1

Competitive vices [Texto impreso] / Fernando Branco and J. Miguel Villas-Boas

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 815-816

Abstract: In markets, firms must compete following a set of rules determined by laws, regulations, and social practices or pressures. This article investigates the effect of the degree of competition on the extent to which firms invest in behaving according to the rules of the marketplace. The authors model investments in following these rules as increasing the firm's marginal costs of production and decreasing its probability of being caught violating the market rules (and thus losing profits). They show that greater competition leads to smaller investments in following the market rules. This leads to (1) the existence of a social optimum degree of competition that is less than perfect competition and (2) more competition in general, thus prompting greater optimal monitoring efforts. Stricter market rules can lead to greater investments in satisfying the market rules and to lower production. The authors also present results on the likelihood of firms having broken the market rules depending on relative market shares, optimal monitoring, and the effect of dynamics on the incentives to satisfy the market rules.

Journal of marketing research. -- 2015, v. 52, n.6, december, p. 801-816

1. Corporate social responsibility 2. Rules of the market 3. Competitive strategy 4. Game theory 5. Pricing

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2

Healthy choice [Texto impreso] : the effect of simplified point-of-sale nutritional information on consumer food choice behavior/ Hristina Dzhogleva Nikolova and J. Jeffrey Inman

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 834-835

Abstract: Grocery retailers are joining the fray against obesity by offering a wide range of health and wellness programs at the point of sale. However, the success of such programs in promoting healthy choices remains an open question. The authors examine the effectiveness of a growing health and wellness initiative: a simplified nutrition scoring system. They present a conceptual framework that predicts the effect of such a scoring system on shoppers' food decisions and their sensitivity to price and promotion, as well as the moderating influence of category-level factors. Using a large-scale quasi experiment and panel data across eight product categories for more than 535,000 members of a grocery chain's frequent shopper program, the authors demonstrate that the point-of-sale nutrition scoring system helped consumers make healthier food choices, such that they switched to higher-scoring products in the postrollout period. The results also reveal that shoppers became less price sensitive and more promotion sensitive following the introduction of the food scoring system. The authors discuss implications for research and practice.

Journal of marketing research. -- 2015, v. 52, n.6, december, p. 817-835

1. Point-of-sale nutritonial information 2. Healthy eating 3. Food purchases 4. Obesity 5. In-store decision making

3

More than a feeling [Texto impreso] : emotional contagion effects in persuasive communication / Jonathan Hasford, David M. Hardesty and Blair Kidwell

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 846-847

Abstract: The authors develop an affect-as-information model to explain how targeted emotions used in persuasion can influence unrelated products and brands that are presented nearby. In Study 1, the presence of an emotion-eliciting image affected consumer spending on unrelated products in a simulated retail environment. In Study 2, emotional processing ability and whether consumers monitored their feelings moderated emotional transfers between unrelated advertisements, providing support for an affect-as-information model. In Studies 3 and 4, the authors use the context of evaluative conditioning to generalize the incidence of emotional contagion in persuasive communication. They manipulate salience of affect and whether brand attitudes were measured or primed to provide additional evidence for and extend affect-as-information theory.

Journal of marketing research. -- 2015, v. 52, n.6, december, p. 836-847

1. Emotional contagion 2. Affect as information 3. Persuasion 4. Affect transfer 5. Emotion

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4

Multitier store brands and channel profits [Texto impreso] / Wilfred Amaldoss and Woochoel Shin

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 766-767

Abstract: Multitier store brands are increasing in significance in retail outlets. In this article, the authors theoretically examine the rationale for the existence of multitier store brands, their optimal quality levels, and their implications for consumer welfare and channel profits. They show that despite the manufacturer's efforts to deter the entry of store brands by providing side payments and/or introducing additional national brands, the retailer will offer multitier store brands in equilibrium. Furthermore, the quality levels of store brands and national brands are interlaced, with a store brand taking the top-quality position unless national brands outnumber store brands. Even though the proliferation of store brands reduces product differentiation, it does not decrease consumer welfare or channel profits. However, store brands hurt the manufacturer's profits and make two-part tariffs ineffective in improving channel coordination. Nonetheless, the retailer can enhance channel coordination by procuring the store brand from the national brand manufacturer. The authors extend their model in several directions to capture additional features of retail markets and assess the robustness of their findings.

Journal of marketing research. -- 2015, v. 52, n. 6, december, p. 754-767

1. Multitier store brands 2. Store Brand quality 3. Pricing power 4. Channel coordination 5. Vertical differentiation

5

Quantifying under-and overreporting in surveys through a dual-questioning-technique desing [Texto impreso] / Martijn G. de Jong, Jean-Paul Fox and Jan-Benedict E.M. Steenkamp

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 752-753

Abstract: In recent years, marketing researchers have become increasingly interested in under- and overreporting. However, there are few suitable approaches to operationalize deviations from the truth, particularly in behavioral domains in which self-reports are usually the only viable method of choice to measure behavior or attitudes. An especially difficult situation arises if some people underreport while others overreport. This article proposes a Bayesian item response theory model to quantify under- and overreporting in surveys. The method utilizes within-person differences between answers obtained under direct questioning (no privacy protection) and randomized-response questioning (which ensures item-level privacy protection). This method has the important features of incorporating behavioral response-mode effects (e.g., privacy loss when switching from direct to randomized-response questioning, response-mode inertia effects) and allowing the direction of bias to differ across respondents. The authors provide an empirical application for excessive alcohol consumption involving 1,408 respondents from a commercial web panel. The results show that respondents are averse to decreases in privacy and that randomized response is less effective if respondents provide biased responses to earlier direct questions.

