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Advertising in a competitive market [Texto impreso] : the role of product standards, customer learning and switching costs / Eric T. Anderson and Duncan Simester

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. 502-503 : 27 refs.

Abstract: Standard models of competition predict that firms will sell less when competitors target their customers with advertising. This is particularly true in mature markets with many competitors that sell relatively undifferentiated products. However, the authors present findings from a large-scale randomized field experiment that contrast sharply with this prediction. The field experiment measures the impact of competitors' advertising on sales at a private label apparel retailer. Surprisingly, for a substantial segment of customers, the competitors' advertisements increased sales at this retailer. This robust effect was obtained through experimental manipulation and by measuring actual purchases from large samples of randomly assigned customers. The effect size is also large, with customers ordering more than 4% more items in some categories in the treatment condition (vs. the control). The authors examine how these positive spillovers vary across product categories to illustrate the importance of product standards, customer learning, and switching costs. The findings have the potential to change our understanding of competition in mature markets.

Journal of marketing research. -- 2013, v. 50, n. 4, august, p. 489-504

1. Advertising 2. Product standards 3. Customer learning 4. Switching costs

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Comparing Apples to Apples or Apples to Oranges [Texto impreso]: the role of mental representation in choice difficulty / Eunice Kim Cho, Uzma Khan and Ravi Dhar

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. 515-516 : 40 refs.

Abstract: Contrary to the general view that decision difficulty is a stable characteristic of specific choice sets, the authors propose that decision difficulty depends on how the choice set is mentally represented. Comparing the difficulty associated with comparable and noncomparable choice sets, the authors find that changes in mental representation can make the same choice feel more or less difficult. They propose that the representation level influences the type of decision criterion that becomes readily available; whether this available criterion is appropriate for comparing the options in turn affects choice difficulty. Four studies demonstrate the proposed effect of representation level on the difficulty of comparable and noncomparable choices and its downstream implications for decision satisfaction.

Journal of marketing research. -- 2013, v. 50, n. 4, august, p. 505-516

1. Choice difficulty 2. Mental representation 3. Choice satisfaction 4. Mindsets 5. Construal 6. Choice comparability

3**Comparing the relative effectiveness of advertising channels [Texto impreso] : a case study of a multimedia blitz campaign / Peter J. Danaher and Tracey S. Dagger**

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. 533-534 : 53 refs.

Abstract: In this study, the authors develop an inexpensive method to help firms assess the relative effectiveness of multiple advertising media. Specifically, they use a firm's loyalty program database to capture media exposure, through an online media survey, for all the media in which the firm advertises. In turn, the exposure data are matched with the purchase history for these same respondents, thereby creating single-source data. The authors illustrate their method for a large retailer that undertook a short-term promotional sale by advertising in television, radio, newspaper, magazine, online display ad, sponsored search, social media, catalog, direct mail, and e-mail channels. In this case, seven of the ten media significantly influence purchase outcomes. Finally, the authors demonstrate how to use their advertising response model to determine the optimal budget allocation across each advertising media channel.

Journal of marketing research. -- 2013, v. 50, n. 4, august, p. 517-534

1. Advertising elasticity 2. Media synergy 3. Multimedia advertising 4. Type II tobit model 5. Optimal media budget allocation

4**Consumer behavior in 'equilibrium' [Texto impreso] : how experiencing physical balance increases compromise choice / Jeffrey S. Larson and Darron M. Billeter**

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. 546-547 : 29 refs.

Abstract: The authors propose that the physical sensation of balance can affect consumer judgments and decisions. A series of six experiments demonstrates that certain consumer behaviors, such as leaning back in a chair while shopping online, can activate the concept of balance and thereby affect the consumer decision-making process. Specifically, consumers experiencing a heightened sense of balance are more likely to choose compromise options. The authors propose and show evidence for the mechanism underlying these effects: that the concept of balance is metaphorically linked in the mind to the concept of parity and that activating balance increases the accessibility of the parity concept. The increased accessibility of parity changes consumer perceptions of the product offerings in a choice set, increasing the selection of compromise options because they provide parity on the described product attributes.

Journal of marketing research. -- 2013, v. 50, n. 4, august, p. 535-547

1. Balance 2. Compromise choice 3. Conceptual metaphor 4. Embodied cognition

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Deconstructing the "first moment of truth" [Texto impreso] : understanding unplanned consideration and purchase conversion using in-store video tracking / Sam K. Hui ... [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. 461-462 : 51 refs.

Abstract: Retailers and manufacturers are keenly interested in understanding unplanned consideration and purchase conversion, but data that capture in-store product consideration have been unavailable in the past. In the current research, the authors use in-store video tracking to collect a novel data set that records shopping behavior at the point of purchase, including product consideration. In conjunction with an entrance survey of purchase intentions, they conduct several descriptive analyses that focus on the incidence, category propensity, behavioral characteristics, and outcome of unplanned consideration. The results reveal several new empirical insights. First, the authors find significant category-level complementarities between planned items and unplanned considerations, which they capture using a latent category map. Second, planned consideration and unplanned consideration differ in key behavioral characteristics (e.g., likelihood of purchase, time of occurrence, number of product touches). Third, greater likelihood of purchase conversion is significantly associated with dynamic factors (e.g., remaining in-store slack, outcome of the previous consideration) and behavioral characteristics (e.g., number of displays viewed, distance to shelf, references to a shopping list). The authors conclude with a discussion of implications of these findings for research and shopper marketing.

