

1**Attributing conversions in a multichannel online marketing environment [Texto impreso] : an empirical model and a field experiment / Hongshuang (Alice) Li and P. K. Kannan**

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. 55-56

Abstract: Technology enables a firm to produce a granular record of every touchpoint consumers make in their online purchase journey before they convert at the firm's website. However, firms still depend on aggregate measures to guide their marketing investments in multiple online channels (e.g., display, paid search, referral, e-mail). This article introduces a methodology to attribute the incremental value of each marketing channel in an online environment using individual-level data of customers' touches. The authors propose a measurement model to analyze customers' (1) consideration of online channels, (2) visits through these channels over time, and (3) subsequent purchases at the website to estimate the carryover and spillover effects of prior touches at both the visit and purchase stages. The authors use the estimated carryover and spillover effects to attribute the conversion credit to different channels and find that these channels' relative contributions are significantly different from those found by other currently used metrics. A field study validates the proposed model's ability to estimate the incremental impact of a channel on conversions. In targeting customers with different patterns of touches in their purchase funnel, these estimates help identify cases in which retargeting strategies may actually decrease conversion probabilities.

Journal of marketing research. -- 2014, v. 51, n. 1, february, p. 40-56

1. Attribution modeling 2. Multichannel marketing 3. Purchase funnel 4. Online advertising 5. Touchpoint management

2**The completeness heuristic [Texto impreso] : product shape completeness influences size perceptions, preference, and consumption / Julio Sevilla and Barbara E. Kahn**

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. 67-68

Abstract: This research demonstrates the effect of the completeness of a product's shape on size perceptions, preference, and consumption quantities. The authors show that people estimate an incompletely shaped product to be smaller and, therefore, prefer it less in general than a completely shaped one of equal size and weight. They also find that the reduced size estimations for incompletely shaped products lead to increased consumption quantities of this type of item. Finally, the authors demonstrate that the "completeness heuristic" operates even when the incompletely shaped item has a larger primary dimension than its completely shaped counterpart.

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1. Product shapes 2. Packaging 3. Consumption 4. Retailing 5. Public policy

3**Copy alert [Texto impreso] : a method and metric to detect visual copycat brands / Takuya Satomura, Michel Wedel and Rik Pieters**

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. 11-12

Abstract: The authors propose a method and metric to quantify the consumer confusion between leading brands and copycat brands that results from the visual similarity of their packaging designs. The method has three components. First, image processing techniques establish the objective similarity of the packages of leading and copycat brands on the basis of their colors and textures. Second, a perceptual decision task (triangle test) assesses the accuracy and speed with which consumers can identify differences between brands from rapidly (300 milliseconds) flashed images of their packages. Third, a competing accumulator model describes the buildup of evidence on each of the alternative brands during consumers' perceptual decisions and predicts the accuracy and response time of brand identification. Jointly, these components establish the impact of copycat packaging's visual features on consumer confusion. The method is applied in a test of experimentally designed copycats and market copycats in 15 product categories. A three-tiered metric ("copy alert," "copy watch," and "copy safe") establishes the extent to which copycat brands imitate the package designs of target brands and identifies which visual features are responsible.

Journal of marketing research. -- 2014, v. 51, n. 1, february, p. 1-13

1. Copycat 2. Brand confusion 3. Packaging 4. Perceptual decision 5. Image processing

4**The importance of the raw idea in innovation [Texto impreso]: testing the sow's ear hypothesis / Laura J. Kornish and Karl T. Ulrich**

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. 26

Abstract: How important is the original conception of an idea—the "raw" idea—to an innovation's success? In this article, the authors explore whether raw ideas judged as "better" fare better in the market and also determine the strength of that relationship. The empirical context is Quirky.com, a community-driven product development company for household consumer products. The data include descriptions of the raw ideas as originally proposed, the ultimate product designs that resulted from those ideas, and sales figures. In addition, they contain two measures of idea quality: those from online consumer panelists and those from expert evaluators. The authors note the following findings: First, online consumer panels are a better way to determine a "good" idea than are ratings by experts. Second, predictions with samples as small as 20 consumers are reliable. Third, there is a stronger predictive link between raw ideas and consumers' purchase intent of final product designs than there is between those intentions and market outcomes. Fourth, the commercial importance of the raw idea is large, with ideas one standard deviation better translating to an approximately 50% increase in sales rate.

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1. Innovation 2. New product development 3. Raw ideas 4. Market outcomes 5. New product evaluations

5**Money, status, and the ovulatory cycle [Texto impreso] / Kristina M. Durante ... [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. 37-39

Abstract: Each month, millions of women experience an ovulatory cycle that regulates fertility. Previous consumer research has found that this cycle influences women's clothing and food preferences. The authors propose that the ovulatory cycle actually has a much broader effect on women's economic behavior. Drawing on theory in evolutionary psychology, the authors hypothesize that the week-long period near ovulation should boost women's desire for relative status, which should alter their economic decisions. Findings from three studies show that women near ovulation seek positional goods to improve their social standing. Additional findings reveal that ovulation leads women to pursue positional goods when doing so improves relative standing compared with other women but not compared with men. When playing the dictator game, for example, ovulating women gave smaller offers to a female partner but not to a male partner. Overall, women's monthly hormonal fluctuations seem to have a substantial effect on consumer behavior by systematically altering their positional concerns, a finding that has important implications for marketers, consumers, and researchers.

Journal of marketing research. -- 2014, v. 51, n. 1, february, p. 27-39

1. Evolutionary psychology 2. Hormones 3. Status 4. Positional goods 5. Behavioral economics

6**Price number relationships and deal processing fluency [Texto impreso] : the effects of approximation sequences and number multiples/ Keith S. Coulter and Anne L. Roggeveen**

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. 82

Abstract: This research investigates how the relationships among pieces of numerical information in a price promotional offer (i.e., regular price, sale price, absolute discount, and relative discount) affect deal processing fluency. Across four studies (including a field study involving purchase data collected from an online group-buying website), the authors show that when the numbers constitute an approximation sequence or are multiples of one another, deal processing fluency is increased, which influences deal liking and ultimately has an impact on consumers' price promotion predilection. In addition, this article demonstrates that when consumers are not highly motivated to process numerical information, they may choose deals that offer less economic value but feature a combination of numbers that they can more fluently process. This research has important implications for the type of numerical information marketers should include in price promotional offers.

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1. Pricing 2. Numerical fluency 3. Promotions