Journal of marketing research. -- 2015, v. 52, n. 6, december, p. 737-753

1. Randomized response 2. Lying 3. Dishonesty 4. Alcohol 5. Privacy

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6

Small victories [Texto impreso] : creating intrinsic motivation in task completion and debt repayment / Alexander L. Brown and Joanna N. Lahey

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 782-783

Abstract: Tasks such as the elimination of all debts when faced with the immediate option to spend can be unpleasant but not conceptually difficult. Dividing these tasks into smaller parts and completing the parts from smallest size to largest size can help people realize quick motivational gains that increase their likelihood of completing the task. The authors more broadly define this idea as "small victories" and discuss, model, and empirically examine two related behavioral theories that might explain it. A laboratory experiment tests this prediction and provides data for model calibration. Consistent with the idea of small victories, when a task is broken down into parts of unequal size, participants perform faster when the parts are arranged in ascending order (i.e., from smallest to largest) rather than descending order (i.e., from largest to smallest). The calibrated model is consistent with the directional predictions of each theory. However, when participants are given choice over orderings, they choose the ascending ordering least often. The authors conclude with a discussion of the efficacy of this method in stylized debt-repayment scenarios.

Journal of marketing research. -- 2015, v. 52, n. 6, december, p. 768-783

1. Behavioral economics 2. Experimental economics 3. Motivation 4. Consumption/savings

7

Suppliers caught in supermarket Price wars [Texto impreso] : victims or victors? Insights from a dutch Price war / Francesca Sotgiu and Katrijn Gielens

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 799-800

Abstract: During retailer-initiated price wars (PWs), hundreds of brands are involved simultaneously, affecting brands' and retailers' positioning and ultimately making the performance outcome for individual brands difficult to predict. Likewise, the impact on brand performance after the PW, when prices are restored, is unclear. The authors use a natural-experiment approach to track brand sales and shares before, during, and after a long-lasting supermarket PW in the Dutch grocery market. They find that PWs are not truly revenue, sales, or share generators for most brands unless prices remain reduced permanently by the retailer. Only after the PW, when rivals' prices are restored and the focal brand's reduced retail price is maintained, can substantial sales, revenues, and share gains be realized. Moreover, restoring prices without additional price promotion support can severely damage brands' performance. Overall, national brands can gain share, sales, and revenue, but at the cost of not restoring regular prices, while private labels can benefit even when prices are restored after the PW ends.

Journal of marketing research. -- 2015, v. 52, n. 6, december, p.784-800

1. Retailing 2. Price wars 3. Retailer-supplier relationships 4. Consumer packaged goods

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8

Transaction attributes and customer valuation [Texto impreso]/ Michael Braun, David A. Schweidel and Eli Stein

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 863-864

Abstract: Dynamic customer targeting is a common task for marketers actively managing customer relationships. Such efforts can be guided by insight into the return on investment from marketing interventions, which can be derived as the increase in the present value of a customer's expected future transactions. Using the popular latent attrition framework, one could estimate this value by manipulating the levels of a set of nonstationary covariates. The authors propose such a model that incorporates transaction-specific attributes and maintains standard assumptions of unobserved heterogeneity. They demonstrate how firms can approximate an upper bound on the appropriate amount to invest in retaining a customer and demonstrate that this amount depends on customers' past purchase activity--namely, the recency and frequency of past customer purchases. Using data from a business-to-business service provider as their empirical application, the authors apply the model to estimate the revenue the service provider loses when it fails to deliver a customer's requested level of service. They also show that the lost revenue is larger than the corresponding expected gain that would result from exceeding a customer's requested level of service. The authors discuss the implications of their findings for marketers in terms of managing customer relationships.

Journal of marketing research. -- 2015, v. 52, n.6, december, p. 848-864

1. Services marketing 2. Customer retention 3. Probability models 4. Marketing return on investment 5. Customer value

9

What's in a Brand name? [Texto impreso] Assessing the impact of rebranding in the hospitality industry / Yi-Lin Tsai, Chekitan S. Dev and Pradeep Chintagunta

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización están accesibles a través del enlace al título de la publicación. Su acceso electrónico es a través del enlace de 'Acceso al documento'

References: p. 878

Abstract: In the context of the U.S. lodging industry (1994-2012), the authors empirically quantify the effects of the two main factors driving the rebranding effects identified by the theoretical branding literature--(1) the brand effect and (2) the interaction effect between the product (the hotel property) and the brands involved--on occupancy rate and other hotel performance indicators. They find that, on average, rebranding results in approximately a 6.31% increase in occupancy rates; 60% of this effect can be attributed to the brand identities (e.g., Holiday Inn) before and after rebranding while the remaining 40% is attributable to the interaction effect. The authors also find heterogeneity in the property-brand interaction effect of rebranding along various observable characteristics of the hotels. They assess the robustness of the results to various model assumptions and alternative instruments; in addition, they use matching estimators for analysis and exploit rebranding as a consequence of hotel mergers as a means of measuring rebranding effects. Finally, the authors consider the impact that rebranding might have on competitors' properties. Their approach to measuring rebranding effects can be applied broadly to firms and industries experiencing a decoupling of the individual components of their value chain.

Journal of marketing research. -- 2015, v. 52, n.6, december, p. 865-878

1. Rebranding 2. Instrumental variable 3. Brand strength 4. Franchise 5. Hotels