

**1****Consumer-generated ads [Texto impreso] : does awareness of advertising co-creation help or hurt persuasion? / Debora V. Thompson and Prashant Malaviya**

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. 46-47 : 38 refs.

**Abstract:** Companies increasingly involve consumers in the process of developing advertising and other marketing actions. An important question that has not been explored is whether brands benefit from communicating to consumers who had not been involved in the co-creation process that a target ad was developed by a fellow consumer. The authors propose a skepticism-identification model of ad creator influence, which hypothesizes that disclosing to an audience that an ad was created by a consumer triggers two opposing effects: skepticism about the competence of the ad creator and identification with the ad creator. Four studies demonstrate that the effectiveness of disclosing advertising co-creation depends on factors that hinder skepticism and heighten identification with the ad creator. Specifically, attributing the ad to a consumer is shown to increase persuasion when the audience (1) has limited cognitive resources to scrutinize the message, (2) is given background information about the ad creator that enhances source similarity, and (3) has high loyalty toward the brand. The implications of these findings on marketing theory and practice are discussed.

Journal of marketing. -- 2013, v. 77, n. 3, may, p. 33-47

1. Persuasion 2. Source similarity 3. Advertising effectiveness 4. Persuasion knowledge 5. Consumer-generated ads

**2****Portfolio dynamics and alliance termination [Texto impreso] : the contingent role of resource dissimilarity / Anna S. Cui**

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. 31-32

**Abstract:** This article takes a portfolio approach to examine how an alliance's propensity of termination is influenced by its resource relationships with other alliances of the firm. Whereas previous research has suggested that similar partner resources in a portfolio create redundancy and that dissimilar resources are beneficial, this study argues that redundancy may be necessary to ensure stable access to resources and that synergies from dissimilar resources may be difficult to realize. Thus, under some conditions, resource dissimilarity may be less supportive of, or even detrimental to, the continuity of an alliance. The author identifies several conditional factors that change the role of resource dissimilarity. While relational connectedness between the focal partner and other partners of the firm is found to strengthen the supporting effect of resource dissimilarity on alliance continuity, vertical connectedness of alliance activities, formation of substituting alliances by the focal partner, and market uncertainty weaken the supporting effect of resource dissimilarity. The findings reveal alliance termination factors beyond dyadic interactions and provide important implications for managing interdependencies within an alliance portfolio to enhance alliance stability.

Journal of marketing. -- 2013, v. 77, n. 3, may, p. 15-32

1. Alliance portfolio 2. Alliance termination 3. Joint ventures 4. Interfirm partnerships 5. Resource dissimilarity

**3****Soda versus cereal and sugar versus fat [Texto impreso] : drivers of healthful food intake and the impact of diabetes diagnosis / Yu Ma, Kusum L. Ailawadi and Dhruv Grewal**

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. 118-120

**Abstract:** This study examines how household members' personal characteristics and key marketing factors affect the healthfulness of food purchased for in-home consumption; it further considers how food intake changes following a diagnosis of Type 2 diabetes in the household. Using a combination of grocery purchases over four years, survey data about health status, and the nutrition content of 13 of the largest packaged food categories, this study shows that households with higher education and nutrition interest consume fewer calories, sugar, and total carbohydrates, whereas those with higher self-control consume more, because they offset their lower intake of "unhealthy" categories (e.g., soft drinks) with higher intake of "healthy" categories (e.g., cereal). The consumption of sugar and carbohydrates decreases significantly in response to a diabetes diagnosis, whereas the intake of fat and sodium increases. Education, nutrition interest, and self-control are not associated with healthier changes in response to a diagnosis, but younger and higher-income households, as well as those in which the diabetes patient is female, make healthier changes. These findings have notable implications for marketers, consumers, consumer researchers, and public health professionals.

Journal of marketing. -- 2013, v. 77, n. 3, may, p. 101-120

1. Health status 2. Drivers of food choice 3. Health halo bias 4. Diabetes 5. Self-control 6. Household grocery shopping

**4****Targeting revenue leaders for a new product [Texto impreso] / Michael Haenlein and Barak Libai**

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. 78-80

**Abstract:** Historically, when targeting potential adopters of a new product, firms have tended to focus first on people with disproportional effect on others, often labeled "opinion leaders." The authors highlight the benefit of targeting customers with high lifetime value (CLV), or "revenue leaders." The authors argue that targeting revenue leaders can create high value both by accelerating adoption among these customers and because of the higher-than-average value that revenue leaders generate by affecting other customers with similarly high CLV. The latter phenomenon is driven by network assortativity, whereby people's social networks tend to be composed of others who are similar to themselves. Analyzing an agent-based model of a seeding program for a new product, the authors contrast revenue leader seeding with opinion leader seeding and compare the factors that influence the effectiveness of each. They show that the distribution of CLV in the population and the seed size play a major role in determining which seeding approach is preferable, and they discuss the managerial implications of these findings.

