

1**Banning controversial sponsors [Texto impreso] : understanding equilibrium outcomes when sports sponsorships are viewed as two-sided matches / Yupin Yang and Avi Goldfarb**

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. 614-615

Abstract: This article applies a two-sided matching model to investigate the consequences of banning controversial sponsors. Using a data set containing the shirt sponsorships from 43 English football clubs between 1990 and 2010, the authors' estimates suggest assortative matching between a club's attendance and a sponsor's revenue. In addition, sponsorships become less valuable as the distance between the club and the sponsor's head office grows, particularly for low-performing clubs and smaller domestic sponsors. The authors use these estimates to simulate the consequences of banning alcohol and gambling sponsors. Their estimates of counterfactual outcomes suggest that such bans may not have the largest impact on the clubs (particularly the relatively successful clubs) that currently have alcohol and gambling sponsors. Instead, clubs with low attendance and clubs in low-income areas will be most affected by a ban. More generally, the results demonstrate that when marketing relationships are viewed as the result of a matching process, actions that affect only some marketers may have substantial indirect effects on a variety of players in the market.

Journal of marketing research. -- 2015, v. 52, n. 5, october, p. 593-615

1. Sponsorships 2. Advertising regulation 3. Matching markets 4. Sports marketing 5. Equilibrium outcomes

2**Climbing the wrong ladder [Texto impreso] : the mismatch between consumers' preference for subgoal sequences and actual goal performance/ Liyin Jin, Qian Xu and Ying Zhang**

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. 627-628

Abstract: When pursuing goals that involve subgoals of varying levels of difficulty, consumers prefer to follow a difficult-to-easy sequence when completing the subgoals because they believe that such a sequence renders the overall goal easier to achieve. However, consumers are actually more successful when they follow an easy-to-difficult sequence when completing subgoals. In seven studies, the authors present consistent evidence for this mismatch and explore the value of subgoals as an important boundary condition.

Journal of marketing research. -- 2015, v. 52, n. 5, october, p. 616-628

1. Motivation 2. Subgoal 3. Sequence 4. Misprediction 5. Commitment

3**Fanning the flames? [Texto impreso] : how media coverage of a price war affects retailers, consumers, and investors / Harald J. Van Heerde, Els Gijsbrechts and Koen Pauwels**

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. 691-693

Abstract: This article explores how media coverage of a price war affects customer, retailer, and investor reactions over time. Using data covering a Dutch supermarket price war (2003-2005), the authors find that price reductions, especially deep reductions, trigger media coverage of the price conflict. This sets off a chain of reactions. Press messages have a significant effect on market share and abnormal stock returns, beyond retailers' own price and advertising. Importantly, this study uncovers striking asymmetries regarding the kind of coverage to which stakeholders react: whereas consumers only respond to the tone of pricerelated press coverage, retailers and investors only react to its quantity. Next, media coverage feeds back into the retailers' pricing actions: more media coverage triggers new price cuts in addition to those dictated by competitive reactions. As such, media coverage triggers a deeper spiral of price cuts, intensifying the competitive price battle. However, as the price war progresses, media coverage becomes less frequent and less favorable, which decelerates the downward price spiral.

Journal of marketing research. -- 2015, v. 52, n. 5, october, p. 674-693

1. Media coverage 2. Price war 3. Retailing 4. Hierarchical Bayes 5. Time series econometrics

4**Feeling love and doing more for distant others [Texto impreso]: specific positive emotions differentially affect prosocial consumption / Lisa A. Cavanaugh, James R. Bettman and Mary Frances Luce**

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. 671-673

Abstract: Marketers often employ a variety of positive emotions to encourage consumption or promote a particular behavior (e.g., buying, donating, recycling) to benefit an organization or cause. The authors show that specific positive emotions do not universally increase prosocial behavior but, rather, encourage different types of prosocial behavior. Four studies show that whereas positive emotions (i.e., love, hope, pride, and compassion) all induce prosocial behavior toward close entities (relative to a neutral emotional state), only love induces prosocial behavior toward distant others and international organizations. Love's effect is driven by a distinct form of broadening, characterized by extending feelings of social connection and the boundary of caring to be more inclusive of others regardless of relatedness. Love--as a trait and a momentary emotion--is unique among positive emotions in fostering connectedness that other positive emotions (hope and pride) do not and broadening behavior in a way that other connected emotions (compassion) do not. This research contributes to the broaden-and-build theory of positive emotion by demonstrating a distinct type of broadening for love and adds an important qualification to the general finding that positive emotions uniformly encourage prosocial behavior.

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1. Positive emotions 2. Prosocial behavior 3. Love 4. Social connection 5. Broaden and build

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Geo-conquesting [Texto impreso] : competitive locational targeting of mobile promotions / Nathan M. Fong, Zheng Fang and Xueming Luo

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. 735

Abstract: As consumers spend more time on their mobile devices, a focal retailer's natural approach is to target potential customers in close proximity to its own location. Yet focal (own) location targeting may cannibalize profits on inframarginal sales. This study demonstrates the effectiveness of competitive locational targeting, the practice of promoting to consumers near a competitor's location. The analysis is based on a randomized field experiment in which mobile promotions were sent to customers at three similar shopping areas (competitive, focal, and benchmark locations). The results show that competitive locational targeting can take advantage of heightened demand that a focal retailer would not otherwise capture. Competitive locational targeting produced increasing returns to promotional discount depth, whereas targeting the focal location produced decreasing returns to deep discounts, indicating saturation effects and profit cannibalization. These findings are important for marketers, who can use competitive locational targeting to generate incremental sales without cannibalizing profits. Although the experiment focuses on the effects of unilateral promotions, it represents an initial step in understanding the competitive implications of mobile marketing technologies.

