

**1****Consumer click behavior at a search engine [Texto impreso] : the role of keyword popularity / Kinshuk Jerath, Liye Ma and Young-Hoon Park**

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. 485-486

Abstract: The authors study consumers' click behavior on organic and sponsored links after a keyword search on an Internet search engine. Using a data set of individual-level click activity after keyword searches from a leading search engine in Korea, the authors find that consumers' click activity after a keyword search is low and heavily concentrated on the organic list. However, searches of less popular keywords (i.e., keywords with lower search volume) are associated with more clicks per search and a larger fraction of sponsored clicks. This indicates that, compared with more popular keywords, consumers who search for less popular keywords expend more effort in their search for information and are closer to a purchase, which makes them more targetable for sponsored search advertising.

Journal of marketing research. -- 2014, v. 51, n. 4, august, p. 480-486

1. Sponsored search advertising 2. Organic search listing 3. Click-through behavior 4. Keyword search volume

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**2****Forceful phantom firsts [Texto impreso] : framing experiences as firsts amplifies their influence on judgment / Robyn A. Leboeuf, Elanor F. Williams and Lyle A. Brenner**

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. 431-432

Abstract: First experiences are highly influential. Here, the authors show that nonfirst experiences can be made to seem like firsts and, consequently, to have a disproportionate influence on judgment. In six experiments, one piece of a series of information was framed to appear to have "first" status: For example, a weather report that appeared at the end of a sequence of weather reports happened to correspond to the first day of a vacation, and a customer review that appeared at the end of a sequence of hotel reviews happened to be the new year's first review. Such information had greater influence on subsequent judgments (e.g., of the next day's weather, of the hotel's quality) than identical information not framed as a first. This effect seems to arise largely because "phantom first" pieces of information receive greater weight, but not necessarily more attention, than other pieces of information.

Journal of marketing research. -- 2014, v. 51, n. 4, august, p. 420-432

1. Framing 2. Primacy effects 3. Consumer judgment 4. Behavioral decision theory

**3****A joint examination of quality choice and satisfaction [Texto impreso] : the impact of circumstantial variables / Wei Zhang and Ajay Kalra**

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. 461-462

Abstract: Using data from an online hotel reservation site, the authors jointly examine consumers' quality choice decision at the time of purchase and subsequent satisfaction with the hotel stay. They identify three circumstantial variables at the time of purchase that are likely to influence both the choice decisions and the postpurchase satisfaction: the time gap between purchase and consumption, distance between purchase and consumption, and time of purchase (business/nonbusiness hours). The authors incorporate these three circumstantial variables into a formal two-stage economic model and find that consumers who travel farther and make reservations during business hours are more likely to select higher-quality hotels but are less satisfied. Consumers who book earlier are more likely to select higher-quality hotels and are more satisfied. The findings suggest that incorporating circumstantial variables into formal choice models is useful in helping managers understand and predict consumer choices and satisfaction assessments.

Journal of marketing research. -- 2014, v. 51, n. 4, august, p. 448-462

1. Two-stage choice models 2. Satisfaction 3. Psychological distance 4. Prospective accounting 5. Resource depletion

**4****Let's be honest about the attraction effect [Texto impreso] / Joel Huber, John W. Payne and Christopher P. Puto**

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. 525

Abstract: Frederick, Lee, and Baskin (2014) and Yang and Lynn (2014) argue that the conditions for obtaining the attraction effect are so restrictive that the practical validity of the attraction effect should be questioned. In this commentary, the authors first ground the attraction (asymmetric dominance) effect in its historical context as a test of an important theoretical assumption from rational choice theory. Drawing on the research reported by scholars from many fields of study, the authors argue that the finding of an asymmetric dominance effect remains robust because it holds when the conditions of the study are essentially replicated. Next, the authors identify some of the factors that mitigate (and amplify) the attraction effect and then position the effect into a larger theoretical debate involving the extent to which preferences are constructed versus merely revealed. The authors conclude by arguing that researchers who try to measure values as well as choice architects who attempt to shape values must be sensitive to the context-dependent properties of choice behavior, as illustrated by the attraction effect.

