1

A wallet full of calories [Texto impreso] : the effect of financial dissatisfaction on the desire for food energy / Barbara Briers and Sandra Laporte

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. 779-781 : 91 refs.

Abstract: This study shows that people experiencing financial dissatisfaction may choose and consume food for its energy value. Because money and food are closely related, exchangeable resources, financially dissatisfied people may be motivated to replenish their need for financial resources by consuming caloric resources or food energy. Five experiments provide support for this hypothesis across various measures of caloric desire and actual eating behavior. The findings have notable implications for marketing and public policy. Whereas marketing researchers have increasingly investigated the interplay of taste and health considerations in food consumption, fhis research demonstrates the importance of investigating food energy considerations.

Journal of marketing research. -- 2013, v. 50, n. 6, december, p. 767-781

1. Financial (dis)satisfaction 2. Resource exchange 3. Food energy

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2

Asymmetric roles of advertising and marketing capability in financial returns to news [Texto impreso] : turning bad into good and good into great / Guiyang Xiong and Sundar Bharadwaj

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. 722-724 : 112 refs.

Abstract: News reports carrying positive or negative sentiment about a firm influence its stock market performance. This study examines how two firm-controllable marketing factors, advertising and marketing capability, moderate the relationship between news stories and firm stock returns. Analysis of a panel data set of more than 7,000 firm-month observations indicates asymmetric and complementary moderating roles of the two marketing variables: advertising reinforces the favorable impact of positive news on abnormal stock returns, and marketing capability mitigates the adverse impact of negative news. Moreover, these moderating effects operate through different stakeholders. Whereas the moderating effect of marketing capability is due to its influence on customers and thus affects the level and volatility of future cash flows, advertising moderates the effect of news through individual investors' attention and response to the news. The econometric analysis accounts for potential endogeneity between news reports, stock returns, and marketing variables, and the results are robust to alternative measures and analysis approaches. The findings suggest the need for managers to broaden their stakeholder focus when evaluating advertising's returns and to communicate the value of marketing capability to investors.

Journal of marketing research. -- 2013, v. 50, n. 6, december, p. 706-724

1. Advertising 2. Marketing capability 3. Abnormal stock returns 4. Cash flows 5. Investor attention 6. news

3

Beating the market [Texto impreso] :the allure of unintended value / Aner Sela, Itamar Simonson and Ran Kivetz

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. 703-705 : 61 refs.

Abstract: Consumers face many options that are presented to them as bargains, but in reality, they only subjectively construe a fraction of them as valuable. The authors propose that consumers are particularly attracted to offers they perceive as more valuable than the marketer presumably intended. Consistent with this analysis, six experiments indicate that consumers may perceive customized offers that are presented as tailored to their individual preferences or circumstances as less valuable than offers that seem to fit their preferences and provide value without the marketer's explicit intent. The experiments also suggest that the urge to exploit unintended value reflects a competitive desire to outsmart the market. The findings have theoretical implications for understanding consumers' subjective perceptions of value as well as important practical implications for designing customized offers and targeted promotions.

Journal of marketing research. -- 2013, v. 50, n. 6, december, p. 691-705

1. Value perception 2. Bargains 3. Idiosyncratic fit 4. Customization 5. Persuasion knowledge

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4

Conservative when crowded [Texto impreso] : social crowding and consumer choice / Ahreum Maeng, Robin J. Tanner and Dilip Soman

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. 750-752 : 64 refs.

Abstract: Does the mere crowdedness of the environment affect people's choices and preferences? In six studies, the authors show that social crowdedness not only leads to greater accessibility of safety-related constructs but also results in greater preference for safety-oriented options (e.g., preferring to visit a pharmacy to a convenience store), being more receptive to prevention- (rather than promotion-) framed messages, and being more risk averse with real money gambles. In support of the authors' underlying avoidance motivation perspective, these effects are mediated by participants' net prevention focus and are attenuated when the crowd in question consists of in-group members. The authors close by discussing the practical and theoretical implications of the results.

