1

Bonuses versus commissions [Texto impreso] : a field study/ Sunil Kishore ... [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. 333 : 22 refs.

Abstract: Quota-based bonuses and commissions are the two most common incentive compensation plans. The authors uncover differential effects of these plans from a natural field-based experiment featuring 14,000 monthly observations over three years from 458 sales territories of a pharmaceutical firm that switched from a bonus plan to an equivalent commission plan. The intervention led to significant sales productivity improvement; this effect was heterogeneous across ability deciles, with much larger increases occurring at lower ability deciles. The authors find significant differences across these plans on (1) effort against nonincentivized tasks and (2) output fluctuations induced through "timing games". At this firm, the bonus plan was strictly inferior to the implemented commission plan with respect to short-term revenues and timing games. In contrast, the commission plan induced greater neglect of nonincentivized tasks (tasks not directly affecting observable output). To organize their findings, the authors build a simple theoretical model in the personnel economics tradition. The novel result that multitasking concerns are reduced under bonus plans when the quota has been met provides a nuanced rationale for the widespread existence of lump-sum bonus plans.

Journal of marketing research. -- 2013, v. 50, june, n. 3, p. 317-333

1. Sales compensation 2. Field experiments 3. Timing games 4. Multitasking

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2

Creating truth-telling incentives with the Bayesian truth serum [Texto impreso] / Ray Weaver and Drazen Prelec

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. 301-302 : 29 refs.

Abstract: The Bayesian truth serum (BTS) is a survey scoring method that creates truth-telling incentives for respondents answering multiple-choice questions about intrinsically private matters, such as opinions, tastes and behavior. The authors test BTS in several studies, primarily using recognition questionnaires that present items such as brand names and scientific terms. One-third of the items were nonexistent foils. The BTS mechanism which mathematically rewards "surprisingly common" answers, both rewarded truth telling, by heavily penalizing foil recognition, and induced truth telling, in that participants who were paid according to their BTS scores claimed to recognize fewer foils than control groups, even when given competing incentives to exaggerate. Survey takers who received BTS-based payments without explanation became less likely to recognize foils as they progressed through the survey, suggesting that they learned to respond to BTS incentives despite the abscence of guidance. The mechanism also outperformed the solemn oath, a competing truth-inducement mechanism. Finally, when applied to judgments about contributing to a public good, BTS eliminated the bias common in contingente valuation elicitations.

Journal of marketing research. -- 2013, v. 50, n. 3, june, p. 289-302

1. Truth-telling incentives 2. Survey design 3. Contingent valuation method 4. Bayesian inference 5. False consensus effect

3

Fusing aggregate and disaggregate data with an application to multiplatform media consumption [Texto impreso] / Eleanor Mcdonell Feit ... [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. 363-364 : 28 refs.

Abstract: As firms collect greater amounts of data about their customers from an ever broader set of "touchpoints" a new set of methodological challenges arises. Companies often collect data from these various platforms at differing levels of aggregation, and it is not clear how to merge these data sources todraw meaningful inferences about customer-level behavior patterns. In this article, the authors provide a method that firms can use, based on readily available data, to gauge and monitor multiplatform media usage. The key innovation in the method is a Bayesian data-fusion approach that enables researchers to combine individual-level usage data (readily available for most digital platforms)with aggregated data on usage over time (typically available for traditional platforms). This method enables the authors to disentangle the intraday correlations between platforms (i.e., the usage of one platform vs. another on a given day) from longer-term correlations across users (i.e., heavy/light usage of multiple platforms over time). The authors conclude with a discussion of how this method can be used in a variety of marketing contexts for which data have become readily available, such as gauging the interplay between online and brick-and-mortar purchasing behavior.

Journal of marketing research. -- 2013, v. 50, n. 3, june, p. 348-364

1. Data fusion 2. Bayesian multivariate model 3. Multiplataform behavior 4. Media usage

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4

How variety-seeking versus inertial tendency influences the effectiveness of immediate versus delayed promotions [Texto impreso]/ Hyeongmin (Christian) Kim

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. 425-426 : 65 refs.

Abstract: Four studies investigate (1) whether a variety-seeking versus inertial environment activates a certain mind-set about risk propensity and (2) whether this mind-set influences preferences for inmediate versus delayed promotions. Study 1 demonstrates that a variety-seeking environment activates a risk-taking mind-set, whereas an inertial environment activates a risk-averse mind-set and that such a difference in risk propensity makes a delayed (inmediate) promotion relatively more appealing for consumers with a variety-seeking (inertial) tendency. Study 2 reveals that preferences for a brand offering a delayed promotion are stronger when consumers have a variety-seeking tendency and that preferences of consumers low (vs. high) in need for cognitive closure are more influenced by the difference in variety-seeking versus inertial tendency. Study 3 provides further insights by allowing participants to be variety seeking or inertial and by controlling for redemption effort and the hedonic/utilitarian aspects of categories. Finally, Study 4 highlights the impact of variety-seeking versus inertial tendency on real-world choices. The article concludes with a discussion of theoretical and managerial implications.

Journal of marketing research. -- 2013, v. 50, n. 3, june, p. 416-426

1. Immediate versus delayed promotions 2. Risk propensity 3. Variety seeking 4. Inertia 5. Closure

5

Judging the book by its cover? [Texto impreso] : how consumers decode conspicuous consumption cues in buyer-seller relationships / Maura L. Scott, Martin Mende and Lisa E. Bolton

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. 345-347

Abstract: Little empirical consumer research has focused on the decoding of conspicuous symbolism, that is, the inferences consumers make about others' conspicuous consumption. Grounded in theory on social perception and role congruity, four experiments show that consumer inferences about and behavioral intentions toward conspicuous sellers are moderated by communal and exchange relationship norms. Specifically, conspicuous consumption by a seller decreases warmth inferences and, in turn, behavioral intentions toward the seller under the communal norm; conversely, it increases competence inferences and, in turn, behavioral intentions under the exchange norm. A seller's mere wealth triggers similar inferences, suggesting that conspicuous consumption is a surrogate for actual wealth. Priming consumers with persuasion knowledge inhibits the inferential benefits resulting from conspicuousness under the exchange norm. These findings reveal the theoretically meaningful role of the consumption context by showing that consumers' warmth and competence inferences operate differentially in commercial relationships as a result of salient communal versus exchange norms, with important consequences for consumer's behavioral intentions.

