

Austrian Network for Higher Education

ACADEMIC SKILLS I

Class 4

B_BCi 2020, Group 1 Wintersemester 2021

Melanie Hense, BA melanie.hense@fhwn.ac.at Institute for Market Research & Methodology

Course Teachers: M. Hense, B. Zrim, S. Maurer, T. Snydal, V. Unger Author of the slides: K. Dobernig (first and main author), B.Zrim (second author) Slides have been adapted/ extended by M.Hense



Class 1 (Sep. 10)	Research, types of literature
Class 2 (Sep. 16)	Research question, citing, search protocol
Class 3 (Sep. 17)	Literature research (plenary session held by the Library)
Class 4 (Oct. 7)	Reading, paraphrasing, literature analysis table
Class 5 (Oct. 14)	Literature Review, process, structure
Class 6 (Oct. 21)	Reasoning, writing style
Class 7 (Nov. 5)	Abstract, research proposal
Class 8 (Dec. 7)	Feedback

The funnel/ ingredients of academic work FACHHOCHSCHULE WIENER NEUSTADT Austrian Network for Higher Education Literature Search Principles of Quality academic Reflection Assurance work Skills **Academic Work** Literature (seminar paper, Data literature review, Reading Collection conference Skills presentation,) Topic Developing Arguments Writing Citation Question Skills © Melanie Hense

Recap

What do you remember about our last session?



University of Applied Sciences



...or open mentimeter.com and type in the code: 24 26 93 0



University of Applied Sciences

After Class 4 you are able to ...

- **explain** the structure of typical journal articles.
- screen articles and literature for relevance.
- read academic papers and retrieve relevant information from them.
- **apply** paraphrasing in practice.
- produce a literature analysis table.



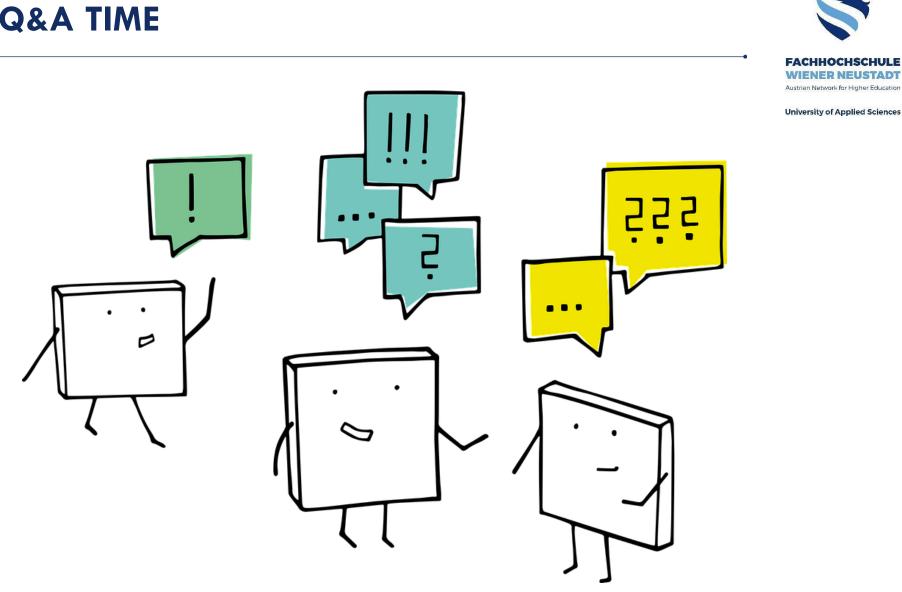
FACHHOCHSCHULE WIENER NEUSTADT Austrian Network for Higher Education

University of Applied Sciences

Agenda

- Questions
- Feedback Search Protocol Submission
- Submission Key Take Aways
- Re-Cap Citation
- Exc. Quality assessment of journal articles
- Screening for relevance/reading
- Paraphrasing
- Literature analysis table

Q&A TIME





University of Applied Sciences

Why does it make sense to limit the literature search to peer-reviewed literature?

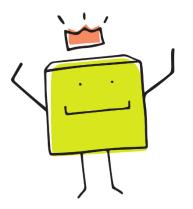
How did you decide if the source fits your research question?

What difficulties have you encountered in the literature search and quality assessment?

Feedback search protocol

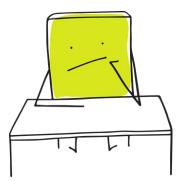


University of Applied Sciences



Great selection of topics & interesting research questions

Great selection of academic literature



Not so great use of citation \rightarrow Recap today!

Book reviews

- "a form of <u>literary criticism</u> in which a book is merely described (summary review) or analyzed based on content, style, and merit."
- may be based on personal opinion and taste
- be cautious with using them for an academic paper (grey area)



The funnel of/ ingredients for academic work FACHHOCHSCHULE WIENER NEUSTADT Austrian Network for Higher Education Literature Search **Principles** of Quality academic Reflection Assurance work Skills **Academic Work Literature** (seminar paper, Data literature review, Reading Collection conference Skills presentation,) Topic Developing Arguments Writing Citation Question Skills © Melanie Hense

11



University of Applied Sciences

Quality assessment of the sources

Assess the quality of each journal article. Initially **exclude** all the journal articles that are:

- Not peer-reviewed
- Not published in a set of predefined journals (such as a set based on journal rankings)



University of Applied Sciences

Quality assessment of the sources

Selecting peer-reviewed journals

- EBSCO: you can select the option "peer-reviewed" articles
- Science Direct and Springer Link:
 - Most of the journals are peer-reviewed, but not all of them.
 - You cannot pre-select peer-reviewed journals (no checkbox).
- Double-check on the website of the journal itself

You may also use **journal rankings** as a proxy for journal quality.



University of Applied Sciences

FACHHOCHSC

Quality assessment of the sources: Selecting peer-reviewed journals:

On Databases like Ebsco Host Business Complete:

EBSC	COhost	"capital structure" and "pecking order" and I			Select a Field (optional) 🕶	Search Clear 🕐
	A	ND +			Select a Field (optional) +	
	A	ND -			Select a Field (optional) 👻	$\oplus \odot$
	Ba	sic Search Ad	vanced Search Sea	rch History >		
× Re	fine Result:	5	Search R	esults: 1	- 19 of 19	
Cur	rent Search		1. Do Port	uquese p	rivate firms follow	pecking order financing?
"ca	olean/Phrase pital structure" : cking order" an	and	Academic	By: Barthole funds, debl funding so before mov	dy, Jan; Mateus, Cesario; Ol , and external equity, we sep urce based on the financing ing on to the next funding so	son, Dennis. European Journal of Finand parate debt into four components – cheaj deficit remaining after the previous peck purce in the pecking order. Such behavio oblity. [ABSTRACT FROM AUTHOR] DOI:
						ESS enterprises – Finance; BREAK-eve
Limit	t To References Avai	lable			FEX Check SFX Linking S	Service for more information
	cholarly (Peer l ournals	Reviewed)	2. DETER	MINANT	ES DA ESTRUTUR	A DE CAPITAL DE PEQUE
2005	Cover Story 5 Publication D	ate 2016	Academic	Oliveira Sa determinar the 350 wh	ntos, Andréia; Tavares Ribei its of the capital structure of ich were distributed. Data w	TURE OF SMALL BUSINESS OF METROP iro, Nelha Maura; Castro Silva, Wendel A of small businesses in the metropolitan i ras tabulated and submitted to descriptiv s on the use of debt (opting for use of eq



Quality assessment of the sources: Selecting peer-reviewed journals:

University of Applied Sciences

FACHHOCHSCHU WIENER NEUSTAD

Example of searching the journal website (JIBS):



https://aib.msu.edu/jibs/

Quality assessment of the sources: Journal Rankings

• British Academic Journal Quality Guide (AJG)

https://charteredabs.org/academic-journal-guide-2015/

• The Scimago Journal Rank (SJR)

http://www.scimagojr.com/journalrank.php

• VHB ranking

The rating expresses the perception of a journal's academic quality in German-speaking academia.

http://vhbonline.org/en/service/jourqual/vhb-jourqual-3/complete-list-of-the-journals/



About VHB Service Nachwuchs Awards Events Sections About VHB Member area You are here: Service / VHB-Jourgual / VHB-JOURQUAL 3 / Teilrating INT Thursday, September 15, 2016

Service
Job Opportunities
Business Research
Ethics
VHB-Jourqual
Management and Advisory Board
VHB-JOURQUAL 3
Accompanying documents
Complete list of the journals
Teilrating ABWL
Teilrating BA-FI
Teilrating STEU
Teilrating HSM
Teilrating INT
Teilrating LOG

Teilrating Internationales Management

Für die korrekte Ansicht der nachfolgenden Tabelle benötigen Sie Javascript. Bitte aktivieren Sie JavaScript in Ihrem Browser. Wie Sie JavaScript in Ihrem Browser aktivieren, können Sie hier nachlesen. Hier haben die Möglichkeit, sich die komplette Tabelle als Excel- oder PDF-Datei herunterzuladen. Erläuterungen zur Tabelle finden Sie hier.

A = Führende wissenschaftliche Zeitschrift auf dem Gebiet der BWL oder ihrer Teildisziplinen

Anzahl

Anteil

Rating

	Zeitschrift	JQ3	JQ2								
ilrating BA-FI	Lensenne	5025	JUL	Voten	о.						
ilrating STEU	\checkmark				besser	A+	Α	В	C	D	
ilrating HSM	Journal of										_
ilrating INT	International Business	Α	Α	142	87,3%	39,4%	47,9%	9,9%	2,1%	0,7%	
ilrating LOG	Studies JIBS		_								-

http://vhbonline.org/en/service/jourgual/vhb-jourgual-3/teilrating-int/

Verteilung der Voten

Recap submission 1: Search protocol

<u>Quality assessment of the sources: Journal Rankings</u>

VHB ranking (JIBS)

Home

FACHHOCHSCHULE WIENER NEUSTADT Austrian Network for Higher Education

Nicht

Wiss.

0,0%

Nicht

BWL

0,0%

Quality assessment of the sources: Journal Rankings

AJG ranking (JIBS)

Show All Fields:			ISS	ISSN:					Journal Title:				
Internationa	nal Business and Area Studies 🔻 ISSN Journal Title												
Show 50		ntries											
				Ratings			dardised s sed on me						
ISSN 🔺	Field 🔺	Journal Title 🔺	AJG 2015	ABS 2010	ABS 2009	JCR	SJR	SNIP	JCR rank	SJR rank	SNIP rank	Small journal (<30 doc)	
		laura al af											
0047-2506	IB&AREA	International Business Studies	4*	4	4	2.947	3.849	2.457	1	1	2		
		lournal of World											
1090-9516	IB&AREA	Business (formerly Columbia JWB)	4	3	3	0.968	0.797	0.991	3	5	5		
1468-2621	IB&AREA	African Affairs	3			0.108	1.613	2.741	6	3	1		
0217-4561	IB&AREA	Asia Pacific Journal of Management	3	2	3		1.982	0.742		2	8		

FACHHOCHSCHULE WIENER NEUSTADT Austrian Network for Higher Education

Quality assessment of the sources: Journal Rankings

SJR ranking (JIBS)

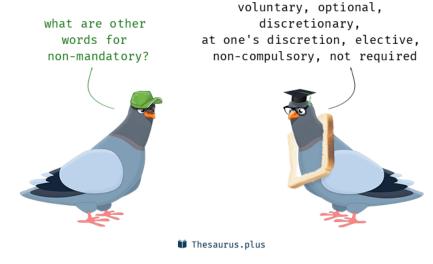
J	२ Scimago	Journal & Country	Rank								Enter Journ	al Title, IS	SN or
				Home	Journal Ra	nkings	Country Rankings	s Viz To	ools Help	About Us			
		Business, Manag and Accounting	jement 🗸	All subject	categories	~ A	ll regions / count	ries 🗸	All types	~	2016		``
	[Display only Open /	Access Journals	Display o	only SciELO Jou	ırnals (In Prog	ress)	Displa	y journals with at le	ast 0 Cit	table Docs. (3years)	× .	Appl
	Title		Туре	↓ SJR	H index	Total Docs. (2016)	Total Docs. (3years)	Total Refs.	Total Cites (3years)	Citable Docs. (3years)	Cites / Doc. (2years)	Ref. / Doc.	
8	Journal of Manage	ment Studies	journal	5.112 Q1	136	59	156	4902	810	147	3.77	83.08	
9	Journal of Internati Studies	onal Business	journal	4.848 Q1	148	58	161	4713	946	160	5.59	81.26	
10	Academy of Manag Perspectives	jement	journal	4.599 Q1	100	27	104	2209	561	103	3.87	81. 81	







Therefore, it is not necessary to include it in your work for this course as it is not included in the grading scheme!





Citation



University of Applied Sciences

IF YOU LIKED IT THEN YOU SHOULD HAVE PUT A CITATION ON IT

Learns how to cite properly.

Never has to worry that the citation generator is wrong

meme-arsenalru

Citation: Class Exercise

Exercise from last time – who has done it?



<u>Citation – Bibliographic entries How To</u>



University of Applied Sciences

Tranfield, Denyer and Palminder Smart. 2003. "Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review." British Journal of Management 207:222-207.

Schmeisser, Bjoern. 2013. "A Systematic Review of Literature on Offshoring of Value Chain Activities." *Journal of International Management* 390:406-390. doi: 10.1016/j.intman.2013.03.011

Please take care of correct punctuation, order of the content (first authors, then year, then title, then journal, then journal number and doi (if available). !Journal titles are written in italic!



Austrian Network for Higher Education

BREAK (10 MIN.)





Austrian Network for Higher Education

WORKING WITH ACADEMIC LITERATURE

Now that you found many articles, we need to find out how to actually handle these...

