

1**Conditional projection [Texto impreso] : how own evaluations influence beliefs about others whose choices are known / A. Yeçim Orhun and Oleg Urminsky**

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

References: p. 123-124 : 37 refs.

Abstract: The authors study how a person's evaluation of choice options influences his or her estimates of other people's evaluations when their choices are known. The study shows that people rely on the relationship between their own evaluations and their final decision to make sense of others, projecting their evaluations of the corresponding options. A person's liking of the option he or she chose between two alternatives influences the person's estimates of others' liking of the option they chose, regardless of whether it matches his or her own choice. Likewise, a person's evaluation of the rejected option affects his or her estimate of others' evaluations of the option they rejected. Across four studies, the authors provide evidence of conditional projection in political and consumer decisions, using across-people differences in ratings of choice options, within-person changes in ratings, and manipulated differences in participants' ratings. The authors also demonstrate that existing accounts of projection do not directly predict these findings and rule out other alternative explanations.

Journal of marketing research. -- 2013, v. 50, n. 1, february, p. 111-124

1. Beliefs 2. Inferences 3. Social projection 4. Egocentrism 5. Politics

2**Decoding customer-firm relationships [Texto impreso] : how attachment styles help explain customers' preferences for closeness, repurchase intentions, and changes in relationship breadth / Martin Mende, Ruth N. Bolton and Mary Jo Bitner**

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

References: p. 140-142 : 77 refs.

Abstract: Many firms strive to create relationships with customers, but not all customers are motivated to build close commercial relationships. This article introduces a theoretical framework that explains how relationship-specific attachment styles account for customers' distinct preferences for closeness and how both attachment styles and preferences for closeness influence loyalty. The authors test their predictions with survey data from 1199 insurance customers and three years of purchase records for 975 of these customers. They find that attachment styles predict customers' preferences for closeness better than established marketing variables do. Moreover, attachment styles and preferences for closeness influence loyalty intentions and behavior, controlling for established antecedents (e.g., relationship quality). Finally, exploring the underlying process, the authors show that preference for closeness partially mediates the effect of attachment styles on cross-buying behavior. This research provides novel customer segmentation criteria and actionable guidelines that managers can use to improve their ability to tailor relationship marketing activities and more effectively allocate resources to match customer preferences.

Journal of marketing research. -- 2013, v. 50, n. 1, february, p. 125-142

1. Attachment styles 2. Services 3. Relationship marketing 4. Loyalty 5. Relational preferences

3**Demarketing to manage consumer quality inferences [Texto impreso] / Jeanine Miklós-Thal and Juanjuan Zhang**

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

References: p. 68-69 : 59 refs.

Abstract: Savvy consumers attribute a product's market performance to its intrinsic quality as well as the seller's marketing push. The authors study how sellers should optimize their marketing decisions in response. They find that a seller can benefit from "demarketing" its product, meaning visibly toning down its marketing efforts. Demarketing lowers expected sales ex ante but improves product quality image ex post, as consumers attribute good sales to superior quality and lackluster sales to insufficient marketing. The authors derive conditions under which demarketing can be a recommendable business strategy. A series of experiments confirm these predictions.

Tit. orig.: (De)marketing to manage consumer quality inferences

Journal of marketing research. -- 2013, v. 50, n. 1, february, p. 55-69

1. Demarketing 2. Observational learning 3. Quality inference 4. New product adoption 5. Analytical modeling

4**Does price elasticity vary with economic growth? [Texto impreso]: A cross-category analysis / Brett R. Gordon, Avi Goldfarb and Yang Li**

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

References: p. 22-23 : 35 refs.

Abstract: How does price sensitivity change with the macroeconomic environment? The authors explore this question by measuring price elasticity using household-level data across 19 grocery categories over 24 quarters. For each category, they estimate a separate random coefficients logit model with quarter-specific price response parameters and control functions to address endogeneity. This specification yields a novel set of 456 elasticities across categories and time that are generated using the same method and therefore can be directly compared. On average, price sensitivity is countercyclical: It rises when the macroeconomy weakens. However, substantial variation exists, and a handful of categories exhibit procyclical price sensitivity. The authors show that the relationship between price sensitivity and macroeconomic growth correlates strongly with the average level of price sensitivity in a category. They examine several explanations for this result and conclude that a category's share of wallet is the more likely driver versus alternative explanations based on product perishability, substitution across consumption channels, or market power.

Journal of marketing research. -- 2013, v. 50, n. 1, february, p. 4-23

1. Price elasticity 2. Business cycle 3. Consumer packaged goods 4. Cross-category

5**Estimating causal installed-base effects [Texto impreso] : a bias-correction approach / Sridhar Narayanan and Harikesh S. Nair**

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

References: p. 93-94 : 55 refs.

Abstract: New empirical models of consumer demand that incorporate social effects seek to measure the causal effect of past adopter's behavior—the "installed-base"—on current adoption behavior. Identifying such causal effects is challenging due to several alternative confounds that generate correlation in agents' actions. In the absence of experimental variation, a preferred solution has been to control for these spurious correlations using a rich specification of fixed effects. The authors show that fixed-effects estimators of this sort are inconsistent in the presence of installed-base effects; in simulations, random-effects specifications perform even worse. The analysis reveals the tension the applied empiricist faces in this area: a rich control for unobservables increases the credibility of the reported causal effects, but the incorporation of these controls introduces biases of a new kind in this class of models. The authors present two solutions: a modified version of an instrumental variable approach and a new bias-correction approach, both of which deliver consistent estimates of causal installed-base effects. The empirical application to the adoption of the Toyota Prius Hybrid in California shows evidence for social influence in diffusion and reveals that implementing the bias correction reverses the sign of the measured installed-base effect. The authors also discuss implications of the results for identification of models in marketing involving state dependence in demand, and incorporating discrete games of strategic interaction.

