate these dimensions and their importance.

Evaluative research, in contrast, assesses whether consumers' interactions with marketplace stakeholders benefit the parties involved. These interactions can result in win-win, win-lose, or lose-lose outcomes, and therefore offer normative guidance. Win-win relationships benefit all parties, as with successful corporate social responsibility. Win-lose relationships benefit one entity while hurting another, as is the case with predatory lending, which helps lenders and hurts consumers. Lose-lose relationships inadvertently benefit no one, as when product information that firms intend to help consumers instead confuses them, and thereby hurts both sellers and buyers. Too often, we fail to consider consumer research from this evaluative perspective and/or take a critical stance against marketers and other marketplace stakeholders who produce outcomes that harm consumers.

What is Studied in Consumer Research?

Figure 2 outlines the choices consumer researchers make when they decide what to study. These decisions involve the units of analyses, the decision contexts, and the time frames researchers choose to study, as well as the metaphorical consumer role they chose as a lens for thinking about the relationship between consumers and marketplace stakeholders.

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Unit of analysis. From a unit of analysis standpoint, the implicit boundary is to study individual consumers, most often in the United States. In reality, consumers rarely operate alone; rather, they interact in small groups (e.g., dyads, households, peer groups), large groups (e.g., segments, communities, tribes, organizations, markets), and in diverse populations in regions throughout the world. Consumer culture theory (CCT; see Arnould and Thompson 2005) researchers have been more receptive to examining group-level phenomena than consumer psychologists have. Still, an over-emphasis on individuals means that significant opportunities exist to learn more about the behavior of groups and populations.

Decision context. The current default is to examine static consumer decisions, even though decision-making is often dynamic. For example, consumer states and decisions can be reciprocal as when low self-esteem induces overeating, which further lowers self-esteem. They can also be sequential, as when the purchase of one product stimulates the purchase of another. Decisions can accelerate behaviors, as when a positive consumption experience leads to reduced time between subsequent consumption experiences. We also tend to study consumer decisions independently, although many consumer decisions (e.g., the choice of a doctor) are dependent on other decisions (a selected medical plan) and are embedded within political, social, legal, organizational, and economic systems. Other decisions are synchronized and coordinated, such as decisions about fashion, home buying and selling, travel, and participation in social media.

Time frame. Opportunities to break boundaries exist by examining time periods that extend beyond the present, the current default. In general, we have under-leveraged our use of the past to understand its relevance to consumer behavior in the present. However, historical information can provide valuable input to novel theories and empirical studies that generate new insights. For example, in the past, conspicuous leisure was associated with status, while currently busyness is associated with status (Bellezza, Paharia, and Keinan 2016). An historical analysis might deepen our understanding of what underlies this change and why. Many stakeholders are also interested in emerging trends and their influence on consumers, and we have the skills to study how trends in demographic, financial, technological, political, and market domains influence consumer behavior.

Consumer role. Consumer researchers often use models built around the metaphorical role of the "consumer as a target," which emphasizes how marketer and policy actions influence consumers. This view is based on the passive mass-media broadcasting model of advertising that arose in the Western world in the 1950s (Rust and Oliver 1994). In contrast, modern consumers are often active participants in the marketing process. Consumer researchers have begun to study consumers as "influencers" who exert leverage through word-of-mouth, product reviews, and blogging. Consumers are also "collaborators" who actively support and embrace brands, work together with firms, and serve as ambassadors. When consumers take on a "co-creator" role, they help to manufacture and design products and services, create ads, and even set prices. Sometimes consumers are instead "skeptics" who resist persuasion attempts, or they are "adversaries" who boycott products, initiate lawsuits, purchase counterfeits, or engage in theft, fraud, piracy, or other illegal acts. Additionally, while we typically regard consumers as owners of products, consumers are also sharers, users, experiencers, and givers of information, products, services, and money. Each metaphorical role yields different insights about consumers (Zaltman and

Zaltman 2008). Studying these roles more fully and considering other roles can yield richer insights into the behavior of consumers.

How is Consumer Research Executed?

Figure 3 outlines the choices consumer researchers make when they decide how to execute their research. These decisions involve the respondent group and method they choose to employ and the knowledge dissemination activities they engage in pre- and post-publication.

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Respondent group. The implicit boundary guiding most consumer researchers is to use students or paid workers as respondents. Breaking this boundary allows researchers to address questions regarding distinct consumer segments based on age or other sociodemographic and socioeconomic variables so as to capture under-studied consumers such as minorities, privileged or impoverished classes, and marginalized consumers like special needs populations. Consumer researchers can also attempt to study real consumers in situ more often than they currently do. Such work may be particularly beneficial when consumers engage in specialized consumption-based roles (e.g., as patients, fans, voters, etc.), in professional roles (e.g., as managers, employees), or as they deal with actual marketplace-related decisions and problems. It is likely that in these roles and marketplace contexts, simulated laboratory-based tasks may fail to capture the nuances and context-related interdependencies of consumer decision-making.

Method. Lab and online experiments constitute the vast majority of psychologically-based consumer research. Using additional methods can yield different insights, which can broaden impact. For example, the more recent trend toward field experiments helps convince marketplace stakeholders (not just journal editors) that our effects operate in the real world. Machine learning can reveal consumer sentiments and general patterns in massive datasets, while network analyses can add to our knowledge of diffusion and social media processes. Meta-analyses abstract away from specific studies to show more general effect sizes and moderators. Observation, photography, videography, and garbology are underutilized methods that are helpful for studying people in naturalistic contexts.

Pre- and post-publication knowledge dissemination activities. Consumer researchers tend to test and disseminate their ideas before publication at academic conferences and seminars. We often regard publication in an academic journal as a sufficient post-publication activity. However, to have broader impact, it is helpful to employ additional pre-and post-publication knowledge dissemination activities. For example, prior to publication, consumer researchers can "test market" their ideas with stakeholders. Doing so allows researchers to determine whether such ideas resonate and whether construct labels are meaningful to stakeholders. Such test-marketing also allows researcher to or gain feedback from stakeholders on whether they have effectively captured key aspects of the phenomenon under study, and how they can better position their work to have greater impact. Following publication, knowledge dissemination activities include targeting the media through press releases and interviews with the press, presenting research at conferences populated by key stakeholders, and publishing user-friendly articles on the research in non-traditional non-academic outlets.

Marketing-Relevant Boundary-Breaking Articles with Broad Impact

Although Figure 1 contrasts an implicit boundary with associated boundary-breaking opportunities, consumer researchers sometimes do cross multiple boundaries. In this section, we illustrate five examples of boundary-breaking "case studies"—articles published in top journals that do exactly that. Notably, broad impact did not come at the expense of academic impact, as evidenced by traditional metrics such as citations and awards. While three of the case studies involved members of the current author team, we do not mean to suggest that these cases represent the only or even the best examples of boundary-breaking marketing-relevant consumer research. Nonetheless, our status as case study authors gave us an insiders' view of the story behind the research and how it evolved. We describe some lessons learned from the set of papers. We also offer strategies to reduce the institutional barriers that might otherwise discourage such work.

Case # 1: Muñiz and O'Guinn (2001), "Brand Community," *Journal of Consumer Research*

The story behind the article. The paper's inspiration arose when Muñiz, then an undergraduate, noted that Macintosh (Mac) computer users seemed to define themselves in opposition to personal computer (PC) brand users. Moreover, Mac users reported that they felt a bond with other Mac users, even if they did not know them personally. When a Mac user had a problem or lost a paper at one o'clock in the morning, other Mac users would step in to help. Muñiz also drove a beat-up Saab in grad school and was surprised that strangers would stop him to talk about their Saabs. Relating these two keen observations about brands and communal behavior sparked the core idea for Muñiz's dissertation, which was supervised by O'Guinn at the University of Illinois. Both authors had sociological training, which inspired them to view these phenomena through the sociological lens of the historied "community" construct.

The authors immersed themselves in interviews of Mac, Saab, and Ford Bronco brand communities and in observations of their online brand communications. These sources of data revealed that members experienced a sense of "we-ness" and exhibited oppositional brand loyalty. Members had developed mechanisms to identify "authentic users" from "posers" who failed to understand the ostensibly true meaning of the brand. They also had shared rituals, traditions, and "origin stories" for their brands. They felt a moral responsibility to the brand and the brand community, helping legitimate users with decisions about where to buy, how to better use the brand, and how to find technical information about it.

Initial Reception. At the pre-publication stage, the authors initially found themselves stifled by the kinds of disciplinary boundaries and limited perspectives outlined in Figure 1. Colleagues at their institution worried that the paper's descriptive approach and that the focus on the novel idea of a "brand community" was too different from the typical job market paper and would hinder Muñiz's job prospects. Indeed, Muñiz got no job offers when he first went on the market. The authors reported that some qualitative researchers viewed their work as overly applied and commercial in its intent. They conveyed that these scholars even questioned whether Muñiz and O'Guinn were "selling out" by not casting a critical eye on the conduct of contemporary marketing. Ironically, while "Brand Community" highlighted how brands could unite people, Muñiz and O'Guinn's research seemed to alienate some scholars who had highlighted the corrosive effects of commerce on human interactions. Notably, Muñiz and O'Guinn pointed out the relevance of "community," one of the oldest constructs in sociology, to these emerging phenomena. But some critics did not view this description of the phenomena and mapping those phenomena onto the community construct as a theoretical contribution. Although some consumer researchers did not initially support their ideas, the authors were heartened by the enthusiasm they later met at the 1996 International Choice Symposium, where Russ Winer (then *JMR* editor) called attention to it. The research also generated positive responses from colleagues at Berkeley, Duke, and Chicago.

