UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

FONDO DI ATENEO PER LA RICERCA ANNO 2015
PROGETTO DI RICERCA DI DIPARTIMENTO

1.Titolo del Progetto di Ricerca

Cultural influence in consumers' reaction to product-harm crisis: a cross-cultural investigation in Japan and Italian market

2. MacroSettore ERC del progetto

SH - Social Sciences and Humanities

   Sottosettori ERC di riferimento

1. SH1_9 Marketing
2. SH2_8 Legal studies, constitutions, comparative law
3. SH1_2 International trade; international business; international management

3.Parole Chiave (MASSIMO 5)

1. PRODUT HARM CRISIS
2. CULTURAL DIVERSITY
3. CONSUMER BEHAVIOUR
4. CONSUMER RIGHTS

4.Responsabile Progetto (P.I.) (ricercatore a tempo indeterminato e ricercatore a tempo determinato ex art. 24 L.240/2010, lettera a) e lettera b), professore associato o professore ordinario)

COGNOME: Baghi

NOME: Ilaria

Data di nascita: 11 dicembre 1979

Qualifica: Ricercatore confermato

Dipartimento: Dipartimento di Comunicazione ed Economia

(telefono):   3473047438

(E-mail): ilaria.baghi@unimore.it

UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

5.Sottosettore ERC del PI

1. SH1_9 Marketing

6.Elenco dei docenti e dei ricercatori (strutturati e non strutturati) partecipanti, appartenenti esclusivamente all'Università di Modena e Reggio Emilia

NOME	COGNOME	DIPARTIMENTO	RUOLO/ Tipologia di rapporto
Ilaria	Baghi	**Dipartimento di Comunicazione ed Economia**	Ricercatore confermato
Veronica	Gabrielli	**Dipartimento di Comunicazione ed Economia**	Professore Associato
Giuliano	Lemme	**Dipartimento di Comunicazione ed Economia**	Professore Ordinario

7. Principali pubblicazioni del P.I. e dei componenti il gruppo di ricerca negli ultimi 5 anni 2011-2015 (max 10), con eventuali indici bibliometrici:

Ilaria Baghi

Lemme, G. (2015) Lo strabismo di Bacco. L'etichettatura dei prodotti vitivinicoli tra tutela del consumatore e reticenze legislative", *Rivista Quadrimestrale di Diritto dell'Ambiente*

Lemme, G. (2014): L'art. 41 Cost. e il multiforme concetto di "utilità sociale", in AA.VV., *Diritto ed economia del mercato, a c. G. Lemme, Cedam,*

Gabrielli, V; I.Baghi, (2014), Online brand community within the integrated marketing communication system: When chocolate becomes seductive like a person*, Journal of Marketing Communications*, DOI:10.1080/13527266.2014.894932, Published online 2 April 2014, pp 1-18.

Gabrielli, Veronica (2014) - *Brand communication*, Società editrice il Mulino spa Bologna, pp. da 1-254 ISBN: 9788815252425

Baghi, I. V.Gabrielli (2013), For-profit or non-profit brands: Which is more effective in a cause-related marketing programme?, *Journal of Brand Management*, volume 20, (January), pp 218-231, DOI: 10.1057/bm.2012.35

Baghi, I., V. Gabrielli (2013) ,Co-branded cause-related marketing campaigns: the importance of linking two strong brands, *International Review on Public and Nonprofit Marketing*, volume 10, issue 1, pp. 13-29, ISSN 1865-1984, DOI: 1.1007/s12208-012-0086-0

UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Gabrielli,V; I.Baghi,. V. Codeluppi, (2013), Consumption practices of fast fashion products: A consumer-based approach, *Journal of Fashion Marketing and Management*, Vol 17, 2, pp 206-224, DOI 10.1108/JFMM-10-2011-0076

Gabrielli, V., S.Grappi, I.Baghi, (2012), Does counterfeiting affect luxury customer-based brand equity?, *Journal of Brand Management,* volume 19 (May), pp. 567-580, DOI: 10.1057/bm.2012.6

Lemme, G. (2011): Le disposizioni di vigilanza sulla governance delle banche: riflessioni a tre anni dall'intervento, Banca, Borsa e Tit. Cred.,

Lemme, G. (2011) Il sistema bancario giapponese: spunti comparatistici, Banca, Borsa e Tit. Cred., I

8.Curriculum scientifico del P.I. (Max 3000 caratteri, spazi inclusi)

Ilaria Baghi was born in Parma on 11 December 1979.

