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**Branded service encounters [Texto impreso] : strategically aligning employee behavior with the brand positioning / Nancy J. Sirianni ... [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. 121-123

Abstract: This research examines how branded service encounters, in which frontline service employee behavior is aligned with a firm's brand positioning, may positively affect customer responses to brands. Across two brand personality contexts. Study 1 demonstrates that employee-brand alignment increases overall brand evaluations and customer-based brand equity, with more pronounced results for unfamiliar brands. Study 2 shows that conceptual fluency underlies the effect of employee-brand alignment on overall brand evaluations for unfamiliar brands. Study 3 reveals that employee authenticity enhances the effectiveness of employee-brand alignment. Finally, a critical incident study (Study 4) extends the generalizability of these findings to a wider variety of service contexts. This research is the first to demonstrate how firms can leverage employee behavior as a brand-building advantage, particularly for new or unfamiliar brands as they establish their positioning with customers.

Journal of marketing. -- 2013, v. 77, n. 6, november, p. 108-123

1. Brand equity 2. Frontline employee 3. Brand personality 4. Conceptual fluency 5. Branded service encounters 6. Brand familiarity

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**Corporate social responsibility in business-to-business markets [Texto impreso] : how organizational customers account for supplier corporate social responsibility engagement / Christian Homburg, Marcel Stierl and Torsten Bornemann**

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. 69-72

Abstract: Despite the high relevance of corporate social responsibility (CSR) in current business practice and the considerable research on CSR outcomes in consumer markets, investigations of its influence on organizational business relationships are scarce. Relying on instrumental stakeholder theory, the authors develop and empirically test a framework of the influence of a supplier's CSR engagement on organizational customer outcomes. Findings from an examination of 200 cross-industry supplier-customer dyads reveal positive effects of two facets of a supplier's CSR efforts on customer loyalty through distinct mechanisms. Business practice CSR fosters customers' trust, whereas philanthropic CSR strengthens customer-company identification. The authors distinguish a supplier's actual CSR engagement and customers' perception of these CSR activities. In addition, they consider central contingency factors reflecting uncertainty and dependence in business-to-business relationships that determine the effectiveness of CSR.

Journal of marketing. -- 2013, v. 77, n. 6, november, p. 54-72

1. Business-to-business marketing 2. Corporate social responsibility 3. Customer-company identification 4. Supplier-customer relationships 5. Trust

**3****Does knowledge base compatibility help or hurt knowledge sharing between suppliers in competition? [Texto impreso] : the role of customer participation / Hillbun (Dixon) Ho and Shankar Ganesan**

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

**Abstract:** Competing suppliers that collaborate to serve downstream original equipment manufacturer customers often encounter partners with overlapping and compatible knowledge bases. Such knowledge base compatibility provides supplier partners the opportunity to exchange knowledge efficiently, leading to greater knowledge sharing. However, the ease of misappropriation of the shared knowledge can offset this beneficial effect. This research proposes that the effect of knowledge base compatibility on supplier partners' knowledge sharing is moderated by the customer's participation in the collaborative effort and by the customer value such effort creates. The results of two empirical studies show that when levels of both customer participation and customer value are high, knowledge base compatibility between supplier partners leads to greater knowledge sharing. In contrast, when customer participation is high but customer value is low, knowledge base compatibility leads to lower levels of supplier knowledge sharing. This investigation validates the importance of key factors related to supplier partners' opportunity and motivation to share knowledge in cooperative partnerships.

Journal of marketing. -- 2013, v. 77, n. 6, november, p. 91-107

1. Buyer-seller relationships 2. Knowledge governance 3. Knowledge sharing 4. Customer participation 5. Survey methodology

**4****How images of other consumers influence subsequent taste perceptions [Texto impreso] / Morgan Poor, Adam Duhachek and H. Shanker Krishnan**

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. 138-139

**Abstract:** Images of food are seemingly everywhere, and yet the influence that such images have on important consumer outcomes is not well understood. The authors propose that the effect that image exposure has on taste perceptions largely depends on the interaction between the type of food (healthy vs. unhealthy) and whether the image shows the food alone (food image) or the food being consumed by a person (consummatory image). Specifically, the authors show that exposure to consummatory images of unhealthy (vs. healthy) foods increases taste perceptions relative to food images. To explain this effect, the authors argue that seeing an image of someone else indulging in an unhealthy food serves as social proof of the appropriateness and acceptability of indulgent consumption. As such, images of consumers eating act as a justification agent for real consumers, thereby reducing the conflict associated with the subsequent indulgent consumption experience and, in effect, increasing taste perceptions. The authors test this effect across five studies and eliminate rival explanations pertaining to emotional contagion, goal contagion, and source attractiveness.