Journal of marketing research. -- 2013, v. 50, n. 3, june, p. 334-347

1. Conspicuous consumption 2. Warmth 3. Competence 4. Role congruity theory 5. Social Perception

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6

Marketing channels in foreign markets [Texto impreso] : control mechanisms and the moderating role of multinational corporation headquarters-subsidiary relationship / Rajdeep Grewal ... [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. 396-398

Abstract: To manage marketing channels, subsidiaries of multinational corporations (MNCs) must balance mandates from headquarters (HQ) with the local realities of the foreign markets. The performance implications of subsidiary-distributor relationship efforts thus are contingent on the HQ-subsidiary relationship. Drawing on marketing channels, economics and organization theory literature streams, the authors (1) describe the complex performance properties of output and process control mechanisms that MNC subsidiaries deply to manage foreign distributors and (2) conceptualize the HQ-subsidiary nexus along three attributes that should moderate the performance effects of control mechanisms: task coordination, or HQ's central coordination of processes across subsidiaries; subsidiary decision involvement, or two-way communications and consensual decision making between HQ and the subsidiary; and relational disharmony, or the extent of the HQ-subsidiary conflict. The authors test the hypotheses using field data from German and Japanese MNCs in the United States and Bayesian models that account for measurement error, endogeneity in the control mechanisms, heterogeneity in country of origin, and nonlinear and interactive terms for the latent constructs. The results demostrate the importance of the HQ-subsidiary relationship for managing the subsidiary-distributor relationship.

Journal of marketing research. -- 2013, v. 50, n. 3, june, p. 378-398

1. Multinational firms 2. Control mechanisms 3. Subsidiary management 4. Headquarters-subsidiary relationship 5. Bayesian structural equation modeling

7

Putting brands in their place [Texto impreso] : how a lack of control keeps brands contained / Keisha M. Cutright, James R. Bettman and Gavan J. Fitzsimons

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. 376-377 : 56 refs.

Abstract: New brand extensions can push a brand outside its typical boundaries. In this article, the authors argue that people's acceptance of such extensions depends on their feelings of control. Across several studies, the authors demonstrate that when feelings of personal control are low, consumers and managers seek greater structure in brands and thus reject brand extensions that do not seem to fit well with the parent brand. The authors also identify important boundary conditions that illustrate when consumers are most likely to punish a brand for poor-fitting brand extensions and how the effect can be mitigated.

Journal of marketing research. -- 2013, v. 50, n. 3, june, p. 365-377

1. Branding 2. Brand extensions 3. Structure 4. Control 5. Boundaries

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8

Subjective knowledge in consumer financial decisions [Texto impreso] / Liat Hadar, Sanjay Sood and Craig R. Fox

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. 314-316

Abstract: The authors propose that attempts to increase consumers' objective knowledge (OK) regarding financial instruments can deter willingness to invest when such attempts diminish consumers' subjective knowledge (SK). In four studies, the authors use different SK manipulations and investment products to show that investment decisions are influenced by SK, independent of OK. Specifically, they find that (1) willingness to pursue a risky investment increases when SK is high (vs. low) relative to a prior investment choice (Study 1); (2) willingness to enroll in a retirement saving program is enhanced by asking consumers an easy (vs. difficult) question about finance, thereby increasing SK (Study 2); (3)technically elaborating information about a mutual fund diminishes SK regarding that investment and decresaes choice of that fund (Study 3); and (4) consumers invest less money in funds when missing information is made salient, holding the objective investment information constant (Study 4). Furthermore, the effects in Studies 2-4 are mediated by participant's self-rated SK. The authors propose that effective financial education must focus not only on imparting relevant information and enchancing OK but also on promoting higher levels of SK.

Journal of marketing research. -- 2013, v. 50, n. 3, june, p. 303-316

1. Consumer choice 2. Financial decision making 3. Subjective knowledge 4. Financial education 5. Comparative ignorance

9

The impact of brand rating dispersion on firm value [Texto impreso] / Xueming Luo, Sascha Raithel and Michael A. Wiles

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. 414-415

Abstract: This study examines brand dispersion- variance in brand ratings across consumers- and its role in the translation of brand assets into firm value. Dispersion captures the covert heterogeneity in brand evaluations among consumers who like or dislike the brands, which would affect an investor's decision to buy or sell a stock. The higher the dispersion, the more inconsistent and poralized the brand's cross-consumer ratings. Multiple analyses on 730,818 brand-day observations provide robust evidence that brand dispersion fluctuations affect stock prices. Brand dispersion has januslike effects: it harms returns but reduces firm risk.Furthermore, downside dispersion has a stronger impact on abnormal returns than upside dispersion, indicating an asymmetry in brand dispersion's effects. Moreover, dispersion tempers the risk-reduction benefits of higher brand rating in both the short run and long run. Without modeling dispersion, brand rating's impact on firm value can over- or underestimated. Managers should consider dispersion a vital brand-management metric and add it to the brand-management metric and add it to the brand performance dashboard.

Journal of marketing research. -- 2013, v. 50, n. 3, june, p. 399-415

1. Brand 2. Brand performance 3. Rating 4. Dispersion 5. Firm performance