1

Are multichannel customers really more valuable? [Texto impreso]: the moderating role of product category characteristics / Tarun Kushwaha and Venkatesh Shankar

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. 83-85 : 72 refs.

Abstract: How does the monetary value of customer purchases vary by customer preference for purchase channels (e.g., traditional, electronic, multichannel) and product category? The authors develop a conceptual model and hypotheses on the moderating effects of two key product category characteristics—the utilitarian versus hedonic nature of the product category and perceived risk—on the channel preference-monetary value relationship. They test the hypotheses on a unique large-scale, empirically generalizable data set in the retailing context. Contrary to conventional wisdom that all multichannel customers are more valuable than single-channel customers, the results show that multichannel customers are the most valuable segment only for hedonic product categories. The findings reveal that traditional channel customers of low-risk categories provide higher monetary value than other customers. Moreover, for utilitarian product categories perceived as high (low) risk, web-only (catalog- or storeonly) shoppers constitute the most valuable segment. The findings offer managers guidelines for targeting and migrating different types of customers for different product categories through different channels.

Journal of marketing. -- 2013, v. 77, n. 4, july, p. 67-85

1. Customer relationship management 2. Channels 3. Multichannel marketing 4. Retailing

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2

Consumer evaluations of sale prices [Texto impreso] : role of the subtraction principle / Abhijit Biswas ... [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. 65-66 : 51 refs.

Abstract: How exactly does the display location of a sale price relative to the original price affect consumers' evaluations? Across multiple studies, including field studies with actual choices and studies with nonstudent samples, this article shows that consumer evaluations are a function of the display location of the sale price, but such evaluations are moderated by discount depth. First, presenting the smaller number to the right (vs. left) makes it easier to initiate the subtraction task, a phenomenon the authors refer to as the "subtraction principle." Second, given that evaluating sale prices inherently involves a subtraction task, locating sale prices to the right (vs. left) of the original price facilitates calculation of discount depth, increasing evaluations for moderate discounts but not for low discounts. These effects are potentially reversed in cases of both very low discounts and exaggerated discounts. The findings in this article offer novel and nonintuitive insights into how sale price display locations and discount depth interact to influence numerical cognitions, processing of sale prices, and subsequent evaluations.

Journal of marketing. -- 2013, v. 77, n. 4, july, p. 49-66

1. Sale price 2. Sale price display location 3. Discount depth 4. Numerical cognition 5. Price perceptions

3

Ethnographic stories for market learning [Texto impreso] / Julien Cayla and Eric Arnould

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. 14-16

Abstract: Although ethnography has become a popular research approach in many organizations, major gaps exist in the field's understanding of the way it operates in the corporate world, particularly in how ethnography facilitates market learning. Drawing from extensive fieldwork in the world of commercial ethnography, the authors describe how ethnographic stories give executives a unique means of understanding market realities. By working through the rich details of ethnographic stories infused with the tensions, contradictions, and emotions of people's everyday lives, executives are better able to grasp the complexity of consumer cultures. Overall, this research should help managers leverage the catalytic effects of ethnographic storytelling in their efforts to learn about and understand market contexts.

Journal of marketing. -- 2013, v. 77, n. 4, july, p. 1-16

1. Ethnography 2. Market research 3. Market learning 4. Narrative 5. Storytelling

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4

Growing existing customers' revenue streams through customer referral programs [Texto impreso] / Ina Garnefeld ... [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. 29-31

Abstract: Customer referral programs are an effective means of customer acquisition. By assessing a large-scaie customer data set from a global cellular telecommunications provider, the authors show that participation in a referrai program also increases existing customers' loyalty. In a field experiment, recommenders' defection rates fell from 19% to 7% within a year, and their average monthly revenue grew by 11.4% compared with a matched control group. A negative interaction between referral program participation and customer tenure reveals that the loyalty effect of voicing a recommendation is particularly pronounced for newer customer-firm relationships. A laboratory experiment further demonstrates that referral programs with larger rewards strengthen attitudinal and behavioral loyalty, whereas smaller rewards affect only the behavioral dimension. This article contributes to our theoretical understanding of the roles played by the commitment-consistency principle and positive reinforcement theory as mechanisms underlying the effectiveness of customer referral programs.

Journal of marketing. -- 2013, v. 77, n. 4, july, p. 17-31

1. Customer referral program 2. Customer loyalty 3. Commitment-consistency principle 4. Positive reinforcement 5. Propensity score matching

5
Retailer private-label margins [Texto impreso] : the role of supplier and quality-tier differentiation / Anne ter Braak, Marnik G. Dekimpe and Inge Geyskens

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. 101-103 : 71 refs.

