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**Advance ordering for healthier eating? [Texto impreso] : field experiments on the relationship between the meal order-consumption time delay and meal content / Eric M. VanEpps, Julie S. Downs and George Loewenstein**

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. 379-380

Abstract: Encouraging consumers to select meals in advance rather than at mealtime has been proposed as a strategy to promote healthier eating decisions, taking advantage of the improved self-control that is thought to accompany decisions about the future. In two field studies at an employee cafeteria and a third in a university setting, we examine how time delays between placing a lunch order and picking it up affect the healthfulness of that lunch. The first study, a secondary data analysis, finds that longer delays between placing an order and picking up the meal are associated with reductions in calorie content. The second study tests the causality of this relationship by exogenously restricting some lunch orders to be substantially delayed, leading to a marginally significant (approximately 5%) reduction in calories among delayed orders. The third study compares orders for truly immediate consumption versus orders placed in advance and demonstrates a significant (100 calorie, or approximately 10%) reduction in lunch calories. We discuss evidence regarding possible theoretical mechanisms underlying this effect, as well as practical implications of our findings.

Journal of marketing research. -- 2016, v. 53, n.3, june, p. 369-380

1. Time delay 2. Field experiment 3. Eating

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**Anchoring in payment [Texto impreso] : evaluating a judgmental heuristic in field experimental settings / Minah H. Jung, Hannah Perfecto and Leif D. Nelson**

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. 367-368

Abstract: Anchoring, the biasing of estimates toward a previously considered value, is a long-standing and oft-studied phenomenon in consumer research. However, most anchoring work has been in the lab, and the results from field work have been mixed. Here, the authors use real transactions from an empirically investigated and commercially-employed pricing scheme ("pay what you want") to better understand how anchors influence payments. Sixteen field studies (N = 21,997) and four hypothetical studies (N = 3,174) reveal four main points: (1) Although anchoring replicates both with and without financial consequences (Studies 1-2), the percentile rank gap between anchors in the distribution of payments is a much stronger predictor of anchoring emerging than merely the absolute gap between the anchors on a number line (Studies 3-5). (2) Low anchors influence payments more than high anchors (Studies 6a-b). (3) Findings from the literature that should enhance anchoring effects--anchor precision, descriptive and injunctive norms, nonsuggestions--yield null results in payment (Studies 7-13). (4) The above patterns do not emerge in hypothetical settings (Studies 14a-d), in which anchoring is as big and reliable as the literature has previously suggested.

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1. Anchoring and adjustment 2. Experimental pricing 3. Numeric judgment 4. Field experiment 5. Heuristic

**3****Does sparing the rod spoil the child? [Texto impreso] : how praising, scolding and an assertive tone can encourage desired behaviors/ Amir Grinstein and Ann Kronrod**

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. 439-441

Abstract: In search of effective ways to encourage consumers to follow desired behaviors such as healthy eating, recycling, or financial planning, marketers sometimes use praise (e.g., "You are doing great") and sometimes use scolding (e.g., "You are not doing enough"). However, the effectiveness of each approach in triggering behavior is not clear. A possible reason for the mixed results in this area is that it is not only what one says that matters but also how one says it: praising and scolding can be performed with a more or less assertive tone. This research introduces assertiveness as a moderator that can explain when praising or scolding would be more effective. Two field experiments in the context of hand hygiene and financial planning demonstrate that when communicators praise consumers, an assertive tone may be more effective in encouraging behavior, whereas scolding requires a nonassertive tone. The authors then replicate these field findings in a controlled laboratory experiment, which also provides click rates as an actual behavioral outcome.

Journal of marketing research. -- 2016, v. 53, n.3, june, p. 433-441

1. Field experiment 2. Prosocial 3. Praise 4. Scold 5. Assertive

**4****The effect of electronic Word of mouth on sales [Texto impreso]: a meta-analytic review of platform, product, and metric factors / Ana Babić Rosario ... [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. 316-318

Abstract: The increasing amount of electronic word of mouth (eWOM) has significantly affected the way consumers make purchase decisions. Empirical studies have established an effect of eWOM on sales but disagree on which online platforms, products, and eWOM metrics moderate this effect. The authors conduct a meta-analysis of 1,532 effect sizes across 96 studies covering 40 platforms and 26 product categories. On average, eWOM is positively correlated with sales (.091), but its effectiveness differs across platform, product, and metric factors. For example, the effectiveness of eWOM on social media platforms is stronger when eWOM receivers can assess their own similarity to eWOM senders, whereas these homophily details do not influence the effectiveness of eWOM for e-commerce platforms. In addition, whereas eWOM has a stronger effect on sales for tangible goods new to the market, the product life cycle does not moderate the eWOM effectiveness for services. With respect to the eWOM metrics, eWOM volume has a stronger impact on sales than eWOM valence. In addition, negative eWOM does not always jeopardize sales, but high variability does.

