1

Aggressive marketing strategy following equity offerings and firm value [Texto impreso] : the role of relative strategic flexibility / Didem Kurt and John Hulland

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. 73-74 : 82 refs.

Abstract: Firms raise a significant amount of funds and gain competitive advantage over their rivals through equity financing, namely through initial public offerings and seasoned equity offerings. The authors find that both initial public offering firms and seasoned equity offering firms adopt a more aggressive marketing strategy during the two years following their offering. However, not all equity issuers benefit equally from increased marketing spending, which can help signal companies' growth prospects to investors. A key moderator of the link between marketing investment and firm value is the strategic flexibility of rivals with respect to issuers. In particular, the stock market reacts favorably to an aggressive marketing strategy initiated by issuers competing against rivals with relatively less flexibility, whereas increased marketing expenditures do not translate into higher firm value when rivals have greater flexibility. Furthermore, the authors show that marketing expenditures create value within context: the role of marketing in enhancing shareholder value and the moderating effect of rivals' strategic flexibility are more pronounced in the two-year window immediately following an equity offering than at any other time. The authors conclude with a discussion of impilications for theory and practice.

Journal of marketing. -- 2013, v. 77, n. 5, september, p. 57-74

1. Marketing-finance interface 2. Marketing resources 3. Financial market performance 4. Equity offerings 5. Strategic flexibility 6. Signaling

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2

All that is users might not be gold [Texto impreso] : how labeling products as user designed backfires in the context of luxury fashion brands / Christoph Fuchs ... [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. 90-91 : 66 refs.

Abstract: An emerging literature stream posits that drawing on users rather than internal designers in new product creation may benefit firms because the resulting products effectively satisfy consumer needs. Four studies conducted in the context of the luxury fashion industry uncover an important conceptual boundary condition of this positive userdesign effect. Contrary to extant research, the results show that being "close" to users does not help but rather harms luxury fashion brands. Specifically, the authors find that user design backfires because consumer demand for a given luxury fashion brand collection is reduced if the collection is labeled as user (vs. company) designed. The results further reveal the underlying rationale for this reversal: user-designed luxury products are perceived to be lower in quality and fail to signal high status, which results in a loss of agentic feelings for the consumer. The authors explore several strategies luxury brands can pursue to overcome this negative user-design effect. Finally, they find that negative outcomes of user design are attenuated for luxury fashion products that are not used for status signaling—that is, product categories of a luxury brand that are characterized by lower status relevance for the consumer.

Journal of marketing. -- 2013, v. 77, n. 5, september, p. 75-91

1. Cocreation 2. Fashion 3. Luxury brands 4. User innovation 5. Social comparison

3

Brand licensing [Texto impreso] : what drives royalty rates?/ Satish Jayachandran ... [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. 121-122 : 77 refs.

Abstract: In brand licensing, the brand owner (the licensor) grants another firm (the licensee) the right to use the brand. This differs from franchising, in which a contractual arrangement between a franchisor and a franchisee exists to run a business based on the franchisor's business model. Brand licensing helps generate revenues and protect the brand from misappropriation. In such contractual arrangements, agency theory suggests that when parties to the contract engage in moral hazard (i.e., opportunistic behavior), suboptimal outcomes may result. The authors examine how concerns of moral hazard affect royalty rate, a popular form of compensation in brand licensing. From an agency theory perspective, they discuss how market and contract characteristics influence the risk of moral hazard and shape royalty rates in international brand licensing. The results obtained using data from international licensing contracts indicate that a country's intellectual property rights protection enables licensees to benefit from lower royalty rates and market size enables licensors to demand higher royalty rates. The authors also examine impact of other contract characteristics, such as contract duration and exclusivity, on royalty rate. The results imply that concerns of opportunistic behavior on the part of both the licensor and the licensee influence royalty rates.

Journal of marketing. -- 2013, v. 77, n. 5, september, p. 108-122

1. Brand licensing 2. Royalty rates 3. Global brand licensing 4. Intellectual property 5. Licensing

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4

Intrafunctional competitive intelligence and sales performance [Texto impreso] : a social network perspective / Michael Ahearne ... [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. 54-56 : 79 refs.

Abstract: Salespeople represent a primary source of competitive intelligence (CI), but the contextual factors that influence the performance impact of salesperson CI quality remain underresearched. The authors develop a framework to examine the performance impact of CI quality at the individual salesperson and sales district levels, with sales district CI quality diversity and sales managers' network centrality as contingencies thereof. The empirical results from multilevel data sets of two U.S.-based corporations reveal that district CI quality diversity weakens the positive performance effect of CI quality at both levels. Sales managers' centrality in within-district and peer advice networks buffers the performance losses created by district CI quality diversity, but salespeople's centrality does not have this buffering effect. The study uncovers conditions under which the positive performance impact of salesperson and district CI quality can disappear and even become negative, thus highlighting the role of managers as CI hubs.

Journal of marketing. -- 2013, v. 77, n. 5, september, p. 37-56

1. Sales management 2. Market intelligence 3. Social network analysis 4. Multilevel analysis

5
Not all repeat customers are the same [Texto impreso] : designing effective cross-selling promotion on the basis of attitudinal loyalty and habit / Yuping Liu-Thompkins and Leona Tam

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. 35-36 : 48 refs.