PRESENT OCCUPATION (2011)
Assistant Professor in Marketing (SECS-P/08), Department of Communication and Economics, University of Modena and Reggio Emilia, September 2011

EDUCATION AND PAST OCCUPATIONS
2008-2011
Post Doc Research Fellowship, Department of Communication and Economics, University of Modena and Reggio Emilia, specific research project "Marketing and Communication: The brand as communication system"
2004 – 2008
Phd Program in "Business Administration" - Department of Business Administration - University of Ca' Fosacari, Venice
2004
Degree in Communication Science - University of Modena and Reggio Emilia.

PARTECIPATION IN SPECIFIC RESEARCH PROJECTS
2010-2012
Department of Business Administration, University of Modena and Reggio Emilia - MIUR (2008/ 2008N579SS_002)
Coordinator: Prof. Carlo Marco Belfanti, University of Brescia
Local unit coordinator: Veronica Gabrielli (SECS P/8)
Title: Counterfeiting versus Brand:

OTHER RELEVANT SCIENTIFIC ACTIVITIES
Reviewer for national and international journals and conferences (Mercati & Competitività, European Journal of Marketing, Journal of Brand Management, Journal of Product and Brand Management; Emac and Acr conferences). Reviewer for research projects and research products (MIUR).

NATIONAL AND INTERNATIONAL AFFILIATIONS
Simktg (Società Italiana di Marketing)

UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

Emac (European Marketing Academy)
ACR (Association for Consumer Research)

MAIN RESEARCH INTERESTS
Consumer behavior; Marketing Communication, Corporate social responsibility

9.Abstract del progetto di ricerca (max 2000 caratteri, spazi inclusi)

The present research project aims to investigate cultural differences in consumer responses to product-harm crisis and irresponsible corporate behaviours. In doing so the intent is to reach two aims: (1) The first one is to understand the role of cultural factors in defining how consumers respond to harm done by corporations. (2) The second intent is to verify how the regulatory system addresses consumers' rights issues towards companies unlawful behaviour, particularly from an informative point of view. Following these needs, the present project proposes a cross-cultural investigation in Japan and Italian market context able to shed light on the role of cultural differences in consumers' behaviours toward irresponsible brands or companies. The purpose of this project is to develop a more thorough understanding of cultural dynamics and the different ways in which new sources of cultural influence (and differences) are permeating and changing society and consumers' behaviours in globalized markets. The cross-cultural investigation will be developed in collaboration with the Department of Sociology: Faculty of Letters, Arts and Sciences of Waseda University of Tokyo.

10.Stato dell'arte (max 3000 caratteri, spazi inclusi)

Product-harm crisis has been defined as well-known event related to defective or dangerous products (Dawar & Pillutla, 2000) or harm associated with some brands. Marketing literature suggests that consumers' judgments of brands involved in a product-harm crisis are based on attributions of blame, that is, the process through which consumers spontaneously construct attributions of responsibility for faulty or harmful brands (Folkes, 1984). Weiner's (2000) model conceptualizes the causal dimensions of attribution that lead to an overall judgment of responsibility or blame: The more consumers perceive the locus of a product-harm crisis as internal and the company's behaviour as stable and controllable, the more consumers tend to attribute responsibility to the agent company and blame it for the negative event. Besides product-harm crisis affect consumer-purchasing behaviours. Extant research offers compelling evidence that the greater the degree of blame attributed to a brand for the crisis is, the lower consumer intentions to purchase the faulty brand (Klein & Dawar, 2004). Recent literature (Haas-Kotzegger & Schlegelmilch, 2013) has identified four factors that affect consumers' responses to company crisis situations: the company's reputation, the company's response to the crisis and the external effects. Although also several cultural variables may play a determinant role in shaping consumers' responses. Culture is a pervasive influence that underlies all facets of social behaviour and interaction. McCracken (1986) adopts an all-encompassing view of culture defining it as the "lens through which the individual views phenomena". Consumer researchers have largely followed this view of culture as such it determines how individuals evaluate products and events in the marketplace. Growth of research addressing the relationship between culture and consumers behaviour is exponential in marketing literature and the model proposed by Hofstede's (2001) is the most adopted in cross-cultural

UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

consumers studies. Another relevant contribution is the one of Triandis (1995), who had taken into consideration the differences between collectivist and individualist cultures, such as Asian and Western cultures, in defining consumers' behaviour. These social patterns are expected to influence purchasing and consuming behaviours through their effect on a person's self-identity, responsiveness to normative influences, and the need to suppress internal beliefs in order to act appropriately. Accordingly, people in collectivist cultures often shift their behaviour depending on what is "right" for the in-group. (Triandis, 1995; Russell & Yik, 1996; Tsai & Levenson,1997) while in individualist cultures, people often ignore the potential negative consequences of their behaviours (Rook, 1987). Nevertheless literature lacks in the investigation of the cultural variables in defining consumer responses toward product-harm crisis and companies' irresponsible behaviours.

