

1

Cross-validation of customer and employee signals and firm valuation [Texto impreso] / Christopher Groening, Vikas Mittal and yan "Anthea" Zhang

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.75-76

Abstract: Previous studies have shown that a firm needs to rely on its customers and employees to achieve superior performance. In this study, the authors draw on signaling theory to develop and empirically test a cross-validation argument. They argue that how a firm treats one stakeholder group will be interpreted by investors in conjunction with how the firm treats another stakeholder group. Investors use consistency in stakeholder group treatment as a signal of complementarity in a firm's investments, which can improve the likelihood of competitive advantage. Specifically, the authors propose that a firm's achievements (lapses) directed at customers have a stronger positive (negative) impact on investors' valuation of the firm if they are validated by the firm's achievements (lapses) directed at employees, and vice versa. Applying a multilevel model to a large sample of firms across various industries between 1994 and 2010, the authors find evidence to support these arguments. In addition, they find that cross-validation is more crucial for firms with a narrow than a broad business scope.

Journal of marketing research. -- 2016, v. 53, n.1, february, p. 61-76

1. Signaling theory 2. Achievements/lapses 3. Business scope 4. Stakeholder

2

The downstream consequences of problem-solving mindsets [Texto impreso] : how playing with LEGO influences creativity / C. Page Moreau and Marit Gundersen Engeset

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References: p. 29-30

Abstract: Business leaders, governments, and scholars are increasingly recognizing the importance of creativity. Recent trends in technology and education, however, suggest that many people are facing fewer opportunities to engage in creative thought as they increasingly solve well-defined (vs. ill-defined) problems. Using three studies that involve real problem-solving activities (e.g., putting together a LEGO kit), the authors examine the mindset created by addressing such well-defined problems. The studies demonstrate the negative downstream impact of such a mindset on both creative task performance and tendency to choose to engage in creative tasks. The research has theoretical implications for the creativity and mindset literature streams as well as substantive insights for managers and public policy makers.

Journal of marketing research. -- 2016, v. 53, n.1, february, p. 18-30

1. Creativity 2. Mindsets 3. Problem solving 4. Divergent thinking

3**The effect of fitness branding on restrained eaters' food consumption and postconsumption physical activity**
[Texto impreso] / Joerg Koenigstorfer and Hans Baumgartner

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. 137-138

Abstract: People who want to control their body weight often aim to regulate both energy intake (by reducing food consumption) and energy expenditure (by increasing physical activity), thus addressing both sides of the energy balance equation. Marketers have developed fitness-branded food that may lead restrained eaters (i.e., consumers who are chronically concerned about their body weight) to believe that they can achieve these two goals at the same time by consuming the food. The purpose of this research is to investigate the effects of fitness branding in food marketing (i.e., the integration of fitness into the branding of food) on consumption and physical activity in restrained (vs. unrestrained) eaters. The authors show that fitness branding increases consumption volumes for restrained eaters unless consumers view the food as dietary forbidden. Restrained eaters are also less physically active after consuming fitness-branded food, and food consumption volumes mediate this effect in restrained eaters. Fitness branding may therefore have undesirable effects on the weight-control behaviors of restrained eaters because it discourages physical activity despite an increase in consumption, which is contrary to the principle of energy balance.

Journal of marketing research. -- 2016, v. 53, n.1, february, p. 124-138

1. Dietary restraint 2. Food consumption 3. Fitness 4. Physical activity

4**Eye tracking reveals processes that enable conjoint choices to become increasingly efficient with practice**
[Texto impreso] / Martin Meibner, Andres Musalem and Joel Huber

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. 16-17

Abstract: Choice-based conjoint is a popular technique for characterizing consumers' choices. Three eye-tracking studies explore decision processes in conjoint choices that take less time and become more accurate with practice. These studies reveal two simplification processes that are associated with greater speed and reliability. Alternative focus gradually shifts attention toward options that represent promising choices, whereas attribute focus directs attention to important attributes that are most likely to alter or confirm a decision. Alternative and attribute focus increase in intensity with practice. In terms of biases, the authors detect a small but consistent focus on positive aspects of the item chosen and negative aspects of the items not chosen. They also show that incidental exposures arising from the first-examined alternative or from alternatives in a central horizontal location increase attention but have a much more modest and often insignificant impact on conjoint choices. Overall, conjoint choice is found to be a process that is (1) largely formed by goal-driven values that respondents bring to the task and (2) relatively free of distorting effects from task layout or random exposures.

Journal of marketing research. -- 2016, v. 53, n.1, february, p. 1-17

1. Eye tracking 2. Conjoint 3. Choice models 4. Incidental exposure 5. Goal-driven processes

5

How experience variety shapes postpurchase product evaluation [Texto impreso] / Jordan Etkin and Aner Sela

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. 89-90

Abstract: Product usage experiences have a significant impact on postpurchase evaluation and subsequent behavior. Consumers look to their own experiences, as well as those of others, when deciding what to buy and what to recommend. Contrary to the intuition that varied experiences should enhance evaluation, five studies demonstrate that in some situations, perceiving usage experiences as less—not more—varied improves postpurchase product evaluation. Less varied usage experiences make consumers think that products are used more frequently. As a result, perceiving usage experiences as less varied makes consumers more satisfied with their purchase, more likely to buy it again, and more likely to recommend it. In addition to their practical implications, the findings make important theoretical contributions to the variety literature and toward understanding frequency and numerosity judgments.

