

1**The budget contraction effect [Texto impreso] : how contracting budgets lead to less varied choice / Kurt A. Carlson ... [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. 347-348

Abstract: How do consumers adjust their spending when their budget changes? A common view is that the allocation of one's current budget should not depend on previous budget allocations. Contrary to this, the authors find that when the budget contracts to a particular level, consumers select less variety (as measured by the number of different items with some of the budget allocated to them) than when their budget expands to that same level. This budget contraction effect stems from a reduction in variety under the contracting budget, not from variety expansion under the expanding budget. Evidence from five experiments indicates that the effect is driven by a desire to avoid feelings of loss associated with spreading allocation cuts (relative to reference quantities from previous allocations) across many items.

Journal of marketing research. -- 2015, v. 52, n. 3, june, p. 337-348

1. Budget contraction 2. Allocation variety 3. Loss aversion 4. Reference quantities

2**Core versus peripheral innovations [Texto impreso] : the effect of innovation locus on consumer adoption of new products / Zhenfeng Ma, Tripat Gill and Ying Jiang**

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. 323

Abstract: In four experimental studies, the authors investigate the effect of innovation locus--whether the innovation is integrated with the base product (the core locus) or offered as a detachable accessory (the peripheral locus)--on consumers' adoption intentions. The findings show that offering a really new innovation (RNI) as a detachable peripheral component leads to higher adoption intentions than integrating the same innovation into the core. Innovation locus, however, does not have an effect on incrementally new innovations. The positive effect of peripheral locus (relative to core locus) for RNIs occurs through four mechanisms: (1) reduced schema incongruity, (2) lower risk perceptions, (3) increased benefit understanding, and (4) greater perceived usage flexibility associated with the new product. The authors demonstrate these effects by using stimuli from four product categories and including both attitudinal and behavioral measures of innovation adoption. The findings have implications for product design strategies for RNIs.

Journal of marketing research. -- 2015, v. 52, n. 3, june, p. 309-324

1. Innovation locus 2. Innovation newness 3. Schema congruity 4. Perceived risk 5. Peripherals

3**Direct and indirect effects of buyers and sellers on search advertising revenues in business to business electronic platforms [Texto impreso] / Eric (ER) Fang ... [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. 421-422

Abstract: Platform companies such as Alibaba.com increasingly rely on search advertising as a revenue source. This study examines (1) the direct effect of new and existing buyers and sellers on platform advertising revenue, (2) their indirect effect through two intermediary performance variables (buyer's click rate and seller's click price), and (3) how the effects differ between launch and mature stages of the search advertising service. Unique data collected from a leading transactional business-to-business electronic platform suggest that new buyers click on more search advertisements than existing buyers, especially after the firm's buyers and sellers have learned and adapted to the service (mature stage). New sellers tend to outbid existing sellers in the mature stage, but the opposite is true when the service is newly introduced (launch stage). Because existing sellers can more effectively send quality signals in the launch stage, attracting existing, rather than new, sellers has a greater effect on click rate in the launch stage; however, the opposite is true in the mature stage. Attracting new buyers also has a greater effect on click rate and price, especially in the mature stage. Finally, using cost data from the platform, this article examines the economic returns of attracting new and existing buyers and sellers with respect to advertising revenue.

Journal of marketing research. -- 2015, v. 52, n. 3, june, p. 407-422

1. Search advertising 2. Platform 3. Price per click 4. Click-through rate 5. Network effects

4**Do firms endowed with greater strategic capability earn higher profits? [Texto impreso] / Bo Zhou, Carl F. Mela and Wilfred Amaldoss**

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. 336

Abstract: Firms with different management teams evidence different strategic capabilities. Some are able to reason through the reactions of their competitors, whereas others are less sophisticated in their thinking. In such cases, conventional wisdom suggests that the strategic firms will undercut their less sophisticated competitors' prices and earn greater profits. The authors show that, under certain conditions, the strategic firms charge higher prices and accrue smaller equilibrium profits than their nonstrategic counterparts. Strategic firms' efforts to capitalize on their loyal customers' higher willingness to pay increases nonstrategic firms' share of price-sensitive consumers. Furthermore, by raising prices, strategic firms help their nonstrategic counterparts more than themselves. This outcome arises when the proportion of consumers loyal to each firm is sufficiently large. A laboratory test for the main proposition's predictive accuracy provides empirical support.

Journal of marketing research. -- 2015, v. 52, n. 3, june, p. 325-336

1. Behavioral economics 2. Bounded rationality 3. Experimental economics 4. Game theory 5. Pricing

5

Effects of Internet display advertising in the purchase funnel [Texto impreso] : model-based insights from a Randomized field experiment / Paul R. Hoban and Randolph E. Bucklin

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. 392-393

Abstract: This study examines the effects of Internet display advertising using cookie-level data from a field experiment at a financial tools provider. The experiment randomized assignment of cookies to treatment (firm ads) and control conditions (charity ads), enabling the authors to handle different sources of selection bias, including targeting algorithms and browsing behavior. They analyze display ad effects for users at different stages of the company's purchase funnel (i.e., nonvisitor, visitor, authenticated user, and converted customer) and find that display advertising positively affects visitation to the firm's website for users in most stages of the purchase funnel, but not for those who previously visited the site without creating an account. Using a binary logit model, the authors calculate marginal effects and elasticities by funnel stage and analyze the potential value of reallocating display ad impressions across users at different stages. Expected visits increase almost 10% when display ad impressions are partially reallocated from nonvisitors and visitors to authenticated users. The authors also show that results from the controlled experiment data differ significantly from those computed using standard correlational approaches.