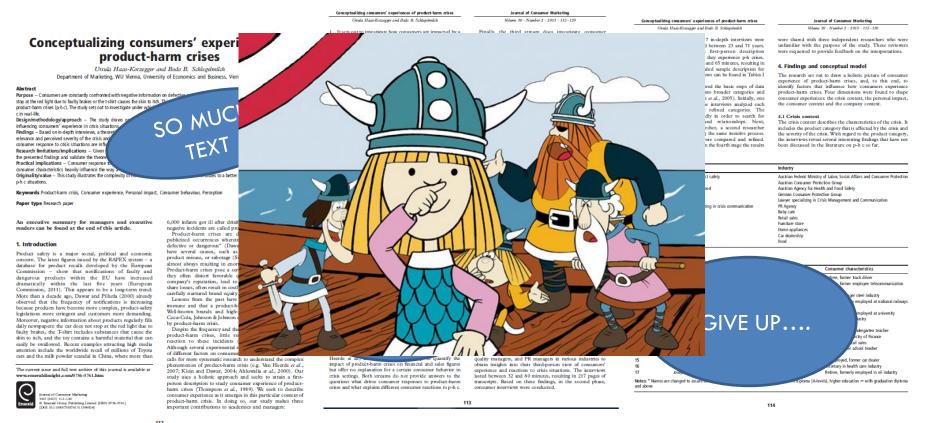
The funnel of/ ingredients for academic work FACHHOCHSCHULE WIENER NEUSTADT Austrian Network for Higher Education Literature Search **Principles** of Quality academic Reflection Assurance work Skills **Academic Work** Literature (seminar paper, Data literature review, Reading Collection conference Skills presentation,) Topic Developing Arguments Writing Citation Question Skills © Melanie Hense

Working with literature



Austrian Network for Higher Education

University of Applied Sciences



Haas-Kotzegger U, and Schlegelmilch B.B. 2013. "Conceptualizing Consumers' Experiences of Product-Harm Crises." Journal of Consumer Marketing 30 (2): 112–20. https://doi.org/10.1108/07363761311304924

BBCI Academic Skills WS 2021



content

FACHHOCHSCHULE WIENER NEUSTADT Austrian Network for Higher Education

University of Applied Sciences

How is an academic article usually structured?

content



Title Should be meaningful/convincing and representative Abstract Contains a short summary of the article **Keywords** Selection of words describing the content Introduction Gives a first insight into the study's aim & context Literature Review / Current State of Research Summarizes what has already been researched (can also be an own type of research \rightarrow as it is in this class) Method Describes how the research was conducted Presentation of results Findings Discussion Critical evaluation of results and comparison with the literature review Conclusion Summary and answer to the research question Limitations Presents what could have been done better Discusses what the reserach means for the scientific Implications community & general public References / Bibliography List of full citation of sources that have been used

content

- Each article consists of
 - a) parts in which it references other sources
 - b) parts which are free of other sources
- Introduction & Current State of Research > mainly references other sources
- Empirical Findings & Conclusion > mainly free of other sources





content



	University of Applied Eciences						
Title	Should be meaningful/convincing and representative						
Abstract	Contains a short summary of the article						
Keywords	Selection of words describing the content						
Introduction	Gives a first insight into the study's aim & context						
Literature Review / Current State of Research	Sun This is were you ady been researched (can also will mainly cite search \rightarrow as it is in this class)						
Method	Des from. was conducted						
Findings	Presentation of results						
Discussion	Critical evaluation of results and comparison with the literature review						
Conclusion	Summary and answer to the research question						
Limitations	Presents what could have been done better						
Implications	Discusses what the reserach means for the scientific community & general public						
References / Bibliography	List of full citation of sources that have been used						



Austrian Network for Higher Education

SCREENING FOR RELEVANCE & READING



University of Applied Sciences

- Follows the protocol of an extensive literature search
- You **identify relevant literature sources**, i.e. those which address (contribute to) your research question

Example of screening:

Based on my keyword search, I quickly skimmed or scanned the titles or abstracts of over 200 sources. From these, I selected about 80 articles, reports, and books to read. I found about 49 of the 80 sources valuable, and they appear in the bibliography of the published article.

Screening for relevance

6,000 infants got ill after drinking tainted baby

regative incidents are called product-harm crises. Product-harm crises are defined as "discrete, well-

publicized occurrences wherein products are found to be defective or dangerous" (Dawar and Pillutla, 2000). They

have several causes, such as manufacturer's negligence

product misuse, or sabotage (Siomkos and Maliaris, 1992),

almost always resulting in enormous costs for the company

Product-harm crises pose a serious risk to companies since

they often distort favorable quality perception, hurt the company's reputation, lead to major revenue and market

share losses, often result in costly product recalls and damage

Lessons from the past have shown that no company is

mmune and that a product-harm crisis can hit everyone.

Well-known brands and high-profile companies including Coca-Cola, Johnson & Johnson and Mattel have been affected

product-harm crises, little research exists on consumer

Although several experimental studies assessed the influence

of different factors on consumer response to crises, there are

calls for more systematic research to understand the complex

phenomenon of product-harm crisis (e.g. Van Heerde et al., 2007; Klein and Dawar, 2004; Ahluwalia et al., 2000). Our

study uses a holistic approach and seeks to attain a first-

person description to study consumer experience of product-

harm crises (Thompson et al., 1989). We seek to describe

consumer experience as it emerges in this particular context of product-harm crisis. In doing so, our study makes three

important contributions to academics and managers:

reaction to these incidents (Klein and Dawar, 2004).

Despite the frequency and the devastating consequences of

by product-harm crisis.

112

carefully nurtured brand equity (Van Heerde et al., 2007).

Conceptualizing consumers' experiences of product-harm crises

Ursula Haas-Kotzegger and Bodo B. Schlegelmilch

Department of Marketing, WU Vienna, University of Economics and Business, Vienna, Austria

Abstract

Purpose - Consumers are constantly confronted with negative information on defective or dangerous products (product-harm crisis); the cardoes not stop at the red light due to faulty brakes or the t-shirt causes the skin to itch. This research aims to provide a holistic picture of consumers' experience of product-harm crises (p-h c). The study sets out to investigate under which conditions consumers are impacted by the crisis and how they experience p-h c in real-life.

Design/methodology/approach - The study draws on in-depth interviews with both experts and consumers in order to investigate factors influencing consumers' experience in crisis situations.

Findings - Based on indepth interviews, a theoretical model is developed that captures the impact of p-h-c on consumers, Impact consists of personal relevance and perceived severity of the crisis and is a prerequisite for consumers' response. The study finds evidence that the personal impact and the consumer response to crisis situations are influenced by the crisis context, consumer context and company context.

Research limitations/implications - Given the qualitative nature of the study, a quantitative approach should now be used to further substantiate the presented findings and validate the theoretical model

Practical implications - Consumer response to crises is primarily influenced by the personal impact of the crisis. The nature of the crisis as well as consumer characteristics heavily influence the way a consumer is impacted by a crisis event. Originality/value - This study illustrates the complexity of consumers' p-h c experience and contributes to a better understanding of the

n-h c situations

Keywords Product-harm crisis, Consumer experience, Personal impact, Consumer behaviour, Perception

Paper type Research paper

An executive summary for managers and executive readers can be found at the end of this article

1. Introduction

Product safety is a major social, political and economic cern. The latest figures issued by the RAPEX system - a database for product recalls developed by the European Commission - show that notifications of faulty and dangerous products within the EU have increased dramatically within the last five years (European Commission, 2011). This appears to be a long-term trend: More than a decade ago, Dawar and Pillutla (2000) already observed that the frequency of notifications is increasing because products have become more complex, product-safety legislations more stringent and customers more demanding Moreover, negative information about products regularly fills daily newspapers: the car does not stop at the red light due to faulty brakes, the T-shirt includes substances that cause the skin to itch, and the toy contains a harmful material that can easily be swallowed. Recent examples attracting high media attention include the worldwide recall of millions of Toyota cars and the milk powder scandal in China, where more than

The current issue and full text archive of this journal is available at ight.com/0736-3761.htm



l of Consumer Marketing 2013) 112–120 stald Group Publishing Limited [ISSN 0736-3761]

Conceptualizing consumers' experiences of product-harm crises Unula Haas-Kotzegger and Bodo R. Schlegelmilch

- 1 It sets out to investigate how consumers are impacted by a crisis and how they experience product-harm crises in real-life rather than in laboratory contexts. It therefore investigates when a crisis is relevant to consumers, an important aspect that has not yet been discussed in the existing literature.
- 2 Our study assesses factors that influence consumer impact and the overall experience when confronted with negative news about harmful and dangerous products. In this respect we identify new influencing factors that have not been part of any study on product-harm crises so far
- 3 This paper advances a theoretical model capturing consumer experience of product-harm crises and, thus, provides a basis for future research in this area.

2. Literature review

The existing literature on crises can be divided into three research streams (Van Heerde et al., 2007). The first stream focuses on pre- and post-crisis management practice. This research stream uses case studies to discuss techniques and practices to successfully prepare for and overcome crises (e.g. Mitroff, 2004; Smith et al., 1996). The findings identify

Journal of Consumer Marketing Volume 30 - Number 2 - 2013 - 112-12 Finally, the third stream does investigate consume

reactions to product-harm crisis situations. However, research in the third stream uses lab experiments with mainly fictional brands to assess the impact of hypothetical crises and the influence of moderating variables on consumer responses. Among the moderating variables that were found to impact consumer responses are consumer characteristics, such as commitment to the brand (Ahluwalia et al., 2000), consumer expectations (Dawar and Pillutla, 2000), and gender (Laufer and Gillespie, 2004). Furthermore, lab experiments have been used to assess whether companies prior CSR activities influence consumer response to crisis vents (Klein and Dawar, 2004). All these factors were found to influence brand evaluations and purchase intensions following a p-h c.

Taken ctively, studies on p-h c are still rare and, as Klein and Dawar (2004, p. 205) point out, "the seriousness and frequency of product-harm crises still contrasts with the relative paucity of research in this area". Our study aims to fill this void by assessing consumers' experience of p-h c and by discovering additional impact factors that influence consumer response to crisis situations. By using a qualitative approach, this paper looks at consumers' experience of crises from a holistic perspective and investigates under which

How would you start?

how consumers react to product-harm crises. The second stream of literature deals with the effect of real-life productharm crises on a variety of performance measures, such as stock prices (e.g. Chu et al., 2005; Chen et al., 2009) or brand sales (Van Heerde et al., 2007). Chen et al. (2009), for instance, discuss the consequences of proactive and passive company response strategies in the case of a product recall. Surprisingly, regardless of the firm and product category, the study came to the result that proactive strategies have a more negative effect on the firm value compared to passive strategies. The authors argue that this is based on how the stock market interprets response strategies. When the company is proactive, the stock market infers that the consequences of the p-h c are serious and that the firm has no choice but to act to quickly reduce financial losses. The consequences of product-harm crisis are various and rank losses in baseline sales to reduced effectiveness marketing instruments and increased cross sensitivity to rival firms' marketing mix activities. The findings of Van Heerde et al. (2007) further show that advertising investments do not remain equally effective after a crisis as they were before. On e contrary, the required investments are much higher sinc the impacted brands are vulnerable to competitors (Van Heerde *at al.*, 2007). These studies help to quantify the impact of product-harm crises on financial and sales figures but offer no explanation for a certain consumer behavior in crisis settings. Both streams do not provide answers to the questions what drives consumer responses to product-harn crises and what explains different consumer reactions to p-h c

respondents are impacted by the negative news presented to

them which, in reality, might not be the case. Consequently, to overcome these obstacles, we use face-to-face interviews where respondents talk about their personal experience with p-h c from a first-person point-of-view.

3. Methodology

Our research goal is to give a thematic description of consumer experience of product-harm crises and to depict this experience in a theoretical framework. A qualitative research approach was a natural choice given the complex nature of the field and our intention to discover new patterns and relationships (Shah and Corley, 2006). Furthermore, qualitative research is preferable when a real-life context is of importance (Sinkovics et al., 2005). As a consequence, we conducted a qualitative study with two different approaches involving both expert interviews and in-depth face-to-face consumer interviews. According to McCracken (1988, p. 17), "for many research

projects, eight respondents will be perfectly sufficient". In a first phase, we conducted interviews with 12 experts, namely PR consultants, members of consumer protection groups quality managers, and PR managers in various industries to obtain insights into their third-person view of consumers' experience and reactions to crisis situations. The interviews lasted between 32 and 80 minutes, resulting in 217 pages of transcripts. Based on these findings, in the second phase sumer interviews were conducted

Conceptualizing consumers' experiences of product-harm crises Unula Haas-Kotzerner and Bode B. Schlerebnilch

For our consumer research, 17 in-depth interviews were conducted with respondents aged between 23 and 71 years. The intention was to get a first-person description (Thompson at al., 1989) of how they experience p-h crises. The interviews lasted between 30 and 65 minutes, resulting in 351 pages of transcripts. A detailed sample description for both expert and consumer interviews can be found in Tables I and II.

The analysis of the data followed the basic steps of data oding, combination of codes into broader categories and interpreting the results (Sinkovics et al., 2005). Initially, one researcher who conducted all the interviews analyzed each transcript and developed and refined categories. The transcripts were re-read repeatedly in order to search for common patterns, themes and relationships. Next, independently of the first researcher, a second researcher analyzed the transcripts following the same iterative process. In a third stage, the findings were compared and refined. Following these analytical steps, in the fourth stage the results

Interview part

were shared with three independent researchers who were

unfamiliar with the purpose of the study. These reviewers were requested to provide feedback on the interpretations. 4. Findings and conceptual model

The research set out to draw a holistic picture of consume experience of product-harm crises, and, to this end, to identify factors that influence how consumers experienc product-harm crises. Four dimensions were found to shape consumer experiences: the crisis context, the personal impact, the consumer context and the company context

Journal of Consumer Marketing

Idlame 30 · Number 2 · 2013 · 112-120

4.1 Crisis context

The crisis context describes the characteristics of the crisis. It includes the product category that is affected by the crisis and the severity of the crisis. With regard to the product category, the interviews reveal several interesting findings that have not been discussed in the literature on p-h c so far.

v partner: experts	
Position	Industry
Deputy head product safety	Austrian Federal Ministry of Labor, Social Affairs and Consumer Protection
Consultant	Austrian Consumer Protection Group
Division manager food	Austrian Agency for Health and Food Safety
Consultant	German Consumer Protection Group
Lawyer	Lawyer specializing in Crisis Management and Communication
Consultant specializing in crisis communication	PR Agency
CEO	Baby care
PR manager	Retail sales
PR manager	Funiture store
PR manager	Home appliances
PR manager	Car dealership
PR manager	Food

No	Name*	Age	Education ^b	Consumer characteristics
1	John	71	Lower education	Retiree, former truck driver
2	Susan	58	Higher education	Retiree, former employee telecommunication
3	Sabrina	27	Higher education	Employee
4	Thomas	39	Higher education	Product manager steel industry
5	Charles	71	Higher education	Retiree, formerly employed at national railway
6	Shayan	25	Lower education	Musician
7	Doris	71	Higher education	Retiree, formerly employed at university
8	Olivia	46	Lower education	Secretary in oil industry
9	Carl	23	Higher education	Student
10	Vicky	71	Lower education	Retiree, former kindergarten teacher
11	Harold	53	Higher education	Employed at Ministry of Finance
12	Daniela	40	Lower education	Employed in retail sales
13	Caroline	61	Higher education	Retiree, former school teacher
14	Barbara	23	Higher education	Student
15	Albert	60	Lower education	Unemployed, former car dealer
16	Sandra	24	Lower education	Secretary in health care industry
17	Jo seph	68	Higher education	Retiree, formerly employed in oil industry

Notes: * Names are changed to assure anonymity; b Lower education = without graduation diploma (A-levels), higher education = with graduation diploma

114

Haas-Kotzegger U, and Schlegelmilch B.B. 2013. "Conceptualizing Consumers' Experiences of Product-Harm Crises." Journal of Consumer Marketing 30 (2): 112–20. https://doi.org/10.1108/07363761311304924

113





FACHHOCHSCHULE WIENER NEUSTADT Austrian Network for Higher Education

Screening for relevance

Conceptualizing consumers' experiences of product-harm crises

tment or Multipleting, WIL Vienna, University of Economics and Business

If pose – Consumers are constantly contromed with negative information on defective of angencus products (product-harm crisis) the analysis of the off play due to shally have on the t-hirt cases the six to lish. This reservation are product-harm crisis (p-hc). The study sets out to investigate under which conditions consumers are impacted by the crisis and how they experience p-h cin real-file.

Design/methodology/approach – The study draws on in-depth interviews with both experts and consumers in order to investigate factors influencing consumers' experience in crisis situations.

