

School of Management and Marketing
Seminar Notice

TITLE : **Consumers' Intimate Relationships with Passionately Loved Possessions**

SPEAKER : **Professor John Lastovicka**
Arizona State University

BIOGRAPHY

John L. Lastovicka is Professor of Marketing at the Arizona State University in Tempe, where he teaches courses in marketing research and research methods. Previously on the faculties at the University of Kansas and Temple University, he has also been Visiting Professor at the Catholic University of Leuven in Belgium in 1990. During recent North-American summers, he has been Visiting Professor at the University of Auckland in New Zealand. His degrees were earned from the University of Illinois [Ph.D. in Marketing and M.S., B.S.(Honors) in Mass Communications]. His expertise is in research methods, consumer motivation, advertising psychology and public-policy/marketing problems. More specifically, his research has emphasized: (1) advances in the measurement and quantitative analysis of marketing data, (2) trait and state motivations to understanding consumer behavior, and (3) mass media effects on young male drinking-driving behaviors. He has conducted \$500,000 of federally sponsored research investigating mass media effects on alcohol abuse. He has published in leading academic journals, including the *Journal of the American Statistical Association*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Public Opinion Quarterly* and *Psychometrika*. This research has employed a wide range of empirical methods, including: Monte Carlo simulations, laboratory experiments, multi-city field experiments, sample surveys, and—most recently—Lastovicka has taken an anthropological approach and published interpretive research of qualitative data.

A study in the 1999 *Journal of Consumer Psychology* named Lastovicka among the most frequently published authors in consumer research. Lastovicka is among the elite group of 109 scholars worldwide (the top 8.9 percent) contributing half of all articles in the leading consumer research journals (*JCP*, *JCR*, *JM* and *JMR*) during the last three decades of the 20th century. Doctoral students with whom he has published have accepted: faculty positions at the University of Auckland, University of Houston, University of Iowa, Indiana University--Bloomington, University of Virginia and the University of Wisconsin--Madison; industry positions at Burke Marketing Research and Procter & Gamble; and a postdoctoral position at Harvard Business School. He serves (or has served) on numerous editorial boards, including the *Journal of Advertising*, *Journal of Consumer Research*, and *Journal of Public Policy & Marketing*.

In addition, he has served as a marketing research consultant to a number of major organizations, including the Arizona Attorney General's Office, Capital One Bank, Campbell Soup, and Warner-Lambert Pharmaceutical. Under his supervision, his marketing research students at Arizona State University have conducted dozens of empirical marketing research studies for local and regional organizations, including: Arizona Diamonbacks, Bashas' Groceries, and Phoenix Childrens' Hospital.

CO-AUTHORS: Nancy Sirianni, Daniel Kuntz

DAY/DATE : **Monday, 15 October 2007**

TIME : 12.30-2.00p.m.

VENUE : **40A.681**

ABSTRACT

Fournier's (1998) work on consumers' brand relationships has been primarily used to shed light on downstream effects like satisfaction or brand loyalty. In contrast, this research is concerned with

antecedents; namely: we provide some understanding of how consumers establish and deepen relationships with beloved possessions.

Our participant-observation data are interpreted through the lens of Sternberg's (1986) triangular theory of love. Whereas Sternberg presents his three components in an independent manner, our analysis highlights the sequential and cyclical relationship between the components of passion, intimacy and commitment. An initial passionate infatuation leads to a developing intimacy which then deepens commitment, which then continues in a virtuous cycle among these three components. The intimacy component - or the physical and intellectual closeness that consumers develop with their possession - appears to be the key to galvanizing the passion and commitment that establishes and deepens consumers' relationships with their possessions.

Lunch will be provided.

SMM Research Seminar Series Convenors,

Joshua Chang & Karin Garrety