Journal of marketing research. -- 2015, v. 52, n. 3, june, p. 375-393

1. Internet advertising 2. Field experiment 3. Purchase funnel 4. Logit model

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Need for cognitive closure, risk aversion, uncertainty changes and their effects on investment decisions [Texto impreso] / David Disatnik and Yael Steinhart

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. 357-359

Abstract: Investment decisions play a crucial role in the way consumers manage their wealth, and therefore, it is important to understand how consumers make these decisions. This research contributes to this attempt by examining consumers' investment decisions in response to new information about changes in uncertainty in financial markets. The authors identify possible conditions under which consumers, despite having new information about changes in market uncertainty, are less likely to assimilate the new information and consequently do not make investment decisions that are in line with their risk-aversion levels. Specifically, in a series of studies, the authors show that high rather than low need for cognitive closure can lead to a lack of openness to new information and therefore may dilute consumers' tendency to update their investment portfolios in a way that reflects their risk preferences. In addition, the authors address possible ways to influence consumers' assimilation of new information, to help even those with high need for cognitive closure make investment decisions that are in line with their levels of risk aversion.

Journal of marketing research. -- 2015, v. 52, n. 3, june, p. 349-359

1. Financial decision making 2. Need for cognitive closure 3. Risk aversion 4. Investment decisions 5. Market uncertainty

7

Pressed for time? Goal conflict shapes [Texto impreso] : how time is perceived, spent and valued / Jordan Etkin, Ioannis Evangelidis and Jennifer Aaker

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. 405-406

Abstract: Why do consumers often feel pressed for time? This research provides a novel answer to this question: consumers' subjective perceptions of goal conflict. The authors show that beyond the number of goals competing for consumers' time, perceived conflict between goals makes them feel that they have less time. Five experiments demonstrate that perceiving greater conflict between goals makes people feel time constrained and that stress and anxiety drive this effect. These effects, which generalize across a variety of goals and types of conflict (both related and unrelated to demands on time), influence how consumers spend time as well as how much they are willing to pay to save time. The authors identify two simple interventions that can help consumers mitigate goal conflict's negative effects: slow breathing and anxiety reappraisal. Together, the findings shed light on the factors that drive how consumers perceive, spend, and value their time.

Journal of marketing research. -- 2015, v. 52, n. 3, June, p. 394-406

1. Time perception 2. Goals 3. Choice 4. Consumer well-being

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Social effects in the in-flight marketplace [Texto impreso] : characterization and managerial implications / Pedro M. Gardete

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. 373-374

Abstract: This article investigates the in-flight marketplace, using detailed data of in-flight purchases to understand social effects in purchase behavior and determine their potential for designing marketing promotions. On average, a passenger is approximately 30% more likely to buy an item after being exposed to a lateral purchase. Analyses on the underlying mechanisms reveal that the classical social influence theories do not suffice to explain all the patterns in the data. The author proposes omission neglect, product contagion, and goal balancing as complementary theories. Finally, consumers' willingness to buy is shown to be positively correlated with responsiveness to social influence. This finding indicates that homophily and social feedback effects--classically viewed in the literature as nuisances--can provide targeting value for the firm. By taking these factors into account during behavior-based targeting, firms can double the social spillovers of marketing actions.

Journal of marketing research. -- 2015, v. 52, n. 3, June, p. 360-374

1. Social effects 2. Real-time targeting 3. Homophily 4. Feedback effects 5. In-flight purchases

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Stability and change in consumer traits [Texto impreso] : evidence from a 12 year longitudinal study, 2002-2013 / Jan-Benedict E.M. Steenkamp and Alberto Maydeu-Olivares

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. 305-307

Abstract: This article examines the temporal dynamics in 11 consumer traits in a broad sample of 1,411 Dutch consumers followed for 12 years. The traits encompass consumer-specific expressions of all Big Five personality dimensions and map responses to the 4 Ps. The authors examine measurement stability and individual and population trajectories over time, as well as test-retest correlations, profile stability, and structural stability. They find that consumer traits are almost as stable as Big Five personality traits, even when measured with only a few items. Yet stability does not preclude change. The authors report notable trends that reflect the process of aging and/or changing attitudes in society over time. They disentangle both effects and find that society's changes in consumer traits are largely consistent with dynamic cultural theory. In paying special attention to the effects of the Great Recession, they find that price consciousness is most susceptible to changes in environmental conditions. Theoretical and managerial implications of the findings conclude.

Journal of marketing research. -- 2015, v. 52, n. 3, june, p. 287-308

1. Stability 2. Change 3. Consumer traits 4. Big five 5. Test-retest correlation