Finding – Based on in-depth interviews, a theoretical model is developed that captures the impact of p-h-c on consumes, impactomists of periods and a period period for consume is regulated on the developed that the captures of the consume regulated on the developed that the capture regulates to calculate the consume regulates to calculate the cancel and the captures of the calculates are influenced by the cities constant, consume context and company context means that the capture of the calculates are influenced by the cities context, consume context and company context means that the calculates are influenced by the cities context, consume context and company context means that the calculates are of the study a calculation by a calculation by

Research limitations/implications — own the qualitative nature of the study, a quantitative approach should now be used to turner substantiate the presented findings and validate the theoretical model.
Provide implications — Consumer resonance to crises is primarily influenced by the personal impact of the crisis. The nature of the crisis, an well as

orisiner characteristics heavily influence the way a consumer is impacted by activities to a better understand of the index of the second seco

Keywords Product-harm crisis, Consumer experience, Personal impact, Consumer behaviour, Perception

An executive summary for managers and executive readers can be found at the end of this article.

1. Introduction

Product safety is a m social, political and economic and the larger state of the source of the source of the source of the larger source of the source of Commission - show that notifications of faulty and dangerous products within the EU have increased within the last five years (Europear dramatically Commission, 2011). This appears to be a long-term trend: More than a decade ago, Dawar and Pillutla (2000) already observed that the frequency of notifications is increasing because products have become more complex, product-safety legislations more stringent and customers more demanding. Moreover, negative information about products regularly fills daily newspapers: the car does not stop at the red light due to faulty brakes, the T-shirt includes substances that cause the skin to itch, and the toy contains a harmful material that can easily be swallowed. Recent examples attracting high media attention include the worldwide recall of millions of Toyota cars and the milk powder scandal in China, where more than

The current issue and full text archive of this journal is available at www.emeraldinsight.com/0736-3761.htm



6,000 infants got ill after drinking tainted baby milk. Such negative incidents are called product-harm crises. Product-harm crises are defined as "discrete, wellpublicized occurrences wherein products are found to be

publicited occurrences wherein products are found to be defective or diageneous" (Dawar and Pilluita, 2000). They have several causes, such as manufacturer's negligence, product misure, or salodnag (Stombos and Mallasini, 1992), almost always resulting in enormous costs for the company. Product-harm crises pose a serious risk to companies since they often distort favorable quality perception, hurt the company's reputation, lead to major revenue and market share losses, often result in costly product-treals and damage cardialy naturated brand quary (Van Herode et al., 2007). Lessons from the past have shown that no company is manner and that a product-harm crisic can ble veryouse. Coca-Cola, Johnson & Johnson and Mattel have been affected by reduct-harm crisis.

Despite the Foquency and the downstring consequences of product-harm crises, little research exists on consumer reaction to these incidents (Kkin and Dawra, 2004). Although several experimental studies assosed the influence of different factors on consumer response to arises, there are phenomenon of product-harm crisis (e.g. Van Herede *et al.*, 2007; Klein and Dawra, 2004; Ahlwasila *et al.*, 2000). Using a studies of the studies of the studies of the phenomenon of product-harm crisis (e.g. Van Herede *et al.*, 2007; Klein and Dawra, 2004; Ahlwasila *et al.*, 2000). Our study uses a hooking ornsume response of productharm crisis (Themoson *et al.*, 1996). We saek to describe consumer experiment as its merges in this particular constration important contributions to academics and managere:

112

Conceptualizing consumers' experiences of product-harm crises Unuta Haar-Kozzerner and Bode B. Schlerelmitch

 It sets out to investigate how consumers are impacted by a crisis and how they experience product-harm crises in real-life rather than in laboratory contexts. It therefore investigates when a crisis is relevant to consumers, an important aspect that has not yet ben discussed in the existing literature.
 Our study assesses factors that influence consumer impact

2 Our study assesses inclose that innuence consumer impact and the overall experience when confronted with negative news about harmful and dangerous products. In this respect we identify new influencing factors that have not been part of any study on product-harm crites so far.

3 This paper advances a theoretical model capturing consumer experience of product-harm crises and, thus, provides a basis for more research in this area.

2. Literature review

xisting literatur crises can be divided into three (Van Heerde et al., 2007). The first stream focuses on pre- and post-crisis management practice. This research stream uses case studies to discuss techniques and practices to successfully prepare for and overcome crise (e.g. Mitroff, 2004; Smith et al., 1996). The findings identify approaches on how to handle a crisis and how various corporate functions such as manufacturing, finance, PR and legal can work together to respond to the crisis and limit the damage on the organization. Further to that, the authors in this field also give advice on what needs to be done in order to prevent a crisis beforehand. Moreover, multiple factors and forces are presented that needs to be considered to implement an effective crisis leadership (Mitroff, 2004). Although these studies offer important advice for companies on how to deal with crisis situations, they provide no help for understanding how consumers react to product-harm crises. The second stream of literature deals with the effect of real-life product harm crises on a variety of performance measures, such as stock prices (e.g. Chu et al., 2005; Chen et al., 2009) or brand sales (Van Heerde et al., 2007). Chen et al. (2009), for instance, discuss the consequences of proactive and passiv company response strategies in the case of a product recall Surprisingly, regardless of the firm and product category, the study came to the result that proactive strategies have a more negative effect on the firm value compared to passive strategies. The authors argue that this is based on how the stock market interprets response strategies. When the company is proactive, the stock market infers that the consequences of the p-h c are serious and that the firm has no choice but to act to quickly reduce financial losses. The consequences of product-harm crisis are various and rank from losses in baseline sales to reduced effectiveness of marketing instruments and increased cross sensitivity to rival firms' marketing mix activities. The findings of Van Heerde at al. (2007) further show that advertising investments do not main equally effective after a crisis as they were before. On the contrary, the required investments are much higher since the impacted brands are vulnerable to competitors (Van Heerde et al., 2007). These studies help to quantify the impact of product-harm crises on financial and sales figures offer no explanation for a certain consumer behavior crisis settings. Both streams do not provide answers to the questions what drives consumer responses to product-harm crises and what explains different consumer reactions to p-h c.

113

Journal of Consumer Marketing

Finally, the third stream does investigate consumer reactions to produce-harm crisis situations. However, reach in the bird stream uses like capacitances with orders and the influence of moderning variables to consumer responses. Among the moderning variables to a twee found to impact consumer responses are consumer characteristics, such as commitment to the brand (Aluswaiia et al., 2000), consumer capacetarioss. (Dowar and Pilluth, 2000), and agender (Lauler and Gilaspic, 2004), Farthermore, lab gender (Lauler and Gilaspic, 2004), Farthermore, lab generation of the strength of the strength of the strength scenes (Nein and Dawar, 2004). All these factors were found to influence brand evaluations and purchase intensions following a p-b.c.

Taken collectively, studies on p-b, c are still men and, as Kloin and Dawer (2004, p. 207) point out, "the serioances and frequency of product-harm crises still contrasts with he mative paucy of research in this area." Our study aims to fill this void by aussing consumer' experience of p-b c and by discovering additional impact factors that influence consumer response to crisis situations. By using a qualitative approach, this paper looks at comuners' experience of crises from a more holistic penpective and investigates under which icrumstances consumers are impacted by a crisis. Thus, our guiding mearch quotion is: "How do consumers experience a product-harm crisis"?

Our study therefore advances research in the third stream, in it eliminates some of the drawbacks of experimental designs. Consumer insights generated via experiments are limited by the fact that response groups on by consumer during the study do not always, correspond to their actual behavior that crisis news is actually releave to the study behavior that crisis news is actually releave to consumers and that respondents are impacted by the negative news presented to there which, in reality, might not be case. Consequently, to correspond the obstacks, we use face-to-face interviews place the study releaves the face-to-face interviews.

3. Methodology

Our research goal is to get a thematic description of the set exercise any product-humm roises and to depict this sepretrace in a theoretical framework. A qualitative research approach was a natural choice given the complex nature of the field and our intention to discover new patterns and relationships (Shah and Cachigy 2006). Furthermore, qualitative research is prefenable when a real-life context is of mortanic (Shahi and Cachigy 2006). A set correspondence, we importance (Shahi ord, 2006). A set correspondence, we importance (Shahi ord, 2006). A set correspondence, we involving both expert interviews.

According to McCrachen (1988, p. 17), "for many research projects, eight respondents will be perfectly sufficient", In a first phase, we conducted interviews with 12 experts, namely PR consultants, members of consumer protection groups, quality managers, and PR managers in various industrits to orbain insights into their dirid/perform view of consumer' experience and reactions to orisis situations. The interviews stude between 32 and 80 minutes, resculing in 217 pages of transcripts. Based on these findings, in the second phase, consumer interview were conducted.

Conceptualizing consumers' experiences of product-harm crises Unsula Haas-Kozegger and Bodo B. Schlegelmilch

For our consumer reasenth, 17 in-depth interviews were conducted with responders angel between 23 and 71 years. The intention was to get a first-person description (hompon *a al.*, 1990) of how they experience p-h crises. The interviews lasted between 30 and 65 minutes, resulting in 531 pages of mancipes. A detailed sample description for both expert and consumer interviews can be found in Tables 1 and II.

The analysis of the data followed the basis steps of data coding, combination of code into broader categories and interpreting the results (Shkovics *et al.*, 2005), hinkildy, one researcher who conducted all the interviews analysed each transcript and developed and refined categories. The monorips were re-re-aid reparatedly in order to search for common parterns, themes and relationships. Nexu, analyzed the transcripts following the sume iterative process. In a third stage, the findings were compared and refined. Following these analyzed is transmitted for the results

Table I Interview partner: experts

Expert

Position	Industry
Deputy head product safety	Austrian Federal Ministry of Labor, Social Affairs and Consumer Protection
Consultant	Austrian Consumer Protection Group
Division manager food	Austrian Agency for Health and Food Safety
Consultant	German Consumer Protection Group
Lawyer	Lawyer specializing in Crisis Management and Communication
Consultant specializing in crisis communication	PR Agency
CEO	Baby care
PR manager	Retail sales
PR manager	Funiture store
PR manager	Home appliances
PR manager	Car dealership
PR manager	Food
-	

Journal of Consumer Marketing

Webame 30 · Number 2 · 2013 · 112-120

were shared with three independent researchers who were

unfamiliar with the purpose of the study. These reviewers were requested to provide feedback on the interpretations.

product-harm crises. Four dimensions were found to shape

The crisis context describes the characteristics of the crisis. I

includes the product category that is affected by the crisis and

the severity of the crisis. With regard to the product category

nsumer experiences: the crisis context, the personal impact

to this end, to

gs that hav

4. Findings and conceptual model

identify factors that influence how con

4.1 Crisis context

research set out to draw a holistic pictur

the consumer context and the company context.

the interviews reveal several interesting findings been discussed in the literature on p-h c so far.

No	Name*	Age	Education ^b	Consumer characteristics
1	John	71	Lower education	Retiree, former truck driver
2	Susan	58	Higher education	Retiree, former employee telecommunication
3	Sabrina	27	Higher education	Employee
4	Thomas	39	Higher education	Product manager steel industry
5	Charles	71	Higher education	Retiree, formerly employed at national railway
6	Shayan	25	Lower education	Musidan
7	Doris	71	Higher education	Retiree, formerly employed at university
8	Olivia	46	Lower education	Secretary in oil industry
9	Carl	23	Higher education	Student
10	Vicky	71	Lower education	Retiree, former kindergarten teacher
11	Harold	53	Higher education	Employed at Ministry of Finance
12	Daniela	40	Lower education	Employed in retail sales
13	Caroline	61	Higher education	Retiree, former school teacher
14	Barbara	23	Higher education	Student
15	Albert	60	Lower education	Unemployed, former car dealer
16	Sandra	24	Lower education	Secretary in health care industry
17	Jo seph	68	Higher education	Retiree, formerly employed in oil industry

114

Haas-Kotzegger U, and Schlegelmilch B.B. 2013. "Conceptualizing Consumers' Experiences of Product-Harm Crises." Journal of Consumer Marketing 30 (2): 112–20. https://doi.org/10.1108/07363761311304924



University of Applied Sciences

- Short series of questions applied to title and abstract
- Usually focused on a specific research question

e.g. How do offline university sales competitions in higher education differ from their online equivalent?

- Does the article/abstract describe an empirical study? (as opposed to a review)
- Does the title/abstract describe university sales competitions in higher education?
- Does the title/abstract include their differences as an outcome?



Some more questions to ask yourself:

- How does the source contribute to answering my research question?
 - Does the source provide detailed information directly related to my question or only general results somehow connected to my topic?
- How reliable does the source appear? Is it really suitable for an academic context?
- If your question addresses a specific target group/geographical area: Does the source found also address this specific group or a completely different target group/geographical area? Can any connection between the addressed target group of the source and my target group be drawn?

Screening for relevance

Geographical focus, time periods, etc.

- Needs to be reflected by your chosen sources
- AND should never contradict

Example: focus on U.S. Industry

- > sources should mainly focus on U.S. Industry
- > some may also be more general and focus on a global scope (but this scope should always include your focus!)
- > sources focusing on India, etc. should NOT be included



University of Applied Sciences



Additionally, you might check the author references

Example: Stewart C. Myers

... is **Professor of Finance** at MIT's Sloan School of Management. He is past president of the American Finance Association and a research associate of the National Bureau of Economic Research. His research has focused on **financing decisions, valuation methods, the cost of capital, and financial aspects of government regulation of business.** Dr. Myers is a director of Entergy Corporation and The Brattle Group, Inc. He is active as a financial consultant.

Source: http://mitsloan.mit.edu/faculty-and-research/faculty-directory/detail/?id=41081



Austrian Network for Higher Education

University of Applied Sciences

READING ACADEMIC LITERATURE

Ultimate goal: Compiling **patterns** from literature to be able to

- Form arguments
- Find trains of thought

Therefore, you need to read literature...

- ... critically and
- ... analytically.

(historical, socio-cultural and political backgrounds, author's biographical background)

- Survey: Gain an overview of the text
- Question: Identify the question presented in the text
- Read: Goal-oriented reading
- Recite/Recall: Recapitulate prepare notes
- Review: Recall the most important information



Example for "Survey": Gaining an overview of the text

Conceptualizing consumers' experiences of product-harm crises

Ursula Hear Korzegger and Bodo D. Schleadmilch ment or mediating WII Vienna, University of Economics and Business

If pose – Consumes are constantly confronted with negative information on defective of angenous products (product-harm crisis), the analysis of the origin data to sharp have one global constant in the product and bottic picture of commer experiences are bottic picture of commer experiences of the product-harm crises (p-hc). The study sets out to investigate under which conditions consumes are impacted by the crisis and how they experience p-h c in real-file.

Design/methodology/approach – The study draws on in-depth interviews with both experts and consumers in order to investigate factors influencing consumers' experience in crisis situations.

Finding: — Savd on in-depth interview, a theoretical model is developed that captures the impact of b-f-c on ansumes, impactancists of personal impact and be indevined and percentional serving of an activate of the consume "response to crisis standons are influenced by the crisis constant, ansumer context and company context end the maximum response to crisis standons are influenced by the crisis context, ansumer context and company context end to the standons are influenced by the crisis context, ansumer context and company context end to there substantine, and the crisis context, and the crisis context, and the crisis context end on the crisis context.

Research limitations/implications — coven the qualitative nature of the study, a quantitative approach should now be used to turner substantiate. The presented findings and validate the theoretical model. Practical implications — Consumer response to crises is primarily influenced by the personal impact of the crisis. The nature of the crisis, an well as

orisine consideration of the second s

Keywords Product-harm crisis, Consumer experience, Personal impact, Consumer behaviour, Perception

An executive summary for managers and executive readers can be found at the end of this article.