Journal of marketing research. -- 2016, v. 53, n.3, june, p. 297-318

1. Electronic word of mouth 2. Online platforms 3. Social media 4. eWOM metrics 5. Meta-analysis

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**Exploring the differences between conscious and unconscious goal pursuit [Texto impreso] / Juliano Laran, Chris Janiszewski and Anthony Salerno**

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. 457-458

**Abstract:** People can be aware (conscious) or unaware (unconscious) of an active goal when making a choice. Being aware of a goal enables people to use conscious strategies to identify attributes that are relevant to goal pursuit and to assess the efficacy of the attributes of each choice alternative. For most people, this process encourages the choice of the most goal-consistent alternative. For some people, this process encourages the consideration of trade-offs, activates a competing goal, and encourages the choice of a goal inconsistent alternative. With unconscious goal pursuit, people cannot devote resources to assessing the efficacy of the attributes of each alternative; therefore, they match the accessible goal to the attributes of the available alternatives. As a result, the unconscious selects an alternative with attributes that are consistent with the goal and not necessarily the alternative that is most efficacious for the goal. The authors investigate these processes by manipulating the conscious system's ability to assess the efficacy of product attributes and the unconscious system's ability to match the accessible goal to product attributes.

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1. Unconscious goal pursuit 2. Conscious goal pursuit 3. Accessibility 4. Elaboration 5. Choice

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**If it takes a village to foster innovation, success depends on the neighbors [Texto impreso] : the effects of global and ego networks on new product launches / Eic (Er) Fang ... [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. 335-337

**Abstract:** Launching breakthrough and incremental new products is vital to firm performance; it also resonates with both ego (i.e., directly connected partners) and global (i.e., interconnected ties in an industry) network perspectives. Prior research has listed several ego network- and global network-level factors that affect innovations, but this study goes a step further, to reveal the interactions of these factors as critical product launch mechanisms. An analysis of alliance networks in the consumer packaged goods industry from 1990 to 2010 shows that a central position in a global network represents a double-edged sword: it improves a firm's incremental new product launches but harms its breakthrough new product launches. Furthermore, a firm's ego network (manifested as density and diversity) and R&D capability enable it to leverage its global network position by enhancing the benefits for incremental new products and mitigating its hazards for breakthrough new products. This study's findings thus offer new insights into the role of ego and global networks in facilitating or hindering new product launches.

Journal of marketing research. -- 2016, v. 53, n.3, june, p. 319-337

1. Ego network density 2. Ego network diversity 3. Global network centrality 4. Incremental new products 5. Breakthrough new products

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**Is top 10 better than top 9? [Texto impreso] : the role of expectations in consumer response to imprecise rank claims / Mathew S. Isaac, Aaron R. Brough and Kent Grayson**

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. 352-353

**Abstract:** Many marketing communications are carefully designed to cast a brand in its most favorable light. For example, marketers may prefer to highlight a brand's membership in the top 10 tier of a third-party list instead of disclosing the brand's exact rank. The authors propose that when marketers use these types of imprecise advertising claims, subtle differences in the selection of a tier boundary (e.g., top 9 vs. top 10) can influence consumers' evaluations and willingness to pay. Specifically, the authors find a comfort tier effect in which a weaker claim that references a less exclusive but commonly used tier boundary can actually lead to higher brand evaluations than a stronger claim that references a more exclusive but less common tier boundary. This effect is attributed to a two-stage process by which consumers evaluate imprecise rank claims. The results demonstrate that consumers have specific expectations for how messages are constructed in marketing communications and may make negative inferences about a brand when these expectations are violated, thus attenuating the positive effect such claims might otherwise have on consumer responses.