Journal of marketing research. -- 2014, v. 51, n. 4, august, p. 520-525

1. Replication 2. Asymmetric dominance 3. Attraction effect 4. Context effects

**5****The limits of attraction [Texto impreso] / Shane Frederick, Leonard Lee and Ernest Baskin**

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.

Abstract: Consumer research has documented dozens of instances in which the introduction of an “irrelevant” third option affects preferences between the remaining two. In nearly all such cases, the unattractive dominated option enhances the attractiveness of the option it most resembles—a phenomenon known as the “attraction effect.” In the studies presented here, however, the authors contend that this phenomenon may be restricted to stylized product representations in which every product dimension is represented by a number (e.g., a toaster oven that has a durability rating of 7.2 and ease of cleaning rating of 5.5). Such effects do not typically occur when consumers experience the product (e.g., taste a drink) or when even one of the product attributes is represented perceptually (e.g., differently priced hotel rooms whose quality is depicted with a photo). The authors posit that perceptual representations of attributes do not support the sorts of comparisons that drive the attraction effect with highly stylized examples, and they question the practical significance of the effect.

Journal of marketing research. -- 2014, v. 51, n. 4, august, p. 487-507

1. Attraction effect 2. Context effects 3. Attribute representation 4. Consumer choice 5. Asymmetric dominance

**6****Listening in on social media [Texto impreso] : a joint model of sentiment and venue format choice / David A. Schweidel and Wendy W. Moe**

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. 401-402

Abstract: In this research, the authors jointly model the sentiment expressed in social media posts and the venue format to which it was posted as two interrelated processes in an effort to provide a measure of underlying brand sentiment. Using social media data from firms in two distinct industries, they allow the content of the post and the underlying sentiment toward the brand to affect both processes. The results show that the inferences marketing researchers obtain from monitoring social media are dependent on where they “listen” and that common approaches that either focus on a single social media venue or ignore differences across venues in aggregated data can lead to misleading brand sentiment metrics. The authors validate the approach by comparing their model-based measure of brand sentiment with performance measures obtained from external data sets (stock prices for both brands and an offline brand-tracking study for one brand). They find that their measure of sentiment serves as a leading indicator of the changes observed in these external data sources and outperforms other social media metrics currently used.

Journal of marketing research. -- 2014, v. 51, n. 4, august, p. 387-402

1. Social media 2. Brand tracking 3. Online word of mouth 4. Social media analytics 5. Social media research

**7****Mining marketing meaning from online chatter [Texto impreso]: strategic brand analysis of big data using latent dirichlet allocation / Seshadri Tirunillai and Gerard J. Tellis**

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. 478-479

**Abstract:** Online chatter, or user-generated content, constitutes an excellent emerging source for marketers to mine meaning at a high temporal frequency. This article posits that this meaning consists of extracting the key latent dimensions of consumer satisfaction with quality and ascertaining the valence, labels, validity, importance, dynamics, and heterogeneity of those dimensions. The authors propose a unified framework for this purpose using unsupervised latent Dirichlet allocation. The sample of user-generated content consists of rich data on product reviews across 15 firms in five markets over four years. The results suggest that a few dimensions with good face validity and external validity are enough to capture quality. Dynamic analysis enables marketers to track dimensions' importance over time and allows for dynamic mapping of competitive brand positions on those dimensions over time. For vertically differentiated markets (e.g., mobile phones, computers), objective dimensions dominate and are similar across markets, heterogeneity is low across dimensions, and stability is high over time. For horizontally differentiated markets (e.g., shoes, toys), subjective dimensions dominate but vary across markets, heterogeneity is high across dimensions, and stability is low over time.