11.Ipotesi, obiettivi, metodologia e risultati attesi (max 8000 caratteri, spazi inclusi)

The present research project aims to investigate cultural differences in consumer responses to product-harm crisis and irresponsible corporate behaviours. In doing so the intent is to reach two aims: (1) The first one is to understand the role of cultural factors in defining how consumers respond to harm done by corporations. Such consumer reactions as engaging actively in willingness to buy and to pay, in negative word of mouth behaviours, negative perception of the brand complaining, boycotting companies, taking legal actions, and other forms of protest obviously run counter to the mission and livelihood of corporations; (2) the second intent is to verify how the regulatory system addresses consumers rights issues towards companies unlawful behaviour, particularly from an informative point of view. We argue that cultures endow individuals with different rules or principles that provide guidance for evaluating events, making decision and defining behaviours in marketplace. Culture framing has been characterised as an important variable affecting consumers' behaviour in marketplace, however, no studies in marketing literature have examined this variable in affecting people reactions to product-harm crisis. The present research project hypothesizes a relevant role of the "cultural lens" people wear, in defining their reaction to brand or product-harm crisis in a globalized marketplace. As the extent to which the attribution of blame, the affective reactions and the evaluation of the negative consequences, that lead to damage the in-group, may be very dependent on the cultural belongingness. Scholars had focused primarily on the "internal" variable that could affects consumer reactions, such a corporate ability to mange the crisis or brand reputation and credibility, the current research goes beyond to include "external" factors such as cultural and social influence modes of consumer responses to corporate irresponsibility. Following these needs, the present project proposes a cross-cultural investigation in Japan and Italian market context able to shed light on the role of cultural differences in consumers' behaviours toward irresponsible brands or companies. The cross-cultural investigation will be developed in collaboration with the Department of Sociology: Faculty of Letters, Arts and Sciences of Waseda University of Tokyo.

The research project as a whole is articulated in six steps:

STEP 1: Review of relevant literature;

STEP 2: Qualitative analysis (focus groups or in depth-interviews) in Japan and in Italy markets.

STEP 3: Development of the conceptual model and of the hypotheses;

STEP 4: Pre-testing and research quantitative design;

STEP 5: Cross-cultural data collection in Japan and Italian marker and statistical analysis;

STEP 6: Discussion of the findings, development of the theoretical and managerial implications.

STEP 7: Comparison of different regulations in OECD countries with particular attention to intervention in Japan and Italian contexts;

In the *first step* the research unit will collect and analyse the most relevant papers on consumers' responses to product-harm crisis and the cultural influence on consumer behaviours and attitude toward corporate irresponsibility behaviours. This analysis will lead the research team to build an exhaustive framework in order to systematize and provide a collection of the main empirical results about the role of culture variables in defining consumers' reaction toward product or brand harm-crisis. The research unit will deepen these factors to define the state of the art about these topics and develop specific conceptual models to fill gaps in extant literature and contributing to the research debate. Literature review will lead us to develop specific qualitative research approach to be developed in the *second step*. A preliminary qualitative analysis (focus groups or in depth-interviews) is needed to bring out the most influent cultural dimensions and values which could be determinant in explaining people reaction to an harm-product crisis to companies irresponsible behaviours in the two specific cultural contexts taken into consideration: Italian and Japan. This step will be conducted with the collaboration of the Department of Sociology: Faculty of Letters, Arts and Sciences of Waseda University of Tokyo.

The qualitative analysis findings and the literature review will lead us to develop specific research hypotheses expected to be empirically in the following steps. In the *third* and *fourth step* (research design and data collection) the research unit will plan the cross-cultural investigation and will provide the format of the questionnaires and the stimuli of the experimental designs to be submitted respondents in the two different countries (Italy and Japan). In this step the intent is to measure the influence of cultural dimensions on consumers' reactions as engaging actively in willingness to buy and to pay, in negative word of mouth behaviours, negative perception of the brand complaining, boycotting companies, taking legal actions, and other forms of protest obviously run counter to the mission and livelihood of corporations. The scales and other written stimuli will be translated so that they are readily understood by respondents in different cultures and have equivalent meaning. Also this step will be conducted with the collaboration of Waseda University of Tokyo. With regards to the *fifth* and *sixth step,* the research unit will analyse the collected data and will discuss and interpret the empirical findings from a theoretical and managerial perspective. That will be achieved considering possible future extensions of present research topics and defining practical implications for firms by explicating strategic and marketing implications. The *last step* contemplates the analysis of how the regulator reacts to unlawful behaviour by corporations. To study how the regulatory effect has influenced the consumers and to investigate if more effective regulatory interventions may be implemented a financial-behavioural approach to regulation may be used. As to the regulatory perspective, the methodology will involve a comparison of different regulations in OECD countries, with particular attention to intervention in specific countries where notable cases of unlawful behaviour by companies have emerged and have been given attention by the media. From a regulatory perspective, consumer rights are addressed in European law, as implemented in Italy (legislative decree 206/05). In general, consumers are

UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

given protection against unlawful and potentially harmful corporations behaviour by three means:

a. by prohibiting certain behaviours, e.g. untrue claims in advertising;
b. by educating consumers towards more responsible and self-conscious economic behaviour;
c. by nudging consumers, encouraging them to buy products and services which are potentially better for them.

This approach, however, has frequently been criticised from a double perspective. First, in certain cases nudging can significantly limit freedom of choice by consumers. Moreover, such a paternalistic approach may be influenced by the regulator's bias towards certain behaviours which are supposedly better for the consumers, but which may later reveal themselves to lay on uncertain scientific ground. The second risk is that corporations lobbies may influence the regulator and induce it to nudge the consumers towards behaviours which are in fact only of advantage to the industry, rather than consumers. The scope of this step of the project is thus to study how the regulator reacts to unlawful behaviour by corporations; to study how the regulatory effect has influenced the consumers; to investigate if more effective regulatory interventions may be implemented, for example using a financial-behavioural approach to regulation

12.Eventuali potenzialità applicative e impatto scientifico e/o tecnologico e/o socio-economico (max 3000 caratteri spazi inclusi)

This project aims at providing new theoretical and managerial knowledge in the field of consumer's response to corporate irresponsibility behaviors. The expected results of this research will contribute to the development of a theoretical schema, which aims to integrate the cultural variable in the reference model for future research on consumer behaviors toward product-harm crisis. The increasing complexity of products, more demanding customers, and more vigilant media are making product-harm crisis an ever more visible occurrence. Recent crises involving brands such as Volkswagen in Europe, Firestone and Coca Cola in the United States, have created consumer and media awareness and sensitivity to such crises. The seriousness and frequency of product-harm crisis contrasts with the relative lack of research in this area. So the first aim of the present project in to fill this gap and to provide a systematic research framework focused the cultural variable as one of the possible determinant of consumer reactions to this kind of company crisis. The findings of the project will have interesting implications also for the business community. Since negative consumer reactions can be extremely harmful for companies and difficult to recover from, especially considering negative word of mouth, a firm's first priority, beyond of course avoiding the commitment of actual harmful acts, should be to prevent any type of consumers' perception of irresponsible behavior. This research aims to show that also cultural value held by consumers play a role in explaining people's reactions to company misconduct. Firms should be aware of the importance of cultural background held by consumers, and act so as to minimize their effects on negative reactions during potential CSR crises. This research project would suggest also that cultural variables should have an important role in relationship management between consumers and companies in the domain of CSR activities. A firm can establish a positive corporate image through positive CSR activities or, on the contrary, harm its reputation by failing to pursue effective CSR strategies depending on the cultural dominant framework and values that characterizes a specific country. Findings in the present investigation aim to show that misconduct can lead

UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

to negative consumer reactions and, therefore, can negatively affect the relationship between the company and its publics, as the extent to which the attribution of blame, the affective reactions and the evaluation of the negative consequences may be very dependent on the cultural belongingness. To create and maintain a positive company–consumer relationship and favorable competitive positioning in the marketplace, firms should develop detailed plans for CSR activities, achieving high standards of business conduct and avoiding not only misbehaviors but also misinterpretation of the cultural framework.

13.Costo complessivo del progetto articolato per voci di costo:

	Costo	Descrizione Max. 2.000 caratteri spazi inclusi
Eventuale cofinanziamento (certificato dal dipartimento)	0	
Costo dei contratti del personale da reclutare	0	
Attrezzature, strumentazioni e prodotti software	600	Funds will be used to buy software licence (SPSS)
Servizi di consulenza e simili	400	Funds will be used to cover editing and translation costs for international papers, or to collect data from external companies as Qaultrics and Amazon Mechanical Turk.
Altri costi di esercizio (missioni, partecipazioni a convegni, attività di disseminazione dei risultati, pubblicazioni, organizzazione convegni, seminari, materiale di consumo, ecc)	3000	Funds will be used to cover travel expenses for meetings of the whole research group at international level, to cover travel expenses for participation to nation and international conferences. to cover conferences or workshop organization costs and to cover travel expenses for visiting professor. .
Totale	4000	

Data,   8 Marzo 2016

Firma del Responsabile scientifico