Broader impact. Practitioners recognized the paper's importance long before it was published. Procter and Gamble CEO Dirk Jager validated the work at the 1997 AMA Doctoral Consortium, describing the brand communities forming around Tide and other P&G brands. The publication of the article in *JCR* in 2001 generated extensive press coverage; both authors gave dozens of interviews. *Wired Online* writer Leander Kahney picked up on the work and subsequently wrote four books about the cult of Mac users. The automotive editor from the *Dallas Morning News* wrote a column about the brand community of Saab. Attention was sustained over the ensuing years. Rob Walker, *New York Times Magazine* "Consumed" columnist, wrote about Muñiz' and Schau's (2005) subsequent work on the Apple Newton. The community engagement group at Mini Cooper read their work. The article was covered by *American Airlines Magazine* and by radio host Paul Harvey. The idea took hold that firms could engage meaningfully with the communities that formed around their brands and that these brand communities could become important marketing assets. In the early age of social media, consulting firms popped up using Muñiz and O'Guinn's ideas and terminology, offering to help companies create and manage their own online brand communities. Overall, this timely, artful, and insightful article and its focal constructs broadened the study of branding, community, and consumption by marketing, sociological, and consumer researchers. It continues to inspire a range of new research and commercial projects around the world to this day.

Links to the framework. Muñiz and O'Guinn's (2001) article has had tremendous academic impact. It is highly cited and the recipient of *JCR*'s Best Paper and Long-Term Contribution awards. It exemplifies many of our framework's themes via its descriptive investigative goal, phenomenon-construct mapping, contributions to industry, emphasis on large groups and influencers, view of the consumer role as co-creator, use of qualitative and archival methods, reciprocal and system dependent decision context, and post-publication dissemination activities.

Case # 2: Kozinets, de Valck, Wojnicki, and Wilner (2010), "Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities," *Journal of Marketing*

The story behind the article. Kozinets describes his early career as marked by several presentations to empty conference rooms. Although he had a challenging time getting his first netnography article published, he stumbled into the area of online consumers and their connections by observing the real-world behavior of online Star Trek fans. Expanding from fans to general consumers, he authored an article for the *Financial Post* in 1997, noting that "online communities are increasing in power." From this perspective, he developed a study of online tribes, which observed that certain powerful and communicative members of social media groups "will become the important influencers who will be in high demand by forward-thinking marketers" (Kozinets 1999, p. 260). Kozinets subsequently gave numerous talks about social media marketing, including one at the *Marketing Science Institute* that resulted in several consulting projects with Fortune 500 companies. Through his *Brandthroposophy* blog, Kozinets piqued the interests of Toronto entrepreneur Patrick Thoburn and his word of mouth marketing firm, Matchstick. The two decided to engage in a collaborative project whereby Matchstick would share data while Kozinets and his research team would analyze it. Kozinets' interdisciplinary team included de Valck, an early pioneer in using netnography, Wilner, a Ph.D. student working with Kozinets, and Wojnicki, a social media scholar working at the University of Toronto.

In 2006, Matchstick was planning an influencer marketing campaign with cellphone firm Nokia to seed influential bloggers with free mobile phones equipped with a state-of-the-art camera. Matchstick shared the names of the 90 online campaign influencers, as well as detailed demographic and sociographic data about them and their audiences. The authors collected and read every blog entry from this group for three months prior to the campaign's launch, at launch, and then for three months after launch. They also included samples from the individual influencers, the smaller groups that followed and responded to them, and the larger audience groups that connected to them online. The results showed that social media marketing messages were complex cultural affairs. Overall, the messaging took place in an online environment where influencers had to navigate a sort of "double-agent status." They were both a trusted community leader as well as a paid commercial shill. Influencers created various and continuing narratives for their audiences. They also adapted their messaging to the social media platform and to the norms of desired and actual audiences. The narrative, the platform, and the audience norms combined with the goals and tactics of the marketing promotion campaign to produce four types of influencer messaging strategy: endorsing, evaluating, explaining, and embracing. The findings were well received at the 2007 ACR conference, and the authors found a supportive review team at the *Journal of Marketing*.

Broader impact. After the article's publication in 2010, the authors continued presenting their work at numerous forums and to a range of industry groups around the world, including in a special event dedicated to highlighting the research for its customers organized by Matchstick. Their research also formed the basis of a managerially-focused GfK *Marketing Intelligence Review* special issue that looked at customer brand engagement in a world of social media. Numerous blogs covered the research, as did as popular magazines such as *Psychology Today*. Impact on academia, the influencer industry, and the media is evident. The article illustrates the value of a holistic, contextualized look at large and complex marketing phenomena in their early stages. Mapping the systemic workings of a new phenomenon often requires the creation of new constructs and creative overlay of a network of constructs from existing literature.

Links to the framework. Like Muñiz and O'Guinn (2001), Kozinets et al. (2010) has had a major impact as assessed by traditional academic criteria and broader impact than is typical of most consumer research publications. Contributing to its impact are its descriptive investigative goal, its emphasis on phenomenon-construct mapping, its view of the consumer role as an influencer, and its involvement with and consideration of stakeholder groups, including the social media industry, marketers, and consumers. It also differs from traditional papers by its focus on large groups and the emerging trend of influencers engaged in dynamic social media interactions. Like Muñiz and O'Guinn's work, the article was inspired by the real-world behavior of consumers and relied on the capture and analysis of qualitative social media data. Unlike Muñiz and O'Guinn, however, Kozinets et al. (2010) relied exclusively on social media data. The authors also implemented the rigorous methodological procedures of netnography. The article's pre- and post-publication process contributed substantially to its influence.

Case # *3*: Johnson and Goldstein (2001), "Defaults Save Lives" *Science*

The story behind the article. In 2000, Johnson, co-founder of Columbia University's interdisciplinary Center for Decision Sciences, was working with the center's first post-doc Goldstein. Whereas Johnson had been working on the role of opt-in and opt-out defaults in "permission" marketing (Johnson, Bellman, and Lohse 2002), events in his personal life caused him to turn his attention to decision making about health care and the role of defaults in health policy. Johnson and Goldstein (2003) studied changes in European policies around organ donation, where some countries required citizens to opt-in to become organ donors in the event of imminent death, while others required citizens to opt out of being donors. These defaults led to dramatic differences across countries in organ donation rates.

The significance of the paper's topic to consumers, policymakers, and societal stakeholders was evident in the paper's opening sentences, which emphasize how many people die every year waiting for a suitable organ donation. What caused the paper to become a classic was the authors' use of archival data about organ donation across nations, and their effective graphic display of their results in a single dramatic bar chart, reproduced below (see Figure 4). This chart revealed that Germany and Austria, two geographically proximate countries with similar languages and cultures, had drastically different organ donation rates. Specifically, Germany and other "opt-in" countries had correspondingly low organ donation rates, while Austria and other "opt-out" countries had equivalently and high organ donation rates.

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Broader impact. The article's findings and its pre- and post-publication activity have had tremendous impact not only on academics inside and outside of marketing, but more broadly on policymakers, society, and consumers. Further, the substantive importance of the topic (life and death), the broad national comparisons, and the non-technical writing style helped the article's ideas diffuse not only to a wide range of scholars and research projects but also to books aimed at broader audiences. Ariely (2008) featured the paper prominently in his best-selling book *Predictably Irrational* as did Thaler and Sunstein (2009) in their best-seller, *Nudge: Improving Decisions about Health, Wealth, and Happiness,* a book that provided a blueprint for evidence-informed policymakers. Most telling, several European countries subsequently changed their organ donation policies to opt-out defaults.

Links to the framework. Johnson and Goldstein eschewed traditional marketing publication outlets in part because the paper did not adhere to consumer research's implicit boundaries (i.e., those on the left-hand side of Figure 1). Nonetheless, it has become highly cited in marketing and in other academic fields. Though the article did include an experiment, it is best known for its descriptive evidence. Like the other articles we profile, it used "construct-to-phenomenon" mapping. It started with phenomena in the real world and offered a straightforward view that made sense of previously unnoticed patterns of data. Moreover, the authors' use of archival data and countries as the unit of analysis ran counter to the norms of traditional decision-making research, which usually emphasized experiments and individuals.

Case# 4: Pechmann and Shih (1999), "Smoking Scenes in Movies and Antismoking Advertisements before Movies: Effects on Youth," *Journal of Marketing*

The Story behind the article. In the mid-1990s, adolescent smoking was on the rise, and tobacco marketing faced heightened scrutiny. Pechmann observed that there was no research linking the smoking behavior of characters in movies to adolescent smoking. Intrigued, she obtained a grant from the California Tobacco-related Disease Research Program to conduct experiments on this topic and recruited Ph.D. student Shih to join the project.

A professional film editor created smoking and nonsmoking versions of actual movies for inclusion in the study. The authors set up two small theaters at local schools to simulate a field experiment while allowing for random assignment of adolescents to conditions. Though theory testing was unimportant to the granting agency, the authors believed that linking the substantive phenomenon to theoretical constructs would provide valuable insight into why adolescents responded to smoking in movies, and therefore what could be done about it. Their findings supported the idea that smoking elicits positive arousal, and its appearance in movies enhances product liking. Critically, the authors also found that showing a 30-second anti-smoking spot that depicted smoking as tainted (the opposite of the forbidden fruit) before the movie nullified positive reactions to the smoking.

Initial reception. Pechmann presented the initial findings at conferences where anti-tobacco influencers were present. She was invited to submit the research to the *Journal of the American Medical Association* but declined the invitation because *JAMA* wanted less theory, and theory seemed integral to the work. The paper was subsequently published in the *Journal of Marketing*, with just two experiments and no mediation testing, but with extensive internal and external validity checks of interest to both academics and practitioners.

Broader impact. Pechmann disseminated the research findings broadly. Beyond working with her school to issue a press release, she presented the research at schools of public health and medicine, at journalism conventions, regional and state departments of health, and at the U.S. Centers for Disease Control and Prevention. The research was the subject of California State Senate Judiciary Committee hearings, U.S. Congressional hearings, and meetings of the U.S. Association of Theater Owners and the Motion Picture Association of America.

Like Johnson and Goldstein (2001), the substantive topic had life and death implications, and its field experiment, theoretical rigor, and intervention orientation made the paper relevant to a range of other researchers, public agencies responsible for health policies, and the entertainment industry. Likely due to Pechmann's presence and advocacy role in the state of California, as well as the state's close ties to entertainment, the impact of the research was especially strong in California. Public funds were used to create antismoking ads to be shown in movie theaters. The California Department of Health Services, working with the governor's office, negotiated an agreement with major movie studios to place antismoking ads on DVDs of movies that depicted smoking. To this day, a watchdog group monitors smoking in movies and tries to pressure movie studios to reduce it.

