

1**Competently ordinary [Texto impreso] : when technology functions as a barrier or a benefit to service encounters / Michael Giebelhausen ... [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. 123-124

Abstract: Although the new middle classes in emerging markets are a matter of significant interest for marketing scholars and managers, there has been little systematic research on their values and preoccupations. This article focuses on new middle class consumers to identify the new, shared socio-ideological sensibilities informed by the recent neoliberal reforms in emerging markets and examines how these sensibilities are actualized in consumption. Through an ethnographic study of fashion consumption in Turkey, the authors explicate three salient new middle class sensibilities, which implicate the mastery of the ordinary in pursuit of connections with people, institutions, and contexts. These sensibilities crystallize into a particular mode of consumption—"formulaic creativity"—which addresses consumers' desire to align with the middle and helps them reconcile the disjuncture between the promises of neoliberalism and the realities of living in unstable societies. The article provides recommendations on product portfolio management, positioning strategies, and marketing mix adaptation decisions.

Journal of marketing. -- 2014, v. 78, n. 4, july, p. 113-124

1. Rapport 2. Service encounters 3. Frontline employees 4. Self-service technology 5. Technology infusion

2**The informational value of social tagging networks [Texto impreso] / Hyoryung Nam and P. K. Kannan**

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. 39-40

Abstract: Social tagging is a new way to share and categorize online content that enables users to express their thoughts, perceptions, and feelings with respect to diverse concepts. In social tagging, content is connected through user-generated keywords—"tags"—and is readily searchable through these tags. The rich associative information that social tagging provides marketers new opportunities to infer brand associative networks. This article investigates how the information contained in social tags can act as a proxy measure for brand performance and can predict the financial valuation of a firm. Using data collected from a social tagging and bookmarking website, Delicious, the authors examine social tagging data for 44 firms across 14 markets. After controlling for accounting metrics, media citations, and other user-generated content, they find that social tag-based brand management metrics capturing brand familiarity, favorability of associations, and competitive overlaps of brand associations can explain unanticipated stock returns. In addition, they find that in managing brand equity, it is more important for strong brands to enhance category dominance, whereas it is more critical for weak brands to enhance connectedness. These findings suggest a new way for practitioners to track, measure, and manage intangible brand equity; proactively improve brand performance; and influence a firm's financial performance.

Journal of marketing. -- 2014, v. 78, n. 4, july, p. 21-40

1. User-generated content 2. Social tags 3. Social media 4. Brand equity 5. Firm valuation

3**Is neutral really neutral? [Texto impreso] : the effects of neutral user-generated content on product sales / Tanya (Ya) Tang, Eric (Er) Fang and Feng Wang**

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. 57-58

Abstract: This article aims to specify the performance implications of neutral user-generated content (UGC) on product sales by differentiating mixed-neutral UGC, which contains an equal amount of positive and negative claims, from indifferent-neutral UGC, which includes neither positive nor negative claims. The authors propose that positive and negative UGC only provide opportunities for consumers to process product-related information, whereas both mixed- and indifferent-neutral UGC affect consumers' motivation and ability to process positive and negative UGC. The results of three studies using multiple measures (text and numerical UGC), contexts (automobiles, movies, and tablets), and methods (empirical and behavioral experiment) indicate contrasting premium and discount effects such that mixed-neutral UGC amplifies the effects of positive and negative UGC, whereas indifferent-neutral UGC attenuates them. Empirical evidence further indicates that ignoring mixed- or indifferent-neutral UGC leads to substantial under- or overestimates of the effects of positive and negative UGC. The effects of neutral UGC on product sales thus are not truly neutral, and the direction of the bias depends on both the type of UGC and the distribution of positive and negative UGC.

Journal of marketing. -- 2014, v. 78, n. 4, july, p. 41-58

1. User-generated content 2. Mixed-neutral user-generated content 3. Indifferent-neutral user-generated content 4. Product sales 5. Opportunity-motivation-ability framework

4**Marketing doctrine [Texto impreso] : a principles-based approach to guiding marketing decision making in firms / Goutam Challagalla, Brian R. Murtha and Bernard Jaworski**

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. 18-20

Abstract: The authors introduce and examine a new marketing concept that a small set of leading firms has begun to adopt: marketing doctrine. Marketing doctrine refers to a firm's unique principles, distilled from its experiences, which provide firm-wide guidance on market-facing choices. As such, marketing doctrine provides a firm-wide common approach to decision making. Importantly, marketing doctrine helps a firm address the classic consistency-flexibility conundrum by providing high-level guidance to all decision makers in the firm (thus ensuring consistency) but not specifying execution details (thus allowing for local flexibility). Across three samples, the authors explore the concept using a discovery-oriented, theories-in-use approach with 35 executives from several industries. This article makes four contributions. First, it offers a parsimonious definition of the marketing doctrine construct and contrasts it with related constructs. Second, it offers insight into how firms can develop marketing doctrine. Third, it develops a conceptual model that identifies the antecedents and consequences of marketing doctrine use. Finally, the authors explore the moderating effects of three unpredictable environments (competitive intensity, market turbulence, and structural flux) on the marketing doctrine use-performance relationship.

