

1**An investigation of the effectiveness of uncertainty in marketing promotions involving free gifts [Texto impreso] / Juliano Laran and Michael Tsiros**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 122-123 : 35 refs.

Abstract: The authors provide a framework to predict when uncertainty will have a beneficial or detrimental impact on marketing promotions involving free gifts. Whereas uncertainty (i.e., not knowing which free gift will be offered) decreases purchase likelihood when the decision is cognitive, it increases purchase likelihood when the decision is affective. Using field and laboratory studies, the authors demonstrate that when the decision involves affect, people like to be surprised and appreciate uncertainty in the purchase process. When the decision is cognitive, consumers appreciate having information about the product offer. This research has both theoretical implications for research on affect and uncertainty and practical implications for marketing managers designing and implementing promotional campaigns.

Journal of marketing. -- 2013, v. 77, n. 2, march, p. 112-123

1. Uncertainly 2. Promotions 3. Free gift 4. Affect 5. Surprise

2**Can brands move in from the outside? [Texto impreso] : how moral identity enhances out-group brand attitudes / Woo Jin Choi and Karen Page Winterich**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 110-111 : 62 refs.

Abstract: Consumers tend to have more favorable attitudes for their in-group brands than their out-group brands. However, little is known regarding how brand managers can overcome consumers' negative attitudes toward out-group brands. Drawing on the moral identity literature, the authors theorize that moral identity may enhance out-group (but not in-group) brand attitudes through decreased psychological distance. Four studies demonstrate that moral identity increases out-group brand attitudes. The authors also identify two important boundary conditions of this moral identity effect. These findings suggest that brand managers who want to overcome the less-than-favorable perceptions associated with out-group brands may benefit from drawing on consumers' moral identity in marketing communications. Theoretically, this research establishes that moral identity extends beyond prosocial behaviors to influence marketplace judgments (i.e., brand attitudes and categorization).

Journal of marketing. -- 2013, v. 77, n. 2, march, p. 96-111

1. Brand attitude 2. Moral identity 3. Out-group 4. Reference group 5. Psychological distance

3**Rising from the ashes [Texto impreso] : how brands and categories can overcome product-harm crises / Kathleen Cleeren, Harald J. Van Heerde and Marnik G. Dekimpe**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 75-77

Abstract: Product-harm crises are omnipresent in today's marketplace. Such crises can cause major revenue and marketshare losses, lead to costly product recalls, and destroy carefully nurtured brand equity. Moreover, some of these effects may spill over to nonaffected competitors in the category when they are perceived to be guilty by association. The extant literature lacks generalizable knowledge on the effectiveness of different marketing adjustments that managers often consider to mitigate the consequences of such events. To fill this gap, the authors use large household-scanner panels to analyze 60 fast-moving consumer good product crises that occurred in the United Kingdom and the Netherlands and resulted in the full recall of an entire variety. The authors assess the effects of postcrisis advertising and price adjustments on the change in consumers' brand share and category purchases. In addition, they consider the extent to which the effects are moderated by two key crisis characteristics: the extent of negative publicity surrounding the event and whether the affected brand had to publicly acknowledge blame. Using the empirical findings, the authors provide context-specific managerial recommendations on how to overcome a product-harm crisis.

Journal of marketing. -- 2013, v. 77, n. 2, march, p. 58-77

1. Product-harm crisis 2. Product recall 3. Defective product 4. Purchase behavior 5. Negative publicity 6. Blame

4**The effect of in-store travel distance on unplanned spending [Texto impreso] : applications to mobile promotion strategies / Sam K. Hui ... [et. al]**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 15-16 : 49 refs.

Abstract: Typically, shoppers' paths only cover less than half of the areas in a grocery store. Given that shoppers often use physical products in the store as external memory cues, encouraging shoppers to travel more of the store may increase unplanned spending. Estimating the direct effect of in-store travel distance on unplanned spending, however, is complicated by the difficulty of collecting in-store path data and the endogeneity of in-store travel distance. To address both issues, the authors collect a novel data set using in-store radio frequency identification tracking and develop an instrumental variable approach to account for endogeneity. Their analysis reveals that the elasticity of unplanned spending on travel distance is 57% higher than the uncorrected ordinary least squares estimate. Simulations based on the authors' estimates suggest that strategically promoting three product categories through mobile promotion could increase unplanned spending by 16.1%, compared with the estimated effect of a benchmark strategy based on relocating three destination categories (7.2%). Furthermore, the authors conduct a field experiment to assess the effectiveness of mobile promotions and find that a coupon that required shoppers to travel farther from their planned path resulted in a substantial increase in unplanned spending (\$21.29) over a coupon for an unplanned category near their planned path (\$13.83). The results suggest that targeted mobile promotions aimed at increasing in-store path length can increase unplanned spending.

