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Advertising spillovers [Texto impreso] : evidence from online field experiments and implications for returns on advertising / Navdeep S. Sahni

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. 477-478

Abstract: The author analyzes the impact of online ads on the advertiser's competitors, using data from randomized field experiments on a restaurant-search website. He finds that ads increase the chances of sales for nonadvertised restaurants significantly. The spillover benefits are concentrated on restaurants that serve the advertiser's cuisine and have a high rating on the restaurant-search website. The extent of spillovers also depends on the intensity of the advertising effort. The spillovers are largest when the intensity (frequency) of advertising is low. As the intensity increases, the spillovers disappear and the advertiser gains more sales. These patterns are consistent with the following mechanism: ads increase the chance of consumers buying the advertised product but also remind consumers of similar (nonadvertised) options. Higher ad intensity leads to a stronger direct effect favoring the advertiser and can offset the spillover caused by the broader reminder.

Journal of marketing research. -- 2016, v. 53, n.4, august, p. 459-478

1. Advertising 2. Internet marketing 3. Field experiments 4. Randomized experiments 5. Consumer memory and advertising

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Analyst earning forecasts and advertising and R&D budgets [Texto impreso] : role of agency theoretic monitoring and bonding costs / Anindita Chakravarty and Rajdeep Grewal

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References: p. 593-596

Abstract: Because security analysts, who serve as brokers between public firms and investors, arrive at their forecasts by incorporating guidance from managers, there is immense pressure on the managers to meet or beat analyst earnings forecasts; moreover, investors reward (penalize) firms for exceeding (missing) analyst forecasts. Reasoning that decisions taken in response to analyst forecasts involve discretionary budgets, the authors study four contingent conditions under which quarterly analyst forecasts drive unanticipated adjustments to advertising and R&D budgets, and the long-term consequences of these budgetary changes. The choice of contingent conditions is related to agency theory-driven concepts of monitoring and bonding costs. Results from a panel data set of 515 firms and a hierarchical Bayesian model that provides firm-level coefficients show that both artificially imposed incentives on managers (monitoring costs) and personal career management concerns (bonding costs) moderate the extent to which managers react to analyst forecasts. Specifically, (1) bonus versus equity proportion of CEO compensation enhances the likelihood of managers reacting to analyst forecasts with unanticipated decreases in advertising and R&D budgets; (2) output experience of CEOs decreases this likelihood; (3) throughput experience of CEOs increases this likelihood; and (4) increasing marketing and R&D intensity decreases this likelihood. The authors also find that the unanticipated adjustments in advertising and R&D budgets adversely affect long-term firm returns and risk.

Journal of marketing research. -- 2016, v. 53, n.4, august, p. 580-596

1. Analyst forecasts 2. Real activity manipulation 3. Monitoring costs 4. Bonding costs 5. Firm risk

3**Competitive advantage through engagement [Texto impreso] / V. Kumar and Anita Pansari**

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. 512-514

Abstract: The authors highlight the need for and develop a framework for engagement by reviewing the relevant literature and analyzing popular-press articles. They discuss the definitions of the focal constructs--customer engagement (CE) and employee engagement (EE)--in the engagement framework, capture these constructs' multidimensionality, and develop and refine items for measuring CE and EE. They validate the proposed framework with data from 120 companies over two time periods, and they develop strategies to help firms raise their levels of CE and EE to improve performance. They also observe that the influence of EE on CE is moderated by employee empowerment, type of firm (business-to-business [B2B] vs. business-to-consumer [B2C]), and nature of industry (manufacturing vs. service); in particular, this effect is stronger for B2B (vs. B2C) firms and service (vs. manufacturing) firms. The authors find that although both CE and EE positively influence firm performance, the effect of CE on firm performance is stronger. Furthermore, the effect of CE and EE on performance is enhanced for B2B (vs. B2C) and for service (vs. manufacturing) firms.

Journal of marketing research. -- 2016, v. 53, n.4, august, p. 497-514

1. Customer engagement 2. Employee engagement 3. Firm performance 4. Business-to-business 5. Service 6. Employee empowerment

4**Cross-modal communication [Texto impreso] : sound frequency influences consumer responses to color lightness / Henrik Hagtvedt and S. Adam Brasel**

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. 561-562

Abstract: This research demonstrates that the synesthetic cross-modal correspondence between sound frequency and color lightness can guide visual attention: high-frequency (low-frequency) sounds guide visual attention toward light-colored (dark-colored) objects. Three eye-tracking studies indicate that this influence is automatic; it arises without goals or conscious awareness, it seems to take precedence over the influence from a simultaneously occurring semantic correspondence, and it even operates despite explicit instructions to the contrary. Two additional studies highlight the potential role for this influence in marketing contexts. In Study 4, the audio frequency in a soundtrack guides visual attention in a commercial, as evidenced by recall of marketing messages. In Study 5, customers in a supermarket exposed to high-frequency (vs. low-frequency) music are more likely to purchase products from a shelf with light (vs. dark) decor.