Abstract: Not all repeat purchases are created equal. They can be driven by both positive reaction toward a brand (i.e., attitudinai loyalty) and automaticity triggered by non-brand-related contextual cues (i.e., habit). Combining the loyalty literature with recent habit research, the authors suggest ways to distinguish the two drivers of repeat purchase and examine how they affect consumer response to cross-selling promotions. In Study 1, the authors propose a method to derive individual-level habit strength from consumer transaction records and demonstrate the influence of both attitudinai loyalty and habit on repeat purchase. Studies 2a and 2b then show that attitudinai loyalty faciiitates cross-selling, whereas habit has the opposite effect. Finally, in Study 3, the authors suggest a specific promotional design that works better for habitual consumers than for those with attitudinai loyalty and demonstrate that ignoring these two underlying drivers can lead to unintended negative consequences on consumer behavior. This research adds to a richer understanding of repatronage and yields important managerial insights into more effective cross-selling to repeat customers.

Journal of marketing. -- 2013, v. 77, n. 5, september, p. 21-36

1. Brand loyalty 2. Habit 3. Repeat purchase 4. Cross-selling 5. Retailing

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6
Predicting and managing consumers' package size impressions [Texto impreso] / Nailya Ordabayeva and Pierre Chandon

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. 136-137 : 41 refs.

Abstract: With rising public concerns about waste and overconsumption, predicting and effectively managing consunfiers' package size impressions have become critical for both marketers and public health advocates. The AddChange heuristic model of size impression assumes that people add (rather than multiply) the percentage changes in the height, width, and length of objects to compute their volume. This simple deterministic model does not require any data to accurately predict consumers' perceptions of product downsizing and supersizing when one, two, or all three dimensions change proportionately. It also explains why consumers perceive size reductions accurately when only one dimension of the package is reduced but completely fail to notice up to a 24% downsizing when the product is elongated in the manner specified by the model, even when they pay close attention or weigh the product by hand. The model can be used to determine the dimensions of packages that create accurate size perceptions or that increase consumers' acceptance of downsizing.

Journal of marketing. -- 2013, v. 77, n. 5, september, p. 123-137

1. Packaging 2. Size impression 3. Visual biases 4. Estimation 5. Psychophysics

7

Product design for the long run [Texto impreso] : consumer responses to typical and atypical designs at different stages of exposure / Jan R. Landwehr, Daniel Wentzel and Andreas Herrmann

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. 106-107 : 45 refs.

Abstract: Extant research on product design has suggested that a design's typicality is an important determinant of consumers' aesthetic liking. Yet most studies to date have measured consumers' reactions to designs of varied typicality after a singie exposure. In reality, however, consumers usually have multiple opportunities to observe a product before making a decision. Against this background, the authors perform three studies in the automobile domain that examine whether the positive effect of design typicality is moderated by the level of exposure. Study 1 indicates that aesthetic liking of typical car designs is greater at lower exposure levels, whereas people like atypical car designs better at higher exposure levels. Study 2 uses real sales data and indicates that the interaction between design typicality and exposure also affects sales, suggesting that atypical cars may be more successful in the iong run. Using expérimental manipulations of the key constructs, Study 3 provides evidence for the underlying process and finds renewed support for the notion that design typicality and exposure interact to affect aesthetic liking.

Journal of marketing. -- 2013, v. 77, n. 5, september, p. 92-107

1. Product design 2. Aesthetic liking 3. Design typicaiity 4. Processing fluency 5. Mere exposure 6. Car sales

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8

Reexamining the market share-customer satisfaction relationship [Texto impreso] / Lopo L. Rego, Neil A. Morgan and Claes Fornell

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. 14-15 : 52 refs.

Appendix A: Variables: definitions, measurement details and sources (p. 16-18) ; Appendix B: Nomological validity assessment of new measures (p. 19) ; Appendix C: ACSI industries included in the sample (p. 19) ; Appendix D: Customer satisfaction-market share relationship at different levels of market share (p. 20)

Abstract: Market share and customer satisfaction are often used to assess marketing performance. Despite the widespread assumption of a positive relationship between these two variables, the limited extant empirical literature on the subject indicates either a negative or a nonsignificant relationship. The authors reexamine this relationship over a longer time period than has previously been possible in a representative sample of U.S. consumer markets and find a consistently significant negative market share-customer satisfaction relationship. This is because customer satisfaction is generally not predictive of firms' future market share, but market share is a strong negative predictor of firms' future customer satisfaction. In follow-up analyses, the authors find that a firm's customer satisfaction can predict its future market share when it is benchmarked against that of its nearest rival and customer switching costs are low. In examining why the market share-future customer satisfaction relationship is generally negative, they find strong support for preference heterogeneity as a key mediator in this relationship. They also show that marketing more brands moderates the negative effect of preference heterogeneity on future customer satisfaction. Thus, larger brand portfolios offer a strategy solution for the general market share-satisfaction trade-off.

Journal of marketing. -- 2013, v. 77, n. 5, september, p. 1-20

1. Customer satisfaction 2. Market share 3. Marketing performance 4. Empirical generalizations 5. Brand portfolio