Abstract: The authors show how new realities in the private-label (PL) landscape, including differential PL-sourcing relationships and differentiated, three-tiered PL portfolios, affect the gross margins that retailers realize on their PLs. In addition, they examine the moderating role of the identity of the PL supplier (dual brander vs. dedicated supplier). Retailer PL margins are lower for stockkeeping units from PL suppliers with whom the retailer shares a more intense relationship, as reflected in their relationship breadth and depth, but this negative effect can be countered through multisourcing. Building prolonged relationships with PL suppliers also results in lower retailer PL margins, but only for more national brand-oriented suppliers. Dedicated PL suppliers have little to gain by building long-term retailer relationships, but they are less vulnerable to the retailer's practice of multisourcing than dual branders. Although economy PLs may appeal to conventional supermarkets to keep (hard) discounters at bay, they result in lower margins (percentage-wise and absolute) than the standard PLs they cannibalize. Premium PLs, in turn, offer the retailer a higher margin, but only when produced by suppliers with a sufficient extent of national brand focus. iHowever, the higher promotional support often given to premium PLs tends to mitigate the actual margin advantage.

Journal of marketing. -- 2013, v. 77, n. 4, july, p. 86-103

1. Retailing 2. Private labels 3. Margins 4. Sourcing

6
Retailers' use of partially comparative pricing [Texto impreso]: from across-category to within-category effects / Paul W. Miniard ... [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. 47-48 : 34 refs.

Abstract: Prior research suggests that partially comparative pricing—in which a retailer provides price comparisons for some, but not all, of its products—is a double-edged sword. On the one hand, such pricing improves beliefs about the retailer's competitive price advantage on comparatively priced products for which its prices are compared with a competitor. On the other hand, it has been shown to damage perceptions of the retailer's noncomparatively priced products relative to those charged by the competition. However, this latter outcome is based on evidence examining the influence of partially comparative pricing across different product categories. The authors propose and demonstrate in five studies that price comparisons may actually improve relative price beliefs about the noncomparatively priced brands within the same product category. They further show this improvement to be attenuated as the number of price comparisons increase or when the price comparison is attached to a brand perceived as less typical of the product category. The authors conclude by drawing managerial implications and offer suggestions for further research.

Journal of marketing. -- 2013, v. 77, n. 4, july, p. 33-48

1. Partially comparative pricing 2. Competitive price comparisons 3. Price beliefs 4. Assimilation 5. Contrast

7

The influence of disorganized shelf displays and limited product quantity on consumer purchase [Texto impreso] / Iana A. Castro, Andrea C. Morales and Stephen M. Nowlis

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. 133 : 33 refs.

Abstract: The current research explores how shelf display organization and limited product quantity together influence consumer purchase. The authors find that, in certain cases, shelves that are disorganized and not fully stocked tend to reduce sales, but in other cases, disorganized shelves that are not fully stocked tend to increase sales. In particular, for products that are ingested (e.g., juice), purchase likelihood is reduced when the product appears to be disorganized and product quantity is limited. However, for products that are not ingested (e.g., fabric softener), purchase likelihood increases when the product appears to be disorganized and product quantity is limited! Importantly, the authors also show that brand familiarity moderates these effects.

Journal of marketing. -- 2013, v. 77, n. 4, july, p. 118-133

1. Shelf displays 2. Consumer decision making 3. Product assortment 4. Scarcity 5. Contamination

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8

When do transparent packages increase (or decrease) food consumption? [Texto impreso] / Xiaoyan deng and Raji Srinivasan

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. 115-117 : 56 refs.

Abstract: Transparent packages are pervasive in food consumption environments. Yet prior research has not systematicaiiy examined whether and how transparent packaging affects food consumption. The authors propose that transparent packaging has two opposing effects on food consumption: it enhances food salience, which increases consumption (salience effect), and it facilitates consumption monitoring, which decreases consumption (monitoring effect). They argue that the net effect of transparent packaging on food consumption is moderated by food characteristics (e.g., unit size, appearance). For small, visually attractive foods, the monitoring effect is low, so the salience effect dominates, and people eat more from a transparent package than from an opaque package. For large foods, the monitoring effect dominates the salience effect, decreasing consumption. For vegetables, which are primarily consumed for their health benefits, consumption monitoring is not activated, so the salience effect dominates, which ironically decreases consumption. The authors' findings suggest that marketers should offer small foods in transparent packages and iarge foods and vegetables in opaque packages to increase postpurchase consumption (and sales).

Journal of marketing. -- 2013, v. 77, n. 4, july, p. 104-117

1. Packaging design 2. Transparent packaging 3. External cues 4. Food consumption