

**1****Because I (don't) deserve it [Texto impreso] : how relationship reminders and deservingness influence consumer indulgence/ Lisa A. Cavanaugh**

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. 231-232

Abstract: Marketers regularly remind consumers of valued social relationships (e.g., close friends, family, romantic couples) to influence choice and consumption. However, the author's research reveals that such relationship reminders can backfire when consumers lack or no longer have these highlighted relationships. The author shows that reminding consumers of relationships they lack reduces their perceptions of deservingness and causes them to restrict indulgent consumption. Five studies establish the effect of relationship reminders on indulgence and provide support for the underlying process by both measuring and manipulating perceptions of deservingness.

Journal of marketing research. -- 2014, v. 51, n. 2, april, p. 218-232

1. Deservingness 2. Indulgence 3. Relationships 4. Self-assessment 5. Consumption and product choice

**2****How graphic visual health warnings affect young smokers' thoughts of quitting [Texto impreso] / J. Craig Andrews ... [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. 181-183

Abstract: Two-thirds of adolescent and young adult smokers become lifetime smokers, and one-half of those lifetime smokers will die from this habit. The authors examine alternative persuasive pathways to thoughts of quitting taken by adolescent and young adult smokers when exposed to graphic visual health warnings on cigarette packages. For adolescent smokers, the authors find that graphic warnings and smoking frequency affect fear, and fear influences negative health beliefs about smoking, ultimately increasing thoughts of quitting. They also find that the graphic warning and a graphic warning  $\times$  smoking frequency interaction have incremental effects on quit thoughts beyond the effects of fear and negative health beliefs. Using a longitudinal design with a sample of young adult smokers, the authors find support for many of the adolescent smoker findings, particularly the incremental effects of graphicness and its interaction with smoking frequency. These similar results from diverse samples support the use of graphic visual warnings but suggest that effects are attenuated for those who smoke the most. The authors offer implications for countermarketing programs and public health policy.

Journal of marketing research. -- 2014, v. 51, n. 2, april, p. 165-183

1. Adolescent smoking 2. Health warnings 3. Graphicness 4. Fear 5. Quit thoughts

**3****I think I can, I think I can [Texto impreso] : brand use, self-efficacy and performance / Ji Kyung Park and Deborah Roedder John**

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. 246-247

**Abstract:** When consumers struggle with a difficult task, using a brand can help them perform better. The authors report four studies showing that brand use can enhance feelings of self-efficacy, which can lead to better task performance. Students scored higher on difficult Graduate Records Examination questions when they took the test using a Massachusetts Institute of Technology pen (Study 1) and showed better athletic performance when they drank water from a Gatorade cup during strenuous athletic exercise (Studies 2 and 3). These increases in task performance were mediated by feelings of self-efficacy (Studies 3 and 4). Furthermore, the results show that not everyone experiences the beneficial effect of brand use; it depends on the person's implicit selftheory. Across studies, users adopting entity theories ("entity theorists") showed increased self-efficacy and better task performance, whereas users adopting incremental theories ("incremental theorists") were unaffected by brand use.

Journal of marketing research. -- 2014, v. 51, n. 2, april, p. 233-247

1. Brands 2. Self-efficacy 3. Implicit self-theories

**4****Killing hope with good intentions [Texto impreso] : the effects of consolation prizes on preference for lottery promotions / Dengfeng Yan and A. V. Muthukrishnan**

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. 204

**Abstract:** The present research examines how the inclusion of consolation or token prizes influences consumers' valuation of a promotional lottery. Results from four experiments show that consolation prizes lower consumers' expectations of winning the big prize, their valuations of the lottery, and their intentions to participate in the lottery. Because of the high likelihood of attaining the consolation prizes, consumers shift their focus from the value of a big prize to the probability of attaining it. This shift increases the weight given to the probability dimension and results in lowered valuations of the lottery. The first two experiments demonstrate the effect in hypothetical and real choices. In Experiment 3, the authors propose and show a boundary condition for the effect. In Experiment 4, they conduct an exploratory test of the process. They conclude with a discussion of the theoretical and managerial implications.

