

1**Descomposing the value of word-of-mouth seeding programs [Texto impreso] : acceleration versus expansion / Barak Libai, Eitan Muller and Renana Peres**

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. 174-176

Abstract: In word-of-mouth seeding programs, customer word of mouth can generate value through market expansion; in other words, it can gain customers who would not otherwise have bought the product. Alternatively, word of mouth can generate value by accelerating the purchases of customers who would have purchased anyway. This article presents the first investigation exploring how acceleration and expansion combine to generate value in a word-of-mouth seeding program for a new product. The authors define a program's "social value" as the global change, over the entire social system, in customer equity that can be attributed to the word-of-mouth program participants. They compute programs' social value in various scenarios using an agent-based simulation model and empirical connectivity data on 12 social networks in various markets as input to the simulation. The authors show how expansion and acceleration integrate to create programs' social value and illustrate how the role of each is affected by factors such as competition, program targeting, profit decline, and retention. These results have substantial implications for the design and evaluation of word-of-mouth marketing programs and of the profit impact of word of mouth in general.

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1. Word of mouth 2. Customer equity 3. New product diffusion 4. Seeding 5. Agent-based models 6. Social networks

2**Differentiated bidders and bidding behavior in procurement auctions [Texto impreso] / Ernan Haruvy and Sandy D. Jap**

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. 257-258 : 48 refs.

Abstract: Why do bidders in buyer-determined procurement auctions often bid above the lowest observed bid over the course of the auction? Are such bidding patterns meaningful? In this research, the authors propose that because bidders are differentiated in their value to the buyer and competition in these auctions is anonymous, bidders infer their potential quality advantage or disadvantage through their observation of competitive bids and incorporate this information into their responses and price bids. Using point-by-point bid data from two industrial procurement auctions, the authors show that bidders appear to be making inferences about their own implied quality differentials and adjust their bidding strategies and bidding aggression accordingly. Specifically, they find that high-quality bidders tend to be more aggressive in bidding against potentially higher-quality competition and less aggressive when bidding against potentially lower-quality competition. In contrast, low-quality bidders appear aggressive regardless of their implied quality in relation to the competition. The authors conclude with a discussion of implications for management and auction design.

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1. Online reverse auctions 2. Differentiated bidders 3. Bidder quality 4. Buyer-determined reverse auctions 5. Industrial procurement

3**Low-stakes opportunism [Texto impreso] / Sandy D. Jap ... [et al]**

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. 226-227 : 71 refs.

Abstract: In this research, the authors develop a theory addressing why people act opportunistically when the stakes (i.e., payoffs) are low. Transaction cost theory suggests that opportunistic behavior is more likely under high-stakes conditions. The authors identify rapport as an important moderator of this relationship. Through a series of three studies, they find that high-stakes opportunism appears to occur only when rapport is low. In contrast, when rapport is high, this relationship reverses, such that opportunism is actually more likely when the stakes are low than when they are high. The authors attribute these findings to differences in reasoning and find that when rapport is high and the stakes are low, people are better able to justify their actions by employing morally malleable reasoning. Thus, this research offers insights into an important form of opportunism that has been largely absent from transaction cost theory.

Journal of marketing research. -- 2013, v. 50, n. 2, april, p. 216-227

1. Opportunism 2. Ethical decision making 3. Interorganizational exchange 4. Self-concept maintenance 5. Transaction cost theory

4**Personal relevance and mental simulation amplify the duration framing effect [Texto impreso] / Gülden Ülkümen and Manoj Thomas**

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. 206 : 36 refs.

Abstract: Different framing of the same duration (one year, 12 months, 365 days) can influence consumers' impressions of subjective duration, thereby affecting their judgments and decisions. The authors propose that, ironically, self-relevance amplifies this duration framing effect. Consumers for whom a particular self-improvement domain is personally relevant are less likely to adopt a one-year self-improvement plan as compared with a 12-month plan because they perceive it as longer and more difficult. This bias is more likely to manifest in consumers who report that the task is highly personally relevant to them, who are making predictions for themselves (vs. others), and who have high (vs. low) task involvement. Personal relevance amplifies this effect because it prompts process-focused simulation of the plan, consequently increasing susceptibility to spurious duration and difficulty cues embedded in frames.

Journal of marketing research. -- 2013, v. 50, n. 2, april, p. 194-206

1. Duration framing 2. Personal relevance 3. Process simulation 4. Mental simulation 5. Duration perception

5**Price and advertising effectiveness over the business cycle [Texto impreso] / Harald J. Van Heerde ... [et al.]**

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. 191-193

Abstract: Firms are under increasing pressure to justify their marketing expenditures. This evolution toward greater accountability is reinforced in harsh economic times when marketing budgets are among the first to be reconsidered. To make such decisions, managers must know whether, and to what extent, marketing's effectiveness varies with the economic tide; however, surprisingly little research addresses this issue. Therefore, the authors conduct a systematic investigation of the business cycle's impact on the effectiveness of two important marketing instruments: price and advertising. To do so, they estimate time-varying short- and long-term advertising and price elasticities for 150 brands across 36 consumer packaged goods categories, using 18 years of monthly U.K. data from 1993 to 2010. The long-term price sensitivity tends to decrease during economic expansions, whereas long-term advertising elasticities increase. During contractions, the long-term own and cross price elasticities increase. Moreover, throughout the observation period, the short-term price elasticity became significantly stronger. Finally, patterns differ across categories and brands, which presents opportunities for firms that know how to ride the economic tide.