The research also led to a new stream of work in public health and medicine, in which high correlations were reported between adolescents' exposure to smoking in movies and their smoking initiation (e.g., Dalton et al. 2003). Pechmann assisted the White House Office of National Drug Control Policy for years, helping to oversee its national youth anti-drug media campaign. She continues to work on antismoking interventions funded by major NIH grants.

Links to the framework. Pechmann and Shih's (1999) article exemplifies many points in our framework. This research was not inspired by journal articles, but by observations that characters in movies are sometimes smoking. Pechmann and Shih wondered if these depictions could affect adolescent smoking behavior. The issue was clearly of concern to government granting agencies, consumers, policymakers, and society. Its investigative goal was evaluative: it was interested in learning if these images in movies harmed adolescent consumers by encouraging smoking. The paper emphasized an under-studied respondent group—adolescents—and allowed for a consumer role as a skeptic. Further links to our framework include the article's use of a field study method, extensive pre- and post-publication dissemination activities, and its broad impact on consumers, policymakers, society, and non-marketing academics.

Case #5: Fernandes, Lynch, and Netemeyer (2014), "Financial Literacy, Financial Education, and Downstream Financial Behaviors," *Management Science*

The story behind the article. Policymakers have embraced financial education as an antidote to the increasing complexity of consumers' financial decisions. Moreover, governments, nonprofits, employers, and consumer advocacy groups spend billions annually on financial education. In 2010, Lynch attended a small, invitation-only event for leading experts on financial literacy and education sponsored by the National Endowment for Financial Education (NEFE). Multiple teams of academics and practitioners presented what had been learned over the past quarter century about different facets of financial literacy and education. The CEO of the

Financial Industry Regulatory Authority presented the first team's conclusions. Speaking about the movement to mandate high school financial education courses, he said (paraphrasing), "Given the mixed evidence on the effects of financial education and given cost-benefit considerations, maybe now is not the time to continue to press for state mandates." The audience of experts gasped and vociferously disagreed with the findings. Lynch said nothing but suspected that the experts were conflating experimental and quasi-experimental studies of financial education interventions with correlational studies that measured financial literacy to predict financial behavior.

His curiosity led to a project funded by NEFE, where Lynch and collaborators (Fernandes and Netemeyer) meta-analyzed 201 studies to see whether measured financial literacy or manipulated financial education correlated with financial behavior. In the 90 experimental and quasi-experimental studies, financial education interventions explained, on average, 0.1% of the variance in the financial behavior variables. Because of the large sample size, the effect was statistically significant but miniscule in magnitude. A meta-regression revealed that the critical factor was an interaction between financial education contact hours and delay. When measured shortly after the educational intervention, the size of the effect of the intervention on financial behavior increased sharply with more contact hours. But within two years, the effects did not differ from zero (see Figure 5). The authors argued that to help consumers make better decisions, financial education should be "just in time" and focused on individual behaviors.

------- Insert Figure 5 here ------

Initial reception. The authors reported their findings to the NEFE and the U.S. Consumer Financial Protection Bureau (CFPB). In May 2012, Fernandes and Netemeyer presented the work at the Boulder Summer Conference, attended by several CFPB staff members. During the talk, Richard Thaler whispered a request to forward the paper. During Q&A, Thaler said, (paraphrasing), “I hope people from CFPB get this paper and read it before they spend another dollar on financial education.” A CFPB researcher responded (paraphrasing), “We’ve read the paper carefully, and everything we’ve done since on financial education is “just-in-time.”

Later that summer, Lynch and Thaler debated a leading academic proponent of financial education at the President’s Advisory Council on Financial Capability. Lynch also talked to the larger group of CFPB researchers and had a meeting with then CFPB Director Richard Cordray. NEFE also arranged mini conferences that served both to disseminate the findings and force the authors to deal with practitioner objections and counterarguments. NEFE created a nontechnical practitioner summary of the paper and circulated it to their broad network. Thaler wrote a *New York Times* op-ed about the paper in 2013 and discussed key findings with the “Nudge Unit” of financial regulators in the UK.

The authors faced many challenges when disseminating the findings. The strong opposition from advocates of financial education forced the authors to address the language and assumptions of the practitioner community. Also, likely because of these challenges, the paper was difficult to publish. It was rejected at *Science* based on the review of a proponent of financial education, so the authors submitted it to *Management Science*, where it was accepted.

Broader impact. The paper received extensive coverage in media outlets worldwide post-publication, leading to invitations to speak at various industry and practitioner conferences. Presumably due to the paper, Lynch was appointed to the CFPB’s Academic Research Council, the first scholar from outside of the fields of economics and law to be so appointed. The findings continue to influence policy concerning financial education.

Links to the framework. The case of Fernandes, Lynch, and Netemeyer echoes themes from the prior cases. The paper was inspired by interactions with experts in the world of practice, similar to the genesis of Kozinets et al. (2010). The goals were descriptive and evaluative. The methods were archival, involving a meta-analysis. The authors followed a nonstandard route in conceiving the project and disseminating the findings before and after publication. The article has had interdisciplinary impact, as measured by traditional citation measures, and significant influence on policymakers and regulators, non-profit consumer advocacy groups, media, and industry practitioners.

Breaking Boundaries and Broadened Impact: Lessons Learned from the Five Cases

Commonalities. The cases described in the previous section share certain characteristics. Each author team took great lengths to work directly with stakeholder groups when developing their investigative goal, identifying phenomenon-to-construct mappings, considering the decision context, selecting appropriate methods, and disseminating their ideas and findings. The authors' curiosity about real-world phenomena, rather than the constructs and theories in the marketing, inspired the papers. Moreover, the phenomena of interest were prevalent, important, controversial, and also under-researched. Muniz and O'Guinn and Kozinets advanced our thinking by considering new metaphorical roles of consumers (e.g., as brand enthusiasts, influencers, collaborators, and skeptics). The case studies investigated outcomes in a descriptive and evaluative fashion and contributed to theory by mapping phenomena to a conceptual structure, although they ended up creating theory as well. Several articles included the study of individuals as members of large groups such as communities (Muniz and O'Guinn; Kozinets et al.), populations (Johnson and Goldstein), or under-studied sociodemographic segments (adolescents; Pechmann and Shih). All used methods beyond lab experiments, and several examined dynamic decision contexts, such as how communities, social interactions, or financial literacies are shaped by and evolve over time. Beyond their specific links to our Figures 1-3, several other lessons can be learned from these case studies.

Understanding stakeholders' concerns. Interactions with knowledgeable practitioners, called "substantive system experts" by McGrath and Brinberg (1983), inspired Kozinets et al. and Fernandes et al. This interfacing role is particularly important when it comes to non-academic stakeholders, and it illustrates the importance of academic-practitioner forums and conferences in pre- and post- publication activities. If one wishes to have sustained influence outside of the academic domain, one must become involved to have a seat at the table. Without being active in the public space of social media and responding to journalists, Kozinets and substantive expert Thoburn would never have met. The contact with Thoburn's company Matchstick provided early access to the social media marketing campaigns studied in Kozinets et al. For Pechmann and Shi and Fernandes et al., direct interactions with funding agencies facilitated financial contributions and helped ensure that the findings could be used in policy decisions. Each of the five papers addressed topics that were interesting not only to a broad range of academics inside and outside of marketing, but also to other marketplace stakeholders, including practitioners and laypeople.

Persistence in the face of resistance or controversy. Doing boundary-breaking research comes with risk, and most of the author teams faced initial resistance from other academics, journals, or funding agencies. Although colleagues, reviewers, and editors at top journals frequently devalue research that seems to be practitioner-oriented, and/or discourage the pursuit of grant funding, the authors persevered and believed in the significance of their work.

Both the Pechmann and Shih and the Fernandes et al. articles illustrate the challenges of working in a public policy arena where powerful and strongly motivated opponents, including the media, may be unfavorable and unhappy with the conclusions. While the public health and medical communities were supportive of Pechmann and Shih's work, there was pushback from broader audiences including call-in guests on radio talk shows, students at journalism schools, theater owners, and member of Congress. Many argued that putting anti-smoking "propaganda" in movie theaters would be overreaching. But Pechmann won over many stakeholders, including theater owners, by arguing that if a 90-minute movie promoting smoking was targeted at youth, it was only fair to provide 30 seconds of ad time to present the opposing viewpoint. If one desires to do boundary spanning work and have a broader impact, one might need to face naysayers who try to suppress publication, press coverage, or dissemination of the results. When many people care about a controversial issue, the road to publication could be longer, but the ultimate impact will be greater than if one studies a "safer" topic.

Finding champions. Several author teams had champions who supported and legitimized the work. Muniz and O'Guinn, Kozinets et al., and Pechmann and Shih found journal editors who were inspired by and sympathetic to their work. Muniz and O'Guinn and Kozinets et al. also had high profile marketers who legitimized their work or partnered with them in developing it. The support of granting agencies aided Pechmann and Shih and Fernandes et al., and Fernandes et al. were further advantaged by Thaler's support in disseminating their findings. Thaler and Ariely also facilitated the dissemination of Johnson and Goldstein's work. Authors of all five case studies were helped by journalists who featured their findings in high profile media.

Not a one-shot deal. Several of the papers were not one-shot deals; rather they were part of a program of research. Kozinets' paper evolved from his prior work on social media topics, stretching back to his dissertation research. Pechmann has had a long-term interest in smoking behavior, as did Johnson with defaults. The same is true for Lynch in financial decision making. Because the phenomena of interest are complex, evolving, and influenced by myriad contextual factors, most author teams had prior grounding in the phenomenon of interest. They were also willing to expand their intellectual horizons by immersing themselves in the real-world behavior of consumers, marketers, policymakers, and other stakeholders. Moreover, the works of these authors launched new ideas and new collaborators.

Clear, accessible communication. Each author team also related the lengths they took to write their papers simply and clearly and to display their data in a form that made it easy to follow their conclusions. Simple and powerful ideas and straightforward methods and writing made the work appealing to the outside world. All author teams reported getting a significant boost by the extensive press coverage their work received. However, this did not happen automatically. Rather, the authors devoted significant effort to use the language of non-academic stakeholders to communicate their contributions in their dissemination efforts. Non-technical writing helped to make the papers and their conclusions accessible to non-technical audiences. When we interviewed O'Guinn for this paper, he compared the interesting and accessible contents of the *New York Times* with what one sees if one opens up one of our top journals. Many papers in those journals study esoteric topics, using obtuse language and highly abstract conceptions.