Journal of marketing research. -- 2016, v. 53, n.3, june, p. 338-353

1. Rankings 2. Expectations 3. Advertising 4. Categorization 5. Transparency

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**Price transparency and retail prices [Texto impreso] : evidence from fuel price signs in the italian highway system / Federico Rossi and Pradeep K. 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. 423

**Abstract:** Price transparency initiatives are typically undertaken by third parties to ensure that consumers can compare the prices of competing offers in markets in which obtaining such information is costly. Such practices have recently become widespread, yet it is unclear whether the increased price competition due to lower search costs overcomes the potential for collusion between competitors due to lower price coordination costs. Motivated by this question, the authors investigate the effect of mandatory price posting (on large electronic signs) on the pricing behavior of competing gas stations in the Italian highway system. The authors find that when prices are posted, the average price of gasoline decreases by 1 euro cent per liter, which represents about 20% of stations' margins. About half the price decrease can be attributed to the introduction of a sign posting a station's own price and those of its nearest neighbors, with the other half due to the introduction of other signs posting the prices of other stations on the same road. Despite the price reduction, however, the introduction of signs seems to have little impact on price dispersion, suggesting that price uncertainty persists even after the policy is implemented. Analysis of customer transaction data confirms this finding, showing that less than 10% of consumers use the posted price information effectively.

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1. Price transparency 2. Posted prices 3. Retail competition 4. Price information 5. Difference-in-differences

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**Productivity metrics and consumers' misunderstanding of time savings [Texto impreso] / Bart de Langhe and Stefano Puntoni**

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. 405-406

Abstract: The marketplace is replete with productivity metrics that put units of output in the numerator and one unit of time in the denominator (e.g., megabits per second [Mbps] to measure download speed). In this article, three studies examine how productivity metrics influence consumer decisionmaking. Many consumers have incorrect intuitions about the impact of productivity increases on time savings: they do not sufficiently realize that productivity increases at the high end of the productivity range (e.g., from 40 to 50 Mbps) imply smaller time savings than productivity increases at the low end of the productivity range (e.g., from 10 to 20 Mbps). Consequently, the availability of productivity metrics increases willingness to pay for products and services that offer higher productivity levels. This tendency is smaller when consumers receive additional information about time savings through product experience or through metrics that are linearly related to time savings. Consumers' intuitions about time savings are also more accurate when they estimate time savings than when they rank them. Estimates are based less on absolute than on proportional changes in productivity (and proportional changes correspond more with actual time savings).

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1. Time perception 2. Numeracy 3. Productivity 4. Efficiency 5. Heuristics and biases

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**Walking in my shoes [Texto impreso] : how expectations of role reversal in future negotiations affect present behaviors / Rajesh Bagchi ... [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. 394-395

Abstract: The authors focus on repeated distributive negotiations to investigate how expectations of role reversal in future transactions (i.e., a buyer [seller] in one transaction is the seller [buyer] in the next transaction) affect behaviors in the current negotiation. They demonstrate that when negotiators expect a role reversal, they are likely to make more concessions and reach agreement more quickly in the current negotiation. The authors find that this effect is driven by negotiators' beliefs that they will be able to recover these concessions, because negotiators expect their counterparts to reciprocate in the later transaction when the parties reverse roles. However, when the two negotiations occur in different "accounting" periods (i.e., fiscal periods) or when the negotiating parties do not explicitly communicate their willingness to reverse roles in the future, role-reversal expectations do not affect concession making. Implications arise in both managerial and consumer contexts where the possibility of engaging in future negotiations-as well as reversing roles-exists.

Journal of marketing research. -- 2016, v. 53, n.3, june, p. 381-395

1. Repeated negotiations 2. Role reversal 3. Reciprocity 4. Concession making

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**'Yes/No/Not right now' [Texto impreso] : yes/no response formats can increase response rates even in non-forced-choice settings/ Eleanor Putnam-Farr and Jason Riis**

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. 431-432

Abstract: Although yes/no response formats have been used to increase enrollment rates in several different types of programs, their effectiveness has generally been tested in forced-choice settings. The effects on postchoice engagement have not been measured. Across two field experiments in an e-mail context in which choice is not forced, the authors demonstrate a substantial advantage in click-through rates for a yes/no response format over traditional opt-in response formats. The increase in click-through rate does, under certain conditions, also persist through downstream program enrollment and participation. Finally, though noting that the yes/no format advantage is probably multidetermined, the authors discuss several potential psychological mechanisms, which are particularly relevant in non-forced-choice settings. The authors also discuss how the yes/no response format might operate in other settings, such as the implementation of mandated choice for organ donation.

Journal of marketing research. -- 2016, v. 53, n.3, june, p. 424-432

1. Choice architecture 2. Decision making 3. Field experiment 4. Response format