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Close encounter with the hard discounter [Texto impreso] : a multiple-store shopping perspective on the impact of local hard-discounter entry / Mark Vroegrijk, Els Gijsbrechts and Katia Campo

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. 625-626 : 42 refs.

Abstract: "Hard discounters" (HDs) have become a considerable force in grocery retailing. With rock-bottom prices and minimal assortments, they differ greatly from "large discounters" such as Wal-Mart, constituting complements to, rather than substitutes for, more traditional supermarkets. Therefore, the authors propose that HD impact of entry on local incumbents is different as well. Using a store choice and spending model that explicitly accounts for interstore synergies and multiple-store shopping behavior, the authors study consumer responses to 194 HD openings. Although they find that HDs, like large discounters, especially appeal to private label-prone shoppers and lead to sizable incumbent losses, the results confirm that the nature of these losses is different. First, HDs do not cause incumbent chains to lose their best customers; instead, shoppers who have already visited other chains alongside the incumbent are lost. Second, the authors find that chains located in close proximity to new HDs do not suffer more from their entry. Third, losses are lower for upscale chains and incumbents that strongly complement the HD. The authors conclude by discussing implications for proper response to HD entry.

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1. Grocery retailing 2. Hard discounters 3. Multiple-store shopping 4. Store entry 5. Competitive response

2

Conflict management and outcomes in franchise relationships [Texto impreso] : the role of regulation / Kersi D. Antia, Xu (Vivian) Zheng and Gary L. Frazier

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. 588-589 : 48 refs.

Abstract: Franchise relationships are prone to conflict. To safeguard the rights of individual franchisees, several states have legislated greater franchisor disclosure (registration law) ex ante and/or franchisor "termination for good cause" (relationship law) ex post. The impact of regulatory oversight on franchisor-franchisee conflict, however, remains unclear. Relying on agency theory arguments, the authors first assess the influence of the regulatory context, both by itself and in combination with the franchise ownership structure, on the incidence of litigated conflict. Conditional on litigation, they also predict the impact of franchise regulation on both the parties' litigation initiation and resolution choices and the resulting outcomes. The authors test the hypotheses using a unique multisource archival database of 411 instances of litigation across 75 franchise systems observed over 17 years. The results indicate that the regulatory context, by itself as well as in combination with the franchise ownership structure, significantly shapes parties' conflict management choices. The authors also find evidence of a trade-off between prevailing in the particular conflict and achieving franchise system growth objectives.

Journal of marketing research. -- 2013, v. 50, n. 5, october, p. 577-589

1. Franchise registration law 2. Relationship law 3. Ownership structure 4. Conflict

3**How time horizon perceptions and relationship deficits affect impulsive consumption [Texto impreso] / Jayati Sinha and Jing Wang**

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. 603-605 : 55 refs.

Abstract: The authors examine how different types of relationship deficits (emotional vs. social) and time horizon perceptions (expanded vs. limited) affect consumers' impulsive behaviors. Emotional deficits refer to a lack of intimate attachment, whereas social deficits refer to a lack of social connections. Some people view time as expanded, whereas others view it as limited. Essential relationship deficits are defined as a lack of social connections for people with an expanded time horizon and a lack of emotional attachments for people with a limited time horizon. Inessential relationship deficits, conversely, are a lack of emotional attachments for people with an expanded time horizon and a lack of social connections for people with a limited time horizon. The authors reveal that people who experience essential relationship deficits are more likely to engage in impulsive behaviors than those who experience inessential relationship deficits, because the experience of essential relationship deficits depletes them. The authors report the convergent results of impulsive behaviors, both in terms of engagement in unplanned behaviors and in terms of preference toward short-term gratification across self-reported intentions, as well as actual behaviors.

Journal of marketing research. -- 2013, v. 50, n. 5, october, p. 590-605

1. Loneliness 2. Impulsive behavior 3. Time horizon perceptions 4. Self-regulation failure 5. Relationship deficits

4**Implementing managerial constraints in model-based segmentation [Texto impreso] : extensions of Kim, Fong and DeSarbo (2012) with an application to heterogeneous perceptions of service quality/ Sunghoon Kim ... [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. 672-673

Abstract: Researchers have recently introduced a finite mixture Bayesian regression model to simultaneously identify consumer market segments (heterogeneity) and determine how such segments differ with respect to active regression coefficients (variable selection). This article introduces three extensions of this model to incorporate managerial restrictions (constraints). The authors demonstrate with synthetic data that the new constrained finite mixture Bayesian regression models can be used to identify and represent several constrained heterogeneous response patterns commonly encountered in practice. In addition, they show that the proposed models are more robust against multicollinearity than traditional methods. Finally, to illustrate the proposed models' usefulness, the authors apply the proposed constrained models in the context of a service quality (SERVPERF) survey of National Insurance Company's customers.