Journal of marketing research. -- 2013, v. 50, n. 4, august, p. 445-462

1. Shopper insights 2. Video tracking 3. Point of purchase behavior 4. Unplanned consideration 5. Unplanned purchase

6

Look at me! Look at me! [Texto impreso] : conspicuous brand usage, self-brand connection and dilution / Rosellina Ferraro, Amna Kirmani and Ted Matherly

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. 488 : 28 refs.

Abstract: Conspicuous brand usage, defined as attention-getting use of a brand, causes brand dilution under certain conditions. This research examines changes in observers' attitudes toward a brand after seeing a brand user engaged in conspicuous use of the brand. The authors propose that observers infer that a consumer engaged in conspicuous brand usage is driven by an ulterior motive of impression management. When observers have low self-brand connection, they exhibit less favorable attitudes toward both the brand user and the brand. In contrast, observers with high self-brand connection maintain their favorable view of the brand in the face of a conspicuous brand user. Three studies demonstrate the brand dilution effect of conspicuous brand usage.

Journal of marketing research. -- 2013, v. 50, n. 4, august, p. 477-488

1. Brand dilution 2. Flaunting 3. Impression management 4. Self-brand connection 5. Social influence

7

Mental representation and perceived similarity [Texto impreso]: how abstract mindset aids choice from large assortments / Jing Xu, Zixi Jiang and Ravi Dhar

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. 558-559 : 39 refs.

Abstract: A recent meta-analysis has found that an increase in the size of an assortment has no reliable impact on choice difficulty. Building on a fundamental property of cognition, the authors investigate the link between mental representation and the choice overload effect based on the size of the assortment. They propose that the mental representation of a large assortment changes the perceived similarity of the assortment and consequently affects the degree of choice difficulty. Specifically, when choosing from a large assortment, consumers with an abstract representation perceive the options in the assortment as being more similar and accordingly experience less choice difficulty than those with a concrete representation of the assortment. The authors discuss theoretical and practical implications of the findings.

Journal of marketing research. -- 2013, v. 50, n. 4, august, p. 548-559

1. Assortment 2. Mental representation 3. Choice difficulty 4. Tradeoffs 5. Perceived similarity

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On Brands and word of mouth [Texto impreso] / Mitchell J. Lovett, Renana Peres and Ron Shachar

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. 442-444 : 61 refs.

Abstract: Brands and word of mouth (WOM) are cornerstones of the marketing field, and yet their relationship has received relatively little attention. This study aims to enhance understanding of brand characteristics as antecedents of WOM by executing a comprehensive empirical analysis. For this purpose, the authors constructed a unique data set on online and offline WOM and characteristics for more than 600 of the most talked-about U.S. brands. To guide this empirical analysis, they present a theoretical framework arguing that consumers spread WOM on brands as a result of social, emotional, and functional drivers. Using these drivers, the authors identify a set of 13 brand characteristics that stimulate WOM, including three (level of differentiation, excitement, and complexity) that have not been studied to date as WOM antecedents. The authors find that whereas the social and functional drivers are the most important for online WOM, the emotional driver is the most important for offline WOM. These results provide an insightful perspective on WOM and have meaningful managerial implications for brand management and investment in WOM campaigns.

Journal of marketing research. -- 2013, v. 50, n. 4, august, p. 427-444

1. Word of mouth 2. Brands 3. Complexity 4. Differentiation 5. Esteem 6. Online 7. Offline

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Temporal contiguity and negativity bias in the impact of online word of mouth [Texto impreso] / Zoey Chen and Nicholas H. Lurie

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. 475-476 : 78 refs.

Abstract: Prior research shows that positive online reviews are less valued than negative reviews. The authors argue that this is due to differences in causal attributions for positive versus negative information such that positive reviews tend to be relatively more attributed to the reviewer (vs. product experience) than negative reviews. The presence of temporal contiguity cues, which indicate that review writing closely follows consumption, reduces the relative extent to which positive reviews are attributed to the reviewer and mitigates the negativity bias. An examination of 65,531 Yelp.com restaurant reviews shows that review value is negatively related to review valence but that this negative relationship is absent for reviews that contain temporal contiguity cues. A series of lab studies replicates these findings and suggests that temporal contiguity cues enhance the value of a positive review and increase the likelihood of choosing a product with a positive review by changing reader beliefs about the cause of the review.

Journal of marketing research. -- 2013, v. 50, n. 4, august, p. 463-476

1. Word of mouth 2. Negativity bias 3. Temporal contiguity 4. Causal attributions