Journal of marketing. -- 2013, v. 77, n. 6, november, p. 124-139

1. Images 2. Taste 3. Conflict 4. Justification effects 5. Social norms

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**Low prices are just the beginning [Texto impreso] : price image in retail management / Ryan Hamilton and Alexander Chernev**

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. 17-20

**Abstract:** Recent managerial evidence and academic research has suggested that consumer decisions are influenced not only by the prices of individual items but also by a retailer's price image, which reflects a consumer's impression of the overall price level of a retailer. Despite the increasing importance of price image in marketing theory and practice, existing research has not provided a clear picture of how price images are formed and how they influence consumer behavior. This article addresses this discrepancy by offering a comprehensive framework delineating the key drivers of price image formation and their consequences for consumer behavior. Contrary to conventional wisdom that assumes price image is mainly a function of a retailer's average price level, this research identifies several price-related and nonprice factors that contribute to price image formation. The authors further identify conditions in which these factors can overcome the impact of the average level of prices, resulting in a low price image despite the retailer's relatively high prices, as well as conditions in which people perceive a retailer to have a high price image despite its relatively low average price level.

Journal of marketing. -- 2013, v. 77, n. 6, november, p. 1-20

1. Price image 2. Retail pricing 3. Behavioral pricing 4. Retailer choice 5. Branding

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**Passive and active opportunism in interorganizational exchange [Texto impreso] / Steven H. Seggie, David A. Griffith and Sandy D. Jap**

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. 88-90

**Abstract:** This article examines how firms in interorganizational relationships respond differently to active and passive opportunism and observes how these opportunism forms erode satisfaction with the performance of these relationships. The multimethod approach of two experiments and one longitudinal field study demonstrate that firms tolerate more passive opportunism than active opportunism (Study 1) and that transaction costs play a mediating role between opportunism form and satisfaction with performance of the relationship (Study 2). Finally, the field study reveals that, over time, passive opportunism has a more corrosive impact on satisfaction with performance than active opportunism (Study 3). Together, the findings underscore the importance of distinguishing passive and active opportunism and the need to develop a better understanding of its management and consequences.

Journal of marketing. -- 2013, v. 77, n. 6, november, p. 73-90

1. Interorganizational relationship management 2. Passive and active opportunism 3. Organizational performance 4. Multimethod approach

7

**Smart shopping carts [Texto impreso] : how real-time feedback influences spending / Koert Van Ittersum ... [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. 34-36

**Abstract:** Although interest in smart shopping carts is increasing, both retailers and consumer groups have concerns about how real-time spending feedback will influence shopping behavior. Building on budgeting and spending theories, the authors conduct three lab and grocery store experiments that robustly show that real-time spending feedback has a diverging impact on spending depending on whether a person is budget constrained ("budget" shoppers) or not ("nonbudget" shoppers). Real-time spending feedback stimulates budget shoppers to spend more (by buying more national brands). In contrast, this feedback leads nonbudget shoppers to spend less (by replacing national brands with store brands). Furthermore, smart shopping carts increase repatronage intentions for budget shoppers while keeping them stable for nonbudget shoppers. These findings underscore fundamental unexplored differences between budget and nonbudget shoppers. Moreover, they have key implications for both brick-and-mortar and online retailers as well as app developers.

Journal of marketing. -- 2013, v. 77, n. 6, november, p. 21-36

1. Real-time spending feedback 2. Grocery shopping behavior 3. Smart shopping carts 4. Budget shoppers 5. Nonbudget shoppers

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**The effects of positive and negative online customer reviews [Texto impreso] : do brand strength and category maturity matter? / Nga N. Ho-Dac, Stephen J. Carson and William L. Moore**

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. 52-53

**Abstract:** Research has shown brand equity to moderate the relationship between online customer reviews (OCRs) and sales in both the emerging Blu-ray and mature DVD player categories. Positive (negative) OCRs increase (decrease) the sales of models of weak brands (i.e., brands without significant positive brand equity). In contrast, OCRs have no significant impact on the sales of the models of strong brands, although these models do receive a significant sales boost from their greater brand equity. Higher sales lead to a larger number of positive OCRs, and increased positive OCRs aid a brand's transition from weak to strong. This creates a positive feedback loop between sales and positive OCRs for models of weak brands that not only helps their sales but also increases overall brand equity, benefiting all models of the brand. In contrast to the view that brands matter less in the presence of OCRs, we find that OCRs matter less in the presence of strong brands. Positive OCRs function differently than marketing communications in that their effect is greater for weak brands.

Journal of marketing. -- 2013, v. 77, n. 6, november, p. 37-53

1. Online customer reviews 2. User-generated content 3. Brand equity 4. Category maturity 5. Word of mouth