

1**Comparing the effect of store remodeling on new and existing customers [Texto impreso] / Tracey S. Dagger & Peter J. Danaher**

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. 78-80

Abstract: Although retailers invest millions of dollars in redesigning, refreshing, and remodeling their stores, it is unclear that such large investments are worthwhile. Prior research has indicated that remodeling has only a short-term effect. However, a previously unexplored area is its effect on those who visit the store for the first time after it is remodeled (new customers) versus those who had visited before the remodeling (existing customers). This study contrasts the effect of store remodeling on new and existing customers in two field experiments with stores that underwent a major remodeling. Treatment and control stores are used in both experiments. The authors measure sales before and after the remodeling for new and existing customers; in one store, they also measure customers' psychological responses. In both cases, sales increased after the remodeling effort. However, sales for new customers are significantly higher than sales for existing customers after the remodel, and this difference persists for a year. Higher sales to new customers are primarily due to more new customers being drawn to the remodeled store, their higher spend per visit, and their subsequent increased visit frequency.

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1. Servicescape 2. Store remodeling 3. Field experiment 4. Sales 5. Store environment

2**Corporate social responsibility, customer orientation and the job performance of frontline employees [Texto impreso] / Daniel Korschun, C.B. Bhattacharya and Scott D. Swain**

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References: p. 35-37

Abstract: This study examines frontline employee responses to corporate social responsibility (CSR) using a multisourced data set at a Global 500 financial services company. The authors find that frontline employees identify with the organization (i.e., organizational identification) and with customers (i.e., employee-customer identification) as a function of how much the employees perceive management and customers (respectively) to support the company's CSR activities. However, these respective effects are stronger among employees for whom CSR is already tied to their sense of self (i.e., CSR importance to the employee). In addition, both organizational identification and employee-customer identification are related to supervisor-rated job performance; however, only the effect of employee-customer identification is mediated by customer orientation, suggesting that these two targets of identification manifest through distinct mechanisms. The research empirically addresses the open questions of whether and when CSR can yield observable changes in employee behavior and alerts researchers to a novel target of identification for frontline employees.

Journal of marketing. -- 2014, v. 78, n. 3, may, p. 20-37

1. Corporate social responsibility 2. Organizational identification 3. Employee-customer identification 4. Customer orientation 5. Job performance

3**Cross-selling performance in complex selling contexts [Texto impreso] : an examination of supervisory-and compensation-based controls / Christian Schmitz, You-Cheong Lee and Gary L. Lilien**

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. 17-19

Abstract: Although cross-selling offers significant benefits for both vendors and customers, three-quarters of all cross-selling initiatives fail, typically for sales force-related reasons. Prior research examining the antecedents of salespeople's product adoption has not yet shown whether or under which conditions such adoption behavior leads to better salesperson cross-selling performance. The authors develop a model of the role of supervisory behavior, compensation-based controls, and their interactions in enhancing the effect of salespeople's adoption behavior on cross-selling performance in a complex selling context. To test the model, the authors use a matched, multilevel data set from company records and surveys of salespeople and sales managers working in a biotech firm. The analysis shows that transformational leadership enhances the effect of salespeople's product portfolio adoption on cross-selling performance, whereas transactional leadership diminishes the effect. Furthermore, the effect of leadership type depends on whether cross-selling incentives are provided: the positive performance effect of transformational leadership is crowded out when monetary incentives are provided, and the negative effect of transactional leadership becomes even more negative. These results have significant theoretical and managerial implications.

Journal of marketing. -- 2014, v. 78, n. 3, may, p. 1-19

1. Sales management 2. Cross-selling 3. Business-to-business marketing 4. Leadership behavior 5. Compensation

4**Cultural competence and cultural compensatory mechanisms in binational households [Texto impreso] / Samantha N. N. Cross and Mary C. Gilly**

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. 137-139

Abstract: Although it is well-known that the U.S. population is increasingly culturally diverse, cultural diversity within U.S. households is less recognized. This study investigates the effects of cultural dynamics on decision roles and influence within the binational household. In particular, the authors study households in which one spouse is from the United States and the other is an immigrant. The analysis uses survey data and in-depth interviews. Cultural competence (i.e., knowledge of country of residence) as a source of expert power and as a form of cultural capital in family decision making emerge as overarching themes. The authors also find that one family member may engage in cultural compensatory mechanisms in consumption in response to the immigrant family member's sacrifices (i.e., moving to the United States). The authors close with a discussion of the implications for family decision-making theory, marketers, and society.