Journal of marketing research. -- 2016, v. 53, n.1, february, p. 77-90

1. Variety 2. Frequency judgments 3. Product evaluation 4. Experiences 5. Similarity

6

Is a 70% forecast more accurate than a 30% forecast? [Texto impreso] : how level of a forecast affects inferences about forecasts and forecasters / Rajesh Bagchi and Elise Chandon Ince

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.45

Abstract: Consumers routinely rely on forecasters to make predictions about uncertain events (e.g., sporting contests, stock fluctuations). The authors demonstrate that when forecasts are higher versus lower (e.g., a 70% vs. 30% chance of team A winning a game), consumers infer that the forecaster is more confident in his or her prediction, has conducted more in-depth analyses, and is more trustworthy. Consumers also judge the prediction as more accurate. This occurs because people tend to evaluate forecasts on the basis of how well they predict a target event occurring (e.g., team A winning). Higher forecasts indicate greater likelihood of the target event occurring and signal a confident analyst, while lower forecasts indicate lower likelihood and lower confidence in the target event occurring. Yet because with lower forecasts, consumers still focus on the target event (rather than its complement), lower confidence in the target event occurring is erroneously interpreted as the forecaster being less confident in his or her overall prediction (instead of more confident in the complementary event occurring, i.e., team A losing). The authors identify boundary conditions, generalize to other prediction formats, and demonstrate consequences of their findings.

Journal of marketing research. -- 2016, v. 53, n.1, february, p. 31-45

1. Event prediction 2. Subjective probability 3. Accuracy 4. Outcomes 5. Forecasting

7

Modeling heterogeneity in the satisfaction, loyalty intention and shareholder value linkage [Texto impreso] : a cross-industry analysis at the customer and firm levels / Bart Larivière ... [et al.]

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. 108-109

Abstract: This study examines the relationship between customer satisfaction, loyalty intention, and shareholder value at the firm and individual customer levels. The authors also explore industry differences by using a multilevel and random-effects approach in which individual customer scores are nested within firm-level data and the estimated interrelationships are treated as random coefficients that are explained by industry characteristics. They compile a unique and detailed data set, which covers 10 years of information on 137 firms and includes a matched sample of 189,069 customers from multiple sources, such as the American Customer Satisfaction Index, the Center for Research in Security Prices, and Compustat, to yield three important insights. First, aggregate firm-level effects may overestimate the impact that satisfaction has at the individual customer level. Second, a consideration of loyalty intention or repurchase intention as the mediator can improve our understanding of the satisfaction-shareholder value relationship and the fact that this relationship can vary across firms. Finally, the influence of satisfaction and loyalty intentions on shareholder value varies by industry. The authors discuss implications of findings for researchers, managers, and investors.

Journal of marketing research. -- 2016, v. 53, n.1, february, p. 91-109

1. Customer satisfaction 2. Loyalty intention 3. Shareholder value 4. Heterogeneity 5. Industry effects

8

The perils of proactive churn prevention using plan recommendations [Texto impreso] : evidence from a field experiment / Eva Ascarza, Raghuram Yyengar and Martin Schleicher

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.58-60

Abstract: Facing the issue of increasing customer churn, many service firms have begun recommending pricing plans to their customers. One reason behind this type of retention campaign is that customers who subscribe to a plan suitable for them should be less likely to churn because they derive greater benefits from the service. In this article, the authors examine the effectiveness of such retention campaigns using a large-scale field experiment in which some customers are offered plan recommendations and some are not. They find that being proactive and encouraging customers to switch to cost-minimizing plans can, surprisingly, increase rather than decrease customer churn: whereas only 6% of customers in the control condition churned during the three months following the intervention, 10% did so in the treatment group. The authors propose two explanations for how the campaign increased churn, namely, (1) by lowering customers' inertia to switch plans and (2) by increasing the salience of past-usage patterns among potential churners. The data provide support for both explanations. By leveraging the richness of their field experiment, the authors assess the impact of targeted encouragement campaigns on customer behavior and firm revenues and derive recommendations for service firms.

Journal of marketing research. -- 2016, v. 53, n.1, february, p. 46-60

1. Churn/retention 2. Field experiment 3. Pricing 4. Tariff/plan choice 5. Targeting

9

When do consumers avoid imperfections? [Texto impreso] : superficial packaging damage as a contamination cue / Katherine White ... [et al.]

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. 121-123

Abstract: Across six experiments, the authors demonstrate that superficial imperfections in the form of packaging damage can engender negative consumer reactions that shape subsequent attitudes and behaviors in ways that are not always objectively justified. Their findings show that these reactions function in a relatively automatic fashion, even emerging under conditions in which the packaging damage does not convey information about a health and safety threat from the product. The authors extend work on contagion to show that superficial packaging damage can act as a contamination cue, automatically activating thoughts of contamination and health and safety concerns. This tendency to avoid superficial packaging damage can be eliminated by counteracting these thoughts of contamination. This can be done with positive brand associations (i.e., by branding the product as organic) or by creating a physical buffer between the packaging damage and the product itself. The authors close with a discussion of implications for marketers, consumers, and public policy makers.

Journal of marketing research. -- 2016, v. 53, n.1, february, p. 110-123

1. Packaging damage 2. Cognitive load 3. Automatic processing 4. Contagion 5. Contamination cue