1. Introduction

Product safety is a m social, political and economic ancern. The later figures issued by the RAPEX system - a database for product recalls developed by the European Commission - show that notifications of faulty and dangerous products within the EU have increased dramatically within the last five years (European Commission, 2011). This appears to be a long-term trend: More than a decade ago, Dawar and Pillutla (2000) already observed that the frequency of notifications is increasing because products have become more complex, product-safety legislations more stringent and customers more demanding. Moreover, negative information about products regularly fills daily newspapers: the car does not stop at the red light due to faulty brakes, the T-shirt includes substances that cause the skin to itch, and the toy contains a harmful material that can easily be swallowed. Recent examples attracting high media attention include the worldwide recall of millions of Toyota cars and the milk powder scandal in China, where more than

The current issue and full text archive of this journal is available at www.emeraldinsight.com/0736-3761.htm



6,000 infants got ill after drinking tainted baby milk Such negative incidents are called product-harm crises. Product-harm crises are defined as "discrete, wellpublicized occurrences wherein products are found to be defective or dangerous" (Dawar and Pillutla, 2000). They have several causes, such as manufacturer's negligence.

defective or dangerous" (Dawar and Pilutin, 2000). They have several causes, such as manufacturar's negligence, product misuse, or substage (Siomikos and Malilaris, 1992), almost always resulting in normonos costs for the company. they often dianot favorable quality preception, hart the company's regution, lead to may may be revenue and market share losses, often result in costly product recalls and damage carefully nutrated brand quaity (Nan Heerde et al., 2007). Leasons from the past have shown that no company is immane and that a product-haven crisis can hit everyone. Well-known brands and high-profile companies including be reduct-haven crisis.

Despite the Foquency and the downstring consequences of product-harm crises, little research exists on consumer reaction to these incidents (Kkin and Dawra, 2004). Although several experimental studies assosed the influence of different factors on consumer response to arises, there are phenomenon of product-harm crisis (e.g. Van Herede *et al.*, 2007; Klein and Dawra, 2004; Ahlwasila *et al.*, 2000). Using a studies and the second state of the second state phenomenon of product-harm crisis (e.g. Van Herede *et al.*, 2007; Klein and Dawra, 2004; Ahlwasila *et al.*, 2000). Our study uses a hooking protech and seles to a string a new crisis (Themongon *et al.*, 1998). We saek to describe consumer experiment as its merges in this particular constrat in mortant constributions to academic and managere:

112

Conceptualizing consumers' experiences of product-harm crises Unsile Hazz-Kotzerner and Bade B. Schlerelmilch

1 It sets out to investigate how consumers are impacted by a crisis and how they experience product-harm crises in real-life rather than in laboratory contexts. It therefore investigates when a crisis is relevant to consumers, an important aspect that has not yet been discussed in the existing literature.

2 Our study assesses factors that influence consumer impact and the overall experience when confronted with negative news about harmful and dangerous products. In this respect we identfy new influencing factors that have not been part of any study on product-harm crites so far.

3 This paper advances a theoretical model capturing consumer experience of product-harm crises and, thus, provides a basis for house research in this area.

2. Literature review

xisting literatur crises can be divided into three (Van Heerde et al., 2007). The first stream focuses on pre- and post-crisis management practice. This research stream uses case studies to discuss techniques and practices to successfully prepare for and overcome crise (e.g. Mitroff, 2004; Smith et al., 1996). The findings identify approaches on how to handle a crisis and how various corporate functions such as manufacturing, finance, PR and legal can work together to respond to the crisis and limit the damage on the organization. Further to that, the authors in this field also give advice on what needs to be done in order to prevent a crisis beforehand. Moreover, multiple factors and forces are presented that needs to be considered to implement an effective crisis leadership (Mitroff, 2004). Although these studies offer important advice for companies on how to deal with crisis situations, they provide no help for understanding how consumers react to product-harm crises. The second stream of literature deals with the effect of real-life productharm crises on a variety of performance measures, such as stock prices (e.g. Chu et al., 2005; Chen et al., 2009) or brand sales (Van Heerde et al., 2007). Chen et al. (2009), for instance, discuss the consequences of proactive and passiv company response strategies in the case of a product recall Surprisingly, regardless of the firm and product category, the study came to the result that proactive strategies have a more negative effect on the firm value compared to passive strategies. The authors argue that this is based on how the stock market interprets response strategies. When the company is proactive, the stock market infers that the consequences of the p-h c are serious and that the firm has no choice but to act to quickly reduce financial losses. The consequences of product-harm crisis are various and rank from losses in baseline sales to reduced effectiveness of marketing instruments and increased cross sensitivity to rival firms' marketing mix activities. The findings of Van Heerde et al. (2007) further show that advertising investments do not emain equally effective after a crisis as they were before. On the contrary, the required investments are much higher since the impacted brands are vulnerable to competitors (Van Heerde et al., 2007). These studies help to quantify the impact of product-harm crises on financial and sales figures offer no explanation for a certain consumer behavior crisis settings. Both streams do not provide answers to the questions what drives consumer responses to product-harm crises and what explains different consumer reactions to p-h c.

113

Journal of Consumer Marketing Water 2 · 2013 · 112-120

Finally, the third stream does investigate consumer reactions to product-harm crisis situations. However, in manity ficinal humals to assess the impact of hypothetical crisis and the influence of moderating vanishies on consumer segments. Among the moderating vanishies that were found to impact consumer responses are consumer characteristics, such as commitment to the brand (Allowaiia et al., 2000), consumer capacitations (Dware and Piluta, 3000), and agenet (Lauster and Gallacpie, 2001). Furthermore, lab agenetic hard constants and a statistical three comparises agenetized for the statistical to assess whether comparises cores (Kein and Dware, 2004). All these factors were found to influence brand evaluations and purchase intensions following a pb-c.

Taken collectively, studies on p-b c are still mer and, as a Stoin and Davar (2004). p. 205) point out, "the serioances and frequency of produc-tharm crises still contrasts with the relative paucity of reaches that has area." Our study aims to fill this void by assessing consumes' experience of the land by discovering additional impart factors that influence consumer response to crisis situations. By using a qualitative approach, this paper looks at consumers' experience of crises from a more holistic penpective and investigates under which icrumstances comments are impacted by a actist. Thus, our guiding stearch quastion is: "How do consumers experience a product-harm crist".

Our ruly therefore advances research in the third uream, in it eliminates some of the drawbacks of experimental designs. Consumer insights generated via experiments are finaled by the fact that response given by consumers during the scale do not always correspond to their actual behavior that crisis news is actually releave to the constraint of the respondents are impacted by the negative news presented to the which, in reality, might not be case. Consequently, to corronne these obstacks, we use face-to-face interviews place to the state of the constraints with the state of the constraints and the place of the state of the state of the state of the state of the place of the state of th

3. Methodology

Our research goal is to gate a thematic description of the set exercise of product-humm roises and to depict this sepretrace in a theoretical framework. A qualitative research approach was a natural choice given the complex nature of the field and our intention to discover new patterns and relationships (Shah and Cachig, 2006), Furthermone, qualitative research is prefenable when a real-life context is of mortance (Shahot et al., 2005). As a consequence, we importance (Shahot et al., 2005), As a consequence, we importance (Shahot et al., 2004). As a consequence, we involving both expert interviews and in-depth face-to-face consumer interviews.

According to McCrachen (1988, p. 17), "for many research projects, gidt prespondents will be perfectly sufficient", In a first phase, we conducted interviews with 12 experts, namely PR consultants, members of consumer protection groups, quality manages, and PR managest in various industritis to obtain insights into their dhrid-person view of comumer' asperience and rations to orbis situations. The interviews lated between 25 and 80 minutes, reculting in 217 pages of transcripts. Based on these findings, in the second phase, consumer interview were conducted.

Conceptualizing consumers' experiences of product-harm crises Unsula Haas-Kozegger and Bado B. Schlegelmilch

For our consumer reasons, 17 is d-sph interviews were conducit with reponders ange between 23 and 71 years. The intention was to get a first-person description (hompson *ad.*, 1989) of how the generistice ph ories. The interviews lated between 30 and 65 minutes, resulting is 31 pages of manciples. A draftad sample description for both opport and consumer interviews can be found in Tables The matteries of the data followed the basis steps of data

The analysis of the data followed the basic steps of data coding, combination of code into broader categories and interpreting the results (Sindowics et al., 2005), Initially, one researcher who conducted all the kinetwisons analysed each transmirps were necessal reparadly in order to search for common patterns, themes and relationships. Next, independently of the first researcher, a scond researcher analysed the transcripts following the same kennetwe process. In a brief stage, the findings were compared and refined. Following these analysical steps, in the fourth stage the results

Table I Interview partner: experts

Expert

Position	Industry
Deputy head product safety	Austrian Federal Ministry of Labor, Social Affairs and Consumer Protection
Consultant	Austrian Consumer Protection Group
Division manager food	Austrian Agency for Health and Food Safety
Consultant	German Consumer Protection Group
Lawyer	Lawyer specializing in Crisis Management and Communication
Consultant specializing in crisis communication	PR Agency
CEO	Baby care
PR manager	Retail sales
PR manager	Funiture store
PR manager	Home appliances
PR manager	Car dealership
PR manager	Food
PR manager	Food

Journal of Consumer Marketing

Webame 30 · Number 2 · 2013 · 112-120

were shared with three independent researchers who were

unfamiliar with the purpose of the study. These reviewers were requested to provide feedback on the interpretations.

product-harm crises. Four dimensions were found to shape

The crisis context describes the characteristics of the crisis. I

includes the product category that is affected by the crisis and

the severity of the crisis. With regard to the product category

nsumer experiences: the crisis context, the personal impact

to this end, to

gs that hav

4. Findings and conceptual model

identify factors that influence how con

4.1 Crisis context

research set out to draw a holistic pictu

the consumer context and the company context.

the interviews reveal several interesting findings been discussed in the literature on p-h c so far.

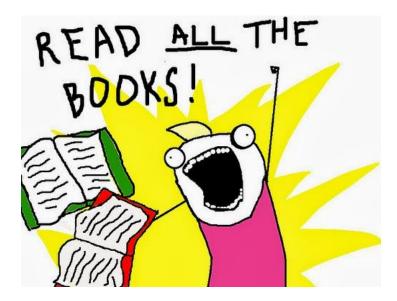
No	Name*	Age	Education ^b	Consumer characteristics
1	John	71	Lower education	Retiree, former truck driver
2	Susan	58	Higher education	Retiree, former employee telecommunication
3	Sabrina	27	Higher education	Employee
4	Thomas	39	Higher education	Product manager steel industry
5	Charles	71	Higher education	Retiree, formerly employed at national railway
6	Shayan	25	Lower education	Musician
7	Doris	71	Higher education	Retiree, formerly employed at university
8	Olivia	46	Low er education	Secretary in oil industry
9	Carl	23	Higher education	Student
10	Vicky	71	Lower education	Retiree, former kindergarten teacher
11	Harold	53	Higher education	Employed at Ministry of Finance
12	Daniela	40	Lower education	Employed in retail sales
13	Caroline	61	Higher education	Retiree, former school teacher
14	Barbara	23	Higher education	Student
15	Albert	60	Lower education	Unemployed, former car dealer
16	Sandra	24	Lower education	Secretary in health care industry
17	Jo seph	68	Higher education	Retiree, formerly employed in oil industry

114

Haas-Kotzegger U, and Schlegelmilch B.B. 2013. "Conceptualizing Consumers' Experiences of Product-Harm Crises." Journal of Consumer Marketing 30 (2): 112–20. https://doi.org/10.1108/07363761311304924

- Survey: Gain an overview of the text
- Question: Identify the question presented in the text
 - Research topic?
 - Theoretical framework?
 - Research question/hypotheses?
 - Research design?
 - Sample? (does not exist in this sense in secondary analytical publications!)
 - Data collection method(s)? (this does not exist in secondary analytical publications!)
 - Data analysis methods?
 - Results?
 - Conclusions?

- Survey: Gain an overview of the text
- Question: Identify the question presented in the text
- Read: Goal-oriented reading



- Survey: Gain an overview of the text
- Question: Identify the question presented in the text
- Read: Goal-oriented reading
- Recite/Recall: Recapitulate prepare notes

- Survey: Gain an overview of the text
- Question: Identify the question presented in the text
- Read: Goal-oriented reading
- Recite/Recall: Recapitulate prepare notes
- *Review:* Recall the most important information







Again: Quality assessment of the sources

- Does the content & structure make sense?
- Are there contradicting arguments?
- Do you have the impression that what is written in the article is legitimate?

 \rightarrow Trust your gut feeling!

Important: personal interest in the study \neq professional relevance of the study!



Austrian Network for Higher Education

BREAK (15 MIN.)



Example SQ3R-Method 1. Survey

Title: "Conceptualizing consumer's experiences of product-harm crisis"

Headings: Abstract - Introduction – Literature Review – Methodology – Findings and conceptual model – Crisis Context – Personal Impact – Consumer Context – Company Context – Flow Model – Discussion and conclusion – Limitations and Further Research

✓ Abstract

✓ Discussion & Conclusion





Example SQ3R-Method 3. Read

Conceptualizing consumers' experiences of product-harm crises

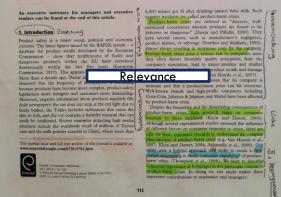
Ursula Haas-Kotzegger and Bodo B. Schlegelmilch Department of Marketing, WU Vienna, University of Economics and Business, Vienna, Austria

Purpose - Consumers are constantly confronted with negative information on defective or dangerous products (product-harm crisis): the car does not stop at the red light due to faulty bokes or the shirt causes the skin to itch. This research aims to provide a holistic picture of consumers' experience of worket have online to fail a fail of the set of the second the work to drift in children in a fail by provide a fail one plane of a manument expension of it in walking. For expension, and a manufacture and a dwith conditions compared by the costs and how they expension plane it in walking. For expension, and the second the second to a sec

The mail Info. The control of the second structure and the second structure with both segents and community in order to investigate factors Beingming community sequences in this sublish. If the second structure is the se

ards Product-harm crisis, Consumer experience, Personal impact, Consumer behaviour, Perception

Paper type Research paper



alizing consumers' experiences of product-harm crises 1 It sets out to investigate how consumers are impacted by a

- resession to investigate now consumers are impacted by a crisis and how they experience product-harm crises in real-life rather than in laboratory contexts. It therefore investigates when a crisis is relevant to consumers, an important aspect that has not yet been discussed in the evictual interment. 2 Our study assesses factors that influence consumer impact
- and the overall experience when confronted with negative news about harmful and dangerous products. In this respect we identify new influencing factors that have not

respect we identify new influencing factors that have not been part of any study on product-harm crises so far. 3 This paper advances a theoretical model capturing consumer experience of product-harm crises and, thus, provides a basis for future research in this area.

