

**1****Authenticity is contagious [Texto impreso] : brand essence and the original source of production / George E. Newman 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. 384-386

Abstract: It is well established that differences in manufacturing location can affect consumer preferences through lay inferences about production quality. In this article, the authors take a different approach to this topic by demonstrating how beliefs in contagion (the notion that objects may acquire a special aura or "essence" from their past) influence perceptions of authenticity for everyday consumer products and brands. Specifically, they find that due to a belief in contagion, products from a company's original manufacturing location are viewed as containing the essence of the brand. In turn, this belief in transferred essence leads consumers to view products from the original factory as more authentic and valuable than identical products made elsewhere. The authors further reveal that consumers who are higher in sensitivity to contagion are more likely to exhibit this effect and that activating the concept of contagion enhances preferences for products made in the brand's original factory. The authors close by discussing theoretical and practical implications of these findings.

Journal of marketing research. -- 2014, v. 51, n. 3, june, p. 371-386

1. Authenticity 2. Contagion 3. Branding 4. Country of origin 5. Manufacturing location

**2****Broadcasting and Narrowcasting [Texto impreso] : how audience size affects what people share / Alixandra Barasch and Jonah Berger**

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. 297-299

Abstract: Does the number of people with whom someone communicates influence what he or she discusses and shares? Six studies demonstrate that compared with narrowcasting (i.e., communicating with just one person), broadcasting (i.e., communicating with multiple people) leads consumers to avoid sharing content that makes them look bad. Narrowcasting, however, encourages people to share content that is useful to the message recipient. These effects are driven by communicators' focus of attention. People naturally tend to focus on the self, but communicating with just one person heightens other-focus, which leads communicators to share less self-presenting content and more useful content. These findings shed light on the drivers of word of mouth and provide insight into when the communication sender (vs. receiver) plays a relatively larger role in what people share.

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1. Word of mouth 2. Self-presentation 3. Self-focus 4. Other-focus 5. Audience size

**3****Decomposing the impact of advertising [Texto impreso] : augmenting sales with online search data / Ye Hu, Rex Yuxing Du and Sina Damangir**

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. 318-319

Abstract: Unlike sales data, data on intermediate stages of the purchase funnel (e.g., how many consumers have searched for information about a product before purchase) are much more difficult to acquire. Consequently, most advertising response models have focused directly on sales and ignored other purchase funnel activities. The authors demonstrate, in the context of the U.S. automotive market, how consumer online search volume data from Google Trends can be combined with sales data to decompose advertising's overall impact into two underlying components: its impacts on (1) generating consumer interest in prepurchase information search and (2) converting that interest into sales. The authors show that this decompositional approach, implemented through a novel state-space model that simultaneously examines sales and search volumes, offers important advantages over a benchmark model that considers sales data alone. First, the approach improves goodness-of-fit, both in and out of sample. Second, it improves diagnosticity by distinguishing advertising effectiveness in interest generation from its effectiveness in interest conversion. Third, the authors find that overall advertising elasticity can be biased if researchers consider only sales data.

Journal of marketing research. -- 2014, v. 51, n. 3, june, p. 300-319

1. Google trends 2. Advertising response model 3. Market response model 4. Product information search 5. Dynamic linear model

**4****PIE [Texto impreso] : a holistic preference concept and measurement model / Hye-Jin 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. 350-351

Abstract: Extant preference measurement research, including conjoint analysis, has been silent on the explicit influence of others in the formation of consumer preferences. This article proposes a new holistic framework of preference, "PIE," as well as a measurement method to remedy this problem. The new paradigm posits that consumers evaluate products on the basis of different "needs" determined by three sources: (1) P, the physical attributes of the product; (2) I, the individual characteristics of the choice maker; and (3) E, characteristics of an external peer group. To provide an empirically feasible method to capture all three sources of information, the authors propose and test an incentive-aligned approach, a "group-sourced mechanism," which mimics a consumer's real-life consultation in the presence of his or her friends when making a purchase decision. The results provide support for the PIE framework, including superior predictive performance in a conjoint task that is "stacked against it." The authors also show how firms can apply the PIE framework for product design. Practitioners, however, must carefully weigh the benefits of the group-sourced preference measurement with the heavier cognitive burden on the respondents in completing the task.