Journal of marketing research. -- 2013, v. 50, n. 5, october, p. 664-673

1. Bayesian regression models 2. Market segmentation 3. Variable selection 4. Managerial constraints 5. Finite mixture models 6. Heterogeneity

5

Observer effects of punishment in a distribution network [Texto impreso] / Danny T. Wang, Flora F. Gu and Maggie Chuoyan Dong

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. 641-643

Abstract: In a distribution network, a punishment event not only affects the disciplined distributor but also changes the attitudes and behaviors of others in the network (i.e., observers). By moving beyond a dyadic view of punishment, this article considers the effects of punishment on observers and integrates insights from social learning, fairness heuristic, and social network theories. The resulting framework of the observer effects of punishment in a distribution network, empirically tested with a survey in China, reveals two mechanisms through which punishment leads to reduced observer opportunism: (1) a direct deterrence effect and (2) a trust-building process. Moreover, two information-related constructs moderate the observer effects differently. The disciplined distributor's relational embeddedness, which motivates greater information flow to observers, aggravates the problem of information asymmetry against the manufacturer, making punishment less deterrent for observers. In contrast, the manufacturer's monitoring capability, which reduces information asymmetry, strengthens observer effects. The authors discuss both theoretical and managerial implications of using punishment to achieve collaboration from a wide network of channel members.

Journal of marketing research. -- 2013, v. 50, n. 5, october, p. 627-643

1. Punishment 2. Opportunism 3. Observer effect 4. Marketing channels

6

The hesitant Hai Gui [Texto impreso] : return-migration preferences of U. S.-Educated chinese scientists and engineers / Robert Zeithammer and Ryan P. Kellogg

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. 662-663

Abstract: Managers, research administrators, and policy makers need a greater understanding of the factors that drive employment preferences of foreign science, technology, engineering, and mathematics (STEM) doctoral graduates of U.S. universities. To address this need, the authors report the results of a large multischool conjoint survey of returnmigration preferences among U.S. STEM doctoral students from China. The survey presents the respondents with potential job offers and yields individual-level estimates of each respondent's indirect utility of a job as a function of location, job status, and salary. The authors use a delayed follow-up choice task to demonstrate stability of the preference estimates both over time and across response modalities. The estimated preferences imply that Chinese doctoral graduates tend to remain in the United States because of a large salary disparity between the two countries rather than because of an inherent preference for locating in the United States. Given these estimated preferences, the authors conduct several policy-relevant, counterfactual simulations of returnmigration choice and outline effective targeting and positioning strategy for attracting Chinese STEM talent.

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1. Place marketing 2. Conjoint 3. China 4. Science 5. Technology 6. Engineering 7. Mathematics education 8. Immigration policy

7

When does retargeting work? [Texto impreso] : information specificity in online advertising / Anja Lambrecht and Catherine Tucker

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. 575-576 : 49 refs.

Abstract: Firms can now offer personalized recommendations to consumers who return to their website, using consumers' previous browsing history on that website. In addition, online advertising has greatly improved in its use of external browsing data to target Internet ads. Dynamic retargeting integrates these two advances by using information from the browsing history on the firm's website to improve advertising content on external websites. When surfing the Internet, consumers who previously viewed products on the firm's website are shown ads with images of those same products. To examine whether this is more effective than simply showing generic brand ads, the authors use data from a field experiment conducted by an online travel firm. Surprisingly, the data suggest that dynamic retargeted ads are, on average, less effective than their generic equivalents. However, when consumers exhibit browsing behavior that suggests their product preferences have evolved (e.g., visiting review websites), dynamic retargeted ads no longer underperform. One explanation for this finding is that when consumers begin a product search, their preferences are initially construed at a high level. As a result, they respond best to higher-level product information. Only when they have narrowly construed preferences do they respond positively to ads that display detailed product information. This finding suggests that in evaluating how best to reach consumers through ads, managers should be aware of the multistage nature of consumers' decision processes and vary advertising content along these stages.

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1. Retargeting 2. Online advertising 3. Field experiments 4. Online decision process 5. Construal level theory