Journal of marketing. -- 2013, v. 77, n. 3, may, p. 65-80

1. Word of mouth 2. Opinion leaders 3. Assortativity 4. Customer lifetime value 5. Agent-based models

**5****The network value of products [Texto impreso] / Gal Oestreicher-Singer ... [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. 13-14 : 48 refs.

Abstract: Traditionally, the value of a product has been assessed according to the direct revenues the product creates. However, products do not exist in isolation but rather influence one another's sales. Such influence is especially evident in e-commerce environments, in which products are often presented as a collection of web pages linked by recommendation hyperlinks, creating a large-scale product network. The authors present a systematic approach to estimate products' true value to a firm in such a product network. Their approach, which is in the spirit of the PageRank algorithm, uses available data from large-scale e-commerce sites and separates a product's value into its own intrinsic value, the value it receives from the network, and the value it contributes to the network. The authors demonstrate their approach using data collected from the product network of books on Amazon.com. Specifically, they show that the value of low sellers may be underestimated, whereas the value of best sellers may be overestimated. The authors explore the sources of this discrepancy and discuss the implications for managing products in the growing environment of product networks.

Journal of marketing. -- 2013, v. 77, n. 3, may, p. 1-14

1. Product value 2. Cross-selling 3. Electronic commerce 4. Recommendation systems 5. Social networks

**6****When does recognition increase charitable behavior? [Texto impreso] : toward a moral identity-based model / Karen Page Winterich, Vikas Mittal and Karl Aquino**

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. 133-134 : 57 refs.

Abstract: Each year, people in the United States donate more than \$200 billion to charitable causes. Despite the lack of understanding of whether and how recognition increases charitable behavior, charities often offer it to motivate donor action. This research focuses on how the effectiveness of recognition on charitable behavior is dependent on the joint influence of two distinct dimensions of moral identity: internalization and symbolization. Three studies examining both monetary donations and volunteering behavior show that recognition increases charitable behavior among those characterized by high moral identity symbolization and low moral identity internalization. Notably, those who show high levels of moral identity internalization are uninfluenced by recognition, regardless of their symbolization. By understanding correlates of the two dimensions of moral identity among donors, nonprofits can strategically recognize potential donors to maximize donation and volunteering behavior.

Journal of marketing. -- 2013, v. 77, n. 3, may, p. 121-134

1. Charitable behavior 2. Recognition 3. Moral identity 4. Symbolization 5. Social reinforcement

**7****When humanizing brands goes wrong [Texto impreso] : the detrimental effect of brand anthropomorphization amid product wrongdoings/ Marina Puzakova, Hyokjin Kwak and Joseph F. rocereto**

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. 99-100 : 60 refs.

Abstract: The brand relationship literature shows that the humanizing of brands and products generates more favorable consumer attitudes and thus enhances brand performance. However, the authors propose negative downstream consequences of brand humanization; that is, the anthropomorphization of a brand can negatively affect consumers' brand evaluations when the brand faces negative publicity caused by product wrongdoings. They find that consumers who believe in personality stability (i.e., entity theorists) view anthropomorphized brands that undergo negative publicity less favorably than nonanthropomorphized brands. In contrast, consumers who advocate personality malleability (i.e., incremental theorists) are less likely to devalue an anthropomorphized brand from a single instance of negative publicity. Finally, the authors explore three firm response strategies (i.e., denial, apology, and compensation) that can affect the evaluations of anthropomorphized brands for consumers with different implicit theory perspectives. They find that entity theorists have more difficulty in combating the adverse effects of brand anthropomorphization than incremental theorists. Furthermore, they demonstrate that compensation (vs. denial or apology) is the only effective response among entity theorists.

Journal of marketing. -- 2013, v. 77, n. 3, may, p. 81-100

1. Brand anthropomorphization 2. Implicit theory 3. Negative publicity 4. Product wrongdoings 5. Response strategies

**8****When value trumps health in a supersized world [Texto impreso]/ Kelly L. Haws 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. 63-64 : 61 refs.

Abstract: Marketers often offer consumers the option to "supersize" a food purchase intended for immediate consumption. Supersized products may be attractive to consumers from the standpoint of the unit pricing because ordering a larger size of the same product results in a per-unit savings and offers consumers the opportunity to meet their valuebased financial goals. In this article, the authors show that such pricing strategies not only lead to greater purchase and consumption but do so by affecting important consumer goals in unrelated domains—namely, by decreasing the importance placed on health goals. Although supersized pricing can have a powerful effect on purchase behavior, providing health cues can prevent the decreased focus on health. In addition, supersized pricing can be used to increase size choice of healthy foods. The authors discuss the study's contributions to theory, particularly for understanding decisions regarding the pursuit of multiple goals and, more specifically, those that lie at the intersection of health and finance. In addition, the results suggest both marketing and public policy implications, including those for the obesity epidemic and frequent use of supersized pricing strategies for unhealthy foods.

Journal of marketing. -- 2013, v. 77, n. 3, may, p. 48-64

1. Supersizing 2. Nonlinear pricing 3. health 4. Goal interactions 5. Value 6. Obesity