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1. Preference 2. Measurement 3. Conjoint analysis 4. Incentive alignment 5. Mechanism design 6. Social influence

**5****Reviews without a purchase [Texto impreso] : low ratings, loyal customers and deception / Eric T. Anderson and Duncan I 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. 268-269

Abstract: The authors document that approximately 5% of product reviews on a large private label retailer's website are submitted by customers with no record of ever purchasing the product they are reviewing. These reviews are significantly more negative than other reviews. They are also less likely to contain expressions describing the fit or feel of the items and more likely to contain linguistic cues associated with deception. More than 12,000 of the firm's best customers have written reviews without confirmed transactions. On average, these customers have each made more than 150 purchases from the firm. This makes it unlikely that the reviews were written by the employees or agents of a competitor and suggests that deceptive reviews may not be limited to the strategic actions of firms. Instead, the phenomenon may be far more prevalent, extending to individual customers who have no financial incentive to influence product ratings.

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1. Ratings 2. Reviews 3. Deception

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**6****Shopper loyalty to whom? [Texto impreso] : Chain versus outlet loyalty in the context of store acquisitions / Arjen Van Lin and Els Gijsbrechts**

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. 368-370

Abstract: When patronizing stores, consumers may exhibit loyalty not only to a retail chain but also to a specific outlet. This distinction is important in a dynamic retail environment: if a store changes ownership, chain loyalty makes customers inclined to seek out another outlet of the former chain, whereas outlet loyalty enhances their stay rate after the takeover. This article distinguishes the two forms of loyalty conceptually and discusses how both can be identified empirically in a model of consumers' reactions to store acquisitions. The authors estimate their model on unique scanner panel data covering  $\pm 200$  local markets and takeovers. The results confirm that after an acquisition, consumers exhibit outlet loyalty, regardless of changes in chain and marketing mix. Counterfactual simulations point to important managerial implications. Acquiring outlets with a clientele in place leads to higher store traffic levels than the new owner could otherwise reach. Notably, these benefits cannot be reaped if the acquiring chain is a hard discounter, in which case customers' previous store knowledge is less relevant, and incentives to seek out new outlets are greater.

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1. Store acquisitions 2. State dependence 3. Choice models 4. Outlet loyalty 5. Takeovers 6. Store choice

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**When do group incentives for salespeople work? [Texto impreso]/ Noah Lim and Hua Chen** 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. 333-334

Abstract: When should sales managers employ group incentives rather than individual incentives to motivate their sales force? Using economic experiments, the authors show that two-person group incentives can outperform individual incentives and that the relative efficacy of group incentives depends on three important factors. First, the strength of social ties among the group members matters. Effort decisions in group-based incentives increase significantly when members socialize briefly before committing effort. Second, the design of the group incentive matters. For the group incentive to work better than the individual incentive, the group-based component (i.e., how much the payment scheme weights the contribution of others) in the former cannot be too large. Third, the informational feedback that group members receive matters. When socialized group members can observe one another's true effort, rather than only their output, effort surprisingly decreases. The authors show that a model that accounts for social preferences and the psychological loss that occurs when teammates underestimate one's effort can explain salesperson behavior in group incentives well.

Journal of marketing research. -- 2014, v. 51, n. 3, june, p. 320-334

1. Sales management 2. Group incentives 3. Experimental economics 4. Behavioral economics

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**Which products are best suited to mobile advertising? [Texto impreso] : a field study of mobile display advertising effects on consumer attitudes and intentions / Yakov Bart, Andrew T. Stephen and Miklos Sarvary**

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. 283-285

Abstract: Mobile advertising is one of the fastest-growing advertising formats. In 2013, global spending on mobile advertising was approximately \$16.7 billion, and it is expected to exceed \$62.8 billion by 2017. The most prevalent type of mobile advertising is mobile display advertising (MDA), which takes the form of banners on mobile web pages and in mobile applications. This article examines which product characteristics are likely to be associated with MDA campaigns that are effective in increasing consumers' (1) favorable attitudes toward products and (2) purchase intentions. Data from a large-scale test-control field experiment covering 54 U.S. MDA campaigns that ran between 2007 and 2010 and involved 39,946 consumers show that MDA campaigns significantly increased consumers' favorable attitudes and purchase intentions only when the campaigns advertised products that were higher (vs. lower) involvement and utilitarian (vs. hedonic). The authors explain this finding using established theories of information processing and persuasion and suggest that when MDAs work effectively, they do so by triggering consumers to recall and process previously stored product information.

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1. Mobile advertising 2. Field experiments 3. Advertising effectiveness 4. Digital advertising 5. Persuasion