

**1****Consumer adoption of new products [Texto impreso] : independent versus interdependent self-perspectives / Zhenfeng Ma, Zhiyong Yang and Mehdi Mourali**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 117

Abstract: In five studies, the authors examine the impact of an independent (vs. interdependent) mindset on consumer adoption of new products. Study 1 demonstrates that consumers in a predominantly independent (vs. interdependent) culture are more willing to adopt really new products, whereas consumers in a predominantly interdependent (vs. independent) culture are more willing to adopt incrementally new products. Studies 2 and 3 conceptually replicate these findings using situationally activated mindsets and demonstrate that this effect is driven by the perceived fit between the product's newness level and the optimal level of distinctiveness consumers want. Finally, Studies 4a and 4b show that the presence of distinctiveness-dampening cues (i.e., popularity cues) and distinctiveness-enhancing cues (i.e., scarcity cues) can reverse the effect of self-perspective such that the independent self becomes less willing to adopt really new products and more willing to adopt incrementally new products than does the interdependent self. These findings offer practical implications for managing innovation adoption in both domestic and international marketplaces.

Journal of marketing. -- 2014, v. 78, n. 2, march, p. 101-117

1. New product adoption 2. Distinctiveness utility 3. Self-construal

**2****Consumer well-being [Texto impreso] : effects of subgoal failures and goal importance / Berna Devezer ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 132-133

Abstract: Although there is increased awareness of issues surrounding consumer well-being, consumers often lack the personal commitment to improve their quality of life. This article builds on the concept of a goal hierarchy to propose that small acts may have unintended, large consequences on various domains of consumer well-being. A decrease in commitment to well-being goals (e.g., sustaining the natural environment) may stem from people's failure to achieve everyday subgoals (e.g., failing to recycle a newspaper). Four experiments in three contexts (i.e., consumer overspending, environmentally friendly behaviors, and charitable donations) show that when people perceive the endgoal as unimportant, even a single behavioral failure may reduce commitment to a well-being endgoal and weaken future intentions to perform behaviors that improve their quality of life. In addition, goal importance moderates the adverse relationship between subgoal performance and endgoal commitment. The authors present consumer-specific and marketer-controlled drivers of goal importance (i.e., goal visualization, selfrelevance of goals, and aversive consequences of subgoal failure) and discuss actionable insights for practitioners.

Journal of marketing. -- 2014, v. 78, n. 2, march, p. 118-133

1. Transformative consumer research 2. Goal hierarchy 3. Failure 4. Consumer well-being 5. Goal commitment

**3****Dynamic effects of social influence and direct marketing on the adoption of high-technology products [Texto impreso] / Hans Risselada, Peter C. Verhoef and Tammo H. A. Bijmolt**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 67-68

**Abstract:** Many firms capitalize on their customers' social networks to improve the success rate of their new products. In this article, the authors analyze the dynamic effects of social influence and direct marketing on the adoption of a new high-technology product. Social influence is likely to play a role because the decision to adopt a high-involvement product requires extensive information gathering from various sources. The authors use call detail records to construct ego networks for a large sample of customers of a Dutch mobile telecommunications operator. Using a fractional polynomial hazard approach to model adoption timing and multiple social influence variables, they provide a fine-grained analysis of social influence. They show that the effect of social influence from cumulative adoptions in a customer's network decreases from the product introduction onward, whereas the influence of recent adoptions remains constant. The effect of direct marketing is also positive and decreases from the product introduction onward. This study provides new insights into the adoption of high-technology products by analyzing dynamic effects of social influence and direct marketing simultaneously.

Journal of marketing. -- 2014, v. 78, n. 2, march, p. 52-68

1. Adoption 2. Social influence 3. Dynamic modeling 4. High-technology products

**4****Gratitude versus entitlement [Texto impreso] : a dual process model of the profitability implications of customer prioritization / Hauke a. Wetzel, Maik Hammerschmidt and Alex R. Zablah**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 18-19

**Abstract:** Customer prioritization strategies, which focus a firm's efforts on its most important customers, are expected to improve account profitability. Anecdotal evidence suggests, however, that such strategies may also undermine account profitability by inducing customers to become overly demanding. Building on social exchange theory, this research evaluates these competing perspectives across two field studies and finds that prioritization is best understood as a double-edged sword. Specifically, the results reveal that prioritization efforts initiate both a gratitude-driven process, which enhances sales and profit, and an entitlement-driven process, which increases service costs and reduces profit. Importantly, the findings indicate that prioritization tactics differ in the extent to which they trigger these competing processes and thus in their ability to influence account profitability. Finally, the results also reveal that critical moderators (competitive intensity and prioritization transparency) determine the extent to which the entitlement-driven process undermines the gratitude-driven process. For managers, the findings suggest that both the tactics employed and moderating conditions determine whether prioritization has a positive, negative, or negligible effect on prioritized accounts' profitability.