2. Literature review

The existing literature on cries can be divided into three research streams (Van Heerde *et al.*, 2007). The first stream focuses on pre- and post-crisic management practice. This research stream uses case studies to discuss techniques and practices to successfully prepare for and overcome crises) (e.g. Mitroff, 2004). Smith *et al.*, 1990). The finding identify (e.g. Merell, 2004; Smith *et al.*, 1990). The findings slering approaches on how to handle a crisis and how various legal can work reperform the series of the series of the durange on the organization, Further to the crisis and limit the durange on the organization, Further to data, the authors in this field also give advise on what needs to be done in order to report at crisis beforehand. Moreover, multiple factors and forces are presented that needs to be considered is simplimized and fiftering erisis disarding (Minter Eric could for the series of the studies of the important advice for comparise to how to deall these constants are to be forced burnt frasts. The second 1 with crass situations, they provide no deep or understanding how consumers relet to product-harm crass. The second stream of literature deals with the effect of real-life product-harm crises on a variety of performance measures, such as stock prices (e.g. Chu at al., 2005; Chen at al., 2009) or brand sales (Van Heerde et al., 2007). Chen et al. (2009), for instance, discuss the consequences of proactive and passive esponse strategies in the case of a product recall.

Theoretical Background

from losses in baseline sales to reduced effectiveness of marketing instruments and increased cross sensitivity to rival firms' marketing mix activities. The findings of Van Heerde et al. (2007) further show that advertising investments do not remain equally effective after a crisis as they were before. On remain equally effective after a crisis is drey were belore. On the contrary, the required investments are much higher since the impacted brands are vulnerable to competitors. (Van Heerde *et al.*, 2007), These studies help to quantify the impact of produce-harm crises on financial and sales figures. but offer no explanation for a certain consumer behavior in crisis settings. Both streams do not provide answers to the questions what drives consumer responses to product-harm crises and what explains different consumer reactions to p-h c.

Journal of Consumer Marketing Holsanse 30 - Number 2 - 2013 - 112-120 Finally, the third stream does investigate consult

relating the initial stream does investigate consumer reactions to product-harm crisis stratutions. However, research in the third stream uses hab experiments with anish fictional brands to assess he impact of hypothetical crises and the influence of moderating variables on consumer crises and the influence of moderating variables on consumer responses. Among the moderating variables that were found to impact communer responses are consumer characteristics-uch as commitmer to the brand (Albuvala et al., 2000), and gender (Lanfer and Gillespie, 2004). Furthermore, lab experiments bits them used to assess whether comparises prior CSM activities influence consumer response to crisis events (Kom and Dawar 2004). All these factors were found area applicable applicable.

to influence brand evaluations and purchase intensions following a p-h c.

reducing a peak of Taken collectively, studies on p-h c are still rare and, as Klein and Dawar (2004, p. 205) point out, "the seriousness and frequency of product-harm crites still contrasts with the relative puncty of research in this area". Our study aims to fill this wild her environment of the state of the relative paracity of research in this area". Our study units to full this world by assessing consumer's apprintice of p-14 can do by discovering additional impact factors that influence consumer response to relative that the study of the study of the more holistic perspective and investigates under which our andiag research queueins its. "How do consumers" the study of the study of the study of the study of the Data study of the study of the study of the study of the data study of the study of the study of the study of the data study of the study of the study of the study of the data study of the study of the study of the study of the data study of the study of the study of the study of the data study of the study of the study of the study of the data study of the study of the study of the study of the data study of the study of the study of the study of the data study of the data study of the data study of the st Our stu Reserch Topic designs. G limited by the fact that response given by consumely during the study do not always correspond to their actual behavior (Cleteren et al., 2008). Moreover, experiments presuppose that crisis news is actually relevant to consumers and that respondents are impacted by the negative news presented to them which, in reality, might not be the case. Consequently, to overcome these obstacles, we use face-to-face interviews where respondents talk about their personal exp



According to McCracken (1988, p. 17), "for many research According to McCracken (1988, p. 17), "for many research projects, eight respondents, will, p. gereferzie valificiert". In a first phase, we conducted linetress with 12 appears, namely RC constained, nameliers of computer protections proups, pushing managery, and BR managers in various industries to obtain insight into their findlependition linets of consumers' experience and teactions to crisis situations. The interviews instal bayees all and 80 minuter, soultage 12 arXiv pages of listed bayees all and 80 minuter, soultage 12 arXiv pages of

cripts. Based on these findings, in the second phase,

consumer interviews were conducted.

alizing consumers' experiences of product-harm crises Durchführung

For our consumer research, 17 in-depth interview were The intention was to get a first-person descrip (Thompson et al., 1989) of how they experience p-h crisci The interviews lasted between 30 and 65 minutes, resulting in 51 pages of transcripts. A detailed sample description nd consumer interviews can be

analysis of the data followed the basic steps of data

Data Analysis and developed and related

transcripts were re-read repeatedly in order to search for common patterns, themes and relationships. Next independently of the first researcher, a second researcher analyzed the transcripts following the same iterative process. In a third stage, the findings were compared and refined. Following these analytical steps, in the fourth stage the results

Table 1 Interview partner: experts - Soxmple Position Industry Austrian Federal Ministry of Labor, Social Affairs and Consumer Protection Deputy head product safety Austrian Consumer Protection Group Austrian Agency for Health and Food Safety Division manager food German Consumer Protection Group Consultant Lawyer specializing in Crisis Management and Communication Lowyer PR Agency Baby care Retail sales Consultant specializing in crisis communication Furniture store PR manager PR manager Car dealership PR manager

No	Name	Age	Education®	Consumer characteristics
	Inha	71	Lower education	Retiree, former truck driver
1	Susan	58	Higher education	Retiree, former employee telecommunication
-	Sabrina	27	Higher education	Emplayee
3	Thomas	39	Higher education	Product manager steel industry
4	Charles	71	Higher education	Retiree, formerly employed at national railway
2	Shavan	25	Lower education	Musician
2	Doris	71	Higher education	Retiree, formerly employed at university
1	Olivia	45	Lower education	Secretary in oil industry
	Carl	23	Higher education	Student
2	Vidor	71	Lower education	Retiree, former kindergarten teacher
10	Harold	53	Higher education	Employed at Ministry of Finance
12	Daniela	40	Lower education	Employed in retail sales
12	Caroline	61	Higher education	Retiree, former school teacher
13	Barbara	23	Higher education	Student
14	Albert	60	Lower education	Unemployed, former car dealer
		74	Lower education	Secretary in health care industry
16 17 Notes: * Nar and above	Sandra Joseph nes are changed to assure	68	Higher education	Retiree, formerly employed in oil industry a (A-levels), higher education — with graduation dip

Haas-Kotzegger U, and Schlegelmilch B.B. 2013. "Conceptualizing Consumers' Experiences of Product-Harm Crises." Journal of Consumer Marketing 30 (2): 112–20. https://doi.org/10.1108/07363761311304924

113



FACHHOCHSCHULE WIENER NEUSTADT

Austrian Network for Higher Education

Journal of Consumer Marketing

were shared with three independent researchers who were unfamiliar with the purpose of the study. These reviewers were requested to provide feedback on the interpretations.

4. Findings and conceptual model) Houptted E trainings and conseption monitor measures, The research set out to draw a binding picture of consume competence of product-harm crises, and, to this end, to identify factors that influence how consumer seperience product-harm crises. Four dimensions, were found to shape computer superincence the crisic context, the personal impact, the consumit context and the company context.

4. Crisis context The crisis context describes the characteristics of the crisis. It

the ends context determine the elumentermack of the elumin link includes the product entropy that is affected by the crisis and the severity of the crisis. With regard to the product enterpry, the interviews reveal several interesting includes that have not-been discussed in the literature on p-h e so far.

Example SQ3R-Method 3. Read

Uriada.	Hass-Korzegger and Bode B. Schlegelmitch
, the closer	the product is to the body, the more severe]

t belongs to the food category, consumer experience is

your life, our well-being (Ho I would be more careful with	Results I
mer as food for example (One	en e s uzay agam. That is not as important

study also indicates that for product categories that a on a daily basis and consumed regularly, the percen-onal impact of a crisis is higher

would be exertial with shower gels, commerce or hair sharopoo or for mance cars. If I used my car on a daily basis, then I would be interested in sublems with cars. But I do not use my car on a daily basis, so I cars (as

ond, when the product is dedicated to more personally impacted by the crisis - if they do not have a child on their own, as, Result 2

rimental studies conducted so far various different a the capterimental studies conducted so for twitous different vendes categories were used to test consumer represen-acing from sports shore, inclusion (Alburakia et al., 2000), and fryers and apple sinces (Simons and Karzhard, 1994), and the second studies and Gillespie, 2004). The use of these provides (Laufer and Gillespie, 2004). The use of these provides (Laufer and Gillespie, 2004). The use of these provides (Laufer and Gillespie, 2004). The use of these provides (Laufer and Gillespie, 2004). The use of these provides (Laufer and Gillespie, 2004). The use of these provides (Laufer and Gillespie, 2004). The use of these provides (Laufer and Gillespie, 2004). The use of these provides (Laufer and Gillespie, 2004), the use of the second second second second second second second detervive testivision might be rasher different compared to him ractivity on a low single pince.

ion on a toxic apple juice. aspect that impacts on consumers' perception of the existence/non-existence of strong brands in the rrises in the partnesse measurement of strange stands in the produce category. In produce categories where strength brands are absent, such as the cheese category, consumers are impacted differently than in category that contains strong Wars, a crisis largering in a category that contains strong what may be a strength of the strength be affected? versue 1 do not reen to 1 do respectively. and every such aspective more relation one impleted" metry is she dispetitive more relative to complete these software many, emanations preserve the whole catagory as whole and the software impacted (see they start to check every software every product in the architecture). As a could whole have an every software effect of the crisis to other all burnels and a software effect of the crisis to other others are crisingly and the software effect of the crisis to other others are crisingly and the software effect of the crisis to other others are crisingly and the software effect of the crisis to other others are crisingly and the software effect of the crisis to other others are crisingly and the software effect of the crisis to other others are crisingly and the software crisingly and the software effect of the crisis to other others are crisingly and the software crisingly and the softwa

Result 3

addition to the product category also the severity of the sis plays a crucial role in how consumers perceive a crisis, rnumers are also impacted differently depending on the sequences of the crisis. Major consequences such as injury d death have a higher immer on properties.

Journal of Consumer Marketing

4.2 Personal impact

comprises, on the one hand, the perso relevance of the crisis (i.e. to which extent it touches, consumers' personal lives) and, on the other, the perceived the crisis. A product can be personally relevant uch as in the case of Shayan, who talks about a crisis that happened to a product that

Result 4

Also for Olivia, the product ca relevance. She knows a lot about food products but is not familiar with electronics and therefore is less impacted by negative news on electronics:

Well, with non-product threads they are no bay Assisting quality and though, where it have a bottoe margine most what I get and with electronic produces. I common case assume say howhere in resulty into discrements and longs all this write. I do not relate to that ... I do not even innow where the self comme from Chines. Asis

The relevance of the crisis increases when the harmful product is a brand respondents know, or something they themselves or people close to them use, as Daniela explains. To have a closer last when it concerns my personal life. For antance if 1 innor summons ... or when it refers to branch or field products that you need to buy and use in your daily life. I do not know, cars for instance (Damina, 40)

Enchances the period impert is influenced by the Determined with the period impert in anti-order of all (2005) assessed the role of security as an existing and the index of the role and period of security pairs a structure of the index of the role and period of the role of the role of the role of the role and period of the role of the role of the role of the role and period of the role of the role of the role of the role of the period of the role of the role of the role of the role of the period of the role of the role of the role of the role of the period of the role of the role of the role of the role of the Detween period of the role of the role of the role of the Consumer many period of the role of the role of the role of the there is a post-of-the role of the role of the role of the consumer many period of the role of the role of the role of the there is a post-of-the role of the role of the role of the there is a post-of-the role of the role of the role of the there is a post-of-the role of the role of the role of the there is a post-of-the role of the role of the role of the there is a post-of-the role of the role of the role of the there is a post-of-the role of the the role of the the role of the role o

Yes, I have read that, yes. Well, my kids were already too that time (Harvid, \$3). The more the personal impact increases, the more the errors is relevant to the consumer and the higher he the perceives the risk involved. Although perceived severity was discussed in included personal relevance **Descult** 5.

Result 5 esponse to crisis situatio

Consumer context There are two dimensions that influence the relation of crisis context, personal impact and consumer response, namely consumer context and company context. We first discuss the consumer, which includes consumer characteristics such as

Uroula Haas-Kotzegger and Bodo B. Schlegelmilch

beside of them have been discussed in prior research of them have been discussed in prior research of the discussed in prior research of the discussed in the product-related bands, products, attributes, evaluation, and evaluation of the discussed in the product have discussed and the discussed in the discussed of the discuss

pertise. Our interviews indicate that the level of product knowledge $\left(\alpha\right)$ the level of perceived severity and consequently the level of perceived severity. It seems that exper-Seed at the personal impact of the more while to judge the severity of a crisis than more while to judge the severity of a crisis that more able to judge the severity of a crisis (note: recall of several million cars due to tau

a is a high quality legencies car benuel. They produce the second end of the second

Susan, who is very interested in cosmetics, explains that when judging on the severity of a crisis she relies on herself rather than on external information:

o, Albert, a former car dealer, feels that he is experienced uph to judge the consequences of a crisis and relies on his pidgments rather than on reports on product-harm crises he car induction.

With new cars, I do not believe that. That (note: Toyota crisis) would not influence my buying decision, when I consider to buy a new car ... I do not why on anybody else. I decide on my own. But probably I am an expert in

Furthermore, prior experience with a crisis influences the level of personal impact. John currently drives a French car and is planning to buy a new car in the next few months. He

Result 7

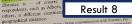
Journal of Consumer Marketing Some 30 - Number 2 - 2013 - 112-120

defective car recently. When hearing about the recalls at Tsynta, he considered the crisis as less relevant to him: Was there something with the brains of Tsynta Wal, you see, that does not bother may also the provided by the provided by the optimized and any the produced Academia for the applicable back, you could be an insure a safety

Olivia works at a supplier to the automobile industry and has experience with product-harm crites. She recalls: Thus one acreat product reast with days. There are uses used taken have more acreat product reast with days. The herepear every own red dens. That does not before me (1966), 40.

Another factor that affects the level of personal impact of a 7

adjuster factor that affects the level of personal impact of a 7 crisis to the perceived geographical distance of the crisis event to the communer. The closer the crisis cernit are to home the more respondents are personally impacted. The perception of



others, a different continent geographical distance: A: "Alth, thar was the chorese (note: chere I: "what have yosh hard about that?" B: meeting poor people, somewhere in Some Polien (Lower Austria)? Anyhow, I don't (Albert, 60)

Executions 1: You mentioned something about contaminated baby mills, S. yes, E: were your fast boughty S. Well, flux-of-all, it is really far away. Just's hisky you rannot addy the standards of that country and the quality and thereis. Where we live, we are able to check the quality of the peeds (Source, 58).

4.4 Company context The second dimension that influences the relation of personal impact and consumer response is the company context. The a more negatively the respondents perceive the reputation of the company facing a crisis, the more obvious they perceive the crisis to happen and consequency the more negative is their response to a product-harm crisis. Sabrina, for instance, is produce the product hermore discuss terming their them the same discuss terming them.

very suspicious about a Germa well, I can image that at KIK. I a with their cheap offers. That needs module it in China and use a lot. Result 9

In contrast, companies with a higher reputation might get away with a crisis more easily since they get the benefit of the doubt. As Harold puts it:

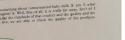
But hig brands are runted mer. It is obvious that they have more checks, analyses – in it? In That they carry on butheastery and profinability analyses and so on. This is the case of the check of the check of the check of the carry on three checks (Harold, 53).