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1. Mobile commerce 2. Mobile targeting 3. Competitive targeting 4. Locational targeting 5. Randomized field experiment

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Going public [Texto impreso] : how stock market listing changes firm innovation behavior / Simone Wies and Christine Moorman

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. 707-709

Abstract: Although going public allows firms access to more financial capital that can fuel innovation, it also exposes them to a set of myopic incentives and disclosure requirements that constrain innovation. This tension is expected to produce a unique pattern of innovation strategies among firms going public, causing such firms to increase their innovation levels but reduce their innovation riskiness. Specifically, the authors predict that after going public, firms innovate at higher levels and introduce higher levels of variety with each innovation; however, these innovations are less risky, characterized by fewer breakthrough innovations and fewer innovations in new-to-the-firm categories. The authors compare 40,000 product introductions in the period 1980-2011 from a sample of consumer packaged goods firms that went public with a benchmark sample of firms that remained private, and the results support their predictions. Utilizing tests to resolve questions about endogeneity, including self-selection, reverse causality, and competing explanations, the authors demonstrate that initial public offering selection and dynamics do not drive this going-public effect. The authors also uncover a set of industry factors that mitigate the drop in breakthrough innovation by offering product-market incentives that counterbalance the documented effect of stock market incentives.

Journal of marketing research. -- 2015, v. 52, n. 5, october, p. 694-709

1. Innovation 2. Stock market impact 3. Initial public offering 4. Marketing-finance interface 5. Consumer packaged goods

7

Harbingers of failure [Texto impreso] / Eric Anderson ... [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. 591-592

Abstract: The authors identify customers, termed "Harbingers of failure," who systematically purchase new products that flop. Their early adoption of a new product is a strong signal that a product will fail--the more they buy, the less likely the product will succeed. Firms can identify these customers through past purchases of either new products that failed or existing products that few other customers purchase. The authors discuss how these insights can be readily incorporated into the new product development process. The findings challenge the conventional wisdom that positive customer feedback is always a signal of future success.

Journal of marketing research. -- 2015, v. 52, n. 5, october, p. 580-592

1. New product development 2. Early adopters 3. Lead users 4. Preference heterogeneity

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Losses loom longer than gains [Texto impreso] : modeling the impact of service crises on perceived service quality over time / Maarten J. Gijzenberg, Harald J. Van Heerde and Peter C. Verhoef

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. 654-656

Abstract: Service providers sometimes face mass service failures. These problems occur across service industries, ranging from severe Internet outages to major delays for airlines or trains. The literature has not yet addressed the following key question: How do service crises affect perceived service quality (PSQ) over time? To answer this question, the authors introduce a Double-Asymmetric Structural Vector Autoregressive model. It captures not only the short- and long-term effects of objective service performance on PSQ but also the differential effects of service crises versus service restoration. The authors analyze a unique data set from a major European railway company, spanning seven years of monthly observations. During this period, severe winter weather caused dramatic service crises. The authors find that performance losses loom larger than gains in the short run and also have permanent negative effects on PSQ in the long run. Consequently, a crisis followed by a restoration will result in a net negative long-term effect on PSQ. The impact of a crisis also depends on the prior trend in objective service performance.

Journal of marketing research. -- 2015, v. 52, n. 5, october, p. 642-656

1. Service crises 2. Service quality 3. Time-series models 4. Prospect theory

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Measuring and managing consumer sentiment in an online community environment [Texto impreso] / Christian Homburg, Lara Ehm and Martin Artz

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. 640-641

Abstract: As social media and virtual communities increase in popularity, the spread of word of mouth becomes easier, challenging firms to measure and manage the success of marketing initiatives in online community environments. This research examines how consumers react to firms' active participation in consumer-to-consumer conversations in an online community setting. The authors develop a tailored community-matched measure of consumer reaction (consumer sentiment) and analyze more than 115,000 consumer posts from ten online forums with active firm participation. The results indicate that consumers show diminishing returns to active firm engagement, which, at very high levels, can undermine consumer sentiment. Further subgroup analyses by conversation type indicate that these relationships hold for conversations that address consumers' functional needs but do not hold for conversations that address social needs. Finally, the results show diminishing returns to firm engagement for consumers primarily interested in product-related support but show no relationship for consumers primarily interested in inspiration and entertainment. These findings provide insights for marketing performance measurement and resource allocation in online communities.

Journal of marketing research. -- 2015, v. 52, n. 5, october, p. 629-641

1. Active firm engagement 2. Consumer sentiment 3. Marketing performance measurement 4. Sentiment analysis 5. Social media

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Where, when, and how long [Texto impreso] : factors that influence the redemption of mobile phone coupons / Peter J. Danaher ... [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. 724-725

Abstract: The use of coupons delivered by mobile phone, so-called "m-coupons," is growing rapidly. In this study, the authors analyze consumer response to m-coupons for a two-year trial at a large shopping mall. Approximately 8,500 people were recruited to a panel and received three text-message m-coupons whenever they "swiped" their mobile phone at the mall entrances, with downstream redemption recorded. Almost 144,000 m-coupons were delivered during the trial, representing 38 stores that supplied 134 different coupons. The authors find that an important feature of m-coupons is where and when they are delivered, with location and time of delivery significantly influencing redemption. How long the m-coupons are valid (expiry length) is also important because redemption times for m-coupons are much shorter than for traditional coupons. This finding suggests that their expiration length should be shortened to help signal time urgency. Nevertheless, traditional coupon features, such as face value, still dominate m-coupon effectiveness, as does the product type, with snack food coupons being particularly effective.

Journal of marketing research. -- 2015, v. 52, n. 5, october, p. 710-725

1. Mobile phone coupons 2. Coupon attributes 3. Multivariate binomial probit model 4. Random effects 5. Endogeneity