Other Strategies for Boundary-Breaking Consumer Research

Executing boundary-breaking consumer research can be difficult. Further, even if scholars conquer all the obstacles, it is not enough for scholars to conduct boundary-breaking consumer research for it to have broad impact. These ambitious scholars will also need the support of a variety of other gatekeepers to help get that research published, to recognize its impact outside of traditional academic metrics, and to use that as an input into hiring and promotion decisions. Indeed, we believe that institutional change with respect to how boundary-breaking research is fostered, communicated, and evaluated will be necessary.

Table 1 provides strategies that scholars and gatekeepers can use to overcome and help eliminate the obstacles that stand in the way of boundary-breaking consumer research. For aspiring scholars, this table provides strategies that individual researchers can take to facilitate conducting such research. These strategies relate to such topics as how best to select and train Ph.D. students, how to select co-authors and manage joint work, how to navigate issues related to publishing this kind of work in academic journals, how to best manage career challenges, and how to facilitate interactions with marketplace stakeholders.

Table 1 also includes actions that we encourage journal and tenure and promotion gatekeepers to adopt in order to encourage and reward such work. Reviewers often apply the same review standards to all types of submissions, but boundary-breaking work often requires the use of different review standards (Lynch et al. 2012). Editors in turn play an important role in communicating the types of research they want to publish and managing the review process for these special papers. Finally, tenure and promotion letter writers and review committees can all take actions to reward scholars who undertake this type of research.

------- Insert Table 1 here -------

A Few Last Caveats

We end this section with several important points of clarification. First, whereas the five case studies described above are exemplary in illustrating boundary-breaking research, we do not mean to imply that they are the only examples of boundary-breaking marketing-relevant consumer research. To that end, Table 2 provides notable examples of published articles that have had broad impact by breaking the implicit boundaries identified on the left-hand side of Figures 1-3 and adopting many of the strategies on the right-hand side of same figures. While these articles have had broad impact, like the five cases we highlighted, many have also had impact using traditional impact criteria (e.g., citation counts, academic awards).

------- Insert Table 2 here -------

Second, we do not wish to imply the more boundaries consumers researchers break, the better. Rather we believe that broad impact can often be facilitated by thoughtfully and meaningfully combining traditional approaches in some domains, with boundary-breaking approaches in other domains. To illustrate, research that maps interesting phenomena to an existing or a new construct can have significant and broad impact by adding structure to phenomena that are presently ill-structured, even if no other boundaries are broken. For example, research that develops a conceptual understanding of how consumers would behave in markets with guaranteed universal basic income might only break a single boundary by using phenomenon-construct mapping. Yet, such research might explain and predict outcomes under guaranteed universal basic income, even if explanation and prediction are the default boundaries.

Third, we do not wish to imply that by merely breaking a boundary that research will have a broad impact, nor do we wish to imply that breaking boundaries is necessary for having broad impact. Indeed, not all boundary-breaking consumer research will have broad impact, and not all research that has impact will break boundaries. For example, research that merely describes a consumption-related phenomenon that is of little interest to academics and other stakeholders will not have broad impact. To have broad impact, the following “fault-lines” should be addressed. First, boundary-breaking research should shift stakeholders’ beliefs and identify something new, different, or important that stakeholders did not know before. It should also be marketing-relevant; that is, it should address a substantive phenomenon and the investigative outcomes that relevant stakeholders care about. It should capture essential features of the phenomenon, mapping them to theoretical constructs of interest. The population, unit of analysis should be appropriate for the phenomenon and the types of decisions that interest stakeholders. Methodologies should also be chosen such that they help to gain insight into and are appropriate for the substantive phenomenon at hand.

Why Boundary-breaking Marketing-Relevant Consumer Research Helps Researchers and the Field

As evidenced by these cases, having broader impact by breaking our current research defaults is clearly challenging. It can require significant time and effort, and often involves taking on risk and dealing with controversy. Hence consumer research scholars, particularly more junior ones, may wonder whether it is simpler to work within the implicit bounds of the field. Is doing boundary-breaking work worth the additional risk and effort? We believe it is for the reasons outlined below.

Benefits to Researchers

Motivational effects. Engaging in boundary-breaking consumer research can be motivating and exciting. Identifying unexplored real-world phenomena and considering how they relate to the concerns of stakeholders is curiosity-evoking. Interacting with stakeholders is mentally stimulating, particularly since they bring to the table issues we have not considered and help us ground our realities. Considering how unexplored marketplace phenomena can be mapped onto extant and novel constructs is also intellectually engaging. Using different methodological approaches, whether alone or with colleagues, develops one’s skillset and expands on the types of questions one can address in the future. These motivational effects are especially helpful in maintaining enthusiasm throughout the review and publication process.

Reputational effects. Engaging in boundary-breaking research can be reputation-enhancing. As evidenced by the "Challenging the Boundaries of Marketing" series and recent editorials (e.g., Dahl et al. 2014, Inman et al. 2018), the field is ready for such work, which should improve publication prospects. Moreover, such research builds one's reputation as an expert in a substantive area, which is often an important consideration in tenure and promotion decisions. Interacting with non-academic audiences like practitioners and policymakers enhances one's visibility among these audiences, offers the potential for more frequent interactions, and furthers future publication prospects.

Boundary-breaking research that aims for broad impact can also help one's reputation in more traditional ways. Research inspired by real-world phenomena and descriptive research about the world of stakeholders offers the potential to identify novel research domains (e.g., brand communities), constructs (e.g., customer-based brand equity), theories (e.g., time-inconsistent preferences), metaphors for consumers (e.g., consumers as experience seekers) and metaphors for consumption (e.g., consumption as liquid). These novel ideas are the lifeblood of our discipline's growth, and their publication can increase both citations and the potential for long-term contribution awards.

Benefits to the Discipline

Identifying new questions. Boundary-breaking research offers the fields of consumer research and marketing the opportunity to help provide answers to pressing problems of interest to a broad set of stakeholders. To help illustrate this point, Table 3 provides examples of the types of novel and important questions that could be addressed by breaking the boundaries we have identified in this work. Moreover, the most interesting and important questions, and research that best answers them, may be greatest when scholars actually engage with marketplace stakeholders and academics in other fields and assess which boundary-breaking activities are most important to the question at hand.

------- Insert Table 3 here -------

Reducing fragmentation. Engaging in boundary-breaking marketing-relevant consumer research reduces discipline-based fragmentation based on methods, substantive focus, and base discipline orientation. While fragmentation is natural with growing fields, it tends to isolate as opposed to unite members of the field (MacInnis 2005; Reibstein, Day, and Wind 2009). Research that has broad impact joins researchers by its focus on answering important questions faced by different stakeholders using different lenses, as opposed to a focus on providing base discipline contributions. Moreover, breaking the various boundaries that we describe affords opportunities for researchers with different skillsets (e.g., CCT researchers, psychologically-based researchers, strategy researchers, and modelers) to join forces via collaboration. For example, Carpenter and Nakamoto (1989) brought together researchers from different parts of the discipline to offer a consumer-based theory of firm pioneering advantages. These kinds of collaborations create a "big tent" that unites consumer researchers with those from other parts of the discipline.

Enhancing credibility. The types of boundary-breaking consumer research that we describe here can reduce the perception and criticisms of academic consumer research as being too incremental (Lehmann 1996; Simonson et al. 2001) and as emphasizing narrowly construed topics that fail to tackle the challenges that stakeholders face. Moreover, some have argued that in some consumer research, consumption is merely a context for the study of human behavior

(Campbell 2017; MacInnis and Folkes 2010). By studying consumers in substantive contexts involving the marketplace, we avoid this criticism.

Over 25 years ago, Wells (1993, p. 489) advocated for "wider horizons, a larger audience, a different talent mix, more emphasis on discovery, more attention to consumers, and more single-minded dedication to meaningful results." These criticisms partially explain why non-academic consultants have been more successful in capturing the attention and consulting dollars of marketing organizations than academics have based on their research.

Whereas academics are known for their research rigor, the boundary-breaking research we describe also enhances credibility by balancing rigor with relevance. Indeed, there is a sense that relevance has been subjugated to rigor in academic research (Lehmann, McAlister, and Staelin 2011). High impact, marketing-relevant consumer research requires both rigor *and* relevance. We believe that by breaking boundaries, consumer behavior researchers can offer significant relevance to not only consumers but also the myriad stakeholder groups pertinent to marketing.

More generally, credibility is enhanced by addressing marketing's "image problem" (Sheth and Sisodia 2005, p. 10). Many consumers view marketing as deceptive, manipulative, and generally bad for their own welfare. We can help the credibility of the field when we conduct consumer research of importance to consumers themselves. Such is true with evaluative research that helps identify when marketing efforts and consumer actions are beneficial or harmful. We help both ourselves and society by producing research that studies issues of broad societal import such as financial decision making, data privacy, and health and economic well-being.

Improving connections. Consumer research that breaks boundaries in order to have broader impact will improve the connections we make with "substantive system experts" in practice and in other academic disciplines. Doing so dramatically increases the chances that consumer research will influence large and diverse audiences, including scholars in other fields, educators, managers, policymakers, and consumers themselves. We hope to inspire consumer researchers to consider making their research of broader interest to marketers, regulators, and scholars in adjacent fields by studying substantive marketplace phenomena.

Conclusions

Consumer research has yielded significant, novel, and important insights that have enhanced our understanding of how and why consumers behave as they do. Scholars in our field are skilled in conceptual thinking, research design, and research execution. Yet, despite our current contributions to knowledge, we have the potential to offer even broader impact by advancing knowledge on topics that stakeholders—including marketing academics—care about. We argue that such impact can be advanced by breaking free of one or more of the implicit boundaries that currently guide why, what, and how we study consumers. Whereas skeptics might argue that such work is too time consuming and too risky for non-tenured individuals, the cases we mentioned include the work of a number of untenured authors. Importantly, not all of this work requires a marathon time investment. Moreover, the time investments and inherent risks may be well offset by impact, measured not just by traditional metrics, but also by the influence of one's research on entities outside of our academic research community.