This is on line with indicates by Siombos and Kurzhard (1994); who argue the commonly esternable processor product that the of companies with a high reputation is less handware that in a difficient the company experimently indicated that mercins. The disc company experimently indicated that company sets during a product-harm crisis, the meet will due set mercine the product of the set of the set will due set mercine the set of the set will due set on the set of the set will due set on the set of the s

Result 10

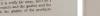


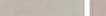




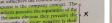












This is in line with findings by Siomkos and Kurzbard (1994), U.





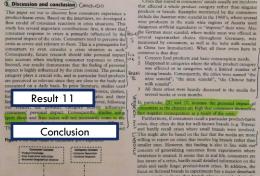
These findings are in line with prior coverch. Volentary actions and pro-active approaches positively influence consume behavior, whereas denial is perceived very negatively (e.g. Siomkos and Kurzbard, 1994; Coemba, 1998). Literohs

zing consumers' experiences of product-harm crises

ed it is a car with low mannenance conty, a reliable car (Joseph,

II, as a precondition that I forgive someone, they have to explain opened. Of course, otherwise we would not know it. There is a offset that it because public, due to imaginize of newspapers or whether imparty used? said: something happened and we need to imake its at its insure hance, I preserve it is more convenient, if they contents (O)

4. Even model of consumer experience Based on the different instrugt dreamed above, we developed instructions have been of a consumer of the second second response with productionant results, a second impact experience with productionant results, a second impact experience with productionant results, a second impact experience with production between a second impact and the second second second second second impact demonal impact is advected by the beamson impact level of preveal impact futures have second second level of preveal impact futures have second second



Journal of Consumer Ma

wed severity is influenced by the consumer context

Consumers feel more able to judge whether the crisis is relevant and severe if they consider themselves experts in the held, and have experienced a prior product-harm crisis and feel that they know how to deal with it. Moreover, consumers perceive the crisis as less relevant and severe if it is far away from them. These are important aspects when assessing the impact of product-harm crises on consumer response and these factors have not been discussed in the literature so far. To the best of our knowledge, none of the studies examined product knowledge, prior experience with crises and perceived geographical distance to crises as predictors of consumer behavior in crisis situations. For managers these findings have important implications as they influence

Company communication following a product-fullrin crisis Company response to crises may vary depending on whether the communication is dedicated to experts, novices of consumers experienced with crises and depending on th

Implication

that affected a whole product category rather than singular products or brands. Examples mentioned by the consumers include the Austrian wine scandal in the 1980's, where several

- - several weeks or even months

werdt weck or even month.
In particular, ID ed (2) increments the particular product-harmonic product harmonic harmonic product harmonic product harmonic product harm

Implication

Haas-Kotzegger U, and Schlegelmilch B.B. 2013. "Conceptualizing Consumers' Experiences of Product-Harm Crises." Journal of Consumer Marketing 30 (2): 112–20. https://doi.org/10.1108/07363761311304924

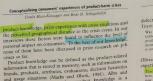






FACHHOCHSCHULE WIENER NEUSTADT

Austrian Network for Higher Education



Example SQ3R-Method 3. Read

onsumers' experiences of product-harm crises uta Haas-Korzegger and Bodo B. Schlegelmilch

crisis situations. Well-known brands get the eft of the doubt and consumers perceive the mistakes as hazardous. Studies on consumer perception of CSR sumers expect companies to pay particular and safety standards and control-Schlegelmilch, 2010). To streng companies engaging in t safety should make sure that consumers a initiatives. In case a product-harm crist may act as an important Inmplication

These findings are in the white ch et al. (2011). Consequently, firms should focus

perceive it as more positive if they hear bad} Consumers perceive it as more positive if they have bad news from the company isself than five current sources, Directors, timing and quick recycle, or crucial in critics writings. The very touchy intervention of the transfer of the order pological of the transfer of the company of the order will be mind of an effective correct the US company, and were positive and order approach, making it harder for them a very positive and over approach, making it harder for them a many in the source approach, making it harder for them to the last to a negative split, we company, as p is charac-ter and the source approach with the membra products to be sime critery as the harmful product multiple in engerity factor by the ensity. Company model that and the engerity factor by the ensity. Company model that and the engerity factor by the ensity. Company model that and the engerity factor by the ensity. Company model that and the engerity is the order of the ensity of the ensity of the ensity of the ensity of the factor by the ensity. Company model that the engerity of the ensity of the ensity

as the national product therefore be away by the p-h crisis but also to

reputation on the one hand, and to safet hand. Judging from the

Recommendation

(6. Limitations and further research) - Outlook

Due to the qualitative nature of the roudy the results cannot be generalized. Consequently, a quantitative andy is called for to further substantiate the findings and to validate our flow model. Quantitative studies could iso be used to measure the impact of the factors and context variables of our theoretical memory are accounted context variables of our theoretical making of the factors and context variables of our theretexitial impact with an construmt response to critics. In particular, time personal impact physical end of the the consumer segretions of physical factors that influence the personal impact of the crisis on consumers should be studied. Although it was not the main purpose of the study to investigate consumer awargness of crises, it became evident dating the interview that consumer supervises it limited. These levens to play a t commenter awareness in times come scenis to play a cial role in crisis settings. It would therefore be very resting to investigate what consumers still recall after se time, what stayed in their minds, and what impacts their after some time has passed.

Journal of Consumer Market Volume 30 - Number 2 - 2013 - 112-120

References Literaturverzeichnis Ahluwalia, R., Burnkrant, R.E. and Unnava, H.R. (2000),

Vol. XXXVII, May, pp. 203-14. (1987), "Dimensions of consumer expertise", *Journal of Communer Research*, Vol. 13 No. 4, pp. 411-54.

No. 4, pp. 411-54. Chen, Y., Ganesan, S. and Liu, Y. (2009), "Does a firm's produc-recall strategy after its financial value? An earnination of strategic alternatives during produce-harm environmentation," *Journal of Marketing*, Vol. 73, November, pp. 214-202.

Berger, Barral & Alarkenge, Vol. 73, November, pp. 214-20, and a strategi all-wave storms ground processing strategies and product the strategies of the strategi

Park, CA. Marks, L.J. and Olson, J.C. (1981), "Toward a cognitive here for the second second

Marks, L.J. and Oleon, J.C. (1981), "Toward a cognitive structure conceptulatization of product familiarity", in Monroe, K. (Ed.), Advance in Consume Rearch, Vol. 8, Association for Consume Research, Provo, UT, pp. 145-50. Mirroff, H.I. (2004), Orinis Leadening: Huming for the University of the Schegeninich, Ed. Sponsibility", nepre-perception of corporate Conference European Markening Assession, Composition, Los., 2000.

Academy, Copenhagen, June 1-6.

Tipps & Tricks

- Mark sparingly
- Use different colours for marking
- Use space in the margin for notes
- Take notes directly / summarise

Haas-Kotzegger U, and Schlegelmilch B.B. 2013. "Conceptualizing Consumers' Experiences of Product-Harm Crises." Journal of Consumer Marketing 30 (2): 112–20. https://doi.org/10.1108/07363761311304924



Austrian Network for Higher Education

Example SQ3R-Method 4 & 5. Recite & Recall

Conceptualizing consumers' experiences of product-harm crises

Ursula Haas-Kotzegger and Bodo B. Schlegelmilch Department of Marketing, WU Vienna, University of Economics and Business, Vienna, Austria

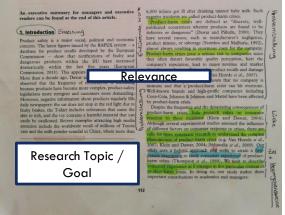
Purpose – Consumers are constantly confronted with negative information on defective or dangerous products (product-harm crisis): the car does not stop at the red light due to faulty boaise or the 1-shift causes the skin to tich. This research aims to provide a holistic picture of consumers' experience of volues have not used to be a structure of the interception and the total the structure have before a harder place of consumer regenerator of in male of the structure of the interception and which consistent consumers are impacted by the online and how they experience <u>ph</u> in male of the structure of the struct

in making For Echologic structure. Designmentandegraphysicals – In early draws on weight interview with toth segents and commands in order to investigate factors influencing consumes: respective in ords situation. Findings – Sinde on exploit interviews, advectisment in developed that captures the impact of ph- on consumer, impact constant difference relevance and percent explores on exploit interviews. Advectisment is a percent of the consumer of the and consumer. The isolary find evidence — The Ecologic term of the consumer of the and consumer (section explores) with the section of the consumer (section explores) and the consumer (section explores) and the consumer (section explores) and the consumer (section explores). The Ecologic term of the consumer (section explores) and the consumer (section explores) found to the consumer (section explores) found to the section of the section explores). Research instantionalizations - Since the guidable term of the induit is explored by the crisical metal found in the constant explore in the constant explore the constant explores the con

egg and validate the theoretical model. https://www.intercommering.com/or both of the origin and the personal impact of the origin. The nature of the origin as well as subscheadury future the way as consumer is impacted by a origin event. This study illustrates the complexity of consumers' p h c superience and contributes to a better understanding of their behavior in

harm crisis, Consumer experience, Personal impact, Consumer behaviour, Perception

er type Research paper



sumers' experiences of product-harm crises

- It sets out to investigate how consumers are impacted by a crisis and how they experience product-harm crises in real-life rather than in laboratory contexts. It therefore investigates when a crisis is relevant to consumers, an important aspect that has not yet been discussed in the
- 2 Our study assesses factors that influence consumer impact and the overall experience when confronted with negative news about harmful and dangerous products. In this espect we identify new influencing factors that have not been part of any study on product-harm crises so far. 3 This paper advances a theoretical model capturing consumer experience of product-harm crises and, thus, provides a basis for future research in this area.

2. Literature review

The existing literature on crises can be divided into three The existing literature on crises can be divided into three research streams (Van Heerde *a da*, 2007). The first stream focuses on pre- and post-crisis management practice. This research stream uses case studies to discuss techniques and practices to successfully prepare for and overcome crises; (e.g. Mitroff, 2004; Smith *et al.*, 1996). The findings identify approaches on how to handle a crisis and how various corporate functions such as manufacturing, finance, PR and legal can work together to respond to the crisis and limit the domage on the organization, Farther to that, the authors in this field also gave advice on what needs to be done in order to present a crisis beforehand. Moreover, multiple factors and forces are presented that needs to be considered to any distortion of the information of the state of the state studies of the important advice for comparing on how to deal and errors unstants, the provide provide the more more more and errors of the important advice for comparing on how to deal and errors status, the provide provide the more more more the error of the state of the state of the state of the state of the error of the state of the state of the state of the state of the error of the state of the state of the state of the state of the error of the state of the state of the state of the state of the error of the state of the state of the state of the state of the error of the state of the state of the state of the state of the error of the state of the state of the state of the state of the error of the state of the state of the state of the state of the error of the state of the state of the state of the state of the error of the state of the state of the state of the state of the error of the state of the state of the state of the state of the error of the state of the state of the state of the state of the error of the state of the error of the state of the s approaches on how to handle a crisis and how various how consumers react to product-harm crises. The second stream of literature deals with the effect of real-life product-harm crises on a variety of performance measures, such as stock prices (e.g. Chu et al., 2005; Chen et al., 2009) or brand sales (Van Heerde et al., 2007). Chen et al. (2009), for instance, discuss the consequences of proactive and passive pany response strategies in the case of a product recall. regardless of the firm and product category,

Theoretical Background

more but to act to quickly reduce mancial tosses. The consequences of product-harm crisis are various and rank from losses in baseline sales to reduced effectiveness of marketing instruments and increased cross sensitivity to riva firms' marketing mix activities. The findings of Van Heerde et al. (2007) further show that advertising investments do not remain equally effective after a crisis as they were before. On the contrary, the required investments are much higher since the impacted brands are vulnerable to competitors (Van Heerde et al., 2007). These studies help to quantify the impact of product-harm crises on financial and sales figures but offer no crisis settings. Both streams do not provide answers to the questions what drives consumer responses to product-harm crises and what explains different consumer reactions to p-h c.

Tubune 30 - Number 2 - 2013 - 112-120 Faulty, the third stream does investigate consume-restions to product-harm crisis atruations. However, estards in the third stream uses like caperings with review and the influence of moderating value that were, found reporties. Aronge the exponse are consumer characteristic-tics and the influence of moderating value that were, found to impact eminiment to the brand (Ahluwala *et al.*, 2000), and produce the end of the stream of the stream of the previous moderations. However, and Pilula, 2000, and produce (Laufer and Gillopie, 2004). Furthermore, has prever (Sak activities and 2004). All these factors were found to imfluence band evolutions and purchase intensions. Finally, the third stream does investigate consur

Journal of Consumer Marketing

to influence brand evaluations and purchase intensions following a p-h c. Taken collectively, studies on p-h c are still rare and, as

Taken collectively, studies on p-ft c are still take and/or studies on p-ft c are still take and/or studies of the structures and frequency of produce-harm crises still contrasts with the relative parcity of research in this area.³ Our study aims to fill this wild by assessing consumers' experience of p-ft c and by discovering additional impact factors that influence consumer response to crisis situations. By using a qualitative approach, it as more than the amount of the amount of the amount of the amount of the structure of his naper looks at consumers' experience of r looss at consumers' experience of crises from a istic perspective and investigates under which nees consumers are impacted by a crisis. Thus, ag research question is: "How do consumers' RQI guiding research question is: rience a product-harm crisis?"



Concretence by the second of t importance (Sinkovics et al., 2005). As a consequence, we conducted aqualitative study with two different approaches involving both expert interviews and in-depth face-to-face consumer interview.

According to McCracken (1988, p. 17), "for many research projects, eight respondents will be perfectly sufficient". In a first phase, we conducted interviews with 12 experts, namely The consultance of consumer protection groups, paulity managers, and PR managers in various industries to obtain insights into their indispersion view of consumers experience and reactions to crisis situations. The interviews lasted between 22 and 80 minutes, resulting in 117 pages of pts. Based on these findings, in the second phase, consumer interviews were conducted.

1. **Research topic?**

Influence of product-harm crises on consumers \rightarrow under which conditions and to what extent do crises influence consumers & how do they perceive such a crisis?

Theoretical Background? 2.

3 Research-Streams \rightarrow 1) Pre- and Post Crisis Management, 2) Quantifying the impact of a crisis on financial and sales data 3) Consumer reactions BUT only in predefined lab experiments

3. Research Question / Hypotheses?

"How do consumers experience a productharm crisis"?