Journal of marketing research. -- 2013, v. 50, n. 6, december, p. 739-752

1. Crowding 2. Personal space 3. Social cognition 4. Threat management 5. Motivation

5
Framing influences willingness to pay but not willingness to accept [Texto impreso] / Yang Yang, Joachim Vosgerau and George Loewenstein

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. 737-738 : 37 refs.

Abstract: The authors show, with real and hypothetical payoffs, that consumers are willing to pay substantially less for a risky prospect when it is called a "lottery ticket," "raffle," "coin flip," or "gamble" than when it is labeled a "gift certificate" or "voucher." Willingness to accept, in contrast, is not affected by these frames. This differential framing effect is the result of an aversion to bad deals, which causes buyers to focus on different aspects than sellers. Buyers' willingness to pay is influenced by the extent to which a risky prospect's frame is associated with risk (Experiment 1) as well as the prospect's lowest (but not highest) possible outcome (Experiment 2). Sellers' willingness to accept, in contrast, is influenced by a prospect's lowest and highest possible outcomes but not by the risk associated with its frame (Experiments 2 and 3). The framing effect on willingness to pay is independent of the objective level of uncertainty (Experiment 4) and can lead to the uncertainty effect. The findings have important implications for research on risk preferences and marketing practice.

Journal of marketing research. -- 2013, v. 50, n. 6, december, p. 725-738

1. Framing 2. Willingness to pay 3. Willingness to accept 4. Endowment effect 5. Uncertainty effect

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6
Improving prelaunch diffusion forecasts [Texto impreso] : using synthetic networks as simulated priors / Michael Trusov, William Rand and Yogesh V. Joshi

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. 689-690 : 74 refs.
Abstract: Although the role of social networks and consumer interactions in new product diffusion is widely acknowledged, such networks and interactions are often unobservable to researchers. What may be observable, instead, are aggregate diffusion patterns for past products adopted within a particular social network. The authors propose an approach for identifying systematic conditions that are stable across diffusions and thus are "transferrable" to new product introductions within a given network. Using Facebook applications data, the authors show that incorporation of such systematic conditions improves prelaunch forecasts. This research bridges the gap between the disciplines of Bayesian statistics and agent-based modeling by demonstrating how researchers can use stochastic relationships simulated within complex systems as meaningful inputs for Bayesian inference models.

Journal of marketing research. -- 2013, v. 50, n. 6, december, p. 675-690

1. Agent-based models 2. Complex systems 3. Bayesian inference 4. Consumer netwoks 5. Diffusion 6. Prelaunch forecasts

7

Prominence versus dominance [Texto impreso] : how relationships between alternatives drive decision strategy and choice / Ioannis Evangelidis and Jonathan Levav

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. 765-766 : 28 refs.

Abstract: This article argues that the structure of a choice set can influence the extent to which consumers weight a given attribute. The results of seven experiments suggest that the relationship between options under consideration can influence preference ordering by shifting the decision strategy people adopt when constructing their preference. In decisions in which people afford greater importance to one attribute versus another, preference for an option that scores high on this prominent attribute may decrease when decoy options that are clearly better or worse than the focal options are inserted into the choice set. The authors posit that this effect arises because decision makers initially (and spontaneously) use dominance cues rather than prominence when evaluating options, and they continue to use this strategy even when it does not enable them to differentiate the alternatives under consideration. The authors moderate this effect by prompting respondents to consider prominence and by manipulating the order in which respondents evaluate options in the choice set. This article has theoretical implications for research on context effects, contingent decision behavior, and choice architecture as well as practical implications for product-line management.

Journal of marketing research. -- 2013, v. 50, n. 6, december, p. 753-766

1. Dominance 2. Prominence 3. Context effects 4. Attribute 5. Number of alternatives