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1. Family decision making 2. Expertise 3. Cultural competence 4. Cross-cultural 5. Cultural compensatory mechanisms

5**Firm value creation through major channel expansions [Texto impreso] : evidence from an event study in the United States, Germany and China / Christian Homburg, Josef Vollmayr and Alexander Hahn**

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. 57-61

Abstract: Although changes to the channel system are among a firm's most critical decisions, prior research has neglected to examine the impact of channel expansions on firm value. This article investigates whether a firm's announcement of an increase in distribution intensity or the establishment of a new channel influences firm value. The authors also consider the moderating role of context-specific firm, market, and channel strategy contingencies. They test their hypotheses with an event study of 240 announcements of major channel expansions in the United States, Germany, and China. The results indicate that channel expansions affect firm value (i.e., through abnormal stock returns). However, the two types of channel expansions affect firm value differently. Whereas the establishment of a new channel positively influences firm value, reactions to an increase in distribution intensity are highly contingent. For example, firms operating in exceedingly turbulent or competitive markets experience firm value reductions in response to an increase in distribution intensity. Notably, the same two environmental contingencies enhance firm value when the firm establishes a new channel.

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1. Marketing channels 2. Distribution intensity 3. Event study 4. Marketing and firm value

6**Name-letters and birthday-numbers [Texto impreso] : implicit egotism effects in pricing / Keith S. Coulter and Dhruv Grewal**

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. 119-120

Abstract: This research examines how the implicit egotism resulting from consumers' positive self-associations affects their evaluations of product prices. The effects can occur when the product's price and the consumer share either name-letters (name-letter/price effect) or birthday-numbers (birthday-number/price effect). Through a series of studies, the authors demonstrate that the positive affect linked to name-letters and birthday-numbers transfers directly to consumers' price predilections and ultimately affects their purchase intentions. More specifically, consumers like prices (e.g., "fifty-five dollars") that contain digits beginning with the same first letter (e.g., "F") as their own name (e.g., "Fred," "Mr. Frank") more than prices that do not. Similarly, prices that contain cents digits (e.g., 49.15) that correspond to a consumer's date of birth (e.g., April 15) also enhance pricing liking and purchase intentions. Across groups of consumers, the authors' findings demonstrate that implicit egotism effects can result in greater purchase intentions for a higher-priced product compared with a lower-priced product.

Journal of marketing. -- 2014, v. 78, n. 3, may, p. 102-120

1. Behavioral pricing 2. Name-letter effects 3. Name-price effect 4. Birthday-number effect

7**The role of brands and mediating technologies in assembling long-distance family practices [Texto impreso] / Amber M. Epp, Hope Jensen Schau and Linda L. Price**

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. 99-101

Abstract: Increasingly, circumstances such as divorce, employment commuting, and military service have resulted in the geographic dispersion of family networks, and this reality holds both risks and opportunities for brands, products, and services embedded in family life. The authors leverage a longitudinal design including group interviews (initial/follow-up) and participant diaries to track how families' consumption practices shift in response to separation, morphing across time and place to retain and strengthen family bonds. Their findings generate a framework that explains how and when colocated consumption practices reassemble through technologies across distances. The framework considers practice dimensions, separation type, motivation, potential/realized capacities, and mobilized technologies to forecast potential practice trajectories under conditions of extended separation. Five potential trajectories emerge: no trial, heroic quests, failed trial, easy translations, and sacred pieces. The authors' discussion of managerial implications provides suggestions to enable companies to anticipate trajectories and take action to enhance brand use and loyalty to ensure that their brands survive reassembly within existing family practices or become integral to new family practices that feature the brand.

Journal of marketing. -- 2014, v. 78, n. 3, may, p. 81-101

1. Geographically dispersed networks 2. Connected consumers 3. Family consumption practices 4. Brand loyalty 5. Assemblage capacity

8**Sizing up the effect of portion size on consumption [Texto impreso] : a meta-analytic review / Natalia Zlatevska, Chris Dubelaar and Stephen S. Holden**

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. 152-154

Abstract: Food marketing is facing increasing challenges in using portion size (e.g., "supersizing") as a marketing tool. Marketers have used portion size to attract customers and encourage purchase, but social agencies are expressing concern that larger portion sizes encourage greater consumption, which can cause excessive consumption and obesity. This article addresses two questions that are central to this debate: (1) How much effect does portion size have on consumption? and (2) Are there limits to this effect? A meta-analytic review reveals that, for a doubling of portion size, consumption increases by 35 on average. However, the effect has limits. An extended analysis shows that the effect of portion size is curvilinear: as portions become increasingly larger, the effect diminishes. In addition, although the portion-size effect is widespread and robust across a range of individual and environmental factors, the analysis shows that it is weaker among children, women, and overweight individuals, as well as for nonsnack food items and in contexts in which more attention is given to the food being eaten.

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1. Portion size 2. Food marketing 3. Consumption norm 4. Unit bias 5. Obesity 6. Supersizing