Haas-Kotzegger U, and Schlegelmilch B.B. 2013. "Conceptualizing Consumers' Experiences of Product-Harm Crises." Journal of Consumer Marketing 30 (2): 112–20. https://doi.org/10.1108/07363761311304924

113



WIENER NEUSTADT Austrian Network for Higher Education

Example SQ3R-Method 4 & 5. Recite & Recall



Austrian Network for Higher Education

4. Research Design?

ightarrow ightarrow Qualitativ um neue Muster zu erkennen

5. Sample? (does not exist in the sense of secondary analytic publications!)

Experts → PR consultants, Consumer Protection Groups, Quality Managers, PR managers & various consumers

6. Data collection? (does not exist in the sense of secondary analytic publications!)

Interviews with experts and consumers

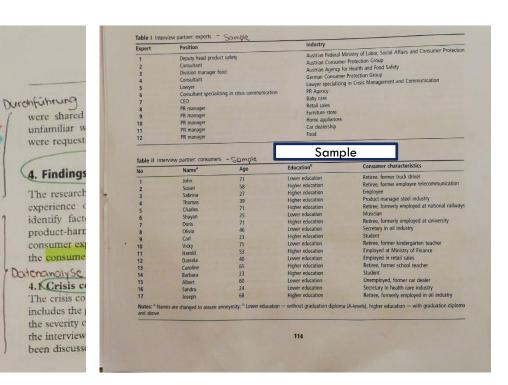
3. Methodology

Our research goal is to give a thematic description of consumer experience of product-harm crises and to depict this experience in a theoretical framework. A qualitative research approach was a natural choice given the complex nature of the field and our intention to discover new patterns and relationships (Shah and Corley, 2006). Furthermore, qualitative research is preferable when a real-life context is of importance (Sinkovics *et al.*, 2005). As a consequence, we conducted a qualitative study with two different approaches – involving both expert interviews and in-depth face-to-face consumer interviews.

According to McCracken (1988, p. 17), "for many research projects, eight respondents will be perfectly sufficient". In a first phase, we conducted interviews with 12 experts, namely PR consultants, members of consumer protection groups, quality managers, and PR managers in various industries to

obtain insights into their third-person view of consumers' experience and reactions to crisis situations. The interviews lasted between 32 and 80 minutes, resulting in 217 pages of transcripts. Based on these findings, in the second phase, consumer interviews were conducted.

Example SQ3R-Method 4 & 5. Recite & Recall



Conceptualizing consumers' experiences of product-harm crises

Ursula Haas-Kotzegger and Bodo B. Schlegelmilch

For our consumer research, 17 in-depth interviews were conducted with respondents aged between 23 and 71 years. The intention was to get a first-person description (Thompson *et al.*, 1989) of how they experience p-h crises. The interviews lasted between 30 and 65 minutes, resulting in 351 pages of transcripts. A detailed sample description for both expert and consumer interviews can be found in Tables 1 and II.

The analysis of the data followed the basic steps of data coding, combination of codes into broader categories and interpreting the results (Sinkovic Datacnalysis researcher who conducted all the interviews analyzed each transcript and developed and refined categories. The transcripts were re-read repeatedly in order to search for common patterns, themes and relationships. Next, independently of the first researcher, a second researcher analyzed the transcripts following the same iterative process. In a third stage, the findings were compared and refined. Following these analytical steps, in the fourth stage the results

7. Data-Analysis?

3-stage process: data coding \rightarrow category building \rightarrow interpretation & analysis

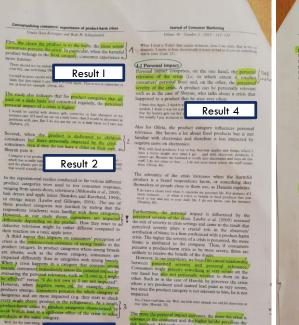
Haas-Kotzegger U, and Schlegelmilch B.B. 2013. "Conceptualizing Consumers' Experiences of Product-Harm Crises." Journal of Consumer Marketing 30 (2): 112–20. https://doi.org/10.1108/07363761311304924



FACHHOCHSCHULE WIENER NEUSTADT

Austrian Network for Higher Education

Example SQ3R-Method 4 & 5. Recite & Recall



The more the personal impact increases, the more the errors is relevant to the consumer and the higher he the perceives the risk involved. Although perceived severity was discussed in included personal relevance **Descult** 5. Result 5 esponse to crisis situatio

Result 3

I role in how consumers perceive a crisis, o impacted differently depending on the crisis. Major consequences such as injury

addition to the product category also the several is plays a crucial role in how consumers perceive

1.3 Consumer context There are two diffurmions that influence the relation of crisis context, personal impact and consumer response, namely consumer consumer and company context. We first discuss the consumer, which includes comuner characteristics such as

8. Results?

Conceptualizing consumers' experiences of product-harm crises Uroula Haas-Kotzegger and Bodo B. Schlegelmilch

product knowledge, prior experience with crisis situations and the preserved geographical distance to the crisis event. In our interviews these factors were found to influence the level of personal impact on consumers.²⁵ the bass of our knowledge, non one of them have been discussed in prior research on p-h-

personal attempts are been discussed in prior research of prior of an end of the second discussed in prior research of prior Product knowledge can be defined as the preducer-related information that is stored in memory and ensuitable memory and usage situation (Marks and Pooler knowledge is a multidimension (Mark) and Pooler knowledge is a multidimension (Mark) and Pooler knowledge is a multidimension (Marks and Pooler knowledge is a multidimensi) (Marks and Pooler knowledge is a multidimension (Marks and

the level of perceived severity and consequently in the level of perceived severity and consequently in consider themselves to be severity of a crisis than novic Thomas, a product manage enthusiast, explains why he veral million cars due to tau Toyota crisis (note: recall of several million cars due to tau

Susan, who is very interested in cosmetics, explains that when judging on the severity of a crisis she relies on herself rather than on external information:

to, Albert, a former car dealer, feels diat he is experienced augh to judge the consequences of a crisis and relies on his a judgments rather than on reports on product-harm crises

With new cars, I do not believe that. That (note: Toyota crisis) woold not influence my buying decision, when I consider to buy a new car ... I do not rely on anybody else. I decide on my own. Bu: probably I am an expert in

Furthermore, prior experience with a crisis influences the level of personal impact. John currently drives a French car and is planning to buy a new car in the next few months. He

Result 7

Journal of Consumer Marketing Solume 30 - Number 2 - 2013 - 112-120

defective car recently. When hearing about the recalls at Toyota, he considered the crisis as less relevant to him: We does something with the bracker of Tsynag Weil, you see, that does not bother may list. The product hyperbolic for 1000 errors, and out making were produced. And and any set along the one of 2000, then many and pro-produced and any set along the one of 2000, then many and pro-

Olivia works at a supplier to the automobile industry and has experience with product-harm crites. She recalls: Thus one acreat product reast with days. There are uses used taken have more acreat product reast with days. The herepear every own red dens. That does not before me (1966), 40.

Another factor that affects the level of personal impact of a 7

adjuster factor that affects the level of personal impact of a 7 crisis to the perceived geographical distance of the crisis event to the commune. The closer the crisis cernit are to home the more respondents are personally impacted. The perception of distance is - of course respondents, such as Albert Result 8

others, a different contine others, a different continent geographical distance: A: "Alth, that was the these (note: cher I: "which there yous herd about that?" B-rageting poor people, somewhere in Stry Publich (Lower Austria)? Anyhow, I don't (Albert, 60)

(bash) and 1: You mentioned something about contaminated baby milk. S: yes, f: what were your first changing S: Will, first-of-all, i: in cells, far away, for (r =) that has been been been as the state of their courses and the quantum of the change. Where we have, we are able to check the quasiry of the preduces (States, 53).

4.4 Company context The second dimension that influences the relation of personal impact and consumer response is the company context. The a more negatively the respondents perceive the reputation of the company facing a crisis, the more obvious they perceive the crisis to happen and consequency the more negative is their response to a product-harm crisis. Sabrina, for instance, is produce the product hermore discuss terming their them the same discuss terming them.

very suspicious about a Germa Well, I can image that at KIK. I a with their cheap offers. That need produce it in China and use a lot. Result 9

In contrast, companies with a higher reputation might get away with a crisis more easily since they get the benefit of the doubt. As Harold puts it:

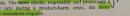
But hig brands are runted mer. It is obvious that they have more checks, analyses – int? In That they carry our buthwatery and profinability analyses and so on. This is the case of the check of the check of the check of the carry on three checks (Harold, 53).

This is on line with indicates by Siombos and Kurzhard (1994); who argue the commonly esternable processor product that the of companies with a high reputation is less handware that in a difficient the company experimently indicated that mercins. The disc company experimently indicated that company sets during a product-harm crisis, the meet will due set mercine the product of the set of the set will due set mercine the set of the set will due set on the set of the set will due set on the set of the s





This is in line with findings by Siomkos and Kurzbard (1994), U.



Result 10



Austrian Network for Higher Education



ceived severity is influenced by the consumer context. Consumers feel more able to judge whether the crisis is relevant and severe if they consider themselves experts in the held, and have experienced a prior product-harm crisis and feel that they know how to deal with it. Moreover, consumers perceive the crisis as less relevant and severe if it is far away from them. These are important aspects when assessing the impact of product-harm crises on consumer response and these factors have not been discussed in the literature so far. To the best of our knowledge, none of the studies examined product knowledge, prior experience with crises and perceived geographical distance to crises as predictors of consumer behavior in crisis situations. For managers these findings have important implications as they influence Company response to crises may vary depending on whethe the communication is dedicated to experts, novices of ced with crises and depending on ri

Implications

5. Discussion and conclusion) Conclusio

zing consumers' experiences of product-harm crises

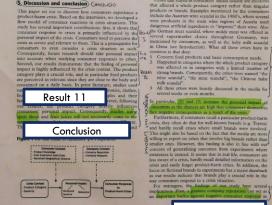
ed it is a car with low mannenance conty, a reliable car (Joseph,

Literohs

II, as a precondition that I forgive someone, they have to explain opened. Of course, otherwise we would not know it. There is a offset that it because public, due to imaginize of newspapers or whether imparty used? said: something happened and we need to imake its at its insure hance, I preserve it is more convenient, if they contents (O)

These findings are in line with prior coverch. Volentary actions and pro-active approaches positively influence consume behavior, whereas denial is perceived very negatively (e.g. Siomkos and Kurzbard, 1994; Coemba, 1998).

4. Even model of consumer experience Based on the different instrugt dreamed above, we developed instructions have been of a consumer of the second second response with productionant results, a second impact experience with productionant results, a second impact experience with productionant results, a second impact experience with production between a second impact and the second second second second second impact demonal impact is advected by the beamson impact level of preveal impact futures have second second level of preveal impact futures have second second



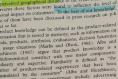
2											
2	In	particul	lar,	a.	and (2) increase	the.	personal	impact	30	
ł	S cos	nsumers	25	the	chances.	are high th	but co		thomsel	-	

Buckets and the sense of the sense is a result of the cress. Furthermore, to consume recall a particular product-harm traits, they often do that for well-hnown brands (e.g. Toppat). This may also be tasked on the task sense involved the sense of the sense of the task sense involved sense of the sense of the task sense in the task sense multicross. However, this midnage is also in line with our concern of generalizing extremes from experiments where the sense of the sense of the task sense is the sense task sense of the sense of the task sense of the sense task sense of the sense of the sense of the sense task sense of the sense of the sense of the sense task sense of the sense of the sense of the sense task sense of the sense of the sense of the sense task sense of the sense of the sense of the sense task sense of the sense of the sense of the sense of the sense task sense of the sense of the sense of the sense of the sense task sense of the sense of the sense of the sense of the sense task sense of the sense of the sense of the sense of the sense task sense of the sense task sense of the sense task sense of the sense of th

Implications

Haas-Kotzegger U, and Schlegelmilch B.B. 2013. "Conceptualizing Consumers' Experiences of Product-Harm Crises." Journal of Consumer Marketing 30 (2): 112–20. https://doi.org/10.1108/07363761311304924





riews indicate that the level of product knowledge (a)

Example SQ3R-Method 4 & 5. Recite & Recall



8. Results?

4 different dimensions

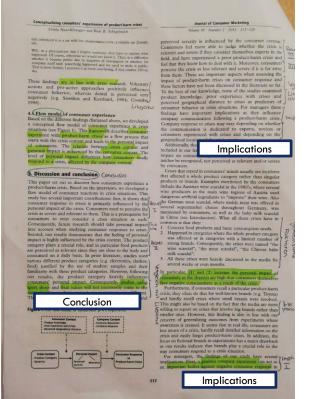
Crisis Impact = dependent on 1) proximity to body 2) relation to children 3) brand strength in category + 4) type of product as well as consequences of crisis

Personal Impact = mainly dependent on 5) personal use of product and 6) not necessarily on severity of crisis These are influenced by Consumer Context + Company Context

Consumer Context = dependent on 7) Product Knowledge, 8) Previous experience with crisis situations, 9) Perceived Geographical Distance to Crisis

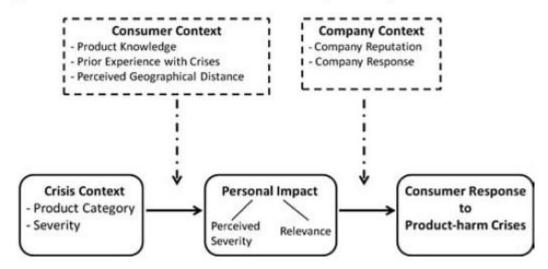
Company Context = more dependent on 10) Brand Image: the more critical consumers are of a company's image, the more likely and critical crises are perceived & 11) Crisis Handling: the more openly companies handle crises, the less critical they are perceived to be

Example SQ3R-Method 4 & 5. Recite & Recall



- -
- 9. Conclusion?
- 4 dimensionens → Flow Model

Figure 1 The flow model of consumers' p-h c experience



Haas-Kotzegger U, and Schlegelmilch B.B. 2013. "Conceptualizing Consumers' Experiences of Product-Harm Crises." Journal of Consumer Marketing 30 (2): 112–20. https://doi.org/10.1108/07363761311304924



Example SQ3R-Method 4 & 5. Recite & Recall

consumers' experiences of product-harm crises sula Haas-Kotzegger and Bodo B. Schlegelmilch

crisis situations. Well-known brands get the fit of the doubt and consumers perceive the mistakes as hazardous. Studies on consumer perception of CSR umers expect companies to pay particular and safety standards and control Schlegelmilch, 2010). To stren tr safety should make sure that consumers an initiatives. In case a product-harm crisii we CSR reputation may act as an importan Implications

These findings are in the war eh et al. (2011). Consequently, firms should focus ater consumer resist

perceive it as more positive if they hear bad] Consumers perceive it as more positive if they have bad news from the company isself than fire external sources, Directors, timing and quick requerk the current sources, and the second sources are as the second sources and sources. The very touchy intervent intern of the US comparison will in the mind of our effective times of the US comparison will be an end of our effective the perceived thin as a second source source that have trends of the second matching of the second source of the temperature of the second matching of the second source of the temperature of the second test and the second source of the temperature of the second matching of the second source of the temperature of the second test and the second source of the second source of the feeted by the second source of the should therefore, be avare

risis. Companies should therefore be awa response of consumers will not only b

preputation on the one hand, and to safety

Recommendations strategies in crisis situation

6. Limitations and further research) - Outlook

Due to the qualitative nature of the routly the results cannot be generalized. Consequently, a quantitative analysis called for to further substantiate the findings and to validate our flow model. Quantitative studies could also be used to measure the impact of the factors and context variables of our theoretical measure are summer measurements. motions of the factors and context variables of our theretexito, increased, and context variables of particular, inco-parcent impact phys. a crucial role in the consumer separence of ph. factors that influence the personal impact of the crisis on consumers should be studied. Although it was not the main purpose of the study to investigate consumer awareness al crisis, it became evident, damp the interviews that consumer supresses is limited. Then seems to play a at pointmer awareness is finited, the estimate of the sectors to play a ucial role in crisis settings. It would therefore be very teresting to investigate what consumers still recall after me time, what stayed in their minds, and what impacts their and the sector setting the sector se after some time has passed.