Journal of marketing research. -- 2014, v. 51, n. 2, april, p. 198-204

1. Promotional lottery 2. Consolation 3. Less is more 4. Shift in weight

**5****Limited Availability reduces the rate of satiation [Texto impreso] / Julio Sevilla and Joseph P. Redden**

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. 217

**Abstract:** In general, consumers enjoy products less with repeated consumption. Unfortunately, there are few known ways to slow such satiation. The authors show that consumers satiate more slowly on a product when it is available for consumption only at limited times. Specifically, they find that perceived limited availability made a product more enjoyable, and yet this effect largely emerged only after repeated consumption. The authors attribute this finding to an urge to take advantage of a rare consumption opportunity, which leads people to pay less attention to the quantity consumed and subsequently to experience less satiation. A series of studies establish the effect of perceived limited availability on the rate of satiation, show that it influences how much people eat, provide mediation evidence of the proposed theoretical account, and eliminate the effect by making salient the total amount consumed. The authors conclude with implications of these findings.

Journal of marketing research. -- 2014, v. 51, n. 2, april, p. 205-217

1. Satiation 2. Well-being 3. Limited availability 4. Scarcity 5. Hedonic consumption

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**6****This logo moves me [Texto impreso] : dynamic imagery from static images / Luca Cian, Aradhna Krishna and Ryan S. Elder**

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. 196-197

**Abstract:** The authors propose that static visuals can evoke a perception of movement (i.e., dynamic imagery) and thereby affect consumer engagement and attitudes. Focusing on brand logos as the static visual element, the authors measure the perceived movement evoked by the logo and demonstrate that the evoked dynamic imagery affects the level of consumer engagement with the brand logo. They measure consumer engagement through both self-report measures and eye-tracking technology and find that engagement affects consumer attitudes toward the brand. The authors also show that the perceived movement– engagement– attitude effect is moderated by the congruence between perceived movement and brand characteristics. These findings suggest that dynamic imagery is an important aspect of logo design, and if used carefully, it can enhance brand attitudes.

Journal of marketing research. -- 2014, v. 51, n. 2, april, p. 184-197

1. Dynamic imagery 2. Logo design 3. Brand attitudes 4. Engagement 5. Perceived movement

**7****A reference-dependent model of the price-quality heuristic [Texto impreso] / Ayelet Gneezy, Ury Gneezy and Dominique Olié Lauga**

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. 163-164

**Abstract:** People often use price as a proxy for quality, resulting in a positive correlation between prices and product liking, known as the "price-quality" (P-Q) heuristic. Using data from three experiments conducted at a winery, this article offers a more complex and complete referencedependent model of the relationship between price and quality. The authors propose that higher prices set higher expectations, which serve as reference points. When expectations are met or exceeded, we observe the familiar P-Q relationship. However, when price is high and quality is relatively low, the product falls short of consumers' reference point and the P-Q relationship is reversed; thus, people evaluate a lowquality product with a high price more negatively than a low-quality product with a low price. Using the results of a field experiment, the authors discuss implications for pricing considerations and profitability.

Journal of marketing research. -- 2014, v. 51, n. 2, april, p. 153-164

1. Price-quality 2. Reference-dependent preferences 3. Subjective quality assessment 4. Expectations

**8****The role of market orientation in advertising spending during economic collapse [Texto impreso] : the case of Turkey in 2001 / Peren Özturan, Aysegül Özsoy 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. 151-152

**Abstract:** The authors investigate the role of market orientation in advertising spending during economic contraction. They use the 2001 economic collapse in Turkey as the empirical context in which to test hypotheses regarding why some firms increase their advertising spending in a contraction period while the majority of firms cut back. Analyzing market orientation at the level of its intelligence and responsiveness facets, they find the responsiveness facet to be positively associated with increases in advertising spending but observe the intelligence facet to be negatively associated with advertising spending. Importantly, positive shifts in advertising spending during the economic contraction predict better subsequent business performance. The opposing roles of the intelligence and responsiveness facets disappear in a subsequent economic expansion period. These findings have managerial and theoretical implications. Firms that nurture the responsiveness facet of market orientation during economic contractions go against the tide to increase their advertising spending and experience the performance benefits that such countercyclical actions can amass.

Journal of marketing research. -- 2014, v. 51, n. 2, april, p. 139-152

1. Economic contraction and expansion 2. Market orientation 3. Responsiveness 4. Advertising spending 5. Proactive marketing