Our hope is that some readers of this article will rise to the challenge of engaging in boundary-breaking marketing-relevant consumer research. We believe that it is through such efforts that our thought leadership position and contributions to the world can be enhanced.

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FIGURE 1: CONSUMER RESEARCH CHOICES: WHY CONDUCT CONSUMER RESEARCH?

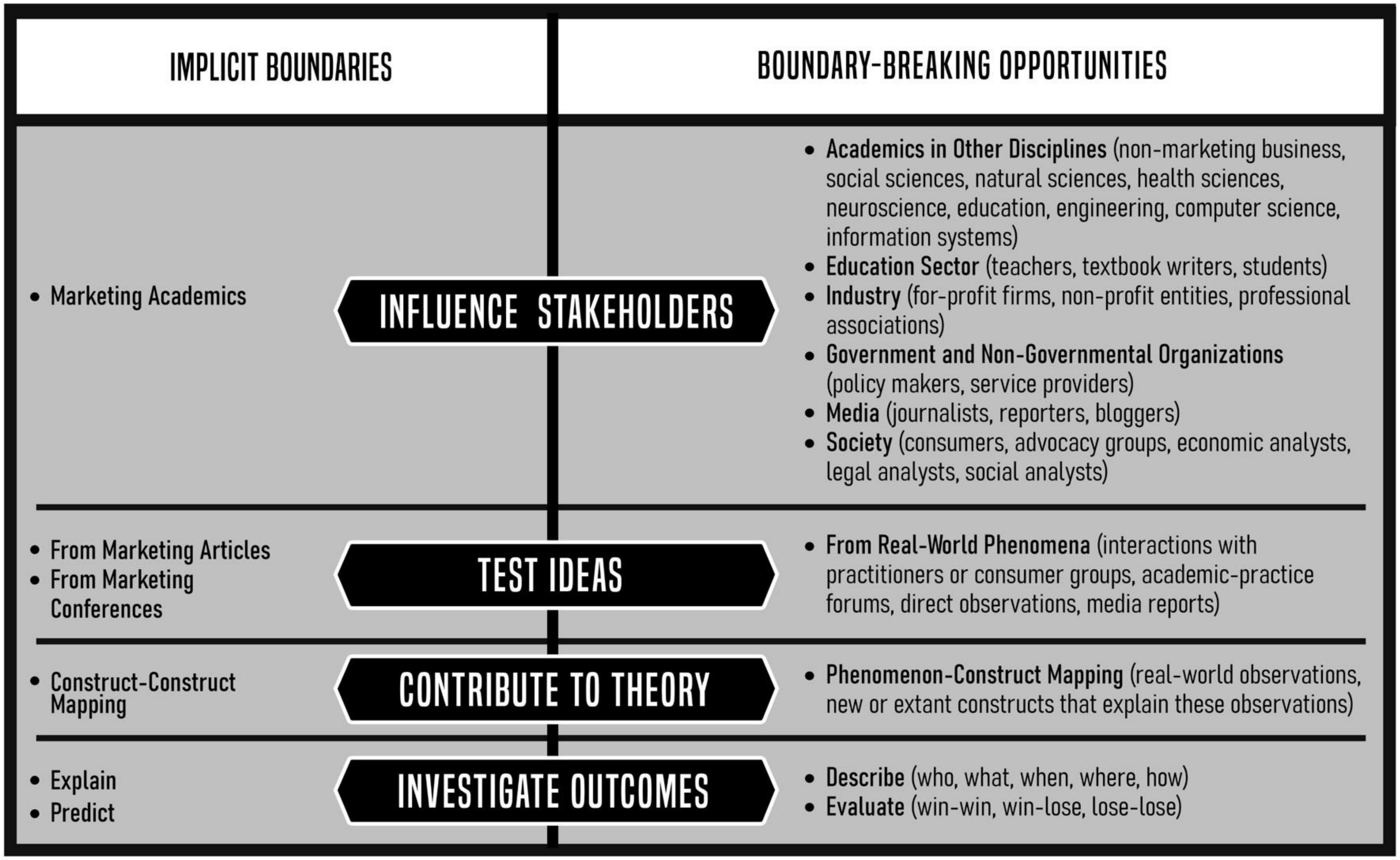


FIGURE 2: CONSUMER RESEARCH CHOICES: WHAT IS STUDIED IN CONSUMER RESEARCH?

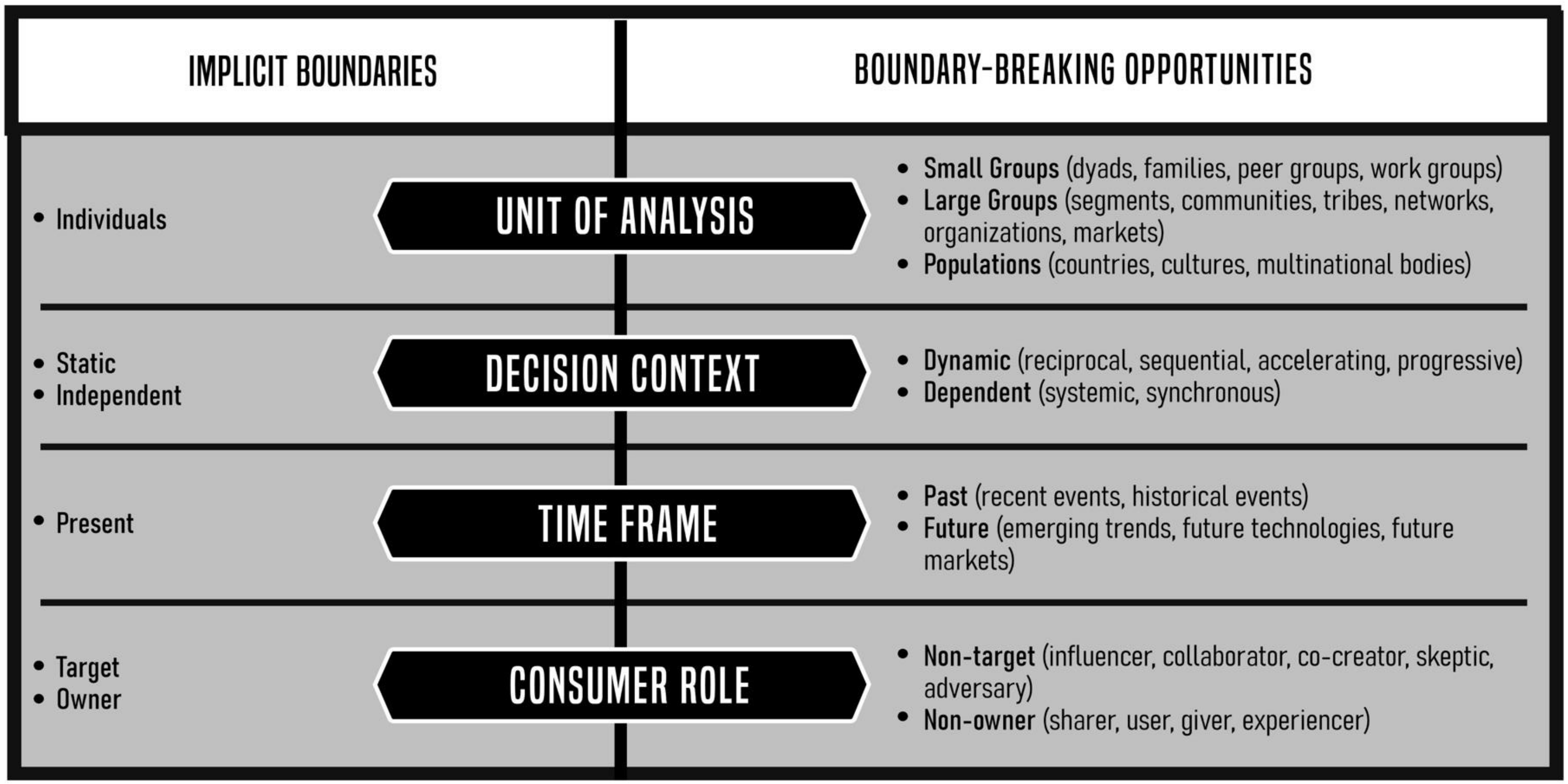
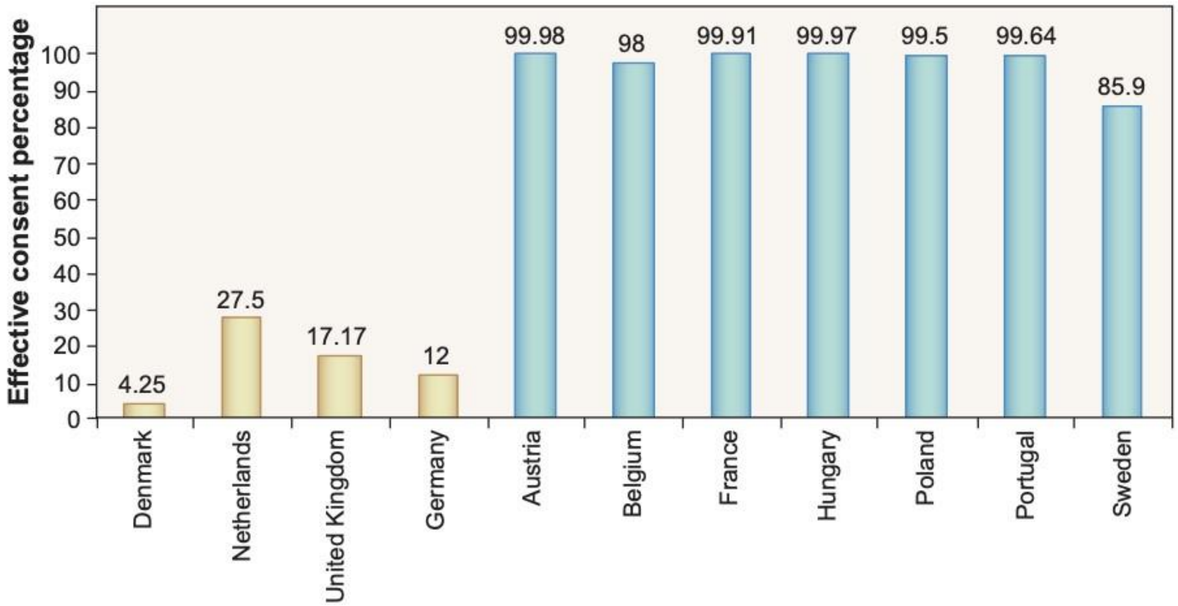


FIGURE 3: CONSUMER RESEARCH CHOICES: HOW IS CONSUMER RESEARCH EXECUTED?

