

Developments in Marketing Science:
Proceedings of the Academy of Marketing Science

Bruna Jochims
Juliann Allen *Editors*

Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs

Proceedings of the 2022 AMS Annual
Conference, May 25-27, Monterey, CA,
USA



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**Developments in Marketing Science:
Proceedings of the Academy
of Marketing Science**

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Bruna Jochims • Juliann Allen
Editors

Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs

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AMS Annual Conference,
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Preface

The Academy of Marketing Science was founded in 1971, held its first Annual Conference in 1977, and has grown and prospered ever since. The relevancy of the Academy's mission and activities to our chosen target market of the marketing professoriate has been a key factor in attracting the discipline's best and brightest from all over the world.

The revised Articles of Association of the Academy, approved by the Board of Governors in the spring of 1984 and by the general membership in the fall of that year, define the mission of the Academy as follows:

1. Provide leadership in exploring the normative boundaries of marketing, while simultaneously seeking new ways of bringing theory and practice into practicable conjunction.
2. Further the science of marketing throughout the world by promoting the conduct of research and the dissemination of research results.
3. Provide a forum for the study and improvement of marketing as an economic, ethical, social, and political force and process.
4. Furnish, as appropriate and available, material and other resources for the solution of marketing problems, which confront particular firms and industries, on the one hand, and society at large on the other.
5. Provide publishing media and facilities for fellows of the Academy and reviewer assistance on the fellow's scholarly activities.
6. Sponsor one or more annual conferences to enable the fellows of the Academy to present research results; to learn by listening to other presentations and through interaction with other fellows and guests; to avail themselves of the placements process; to conduct discussion with book editors; and to exchange other relevant information.
7. Assist fellows in the better utilization of their professional marketing talents through redirection, reassignment, and relocation.
8. Provide educator fellows with insights and resources as may be available to aid them in the development of improved teaching methods, materials, devices, and directions.

9. Seek means for establishing student scholarships and professional university chairs in the field of marketing.
10. Offer fellows of the Academy status to business and institutional executives and organizations.
11. Modify the Academy's purpose and direction as the influence of time and appropriate constructive forces may dictate.

Lille, France
Thibodaux, USA

Bruna Jochims
Juliann Allen

Acknowledgments

This book contains the full proceedings of the 2022 Academy of Marketing Science (AMS) Conference – Annual. This conference celebrates marketing as the most optimistic business discipline under the theme “Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs.” This volume focuses on the ways marketers can serve customers, satisfy their needs, and help them look forward with optimism amid the gloomy present times and pessimistic predictions.

The Academy of Marketing Science would like to acknowledge the individuals who have made the conference a success. Special recognition goes to the Annual Conference co-chairs, Gregory Kivenzor and Weiling Zhuang. An incredible commitment is necessary to coordinate and organize a conference of this measure. Further, track chairs were essential in encouraging submissions, managing the review process, and organizing session details.

Lastly, the Academy of Marketing Science extends sincere appreciation to all authors who submitted and presented their research and contributed as reviewers and session chairs. In addition, the success of the meeting depended on tireless volunteers including the AMS officers and directors. Gratitude is also extended to the AMS home office who diligently worked behind the scenes to ensure the success of the event. Thank you to all attendees from around the world who made this conference another special AMS event. The 2022 Academy of Marketing Science Conference – Annual would not have been possible without the support of all of these individuals.

Bruna Jochims
Juliann Allen

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The Power of the Omnichannel Strategy and the Role of Marketing in This Challenge: An Abstract



Anna Claudia Pellicelli and Carola Romana Garrone

Abstract Starting from the analysis of the importance of the omnichannel strategy, we gave a detailed definition to further understand the role of marketing in this approach. An omnichannel strategy aims to optimize the management of every single touchpoint, not only by focusing on the customer, but also by creating an integrated system with all the touchpoints. Omnichannel strategy is thus a marketing strategy whose main goal is to satisfy consumers by guaranteeing a return on investment for businesses.

The Pandemic has pushed companies more and more towards an omnichannel strategy. Lockdowns imposed by governments to curb COVID-19 dramatically changed consumer behaviour. The omnichannel strategy is not just an approach but a real marketing tool that allowed companies to survive the COVID emergency which has affected in-store shopping channels but also the online world (McKinsey & Company, 2020).

After the COVID emergency, the online traffic continues to remain at significantly high levels, both in terms of shopping and in terms of offering consumers details of products before they visit the store to buy them. Influenced by this behaviour, companies are improving their websites, social media, events, tradeshowes.

To better understand the benefits and the barriers to entry of omnichannelism, 6-question questionnaires were answered by 12 Marketing managers from different fields. The aim was to understand the impact on sales and awareness of the omnichannel approach both from a customer's and a company's point of view. The results show that close to the entire number of the interviewed believes that omnichannel strategy generates an improvement in awareness, engagement, and loyalty, along with lead acquisition and, finally, a tangible and measurable increase in sales. Over 70% of the businesses consider omnichannelism a fundamental lever to reach marketing goals in terms of improvement in sales and customers, although

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there exist barriers in terms of technology, organization, budget, governance, vision, and business culture that may hinder the path towards omnichannelism.

The benefits of an omnichannel approach find significant expression within the corporate processes related to client management: in particular, customer care, marketing & communication, and sales. The creation of omnichannel customer care may allow businesses to achieve both tangible benefits and intangible, as attested by the companies that have already worked in this direction. While it is undeniable, on one hand, that omnichannelism is widely discussed among businesses, on the other hand it is undeniable that the actual implementation of such strategies from a technical and organizational perspective is still embryonic. The path towards omnichannelism is yet to be traced, and its driveshaft is Marketing.

Keywords Omnichannel · Marketing · COVID 19 · E-commerce

References Available Upon Request