

**1****The braggart's dilemma [Texto impreso] : on the social rewards and penalties of advertising prosocial behavior / Jonathan Z. Berman ... [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. 102-104

**Abstract:** People often brag about, or advertise, their good deeds to others. Seven studies investigate how bragging about prosocial behavior affects perceived generosity. The authors propose that bragging conveys information about an actor's good deeds, leading to an attribution of generosity. However, bragging also signals a selfish motivation (a desire for credit) that undermines the attribution of generosity. Thus, bragging has a positive effect when prosocial behavior is unknown because it informs others that an actor has behaved generously. However, bragging does not help—and often hurts—when prosocial behavior is already known, because it signals a selfish motive. In addition, the authors demonstrate that onspicuous cause marketing products have effects akin to bragging by signaling an impure motive for doing good deeds. Finally, the authors argue that bragging about prosocial behavior is unique because it undermines the precise information that the braggart is trying to convey (generosity). In contrast, bragging about personal achievements does not affect perceptions of the focal trait conveyed in the brag. These findings underscore the strategic considerations inherent in signaling altruism.

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1. Prosocial behavior 2. Altruism 3. Bragging 4. Self-promotion 5. Signaling

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**2****Emotional ability training and mindful eating [Texto impreso]/ Blair Kidwell, Jonathan Hasford and David Hardesty**

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. 118-119

**Abstract:** Consumers are often mindless eaters. This research provides a framework for how consumers can become more mindful of their food choices. To do so, the authors develop an ability-based training program to strengthen people's ability to focus on goal-relevant emotional information. They demonstrate not only that emotional ability (EA) is trainable and that food choices can be enhanced (Study 1) but also that EA training improves food choices beyond a nutrition knowledge training program (Study 2). In Study 3, the authors test a conceptual model and find that EA training increases goal-relevant emotional thoughts and reduces reliance on the unhealthy = tasty intuition. Both factors mediate mindful eating effects. Last, Study 4 demonstrates the long-term benefits of EA training by showing that emotionally trained people lose more weight in a three-month period than a control group and a nutrition knowledge training group. Together, these findings suggest that consumers can gain control of their food choices through the enhancement of EA. The article concludes with a discussion of implications for policy officials, health care professionals, and marketers.

Journal of marketing research. -- 2015, v. 52, n. 1, february, p. 105-119

1. Emotional intelligence 2. Mindful eating 3. Training 4. Nutrition knowledge 5. Emotional ability

**3****Giving against the odds [Texto impreso] : when tempting alternatives increase willingness to donate / Jennifer Savary, Kelly Goldsmith and Ravi Dhar**

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. 37-38

**Abstract:** The authors examine how a reference to an unrelated product in the choice context affects consumers' likelihood of donating to charity. Building on research on self-signaling, the authors predict that consumers are more likely to give when the donation appeal references a hedonic product than when a utilitarian product is referenced or when no comparison is provided. They posit that this phenomenon occurs because referencing a hedonic product during a charitable appeal changes the self-attributions, or self-signaling utility, associated with the choice to donate. A series of hypothetical and actual choice experiments demonstrate the predicted effect and show that the increase in donation rates occurs because the self-attributions signaled by a choice not to donate are more negative in the context of a hedonic reference product. Finally, consistent with these experimental findings, a field experiment shows that referencing a hedonic product during a charitable appeal increases real donation rates in a nonlaboratory setting. The authors discuss the theoretical implications for both consumer decision making and the self-signaling motives behind prosocial choice.

Journal of marketing research. -- 2015, v. 52, n. 1, february, p. 27-38

1. Self-signaling 2. Charitable donation 3. Context effects 4. Prosocial behavior 5. Choice

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**4****Inequity aversion and fair selling [Texto impreso] / Liang Guo**

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. 88-89

**Abstract:** This research investigates optimal selling strategies and equilibrium welfare implications in markets with buyer inequity aversion. When buyers care about their surplus relative to seller profits but are uncertain about seller costs, buyers' fairness perceptions and, thus, their willingness to pay may be malleable and susceptible to seller influence. If a seller's optimal behavior (e.g., pricing) is not completely unvarying in variable costs, buyers can rationally make inferences about seller costs from observed seller behavior. Consequently, buyers' fairness perceptions and their willingness to pay can influence, and be influenced by, optimal selling strategies. The study characterizes a fair selling equilibrium in which optimal seller behavior and buyer perceived fairness are interactively derived. The author shows that seller ex ante profit may increase as more buyers become inequity averse. In addition, buyer ex ante surplus can be nonmonotonically influenced by an increase in the number of fair-minded buyers or in the degree of inequity aversion. These counterintuitive results pinpoint the importance of investigating the strategic interaction between buyer fairness perceptions and selling strategies. Finally, the basic model is extended to examine how the fair selling equilibrium may be influenced by cost disclosure, buyer dynamic learning, and seller competition.

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1. Behavioral economics 2. Distributional fairness 3. Inequity aversion 4. Reference price 5. Pricing

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**Lay rationalism [Texto impreso] : individual differences in using reason versus feelings to guide decisions / Christopher K. Hsee ... [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. 143-145

Abstract: People have a lay notion of rationality—that is, the notion of using reason rather than feelings to guide decisions. Yet people differ in the degree to which they actually base their decisions on reason versus feelings. This individual difference variable is potentially general and important but is largely overlooked. The present research (1) introduces the construct of lay rationalism to capture this individual difference variable and distinguishes it from other individual difference variables; (2) develops a short, easy-to-implement scale to measure lay rationalism and demonstrates the validity and reliability of the scale; and (3) shows that lay rationalism, as measured by the scale, can predict a variety of consumer-relevant behaviors, including product preferences, savings decisions, and donation behaviors.