Journal of Consumer Market Volume 30 · Neurilier 2 · 2013 · 112-120 References Literaturverzeichnis

Ahluwalia, R., Burnkrant, R.E. and Unnava, H.R. (2000),

Vof. XXXVII, May, pp. 203-14.
Alba, J.W. and Hutchinson, J.W. (1987), "Dimensions of consume expertise", *Journal of Communer Research*, Vol. 13 No. 4, pp. 411-54.

- Caserill, May, pp. 203-14.
 Man, J.W. and Hetchmon, P.M. (1987), "Dimensions of an analysis of the consumer experime", *Journal of Commune Research*, No. 1 is consumer experime "*Journal of Research*, No. 1 is consumer experime", *Journal of Research*, 1 (2005), "Types a firm" experiment of the entry in the second product-harm entry and the second product of the second protheses in the second product of the second product of the seco

Park, CA. Marks, L.J. and Olson, J.C. (1981), "Toward a cognitive marks, L.J. and Olson, J.C. (1981), "Toward a cognitive

Marks, L.J. and Oleon, J.C. (1981), "Toward a cognitive structure conceptulatization of product familiarity", in Monroe, K. (Ed.), Advance in Consume Rearch, Vol. 8, Association for Consume Research, Provo, UT, pp. 145-50. Mirroff, H.I. (2004), Orinis Leadening: Huming for the University of the Schegeninich, Ed. Sponsibility", nepre-perception of corporate Conference European Markening Assession, Composition, Los., 2000. Academy, Copenhagen, June 1-6.

- 9. Conclusions?
- Positive brand image mitigates crisis ٠
 - CSR activities should be communicated more consciously/& actively
- Proactive, open handling of crises weakens consumer ٠ response
- Companies must be aware that the effect depends not only on their own actions/brand but also on competition
- Food category is particularly vulnerable

Future Research

- Quantitative study to generalise results ٠
- Focus should be on personal impact ٠
- Study with focus on time factor



FACHHOCHSCHULE WIENER NEUSTADT Austrian Network for Higher Education

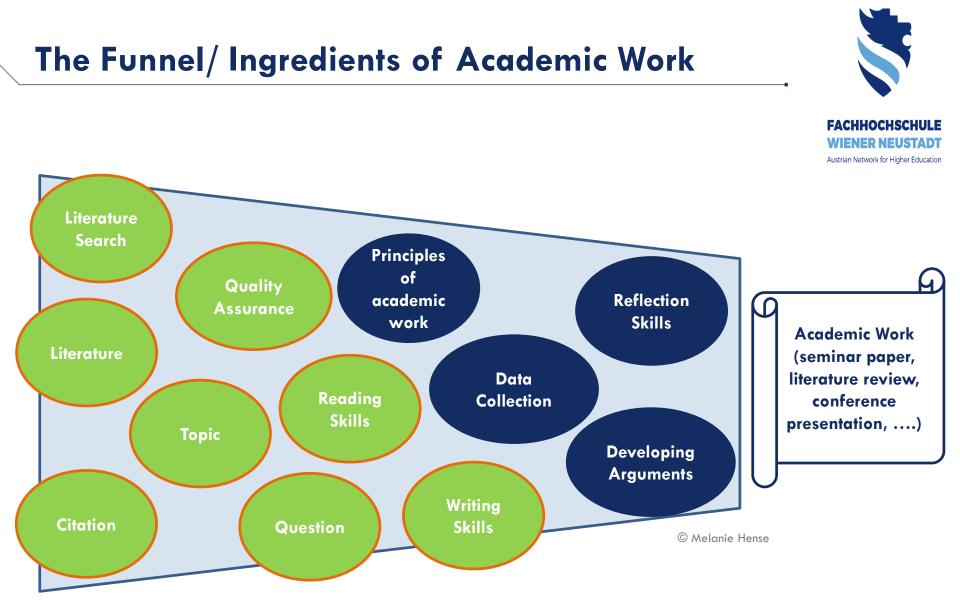




- (1) Get into your peer groups
- (2) Decide on team roles(note-taker; speaker; contributors)
- (3) Individually, read the article "A Wandering Mind" (duration: 10 minutes)
- (4) Answer the questions outlined in the exercise report (duration: 15 minutes)



- 1. What is the background and context of the study?
- 2. Does the literature review cover different perspectives and/or contrasting evidence?
- 3. Which unanswered questions, or gaps in the current literature does the literature review identify?
- 4. What is the research question?
- 5. Are hypotheses stated? If so, how do the hypotheses build on the research questions?
- 6. What is the research design of the study?
- 7. What are the main findings of the study?





Austrian Network for Higher Education
University of Applied Sciences

BREAK (10 MIN.)





Austrian Network for Higher Education

RECAP ON CITATION & PARAPHRASING



- 1. What would you mainly cite from the article provided?
- 2. Please write down the bibliographic entry for the article provided.
- 3. Please write down one direct quote and one direct quote of your choice from this article (either integral or non-integral...your choice).



Remember: You have 2 options to state what others have researched:

- 1. Direct quotes
- 2. Indirect quotes

Usually, you mainly use indirect quotes → hence, you need to paraphrase what you read in your sources!

Paraphrase

A restatement (in one's own words) of the ideas in the original.

Swales, John M. and Christine B. Feak. <u>Academic Writing for Graduate Students.</u> (1994): 113.

Summary methods

- Plan: recall of the text structure
- Commentary: judgmental/evaluative statement
- Arguments and results: brief results-focused summaries

Paraphrasing

To what end?

- Demonstrates that you have a nuanced understanding of the text
- Makes the later recapitulation of the content of the text possible
- Simplifies the integration of the text content into one's own work (citations)
- Helps avoid plagiarism

How?

- Summary of the summary (condense) vs.
- Precise verbatim quotations (" … ")

Paraphrasing

- 1. Read the original passage (multiple times if needed)
- 2. Put the original text aside
- 3. Write down the main ideas/key message
- 4. Write your paraphrase use your own words (look up synonyms!) and sentence structure to do so
- 5. Compare your paraphrase to the original
- 6. If some passages are identical:
 - rewrite
 - only if absolutely necessary, transform it into a direct quote
- Cite your sources according to the Chicago Manual of Style (Author 2015, 23)

The citation is in quotation marks and is provided with a reference.

What to directly quote:

- A specific phrase that brings an argument straight to the point.
- A passage which you subsequently analyze, criticize or interpret.
- A brief statement that strongly supports your own argument.

What not to directly quote:

- Descriptive elements of a text

Original passage (Green 1999)

"At the crux of any discussion of what happened during the sixties, one inevitably comes up against the word `revolution'. For the purpose of this discussion it seems best to divide the `revolution' into two parts."

Student work

At the crux of any discussion of what happened during the sixties, one inevitably comes up against the word `revolution'. For the purpose of this discussion it seems best to divide the `revolution' into two parts (Green 1999)

This is plagiarism! Do not copy word for word.

Original passage (Green 1999)

"At the crux of any discussion of what happened during the sixties, one inevitably comes up against the word `revolution'. For the purpose of this discussion it seems best to divide the `revolution' into two parts."

Student work

Green (1999) points out the inevitability of encountering the word 'revolution' when looking at the sixties. For the purpose of this discussion it seems best to divide the `revolution' into two parts.

This is plagiarism! **The first sentence is attributed** but the second sentence is presented as the student's idea.

Original passage (Green 1999)

"At the crux of any discussion of what happened during the sixties, one inevitably comes up against the word `revolution'. For the purpose of this discussion it seems best to divide the `revolution' into two parts."

Student's work

At the core of any discussion of what occurred during the sixties, one unavoidably meets the world `revolution'. For the intention of this discussion, it is necessary to separate the `revolution' into two parts (Green 1999).

This is still plagiarism! Do not simply substitute several words.

Original passage (Green 1999)

"At the crux of any discussion of what happened during the sixties, one inevitably comes up against the word `revolution'. For the purpose of this discussion it seems best to divide the `revolution' into two parts."

Student work

Green (1999) argues that any discussion of 'the sixties' inevitably involves use of the term 'revolution'. In his book, he chooses to divide this 'revolution' into two distinct parts.

The source is correctly referenced – no plagiarism!

Individually, paraphrase the following paragraph:

"Students frequently overuse direct quotation in taking notes, and as a result they overuse quotations in the final [research] paper. Probably only about 10% of your final manuscript should appear as directly quoted matter. Therefore, you should strive to limit the amount of exact transcribing of source materials while taking notes."

Lester, James D. Writing Research Papers. 2nd ed. (1976): 46-47.

CLASS EXERCISE: PARAPHRASING II A WANDERING MIND

Individually, write the answer to the following questions in paraphrasing style:

- 1. Which research gap is identified?
- 2. What are the main findings of the study?
- 3. If at all, is there any phrase in this paper that should be literally quoted?



Austrian Network for Higher Education

BREAK (5 MIN.)



The funnel/ingredients of academic work FACHHOCHSCHULE WIENER NEUSTADT Austrian Network for Higher Education **Literature** Search **Principles** of Quality academic Reflection Assurance work Skills **Academic Work** Literature (seminar paper, Data literature review, Reading Collection conference Skills presentation,) Topic Developing Arguments Writing Citation Question Skills © Melanie Hense



Austrian Network for Higher Education

LITERATURE ANALYSIS TABLE

It's time to expand your search protocol!

Columns:	Source Type	
	Study Design	
	Time Frame	Extension of the literature search protocol = Systematic analysis of the articles found
	Aspect 1	according to previously defined criteria (see list on the left) = Your survey instrument.
	Aspect 2	
	Main Findings	
	Notes	



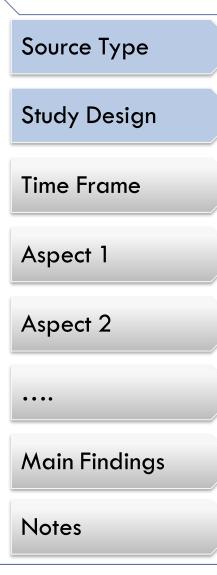
University of Applied Sciences



University of Applied Sciences

Why? See definition of a literature review:

[..]utilizes explicit and transparent methods to perform a [..] critical appraisal of individual studies, and draws conclusions [..]. Systematic simply means that reviewers follow an appropriate (but not standardized or rigid) design and that they communicate what they have done (Briner und Denyer 2012, 112).



Source Type: enter one of the following source types or specify a different type if no category matches your source:

- Empirical study
- Theoretical/Conceptual article
- (Systematic) Literature review

Study Design:

If it is an empirical study, enter the research design used

(case study, survey, experiment).

 If it is not an empirical study, leave the cell empty.



University of Applied Sciences



University of Applied Sciences

Time	Frame	
	ITAME	

Study Design

Source Type

Aspect 1

Aspect 2

. . . .

Main Findings

Notes

Time Frame:

- the time during which the study took place (not the date of publication)
- If it is not an empirical study, leave the cell empty.



University of Applied Sciences

Study Design		
Time Frame		
Aspect 1		
Aspect 2		
Main Findings		
Notes		

Source Type

Aspect 1, 2, etc.

These are the aspects of your research question.

- Rename aspects according to your research question
- Organize definitions, concepts, arguments
- Use your own words when you are writing them up



University of Applied Sciences

Source Type		
Study Design		
Time Frame		
Aspect 1		
Aspect 2		
Main Findings		
Notes		

..... T.

Main Findings:

- Write one to three sentences about the main findings or the contribution (e.g. contribution of a conceptual article).
- The findings must be related to your research question.
- Choose quotations carefully and use inverted commas.
- Give page numbers.
- Use your own words.



University of Applied Sciences

Source Type Study Design **Time Frame** Aspect 1 Aspect 2 Main Findings Notes

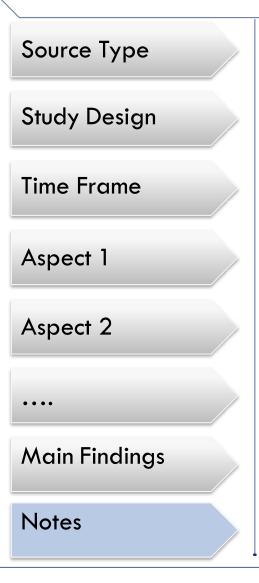
Main Findings/Contribution examples

Theoretical study

In developing countries, professional and trade associations play powerful roles in shaping the industry landscape and, under certain conditions, help to mitigate host countries' institutional penalties in the eyes of the offshoring organization.

Empirical study

Analysis of the factors which determine firms' decisions to engage in near- shoring vs. offshoring of certain activities: Labor cost advantages, host country risk and the advancement of the offshored activity relate to the propensity of offshoring, whereas geographic proximity (near-shoring vs. offshoring) has a moderating effect on either of these relationships.





University of Applied Sciences

Notes: further comments on aspects of the study that are not covered by the other categories.



University of Applied Sciences

Adapt your literature analysis table to your research question. You may add columns to the table, such as:

Sample

- small and medium size companies
- multinational companies from Japan investing the USA
- smokers over 50
- men between 20 and 30 years old

Geographic area

- the EU
- Southern Europe
- North America
- Japan

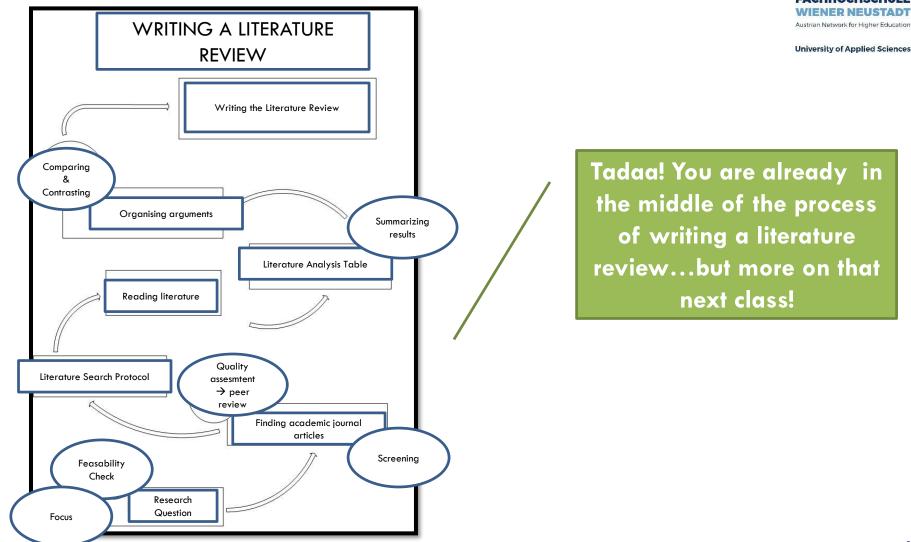
Setting / context: observations conducted at a suburban hospital.

Recap of today

- FACHHOCHSCHULE WIENER NEUSTADT Austrian Network for Higher Education
- University of Applied Sciences

- Screening & selecting appropriate literature
- Reading literature
- Analysing literature





- (1) Transform your search protocol into a literature analysis table.
- (2) To do so, read all literature sources and paraphrase them.
- (3) Bring your literature analysis table to the next class.
- (4) Do not forget: The literature analysis table is to be handed in with the final submission of your literature review.

NOTE: If you received a no-go on your search protocol, please submit the revised protocol by **October 11th**.

THANK YOU!