Journal of marketing. -- 2014, v. 78, n. 2, march, p. 1-19

1. Customer prioritization 2. Gratitude 3. Reciprocity 4. Entitlement 5. Rank equilibrium

**5****Group-buying deal popularity [Texto impreso] / Xueming Luo ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 31-32

**Abstract:** Group-buying (GB) deals entail a two-phase decision process. First, consumers decide whether to buy a deal. Second, they decide when to redeem the deal, conditional on purchase. Guided by theories of social influence and observational learning, the authors develop a framework predicting that (1) deal popularity increases consumers' purchase likelihood and decreases redemption time, conditional on purchase, and (2) the social influence-related factors of referral intensity and group consumption amplify these effects. The authors test this framework and support it using a unique data set of 30,272 customers of a GB website with several million data points. Substantially, these findings reveal a two-phase perspective of GB, longevity effects of deal popularity, and the amplifying role of customer referrals (influencing others) in the effects of deal popularity (others' influence). In light of the criticism of GB industry practice, this study builds the case for GB websites and merchants to heed deal popularity information and the social influence-related contingencies.

Journal of marketing. -- 2014, v. 78, n. 2, march, p. 20-33

1. Group-buying deals 2. Deal popularity 3. Social influence 4. Observational learning 5. Sales

**6****Moderating effects of the relationship between private label share and store loyalty [Texto impreso] / Nicole Koschate-Fischer, Johannes Cramer and Wayne D. Hoyer**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 81-82

**Abstract:** A key benefit of private labels for retailers is their potential to increase customers' store loyalty. However, previous research has not examined how this relationship varies across customers and situations. This study contributes to knowledge in this area by developing a conceptual framework that guides the investigation of the role of four moderating factors in strengthening the private label brand share-store loyalty link: (1) customers' price-oriented behavior, (2) degree of commoditization of the product category, (3) product category involvement, and (4) the retailer's price positioning. This article draws on a large-scale empirical study using a household panel and questionnaire data for 35 diverse fast-moving consumer goods product categories. The results of this study show that the relationship between private label share and store loyalty is more complex than previous research has suggested. Specifically, the private label brand share-store loyalty link is stronger for customers with high price-oriented behavior, retailers with a low price positioning, and product categories that are less commoditized and have relatively higher involvement.

Journal of marketing. -- 2014, v. 78, n. 2, march, p. 69-82

1. Private labels 2. Store loyalty 3. Moderating effects 4. Retail strategy 5. Private label strategy

**7****Supplier-selected referrals [Texto impreso] / Mahima Hada, Rajdeep Grewal and Gary L. Lilien**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 50-51

**Abstract:** In business-to-business markets, suppliers often ask an existing customer to provide a referral for them (i.e., a supplier-selected referral), in which the supplier selects a referrer to influence a specific potential customer favorably. The selection of the referrer is important because the right referrer providing the right message can generate business for the supplier. To study supplier-selected referrals, the authors extend the dyadic source– message–recipient communication framework to propose a framework that incorporates the supplier and the supplier's management of the communication between the referrer and the potential customer. They label this framework the Managed Triadic Communication (MaTriC) framework. The authors conduct three experimental studies in which they apply the MaTriC framework to the domain of supplier-selected referrals and focus on the contingent role of supplier uncertainty. The authors find that the benefits of a supplier-selected referral are contingent on supplier uncertainty. For example, their findings imply that an outsupplier should focus on selecting a referrer that would give an all-positive evaluation (vs. a balanced evaluation), whereas an insupplier should focus on selecting a highly credible referrer, even if that referral does not provide an all-positive evaluation of the supplier.

Journal of marketing. -- 2014, v. 78, n. 2, march, p. 34-51

1. Referrals 2. Business-to-business marketing 3. Customer references 4. Triadic communication 5. Referral management

**8****When to take or forgo new product exclusivity [Texto impreso]: balancing protection from competition against word-of-mouth spillover/ Renana Peres and Christophe Van den Bulte**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 99-100

**Abstract:** Manufacturers or resellers introducing a new product often must decide whether and for how long to be its exclusive seller. Standard models of competition and conventional wisdom suggest that exclusivity boosts profits. However, using both agent-based simulations and game-theoretic modeling, the authors find that positive word of mouth (WOM) from customers of rival firms can make exclusivity unprofitable. This reversal of conventional wisdom occurs because WOM creates a positive externality, and a firm holding exclusivity cannot benefit from the WOM spillover generated by customers of other firms. The benefits of forgoing exclusivity are magnified by (1) the presence of locked-in customers who consider buying from only a single firm, (2) the extent to which opinion leaders are among a firm's own locked-in customers rather than those of competitors, and (3) customers' low price sensitivity. In addition, firms sometimes benefit from forgoing exclusivity even without WOM from rivals' customers, but only when the combination of large-scale lock-in, high price sensitivity, and strong WOM among the firm's customers exists.

Journal of marketing. -- 2014, v. 78, n. 2, march, p. 83-100

1. Product exclusivity 2. New products 3. Word of mouth 4. Social networks 5. Social contagion