

## Internet Appendix A103: Consumer Research

### A103.1 Illustrative Reverse Engineered Pitch Template Example

<b>Pitcher's Name</b>	Alison Joubert	<b>FoR category</b>	Consumer Research	<b>Date Completed</b>	31/3/16
<b>(A) Working Title</b>	Dolbec, P.-Y. & Fischer, E. (2015). Refashioning a field? Connected consumers and institutional dynamics in markets. <i>Journal of Consumer Research</i> . 41 (6), 1447-1468.				
<b>(B) Basic Research Question</b>	How is 1) work that maintains and sustains the market, 2) market boundaries and 3) institutional market logics affected by the actions of interconnected consumers? (p. 1448).				
<b>(C) Key paper(s)</b>	Humphreys, A. (2010). Megamarketing: The creation off markets as a social process. <i>Journal of Marketing</i> , 74 (2), 1-19. Scaraboto, D. & Fischer, E. (2013). Frustrated Fatshionistas: An institutional theory perspective on consumer quests for greater choice in mainstream markets. <i>Journal of Consumer Research</i> , 39 (6), 1234-1257. McQuarrie, Edward, Jessica Miller, and Barbara J. Phillips (2013), "The Megaphone Effect: Taste and Audience in Fashion Blogging," <i>Journal of Consumer Research</i> , 40 (June), 136–58.				
<b>(D) Motivation/Puzzle</b>	Consumer researchers have become increasingly interested in marketplace dynamics with a particular focus on the role of marketers as the main agents of change. However, little had been done on the role of consumers in market change and less attention had been given to what happens when "contented" consumers in an established market interact with one another based on their shared interests about and enthusiasm for a product category (p.1447). The authors argue that the engagement of consumers in an industry can lead to changes at the market-level (e.g. new routines and activities becoming widely adopted and accepted in the industry) and this phenomenon needed to be explored further (p. 1448).				
<b>THREE</b>	<b>Three</b> core aspects of any empirical research project i.e. the "IDioTs" guide				
<b>(E) Idea?</b>	The idea behind this research has three components: phenomenon, context and theory. The phenomenon of interest in this study relates to when engaged consumers share their tastes and opinions with one another and affect the market as part of the process. While this phenomenon can be seen in industries; ranging from travel to food to music to movies, the fashion industry was chosen as a context as it is profoundly affected by enthusiasts who share their passion for fashion with one another (p.1447). Institutional Theory was chosen as a lens through which to explore this phenomenon. Concepts from the theory; legitimacy, institutional logics, institutional work and institutional boundaries, provide an interesting understanding of the dynamics of the fashion industry and the roles of the actors therein (pp. 1449 - 1450).				
<b>(F) Data?</b>	The qualitative data for this project was collected from the following: 12 books on the fashion industry; 158 newspaper articles (from Wall Street Journal, New York Times, Woman's Wear Daily and The Business of Fashion); 19 articles on the winners of the CFDA media Eugenia Sheppard Award; 66 published interviews with market actors; 23 press articles on outfit sharing websites; 10 top fashion blogs; 5 forums (accessed using netnography); 135 threads from netnographic sites; 19 interviews with fashion bloggers, street photographers, designers and buyers (p. 1453).				
<b>(G) Tools?</b>	Lexis-Nexis and Factiva were used to do key word searches and access archival data. Skype was used to access interview participants if it was not logical for them to meet the researchers face-to-face (p. 1452). Guidelines for analysing netnographic (archival and interview) data (Belk, Fisher & Kozinets,				

Template taken from Faff, Robert W., Pitching Research (January 11, 2015). Available at SSRN: <http://ssrn.com/abstract=2462059> or <http://dx.doi.org/10.2139/ssrn.2462059>

	2013) were followed (p. 1454).
<b>TWO</b>	<b>Two</b> key questions
<b>(H) What's New?</b>	While market dynamics was emerging as a popular area for research, no prior research had examined the market-level (vs. the brand-level) implications of interconnected consumers' interactions (p.1448). Many of these studies had examined changes that are made by purpose-driven actors but no studies have yet investigated unintended changes initiated by content consumers (p. 1465). This study builds on previous research on marketplace dynamics by filling this gap.
<b>(I) So What?</b>	This research is important because it sheds light on the unintended consequences of the (largely uncoordinated) actions of individual consumers on markets. While a lot was known about the changes that occur in markets due to efforts of motivated market agents, the current understanding of marketplace evolution in the face of widely distributed actions by consumers who have no shared desire for market-level change was limited (p. 1448).
<b>ONE</b>	<b>One</b> bottom line
<b>(J) Contribution?</b>	Market dynamics have become an increasingly popular research area in the Marketing discipline and this paper joins the conversation and expands the knowledge by examining 'content consumers' - who had not previously been considered. Furthermore, this paper contributes to the small but growing body of literature on Institutional Theory in Marketing. Institutional Theory, originally from the Strategy discipline, has recently been considered as a valuable lens through which to examine markets and market dynamics. This paper develops the understanding of the theory in a Marketing context so as to build a strong base on which future researchers can build their research projects.
<b>(K) Key Findings</b>	The key findings of this paper relate to the following three areas: 1) Institutional Work - The paper had two insights related to institutional work. i) Consumers are increasingly performing work to maintain the fashion market. ii) The amount and types of work done to maintain the market - with the move of many of these consumers to online - is increasing (p.1454). 2)Institutional Boundaries - Two findings relating to institutional boundaries were reported. i) The fashion industry has seen an emergence of new categories of actors (photographers and fashion bloggers). ii) There is contestation between the traditional and the emergent categories of actors as the traditional actors work to keep the emergent actors from gaining legitimacy in the market (p.1456 - 1457). 3)Institutional Logics - The paper found that, while many of the consumers were content, had no change-agendas and did not oppose existing market logics, the actors within the fashion industry help highlight contradictions between old logics and new logics through their interactions - thus sparking change (p.1460).