IMPLICIT BOUNDARIES		BOUNDARY-BREAKING OPPORTUNITIES
• Paid Workers • Paid Lab Pools • Students	**RESPONDENT GROUP**	• **Age Segments** (children, adolescents, middle aged adults, the elderly) • **Racial, Ethnic, Religious, and Sexual Orientation Segments** (non-Caucasians, native populations, orthodox believers, non-heterosexuals) • **Socioeconomic Segments** (privileged classes, impoverished classes, populations in developing countries) • **Marginalized Consumers** (overweight, special needs, physically disabled) • **Consumers in Situ** (customers, patients, donors, voters, fans, social media users) • **Professionals** (managers, administrators, employees)
• Lab Experiments • Online Experiments	**METHOD**	• **Other Quantitative** (field experiments, correlational analyses, economic analyses, population surveys, machine learning, content analyses, network analyses, meta-analyses, physiological analyses) • **Qualitative** (ethnographies, interviews, observations, text analyses, archival analyses, analyses of artifacts, netnographies, literature reviews) • **Mixed** (both quantitative and qualitative)
• Marketing Conferences • Marketing Seminars	**PRE-PUBLICATION TEST MARKET**	• **Academics in Other Disciplines** (conferences, seminars, workshops) • **Non-academic Audiences** (practitioners, consumer groups, government groups, social media, blogs)
• Academics in Marketing	**POST-PUBLICATION DISSEMINATION**	• **Academics in Other Disciplines** (invited talks, workshops, university websites, research dissemination websites) • **Lay Presentations** (practitioners, consumer groups, government groups) • **Nontechnical Publications** (trade journals, white papers, practitioner websites, consumer websites, social media, blogs) • **Popular Press** (press releases, interviews, appearances, op-eds)

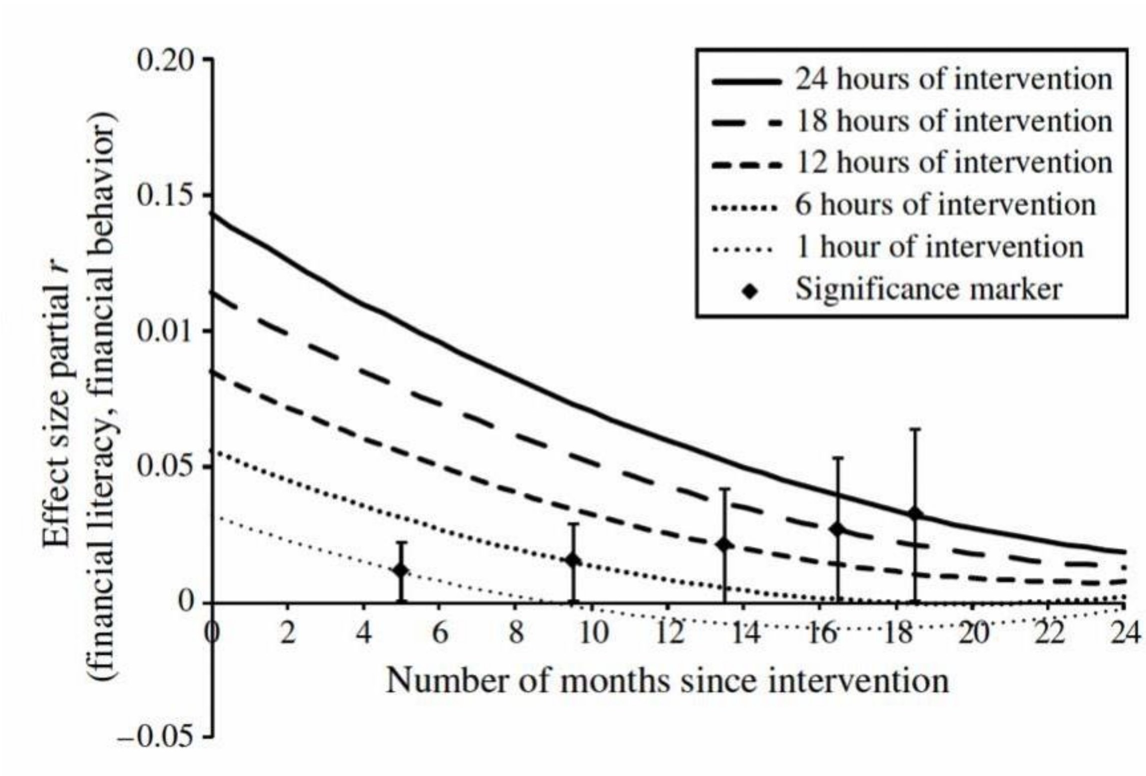
FIGURE 4: EFFECTIVE ORGAN DONATION CONSENT RATES OF DIFFERENT COUNTRIES



Effective consent rates, by country. Explicit consent (opt-in, gold) and presumed consent (opt-out, blue).

Source: Johnson and Goldstein (2001)

FIGURE 5: PARTIAL CORRELATION OF FINANCIAL EDUCATION INTERVENTIONS WITH FINANCIAL BEHAVIOR AS A FUNCTION OF NUMBER OF HOURS OF INTERVENTION AND NUMBER OF MONTHS SINCE INTERVENTION



Source: Fernandez et al (2014)

TABLE 1: ACTIVITIES THAT CAN FOSTER BOUNDARY-BREAKING MARKETING-RELEVANT CONSUMER RESEARCH

For:	Activities:
Ph.D. training	• Admit students who have demonstrated research backgrounds and substantive interests • Develop a course on substantive phenomena involving consumers and marketplace stakeholders • Assign students to read boundary-breaking consumer research articles in doctoral seminars and in reading groups • Encourage or require students to link academic interests (e.g., theory) to specific substantive marketplace issues • Have students work with diverse faculty members with experience in breaking one or more of the default boundaries • Encourage risk-taking in small conceptually-oriented assignments to allow students to gain experience in breaking boundaries • Ask students to observe consumer behavior in the real world and generate novel hypotheses about their observations • Encourage ideas about future trends and their implications for consumers' interactions with marketplace stakeholders • Include stakeholders in doctoral symposia, special sessions at conferences, or pre-conferences • Encourage students to attend smaller, domain-focused conferences that involve stakeholders of interest • Use alumni networks to connect students with stakeholders
Co-author selection and joint work	• Include co-authors with experience in the substantive phenomenon of interest • Include co-authors with experience in theories and methodological approaches relevant to the phenomenon • Include co-authors with access to real-world data, consumers, or other stakeholders • Train new or inexperienced co-authors in ways to break consumer research boundaries • Prepare co-authors for a higher-risk, but higher-reward research experience
Navigating journals	• Articulate the boundary-breaking nature of the work and its importance to consumers and stakeholders • Document the pervasiveness of the phenomenon under study • Indicate how the research captures the essential features of the phenomenon under study • Clarify the paper's contribution to theory in terms of phenomenon-construct mapping • Use the simplest methods and models that are appropriate even when you can use more specialized ones • Clarify how the methods are appropriate for studying the phenomenon of interest • Avoid using technical language and academic jargon • Show the findings are robust across contexts • Show that the size of the effect is sufficiently large to matter • Document stakeholder groups who would be interested in the findings and whose beliefs might be shifted by the findings • If your boundary-breaking paper does not get into consumer or marketing journals, consider submitting to a journal in a related field
Managing career challenges (e.g.,	• Balance a portfolio of less risky and more incremental research projects with riskier boundary-breaking ones • Consider theory-based interventions pertinent to the phenomenon of interest as part of one's research portfolio

promotion and tenure)	• Clarify the substantive importance of the body of research in research statements, including how your research has changed stakeholders' beliefs about consumers • Provide in research statements indicators of broad impact (i.e., stakeholders' use of the research; media impact)
Interacting with marketplace stakeholders	• Befriend guest speakers and think about ways to involve them in research • Attend industry conferences to scout for research ideas and connections • Consider spending a month or a sabbatical at a stakeholder's institution and consider a collaborative research project
Reviewers	• Strive for an open mind regarding the boundary-breaking features of the paper when weighing its contribution • Avoid the 20-20 ("this was obvious") hindsight bias, and consider that the findings may not have been obvious to stakeholders • Look for opportunities to suggest ways to extend the boundary-breaking elements of submissions • Champion potential boundary-breaking research and indicate to the editor why the work deserves strong consideration • Give greater weight to the paper's substantive contribution than to its theoretical contribution
Editors	• Publicly signal openness to boundary-breaking research in editorials and speeches • Develop initiatives that invite, develop, and expand the understanding of boundary-breaking research • Choose associate editors who value boundary-breaking research • Consider that boundary-breaking research might spur complex reactions from review teams and evaluate papers accordingly • Accept empirical methods that are considered valid and widely used in other academic disciplines • Do not insist that all or even any studies employ controlled experiments • Do not insist that every paper must make a contribution to theory • Be willing to go against review team advice when the paper is substantively important • Consider publishing the different opinions on a paper in a dialogue format
Tenure letter writers and promotion committees	• Committees should seek boundary-breaking consumer research scholars as evaluators for tenure and promotion cases • Writers should explicitly highlight the boundary-breaking aspects of the candidate's work • Writers should explain why boundary-breaking research may look different than typical research that other evaluators may be more familiar with • Writers should stress the importance of the research for the development of the field and for different stakeholders • Writers should incorporate evidence of impact on stakeholders in their evaluations