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1. Marketing-mix 2. Effectiveness 3. Market-response models 4. Recession 5. Business cycle

6**Service innovativeness and firm value [Texto impreso] / Thomas Dotzel, Venkatesh Shankar and Leonard L. Berry**

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. 274-276

Abstract: Service innovativeness, or the propensity to introduce service innovations to satisfy customers and improve firm value at acceptable risk, has become a critical organizational capability. Service innovations are enabled primarily by the Internet or people, corresponding to two types of innovativeness: e- and p-innovativeness. The authors examine the determinants of service innovativeness and its interrelationships with firm-level customer satisfaction, firm value, and firm risk and investigate the differences between e- and p-innovativeness in these relationships. They develop a conceptual model and estimate a system of equations on a unique panel data set of 1049 innovations over five years, using zero-inflated negative binomial regression and seemingly unrelated regression approaches. The results reveal important asymmetries between e- and p-innovativeness. Whereas e-innovativeness has a positive and significant direct effect on firm value, p-innovativeness has an overall significantly positive effect on firm value through its positive effect on customer satisfaction but only in human-dominated industries. Both e- and p-innovativeness are positively associated with idiosyncratic risk, but customer satisfaction partially mediates this relationship for p-innovativeness to lower this risk in human-dominated industries. The findings suggest that firms should nurture e-innovativeness in most industries and p-innovativeness in human-dominated industries.

Journal of marketing research. -- 2013, v. 50, n. 2, april, p. 259-276

1. Services marketing 2. Strategy 3. Innovation 4. Internet 5. Customer satisfaction 6. Social networks

7**Spotlights, floodlights and the magic number zero [Texto impreso] : simple effects tests in moderated regression / Stephen A. Spiller ... [et al.]**

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. 287-288 : 28 refs.

Abstract: It is common for researchers discovering a significant interaction of a measured variable X with a manipulated variable Z to examine simple effects of Z at different levels of X. These "spotlight" tests are often misunderstood even in the simplest cases, and it appears that consumer researchers are unsure how to extend them to more complex designs. The authors explain the general principles of spotlight tests, show that they rely on familiar regression techniques, and provide a tutorial demonstrating how to apply these tests across an array of experimental designs. Rather than following the common practice of reporting spotlight tests at one standard deviation above and below the mean of X, it is recommended that when X has focal values, researchers should report spotlight tests at those focal values. When X does not have focal values, it is recommended that researchers report ranges of significance using a version of Johnson and Neyman's test the authors term a "floodlight."

Journal of marketing research. -- 2013, v. 50, n. 2, april, p. 277-288

1. Moderated regression 2. Spotlight analysis 3. Simple effects tests

8**When disfluency signals competence [Texto impreso] : the effect processing difficulty on perceptions of service agents / Debora V. Thomson and Elise Chandon Ince**

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. 239-240 : 41 refs.

Abstract: This research examines the effect of processing fluency on judgments of agent competence. In the context of service relationships, four studies reveal that the experience of processing difficulty, or disfluency, enhances expectations of agent-exerted effort and competence, which in turn increase expected service value. When reading information about a target service, consumers interpret the difficulty of processing information as a signal of the level of skill required to execute the task, which highlights the agent's expected utility. The authors explore several moderators of this positive effect of disfluency, showing that it is attenuated under conditions that decrease the relevance of consumers' subjective experiences and it may be reversed on measures of experienced (vs. expected) service value.

Journal of marketing research. -- 2013, v. 50, n. 2, april, p. 228-240

1. Processing fluency 2. Subjective effort 3. Consumer lay theories 4. Competence perceptions 5. Services

9

Wish versus worry [Texto impreso] : ownership effects on motivated judgment / Xianchi Dai and Christopher K. Hsee

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. 215 : 31 refs.

Abstract: How do consumers' needs and motivations influence their perceptions of external objects? For example, do hungry people perceive a cake to be larger or smaller than do satiated people? According to the New Look psychology literature, the answer is invariably "larger." However, in this article, the authors demonstrate that the answer is more complex depending on whether the object belongs to the perceiver. If the cake does not belong to the perceiver, she will perceive it to be larger if she is hungry than if she is satiated. In contrast, if the cake already belongs to her, she will perceive it to be smaller if she is hungry than if she is satiated. The authors propose a two-process (wishful thinking vs. worryful thinking) hypothesis to explain the finding and discuss its theoretical and marketing implications.

Journal of marketing research. -- 2013, v. 50, n. 2, april, p.207-215

1. Motivated judgment 2. Need 3. Motivation 4. Ownership 5. Wishful thinking 6. Worryful thinking