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1. Decision making 2. Reason 3. Feelings 4. Individual differences 5. Lay rationalism

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**Risk, information and incentives in online affiliate marketing [Texto impreso] / Benjamin Edelman and Wesley Brandi**

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. 11-12

Abstract: The authors examine online affiliate marketing programs in which merchants oversee thousands of affiliates they have never met. Some merchants hire outside specialists to set and enforce policies for affiliates, whereas other merchants ask their marketing staff to perform these functions. For clear violations of applicable rules, the authors find that outside specialists are the most effective at excluding the responsible affiliates, which can be interpreted as a benefit of specialization. However, in-house staff are more successful at identifying and excluding affiliates whose practices are viewed as “borderline” (albeit still contrary to merchants’ interests), forgoing the efficiencies of specialization in favor of the better incentives of a company’s staff. The authors consider the implications for marketing of online affiliate programs and for online marketing more generally.

Journal of marketing research. -- 2015, v. 52, n. 1, february, p. 1-12

1. Affiliate marketing 2. Fraud 3. Marketing management 4. Incentives 5. Outsourcing

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**Scarcity polarizes preferences [Texto impreso] : the impact on choice among multiple items in a product class / Meng Zhu and Rebecca K. Ratner**

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. 25-26

**Abstract:** This research examines how the salience of scarcity influences choices of individual items from a product class. The authors propose that overall perception of scarcity versus overall perception of abundance increases choice share of the most-preferred item from a product class. They argue that this phenomenon occurs because scarcity induces arousal and the heightened arousal polarizes the evaluations of individual items contained in the choice set. The results from five experiments show that scarcity versus abundance broadens the discrepancy between the liking of the favorite and nonfavorite items and leads to a greater choice share of the favorite item. The findings provide support for the arousal-based explanation, showing that the effect of scarcity salience on choices is mediated by consumers' reported arousal level and moderated by an experimentally induced arousal state.

Journal of marketing research. -- 2015, v. 52, n. 1, february, p. 13-26

1. Scarcity 2. Abundance 3. Preference within a choice set 4. Choices of the favorite 5. Resource constraints 6. Preference polarization

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**Seeing the big picture [Texto impreso] : the effect of height on the level of construal / Pankaj Aggarwal and Min Zhao**

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. 132-133

**Abstract:** Drawing on research on grounded cognition and metaphorical representation, the authors propose and confirm in five studies that physical height, or even the mere concept of height, can affect the perceptual and conceptual levels of mental construal. As such, consumers who perceive themselves to be physically "high" or elevated are more likely to adopt a global perceptual processing and higher level of conceptual construal, whereas those who perceive themselves to be physically "low" are more likely to adopt a local perceptual processing and lower level of conceptual construal. This difference in construal level also affects product choices that involve trade-offs between long-term benefits and short-term effort. The authors address alternative accounts such as vertical distance, visual distance, and perceived power. By highlighting the novel relationship between height and construal level, these findings contribute to research on grounded cognition and construal-level theory while also providing practical suggestions to marketing managers across a variety of domains.

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1. Construal level 2. Consumer preference 3. Processing style 4. Physical height 5. Grounded cognition

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**Selective reporting of factual content by commercial media [Texto impreso] / Yi Zhu and Anthony Dukes**

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. 75-76

Abstract: The authors study the market for factual content and examine whether competition increases or decreases its provision. Factual content is supplied by commercial media firms, which observe a set of facts depicting the state of the world and selectively decide how to report them. Consumers value content that matches their opinion, which incentivizes media firms to slant their reports by omitting certain facts. Novel features in the authors' model include consumers' ability to anticipate the media's incentives for slant and the requirement that all media stances must be supported by facts. Furthermore, consumers find reports with more facts to be more convincing. Despite consumers' ability to detect slant and their demand for factual support, the research shows that competition results in consumers reading fewer facts and being unable to update their prior beliefs about the state of the world. The authors also find that a monopoly medium may be more polarizing than competitive media and that polarized reporting can be less biased.

Journal of marketing research. -- 2015, v. 52, n. 1, february, p. 56-76

1. Factual content 2. Media bias 3. Media competition 4. Information goods 5. Cheap talk

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**What's in a message? [Texto impreso] : the longitudinal influence of a supportive versus combative orientation on the performance of nonprofits / Keith A. Botner, Arul Mishra and Himanshu Mishra**

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. 50-51

Abstract: In this article, the authors propose that in the long run, a nonprofit organization with supportively oriented positioning (e.g., promoting a cause) is likely to survive longer and achieve more donations compared with a nonprofit with a combative orientation (e.g., fighting against something). To test this proposition, the authors adopt a three-pronged approach that (1) uses publicly available financial data from nonprofits' tax filings over a ten-year period, (2) measures annual donor pledges from a field study with a registered nonprofit organization, and (3) examines actual donation behavior of participants in a longitudinal lab study. Moreover, the authors test this proposition for donations of money as well as time. They consider various theoretical mechanisms that might cause the proposed effect, such as regulatory focus theory, inertia in giving, and the preponderance of supportive charities.

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1. Promotion orientation 2. Prevention orientation 3. Charitable giving 4. Regulatory focus theory 5. Longitudinal analysis