TABLE 2: EXAMPLES OF MARKETING-RELEVANT CONSUMER RESEARCH THAT BREAKS IMPLICIT BOUNDARIES

a) Why Conduct Consumer Research?		
Consumer Research Choices	**Illustrative Paper***	**Breaks the Implicit Boundary by Showing….**
Influence Stakeholders (Implicit Boundary: Marketing Academics)		
Academics in Other Disciplines	Raghubir and Das (2010), *JCR*	**Consumer biases in the processing of visual information have implications for the financial decision-making literature.** Systematically investigates how graphical display formats influence consumers' processing of graphical information on stock runs. Perceptual and visual biases arise from different presentation formats to influence consumers' estimates of the risks and returns in financial decisions.
Education	MacInnis and Jaworski (1989), *JM*	**The complex topic of consumer information processing can be usefully represented in an organized new framework.** Develops an integrative framework of consumers' information processing of advertising that is represented in consumer behavior textbooks and provides the organizing structure for Hoyer et al.'s *Consumer Behavior* textbook.
Industry	Norton, Mochon, and Ariely (2012) *JCP*	**Valuation effects have implications for the co-production strategies of for-profit firms like Ikea.** Demonstrates the existence and magnitude of the "Ikea effect," in which a consumers' labor in the construction of products leads to greater valuation of their creations.
Government and Non-Governmental Organizations	Moorman (1996), *JPPM*	**Nutrition labels have an impact on consumer nutrition knowledge.** Demonstrates the extent to which consumers processed more information and improved their knowledge of the nutritional content of food items at point-of-sale following implementation of the Nutrition Labeling and Education Act (NLEA).
Media	Nelson, Meyvis, and Galak (2009), *JCR*	**Advertising interruptions, though disruptive, can improve consumers' experience of content.** Demonstrates the counter-intuitive finding that consumer experience of television viewing can be enhanced when ads interrupt the programming because ads disrupt adaptation to the programming. Implications for how and where to place ads in programming content, especially online, to enhance consumer experience.
Society	Goldstein, Cialdini, and Griskevicius (2008), *JCR*	**Prosocial appeals tied to descriptive norms can be effective in changing consumer behavior.** Demonstrates the role of descriptive norms versus traditional appeals in influencing hotel guests to participate in a towel conservation program. Results showed that tying norms to a local reference group influenced greater participation than using global norms.
Test Ideas (Implicit Boundaries: From Marketing Articles, From Marketing Conferences)		
From Real-World Phenomena	Parasuraman, Zeithaml, and Berry (1985), *JM*	**Practitioner issues related to service quality can generate highly impactful frameworks for research and practice.** Conceptualizes a model of service quality driven by extensive analysis of practitioner concerns surrounding service quality.
Contribute to Theory (Implicit Boundary: Construct-Construct Mapping)		

Phenomenon-Construct Mapping	Fournier (1998), *JCR*	**Consumers' diverse relationships with brands can be conceptualized in terms of constructs related to the relationship metaphor.** Applies the relationship metaphor and supports the development of a theoretical framework illustrating the variety of ways brands can be conceptualized and understood by consumers as active relationship partners.
Investigate Outcomes (Implicit Boundaries: Explain, Predict)		
Describe	Sherry (1983), *JCR*	**The gift-giving process can be described as a complex and multidimensional phenomenon.** Integrates traditional consumer research theories with an anthropological approach to develop a descriptive and multidimensional framework for the gift -giving process.
Evaluate	Raghunathan, Naylor and Hoyer (2006), *JM*	**Healthy food labels can inadvertently hurt both sellers and buyers in a lose-lose relationship.** Investigates the influence of the unhealthy=tasty lay belief on taste inferences, enjoyment, and choice. Illustrates how food labels that stress healthfulness inadvertently imply poor taste.
b) What is Studied in Consumer Research?		
Consumer Research Choices	**Illustrative Paper***	**Breaks the Implicit Boundary by Showing….**
Unit of Analysis (Implicit Boundary: Individuals)		
Small groups	Epp and Price (2008), *JCR*	**Family identity offers a new framework for understanding consumption and other marketplace behaviors.** Provides a multifaceted examination that alters the relevant unit of analysis of consumer research to the family, highlighting co-constructed relations and emphasizing the importance of the interplay of identity bundles in action. Alters understanding of family decision making, consumer socialization, and object relations.
Large groups	Carpenter and Nakamoto (1989), *JMR*	**Market pioneers arise through influences in buyer preference formation.** Experimentally tests a proposed buyer-learning mechanism to account for consumer preferences for market pioneers. Results demonstrate that a pioneering position arises because the early entrant is able to shift consumer preferences toward its brand to achieve perceptual prominence, becoming category prototypical.
Populations	Schouten and McAlexander (1995), *JCR*	**There are devoted and ritualistic consumer groups with specific needs that marketers can cater to.** Proposes and uses longitudinal ethnographic research to show that subcultures of consumption are a symbolic and socially-based analytic category. Findings show the value of analyzing subcultures in broader cultural and institutional contexts.
Decision context (Implicit Boundaries: Static, Independent)		
Dynamic	Giesler (2008), *JCR*	**Markets change over time based on performative movements enacted in complex, dramatic processes.** Analyzes the cultural conflict surrounding music downloading, stakeholders, and market structures through a lens in which consumption is performance and market evolution represents the drama.
Dependent	Shang, Reed, and Croson (2008), *JMR*	**Donation intentions and behavior of a target donor depend upon other donors' contributions.** Demonstrates that a target's donation is influenced by the degree of congruency in identity between the donors.

		Greater identity congruency contributes to greater donations by the target, especially when the target donor has high identity esteem or focuses on others.
Time Frame (Implicit Boundary: Present)		
Past	Belk and Pollay (1985), *JCR*	**Over time, American advertising reflects an increasingly terminal rather than instrumental materialism.** Analyzes the study of eighty years of U.S. ads and reveals that advertising portrayals emphasize the consumption of products for their own sake, representing the good life of luxury and pleasure, rather than functionality.
Future	Hoffman and Novak (2018), *JCR*	**The emergent technology of the consumer Internet of Things (IoT) is likely to revolutionize consumer experience.** Incorporates traditional theories of consumer experience along with assemblage theory and object-oriented ontology to conceptualize how both consumer and smart object experiences will emerge as consumers increasingly interact with AI-powered systems, services, and devices.
Consumer Role (Implicit Boundaries: Target, Owner)		
Non-target	Martin and Schouten (2014), *JCR*	**New markets emerge from collaborative and consumption-driven processes among consumers, objects actors, and hybrids.** Uses ethnographic methods and actor-network theory to develop a model of how new markets can emerge from consumption activity. Findings show that consumers invoke multiple processes involving not only other people, but also objects, to develop the products, practices and infrastructures of new markets.
Non-owner	Bardhi, Eckhardt, and Arnould (2012), *JCR*	**Consumers' attachments to material possessions transcends mere ownership.** Applies the extended case method to analyze how global nomads relate to their material possessions. Confronts the classic idea of possessions as objects incorporated into identity as an extended self. The concept of the liquidity of possessions captures the more fluid nature and value of objects and consumers' relationship to them in postmodern society.
c) How is Consumer Research Executed?		
Consumer Research Choices	**Illustrative Paper***	**Breaks the Implicit Boundary by Showing….**
Respondent Group (Implicit Boundaries: Paid Workers, Paid Lab Pools, Students)		
Age segments	Schau, Gilly, and Wolfinbarger (2009), *JCR*	**Consumers in the life-stage of retirement undergo a process of identity renaissance.** Uses naturalistic and participant observation of consumers in senior centers and a rehab facility to examine retirement practices. Findings reveal that seniors engage in considerable identity work, termed a process of consumer identity renaissance.
Racial, ethnic, religious, and sexual orientation segments	Kates (2002), *JCR*	**Contemporary gay subcultures are simultaneously oppositional, marginalized, and influential.** Observes that gay subcultural meanings represent both an oppositionality of structured consumption practices (vis-a-vis heterosexual dominant culture) and the negotiations that individuals undertake to achieve distinction for themselves within the subculture.

Socioeconomic segments	Adkins and Ozanne (2005), *JCR*	**Low literate consumers deploy various coping skills to satisfy their consumption needs**. Focuses on how consumers who read below a sixth-grade level are able to satisfy their consumption needs. Results suggest that consumers who can successfully negotiate or reject the stigma of their identity as low literate and deploy various coping skills are better able to meet their marketplace needs.
Marginalized consumers	Scaraboto and Fischer (2013), *JCR*	**Some marginalized groups mobilize as institutional entrepreneurs to seek greater inclusion and choice in mainstream markets.** Reveals, using a qualitative research study of plus-sized consumers and the fashion market, the emergence of a collective identity, identification as institutional entrepreneurs, and reliance on support and legitimization from outside the focal market support inclusion and choice.
Consumers in situ	White and Peloza (2009), *JM*	**Actual consumer donor support is variable and moderated by both contextual and individual difference factors.** Demonstrates, by studying and comparing actual time and monetary donor support in a nonprofit and comparing it with experimental results, that a one-size fits all approach to appeals to generate donor support is misplaced.
Professionals	Pracejus, Olsen, and O'Guinn (2006), *JCR*	**Both advertising creative directors and consumers have a common understanding of the meaning of white space in advertising.** Reveals that the minimalist movement, corporate art, and the lean look of architecture and upscale living are historical forces that have created coherent beliefs about white space in advertising as signaling brand meanings associated with prestige, confidence/power/ strength, trust/stability, and leadership/ cutting edge benefits.
Method (Implicit Boundaries: Lab Experiments, Online Experiments)		
Other Quantitative	Homburg, Ehm, and Artz (2015), *JMR*	**Machine learning can usefully be applied to understand how consumer segments posting in different types of online communities respond to firms that are actively engaged in those communities.** Derives consumer sentiment, the dependent variable, from over 115,000 threaded consumer posts derived from multiple online forums, by using supervised machine learning techniques. Results reveal diminishing returns for firms that actively engage in online communities, with the results holding for communities that address consumers' functional needs, but not those addressing social needs.
Qualitative	Hill and Stamey (1990), *JCR*	**An ethnographic approach reveals how homeless consumers acquire possessions, what possessions they acquire and the environments in which they are consumed.** Reveals that the homeless, who follow a nomadic life, actively confront their environments and seek to improve the quality of their lives by using locally available, portable, and multi-use possessions, often acquired through scavenging and requiring continuous replenishment of resources. Tools are highly valued and reciprocity from others fosters a sense of community, countering a "deviant" label by others reduced self-esteem.
Mixed	Arvidsson and Caliandro (2016), *JCR*	**A mix of netnography (qualitative) and social network analysis (quantitative) inform understanding of how shared interests, rather than identities or interactions, unite online consumers.** Supports the concept of a "brand public" as distinct from brand community, emphasizing (a) consumer interest rather than interaction, (b) affect rather than discussion, and (c) consumers' use of the brand's social media platform as publicity to promote their own identities and objectives rather than the collective identity or objectives of the brand.
Pre-publication Test Market (Implicit Boundaries: Academics in Other Disciplines, Non-academic Audiences)		