Journal of marketing research. -- 2014, v. 51, n. 4, august, p. 463-479

1. Consumer satisfaction 2. Quality 3. Dimensions 4. Brand mapping 5. Big data 6. Latent Dirichlet allocation 7. User-generated content

**8****Modeling customer opt-in and opt-out in a permission-based marketing context [Texto impreso] / V. Kumar, Xi (Alan) Zhang and Anita Luo**

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. 418-419

**Abstract:** The rise of new media is helping marketers evolve from digital to interactive marketing, which facilitates a two-way communication between marketers and customers without intruding on their privacy. However, while research has examined the drivers of customers' opt-in and opt-out decisions, it has investigated neither the timing of the two decisions nor the influence of transactional activity on the length of time a customer stays with an e-mail program. In this study, the authors adopt a multivariate copula model using a pair-copula construction method to jointly model opt-in time (from a customer's first purchase to the opt-in decision), opt-out time (from the opt-in decision to the opt-out decision), and average transaction amount. Through such multivariate dependences, this model significantly improves the predictive performance of the opt-out time in comparison with several benchmark models. The study offers several important findings: (1) marketing intensity affects opt-in and opt-out times, (2) customers with certain characteristics are more or less likely to opt in or opt out, and (3) firms can extend customer opt-out time and increase customer spending level by strategically allocating resources.

Journal of marketing research. -- 2014, v. 51, n. 4, august, p. 403-419

1. Interactive marketing 2. E-mail marketing 3. Opt-in 4. Opt-out 5. Vine copulas 6. Pair-copula construction

**9****More evidence challenging the robustness and usefulness of the attraction effect [Texto impreso] / Sybil Yang and Michael Lynn**

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. 513

Abstract: Ninety-one attempts to produce an attraction effect (involving a total of 23 product classes and 73 different decoyed choice sets) produced only 11 reliable effects—significantly fewer than expected given the statistical power of the studies. Cross-scenario analyses indicated that the use of meaningful qualitative-verbal descriptions, as well as pictorial depictions, to differentiate choice options substantially reduced the size of those effects. Indeed, the authors found attraction effects at only chance levels using these types of stimuli. The article concludes with a brief discussion of the implications of these findings for both marketing practice and research.

Journal of marketing research. -- 2014, v. 51, n. 4, august, p. 508-513

1. Decoys 2. Attraction effect 3. Decision making 4. Consumer behavior 5. Product positioning

**10****The motivating role of dissociative out-groups in encouraging positive consumer behaviors [Texto impreso] / Katherine white, Bonnie Simpson and Jennifer J. Argo**

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. 446-447

Abstract: Previous research has found that people tend to avoid products or behaviors that are linked to dissociative reference groups. The present research demonstrates conditions under which consumers exhibit similar behaviors to dissociative out-group members in the domain of positive consumption behaviors. In particular, when a consumer learns that a dissociative out-group performs comparatively well on a positive behavior, the consumer is more likely to respond with positive intentions and actions when the setting is public (vs. private). The authors suggest that this occurs because learning of the successful performance of a dissociative out-group under public conditions threatens the consumer's group image and activates the desire to present the group image in a positive light. The authors show that although group affirmation mitigates these effects, self-affirmation does not. They also examine the moderating role of the positivity of the behavior and the mediating role of group image motives. Taken together, the results highlight conditions under which communicating information about the behaviors of dissociative out-groups can be used to spur consumers to engage in positive actions.

Journal of marketing research. -- 2014, v. 51, n. 4, august, p. 433-447

1. Reference groups 2. Dissociative out-groups 3. Sustainability 4. Normative influence 5. Public versus private

**11****Vices and virtues of misguided replications [Texto impreso] : the case of asymmetric dominance / Itamar Simonson**

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. 519

Abstract: The likelihood of replicating an effect such as asymmetric dominance (AD) largely depends on other, usually more important choice drivers (e.g., attributes, values). Accordingly, it is not surprising that the AD effect is often not observed when other choice drivers have greater impact and/or when the AD configuration is unlikely to be perceived. However, when price is an attribute (and in many other cases), the AD effect is often observed in both properly designed studies and the real world. The author notes that Frederick, Lee, and Baskin (2014) raise important questions, but they would have made a greater contribution had they (1) systematically studied the drivers of AD perceptions, (2) more accurately tried to replicate previous AD effect demonstrations, and (3) systematically studied the repulsion effect. The author also briefly comments on the Yang and Lynn (2014) studies, which he asserts did not test the AD effect properly in most cases.

Journal of marketing research. -- 2014, v. 51, n. 4, august, p. 514-519

1. Replication 2. Attraction 3. Research 4. Choice 5. Methods