Journal of marketing. -- 2014, v. 78, n. 4, july, p. 4-20

1. Marketing doctrine 2. Principles 3. Marketing decision making 4. Common marketing approach 5. Decision-making consistency

5**Multidyadic industrial channels [Texto impreso] : understanding component supplier profits and original equipment manufacturer behavior/ Steven H. Dahlquist and David A. Griffith**

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. 78-79

Abstract: Industrial component suppliers (CSs) work to enhance profitability by building brand differentiation with original equipment manufacturers (OEMs) and indirect industrial buyers (IIBs) through their marketing investments to each member. However, as a CS increases its marketing investments to its IIB, the OEM's profit position is threatened, motivating the OEM to respond with aligning or opposing behavior. The results from a three-study, multimethod design indicate that a CS's strategy of allocating its marketing investments between its OEM and IIB increases its brand differentiation, which allows it to capture increased profits subject to conditions of uncertainty. However, the results also demonstrate that the OEM does not sit idly by as its CS invests in building brand differentiation with the IIB; rather, it reacts with both aligning and opposing behaviors to benefit from the CS's investments as well as offset the CS's gains.

Journal of marketing. -- 2014, v. 78, n. 4, july, p. 59-79

1. Multidyadic industrial channels 2. Component supplier 3. Original equipment manufacturer 4. Indirect industrial buyer 5. Opposing 6. Aligning

6**News media channels [Texto impreso] : complements or substitutes? Evidence from mobile phone usage / Jiao Xu [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. 110-112

Abstract: The media industry has undergone a fundamental shift over the past decade as new online distribution channels have proliferated in an unprecedented manner. Although mobile devices have experienced rapid adoption among consumers, their effect on consumer behavior and their subsequent implications for publishers and advertisers have yet to be understood. The authors examine consumers' news consumption behavior on mobile news websites in response to the introduction of a mobile news app. Pseudo-panel analysis based on repeated cross-sectional data suggests that the introduction of a mobile app by a major national media company leads to a significant increase in demand at the corresponding mobile news website. In addition, the authors report that this effect is greater for consumers with (1) greater appreciation for concentrated news content, (2) stronger propensity for a particular political viewpoint, and (3) fewer time constraints. The results are consistent with the interpretation that the adoption of a provider's news app stimulates corresponding mobile news website visits. The authors discuss the implications of these findings for advertisers, media publishers, and policy makers.

Journal of marketing. -- 2014, v. 78, n. 4, july, p. 97-112

1. Online media consumption 2. Mobile news app 3. Mobile news website 4. Complementarity 5. Pseudo-panel analysis

7**Price promotion for emotional impact [Texto impreso] / Aylin Aydinli, Marco Bertini and Anja Lambrecht**

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. 95-96

Abstract: Managers and academics often think of price promotions merely as incentives that entice consumers to accept offers that they might not have considered otherwise. Yet the prospect of paying a lower price for a product of given quality can also discourage deliberation, in a sense “dumbing down” the purchase encounter by making it less consequential. The authors examine this possibility in a dual-system theory of consumer behavior. Specifically, they argue that price promotion lowers a consumer’s motivation to exert mental effort, in which case purchase decisions are guided less by extensive information processing and more by a quicker, easier, strong conditioner of preference: affect. Field data from a large daily deal company and four controlled experiments support this idea and document its implications primarily for product choice, in turn providing insight into the form and cause of brand switching that manufacturers and retailers can leverage to improve the allocation of promotional budgets and category management.

Journal of marketing. -- 2014, v. 78, n. 4, july, p. 80-96

1. Price promotion 2. Pricing 3. Dual-system theories 4. Product choice 5. Asymmetric brand switching

8**Touch versus tech [Texto impreso] : when technology functions as a barrier or a benefit to service encounters / Michael Giebelhausen [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. 123-124

Abstract: Interpersonal exchanges between customers and frontline service employees increasingly involve the use of technology, such as point-of-sale terminals, tablets, and kiosks. The present research draws on role and script theories to demonstrate that customer reactions to technology-infused service exchanges depend on the presence of employee rapport. When rapport is present during the exchange, the use of technology functions as an interpersonal barrier preventing the customer from responding in kind to employee rapport-building efforts, thereby decreasing service encounter evaluations. However, during service encounters in which employees are not engaging in rapport building, technology functions as an interpersonal barrier, enabling customers to retreat from the relatively unpleasant service interaction, thereby increasing service encounter evaluations. Two analyses using J.D. Power Guest Satisfaction Index data support the barrier and beneficial effects of technology use during service encounters with and without rapport, respectively. A follow-up experiment replicates this data pattern and identifies psychological discomfort as a key process that governs the effect. For managers, the results demonstrate the inherent incompatibility of initiatives designed to encourage employee–customer rapport with those that introduce technology into frontline service exchanges.

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1. Rapport 2. Service encounters 3. Frontline employees 4. Self-service technology 5. Technology infusion