Journal of marketing research. -- 2013, v. 50, n. 1, february, p. 70-94

1. Contagion 2. Social interactions 3. Installed-based effects 4. Homophily 5. Correlated unobservables

6**Having versus consuming [Texto impreso] : failure to estimate usage frequency makes consumers prefer multifeature products / Joseph K. Goodman and Caglar Irmak**

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

References: p. 53-54

Abstract: The authors investigate whether consumers systematically consider feature usage before making multifunctional product purchase decisions. Across five studies and four product domains, the article shows that consumers fail to estimate their feature usage rate before purchasing multifunctional products, negatively affecting product satisfaction. The findings demonstrate that when consumers do estimate their feature usage before choice, preferences shift from many-feature products toward few-feature products. The authors show that this shift in preferences is due to a change in elaboration from having features to using features, and they identify three key moderators to the effect: need for cognition, feature trivialness, and materialism. Finally, the authors investigate the downstream consequences of usage estimation on product satisfaction, demonstrating that consumers who estimate usage before choice experience greater product satisfaction and are more likely to recommend their chosen product. These results point to the relative importance consumers place on having versus using product features.

Journal of marketing research. -- 2013, v. 50, n. 1, february, p. 44-54

1. Usage estimation 2. Having versus using 3. Product features 4. Multifunctional products 5. Product choice

7**Recovering hidden buyer-seller relationship states to measure the return on marketing investment in business-to-business markets [Texto impreso] / Anita Luo and V. Kumar**

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

References: p. 159-160 : 52 refs.

Abstract: For two reasons, marketers face significant challenges in measuring return on marketing investment in business-to-business (B2B) markets. First, buyers often have irregular purchase patterns, as the authors observe in the high-tech industry. Second, marketing efforts take considerable time to build a relationship with a customer. The authors attempt to precisely recover hidden buyer-seller relationship states to capture the effect of marketing contacts in B2B markets. The authors build a comprehensive hierarchical Bayesian bivariate Tobit hidden Markov model to assess the return on marketing in B2B markets. They use a recursive computing method—a forward-backward Gibbs sampler method—to retrieve the relationship states. The results suggest that marketing contacts have a heterogeneous long- and short-term impact on customers' purchasing behavior through changes in the buyer-seller relationship states. This study provides practical value to business marketers to measure the return on marketing investment in buyer-seller relationships.

Journal of marketing research. -- 2013, v. 50, n. 1, february, p. 143-160

1. Buyer-seller relationship strength 2. Return on marketing investment 3. Hidden Markov model 4. Bayesian 5. Business-to-business

8**The impact of sampling and network topology on the estimation of social intercorrelations [Texto impreso] / Xinley (Jack) Chen, Yuxin Chen and Pin xiao**

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

References: p. 109-110 : 42 refs.

Abstract: With the growing popularity of online social networks, it is becoming more important for marketing researchers to understand and measure social intercorrelations among consumers. The authors show that the estimation of consumers' social intercorrelations can be significantly affected by the sampling method used in the study and the topology of the social network. Through a series of simulation studies using a spatial model, the authors find that the magnitude of social intercorrelations in consumer networks tends to be underestimated if samples of the networks are used (rather than using the entire population of the network). The authors further demonstrate that sampling methods that better preserve the network structure perform best in recovering the social intercorrelations. However, this advantage decreases in networks characterized by the scale-free power-law distribution for the number of connections of each member. The authors discuss the insights they glean from these findings and propose a method to obtain unbiased estimation of the magnitude of social intercorrelations.

Journal of marketing research. -- 2013, v. 50, n. 1, february, p. 95-110

1. Social network 2. Sampling 3. Network topology 4. Spatial model

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Why we do what we do [Texto impreso] : a model of activity consumption / Lan Luo, Brian T. Ratchford and Botao Yang

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

References: p. 42-43

Abstract: Consumers' time allocation decisions among various activities are fundamental to marketing research and consumer behavior. The authors construct a dynamic panel data model to examine how consumers allocate time to a portfolio of leisure activities over time. The data comprise a longitudinal panel in which the authors tracked 287 U.S. consumers' time use, consumption motives, and expertise measures on a weekly basis from January to June 2011. This is the first empirical research to examine the underlying mechanisms that guide the dynamics of an individual's activity consumption. The authors demonstrate that expertise contributes to the perceived benefits of an activity, which in turn leads to high value associated with it. Expertise also directly influences value obtained from an activity. This expertise, in turn, is acquired over time through past consumption. This finding implies a chain from expertise to value to time use and back to expertise, which may lead consumers to form a lifestyle in which they specialize in a subset of activities they know well. Consequently, expertise can be regarded as a key variable that explains lifestyle choices.

Journal of marketing research. -- 2013, v. 50, n. 1, february, p. 24-43

1. Time use 2. Leisure activities 3. Lifestyles 4. Expertise 5. Multiple discrete-continuous model