Academics in other disciplines	Cornil and Chandon (2016), *JMR*	**Exemplifies the value of sharing research ideas and preliminary findings with academics in other disciplines while the research is still ongoing.** Prior to publication, early theorizing and findings of this research on interventions to control food portions were shared at numerous academic talks and conferences with academics in the fields of nutrition, health, medicine, and agricultural and applied economics.
Non-academic audiences	Leipnitz, de Vries, Clement, and Mazar (2018), *IJRM*	**Exemplifies the value of sharing research ideas and preliminary findings with non-academic audiences while the research is still ongoing.** Randomized field trials on blood health-check services for blood donors were used in extensive cooperation with the German Red Cross Blood Donation service to test different incentive strategies for blood donation.
Post-Publication Dissemination (Implicit Boundaries: Academics in Other Disciplines, Lay Presentations, Nontechnical Presentations, Popular Press)		
Academics in other disciplines	Botti, Simona, Orfali, and Iyengar (2009), *JCR*	**Exemplifies the value of sharing research findings with academics in other disciplines after the research has been published.** Results of this research on the emotional consequences of autonomy in health-care decisions were extensively disseminated after publication to both researchers and practitioners in the medical field through specialized websites (i.e., Medical News Today) and invited talks and workshops (i.e., the UK Huntington's Disease Predictive Testing Consortium).
Lay presentations	Lemon and Verhoef (2016), *JM*	**Exemplifies the value of sharing research findings with practitioners through lay presentations after the research has been published.** This research on a model of customer experience throughout the customer journey was presented in the Marketing Science Institute webinar series seen by over 200 practitioners in real-time and many more afterward as downloads. It was also presented at the MSI Trustees meeting with nearly several hundred marketing practitioners in attendance.
Nontechnical publications	Keller and Lehmann (2008), *JPPM*	**Exemplifies the value of sharing research findings with practitioners through nontechnical means after the research has been published.** The Centers for Disease Control implemented the results of this research on the effects of health communication tactics on consumer compliance with health recommendations by designing an online social marketing strategy tool called MessageWorks.
Popular press	Bone, Christensen, William (2014), *JCR*	**Exemplifies the value of having research findings be disseminated through the popular press after the research has been published.** Findings from this research on the impacts on minorities' experiences of systemic restrictions on choice were presented in written and oral testimony in a hearing of the U.S. House of Representatives Financial Services Committee and covered extensively in the popular press under headlines such as "banking while black."

* *JM= Journal of Marketing; JCR= Journal of Consumer Research; JPPM= Journal of Public Policy and Marketing; JMR= Journal of Marketing Research; IJRM= International Journal of Research in Marketing; JCP= Journal of Consumer Psychology*

Table 3: Illustrative Marketing-Relevant Consumer Research Questions Pertinent to Breaking One or More Boundaries

a) Why Conduct Consumer Research?	Illustrative Questions
Influence Stakeholders • Academics in Other Disciplines • Educators • Industry • Government and Non-Governmental Organizations • Media • Society	Select a topic that one or more stakeholder groups is concerned about. • **Consumption of Plastic:** How do consumers feel about all the plastic in their lives, their water, and their food? What options to plastic consumption do consumers believe they have? What novel perspectives can consumer researchers bring to bear on the issue of plastic consumption? • **Algorithms and Consumer Oppression:** Do the algorithms of AI models create racial and gender bias? How does one test for these biases? Are consumers made vulnerable in contexts that are consequential to their lives- such as creditworthiness, government support, and medical decision-making?
Test Ideas • From Real-World Phenomena	Identify a novel or important consumer phenomenon and contribute to research on it. • **The Prevalence of "Connected Devices" in the Home:** What hopes and fears do consumers have about the internet of things? What are the implications of these devices for consumer privacy and corporate empowerment? How do they change marketing? How do they change consumer behavior? • **Fake News:** What do people regard as "fake news"? Who is vulnerable? What explains why and when "fake news" works? What distinguishes "advertising" and "storytelling" from "fake news" in the minds of academics? Consumers? Advertisers?
Contribute to Theory • Phenomenon-Construct Mapping	Find a poorly understood consumer behavior phenomenon and try to add structure to it. • **Privacy Violations:** What does it mean to have one's privacy violated? Are there dimensions along which privacy violations can be conceptualized? Or are there distinct types of violations that represent distinct constructs? How can privacy, its dimensions or its types be measured? • **Chatbots and Consumer Experience:** Are consumers aware of chatbots? If so, how do they perceive them? What novel constructs can be identified from consumers' awareness and perception of chatbots?
Investigate Outcomes • Describe • Evaluative	Explore an issue or substantive topic by describing it or thinking about whether it is good or bad for consumers and other stakeholder groups. • **Populism and Nationalism in Western Democracies:** How can we characterize populism and nationalism in various nations around the world and describe how these beliefs affect consumer behavior and consumers' interactions with marketplace stakeholders? • **Climate Crisis Perspectives:** What kinds of marketing and policy messages convince doubtful consumers that climate change is indeed real? Do consumers who become convinced that climate change is real respond favorably to marketers whose efforts are designed to reduce their carbon footprint? How do climate change doubters or deniers react to those efforts?

b) What is Studied in Consumer Research?	Illustrative Questions
Unit of Analysis • Small groups • Large groups • Populations/Cultures	Find an understudied group of consumers for whom a significant consumer research issue is relevant. • **Generation Z:** How is the post-Millennial generation affecting consumer society and culture? Are they truly the unhappy and compliant "iGeneration" consumers that the media makes them out to be, or are they something else? • **Changing Households:** What are the consumption implications of the ever-increasing number of households with unmarried or single parents; gay, lesbian or bisexual parents or cohabitants; single-person or older members; multigenerational or multicultural members; or households in poverty?
Decision Context • Dynamic • Dependent	Determine an understudied consumer research issue for which a dynamic, dependent, or interdependent approach would yield novel insights. • **Household Financial Literacy Development:** How does a spouse who has not played a large role in managing family finances develop greater financial literacy when they lose a spouse through death or divorce? • **Empty Nester Consumption:** How does becoming an empty nester change consumers' purchasing patterns, consumption rituals (e.g., family meals, meal preparation), use of space in the home, use of time, and identity?
Time Frame • Past • Future	Identify an understudied consumer research issue for which the past may yield novel insights into the present or one for which future trends suggest changes in consumption. • **Health Care Consumption:** What is the history of health care provision in a particular country, region, or territory? What is the institutional and economic trajectory of that health care system? How does it interact with (particular) consumers, their health care decisions as well as decisions that affect their health care (e.g., exercise and diet)? • **Tobacco Marketing and e-Cigarette Use**: What can we learn from the national and international history of tobacco regulation and marketing about the present-day use of e-cigarettes, vaping, and "Juuling"? What does that history tell us about consumers and their responses?
Consumer Role • Non-target • Collaborator and co-producer • Anti-marketer • Skeptic • Non-owner	Regard whether a different metaphorical role for consumers in one or more consumption domains can yield novel insights. • **Consumers as Artists and Marketers**: A new crafting movement has led more and more consumers to seek artistic and craft endeavors; in turn, selling their hand-made products to others. What new insights about consumer are revealed when we think about them as art producers and sellers? Does this artist/seller role influence how consumers approach other consumption decisions? • **Consumers as Micro-celebrities**: What does it mean to conceptualize consumers as empowered narrowcasting media stars? How does this conceptualization alter how we view the consumption and marketing system?

c) How is Consumer Research Executed?	Illustrative Questions
Respondent Group • Age segments • Racial, ethnic, religious, and sexual orientation segments • Socioeconomic segments • Marginalized consumers • Consumers in situ • Professionals	Consider whether data from specific respondent groups will yield novel insights about consumers. • **Students as Consumers:** How does the identity of student affect consumers' perceptions of the self as an "adult" and their hopes and fears for the future? Has does the student consumer identity affect their perception of various products and services? How does the student identity evolve and change, and how is it different in various regions? • **Billionaire Consumers:** What do we know about the consumption of the super-rich and how it is affecting contemporary marketing? Beyond their wealth and influence, how are the super-rich unique as consumers? What impacts do they and their consumption have on business, other consumers and the world?
Method • Other Quantitative • Qualitative • Mixed	Examine an interesting consumer behavior issue and assess whether different methodological approaches yield novel insights. • **Children's Marketplace Knowledge:** What new insights can be revealed by taking alternative approaches to the study of children's consumption decisions and marketplace knowledge? What would a longitudinal approach reveal? An historical mapping? An observational study? Social media data? Mixed methods? • **Diet:** What new insights about consumers' decisions to follow particular diets (e.g. kosher or halal, paleo, keto, vegetarian, or vegan) can be revealed by taking alternative methodological approaches? How can we deploy combinations of qualitative and quantitative methods? Can we illuminate new and particular aspects of the phenomenon of diet by combining automated data analysis with narrative analysis, or experiments with historical analysis, or ethnography with modeling?
Pre-publication Test Market • Academics in other disciplines • Non-academic audiences	Take a research project that you are in the process of executing and share your ideas, thoughts, and findings with one or more marketplace stakeholder groups. Consider the following: • What elements of your research could you emphasize to make it more relevant to particular stakeholders? • What aspects, images, and symbols might you emphasize to communicate your findings more effectively? • How else could you provide them with vital insights that might lead them to improve their own practices? • How could you change the language that you use to communicate more effectively and make it more relevant to their concerns?

Post-publication Dissemination • Academics in other disciplines • Lay presentations • Nontechnical publications • Popular press	After your article is published in an academic journal, take steps to disseminate your research findings to other parties so that the work can have broad impact. Consider the following: • What parties, industries, companies, and types of organization, might be interested in your research? • How do those parties get their information? In what forms and styles? What is the most effective way to communicate your research to those parties? How can you target your information to meet their needs and speak their language? • What is the most effective way to get others to share your research with other interested parties?