Journal of marketing. -- 2013, v. 77, n. 2, march, p. 1-16

1. Shopper marketing 2. Path data 3. Radio frequency identification tracking 4. Unplanned purchase 5. Mobile promotion

5**The impact of product recalls on future product reliability and future accidents [Texto impreso] : evidence from the automobile industry/ Kartik Kalaignanam, Tarun Kushwaha and Meike Eilert**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 56-57

Abstract: Although the goal of a product recall program is to enhance safety, little is known about whether firms learn from product recalls. This study tests the direct effect of product recalls on future accidents and future recall frequency and their indirect effect through future product reliability in the automobile industry. The authors test the hypotheses on 459 make/year observations involving 27 automobile makers between 1995 and 2011. The findings suggest that increases in recall magnitude lead to decreases in future number of injuries and recalls. This effect, in turn, is partially mediated by future changes in product reliability. The results also suggest that the positive relationship between recall magnitude and future product reliability is (1) stronger for firms with higher shared product assets and (2) weaker for brands of higher prior quality. The findings are robust across alternate measures and alternate model specifications and offer valuable insights for managerial practice and public policy.

Journal of marketing. -- 2013, v. 77, n. 2, march, p. 41-57

1. Product recalls 2. Product reliability 3. Accidents 4. Shared product assets 5. Prior brand quality

6**To Buy or not to buy [Texto impreso] : consumers' demand response patterns for healthy versus unhealthy food / Debabrata Talukdar and Charles Lindsey**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 137-138 : 63 refs.

Abstract: The authors integrate research on impulsivity from the psychology area with standard economic theories of consumer demand to make novel predictions about the effects of market price changes on consumers' food consumption behavior. The results from multiple studies confirm that consumers exhibit undesirable asymmetric patterns of demand sensitivity to price changes for healthy and unhealthy food. For healthy food, demand sensitivity is greater for a price increase than for a price decrease. For unhealthy food, the opposite holds true. The research further shows that the undesirable patterns are attenuated or magnified for key policy-relevant factors that have been shown to decrease or increase impulsive purchase behavior, respectively. As the rising obesity trend brings American consumers' food consumption behavior under increased scrutiny, the focal findings hold significant implications for both public policy makers and food marketers.

Journal of marketing. -- 2013, v. 77, n. 2, march, p. 124-138

1. Pricing 2. Food 3. Health 4. Social networks 5. Fear

7**What drives managerial use of marketing and financial metrics and does metric use affect performance of marketing-mix activities? [Texto impreso] / Ofer Mintz and Imran S.Currim**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 33., p. 39-40

Abstract: To increase marketing's accountability, Journal of Marketing, Marketing Science Institute, and the Institute for the Study of Business Markets have advocated development of marketing metrics and linking marketing-mix activities with financial metrics. Although the marketing field has made progress, researchers have paid less attention to what drives managerial use of marketing and financial metrics and whether metric use is associated with marketing-mix performance. The authors propose a conceptual model that links firm strategy, metric orientation, type of marketing-mix activity, and managerial, firm, and environmental characteristics to marketing and financial metric use, which in turn are linked to performance of marketing-mix activities. An analysis of 1287 marketing-mix activities reported by 439 U.S. managers reveals that firm strategy, metric orientation, type of marketing-mix activity, and firm and environmental characteristics are more useful than managerial characteristics in explaining use of marketing and financial metrics and that use of metrics is positively associated with marketing-mix performance. The results help identify conditions under which managers use fewer metrics and how metric use can be increased to improve marketing-mix performance.

Journal of marketing. -- 2013, v. 77, n. 2, march, p. 17-40

1. Metrics 2. Marketing-finance interface 3. Marketing mix 4. Managerial decision making

8**When do (and don't) normative appeals influence sustainable consumer behaviors? [Texto impreso] / Katherine White and Bonnie Simpson**

Este artículo se encuentra disponible en su edición impresa. Los datos para su localización están accesibles a través del enlace al título de la publicación.

References: p. 90-91

Abstract: The authors explore how injunctive appeals (i.e., highlighting what others think one should do), descriptive appeals (i.e., highlighting what others are doing), and benefit appeals (i.e., highlighting the benefits of the action) can encourage consumers to engage in relatively unfamiliar sustainable behaviors such as "grasscycling" and composting. Across one field study and three laboratory studies, the authors demonstrate that the effectiveness of the appeal type depends on whether the individual or collective level of the self is activated. When the collective level of self is activated, injunctive and descriptive normative appeals are most effective, whereas benefit appeals are less effective in encouraging sustainable behaviors. When the individual level of self is activated, self-benefit and descriptive appeals are particularly effective. The positive effects of descriptive appeals for the individual self are related to the informational benefits that such appeals can provide. The authors propose a goal-compatibility mechanism for these results and find that a match of congruent goals leads to the most positive consumer responses. They conclude with a discussion of implications for consumers, marketers, and public policy makers.

Journal of marketing. -- 2013, v. 77, n. 2, march, p. 78-95

1. Normative appeals 2. Sustainability 3. Injunctive norms 4. Descriptive norms 5. Individual self 6. Collective self