Journal of marketing research. -- 2016, v. 53, n.4, august, p. 551-562

1. Color 2. Sound 3. Aesthetics 4. Cross-modal correspondence 5. Sensory marketing

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The effects of shared consumption on product life cycles and advertising effectiveness [Texto impreso] : the case of the motion picture market / Sebastiano A. Delre, Thijs L. J. Broekhuizen and Tammo H. A. Bijmolt

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. 625-627

Abstract: Consumers frequently consume hedonic products together with other consumers and derive value from this shared experience. This article investigates the impact of shared consumption, a type of social influence that determines the enjoyment of joint experiences, in the context of a typical hedonic product: movies. The authors argue that this type of influence has important consequences for the diffusion curves of hedonic goods that are consumed together and the effectiveness of advertising in generating launch and post-launch sales. An empirically validated agent-based model simulates the U.S. motion picture market, with new movies launching, competing, and exiting. The agent-based model serves as a means to demonstrate the essential role of shared consumption for explaining movie life cycles and tests how advertising expenditures accelerate and/or acquire movies' demand in markets with varying levels of shared consumption. The results provide key theoretical insights for the new product diffusion of hedonic products and help managers predict the financial consequences of their strategic decisions.

Journal of marketing research. -- 2016, v. 53, n.4, august, p. 608-627

1. Shared consumption 2. Social influence 3. Advertising 4. Motion picture market 5. Agent-based models

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Expense neglect in forecasting personal finances [Texto impreso]/ Jonathan Z. Berman [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. 549-550

Abstract: This article examines how consumers forecast their future spare money, or "financial slack." Although consumers generally think that both their income and expenses will rise in the future, they underweight the extent to which their expected expenses will cut into their spare money, a phenomenon the authors term "expense neglect." The authors test and rule out several possible explanations for this phenomenon and conclude that expense neglect is due in part to insufficient attention toward expectations about future expenses relative to future income. "Tightwad" consumers, who are chronically attuned to costs, show less severe expense neglect than "spendthrifts," who are less attuned to costs. The authors further find that expectations regarding changes in income (and not changes in expenses) predict responses to the Michigan Index of Consumer Sentiment, a leading macroeconomic indicator. Finally, the authors conduct a meta-analysis of their entire file drawer (27 studies, 8,418 participants) and find that (1) across studies, participants place 2.9 times greater weight on income change than they do on expense change when forecasting changes in their financial slack, and (2) expense neglect is stronger for distant than for near-future forecasts.

Journal of marketing research. -- 2016, v. 53, n.4, august, p. 535-550

1. Forecasting 2. Financial slack 3. Consumer finance 4. Expense neglect 5. Michigan Index of consumer sentiment

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Marketing's impact on firm value [Texto impreso] : generalizations from a meta-analysis / Alexander Edeling and Marc Fischer

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. 533-534

Abstract: The interest in the value relevance of marketing investments has given rise to numerous studies on the marketing-finance interface. This study integrates extant research findings and establishes empirical generalizations on marketing's impact on firm value. Specifically, the authors conduct a meta-analysis of prior econometric elasticity estimates of the stock market impact of marketing actions and marketing assets. Analyses based on 488 elasticities drawn from 83 studies reveal a mean elasticity of .04 for advertising expenditure variables and of .54 for marketing asset variables. Among marketing assets, customer-related assets show a higher mean elasticity of .72, compared with .33 for brand-related assets. Further analyses show that advertising elasticities are lower in more concentrated industries and that marketing asset elasticities are higher during recession times. Researchers should also be aware that characteristics of the research design (e.g., the type of firm value metric used, the omission of control variables, or not accounting for endogeneity) may affect the estimation results.

Journal of marketing research. -- 2016, v. 53, n.4, august, p. 515-534

1. Meta-analysis 2. Marketing firm value elasticity 3. Empirical marketing generalizations 4. Hierarchical linear model

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The role of (dis)similarity in (mis)predicting others' preferences [Texto impreso] / Kate Barasz, Tami Kim and Leslie K. John

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. 606-607

Abstract: Consumers readily indicate that they like options that appear dissimilar-- for example, enjoying both rustic lake vacations and chic city vacations, or liking both scholarly documentary films and action-packed thrillers. However, when predicting other consumers' tastes for the same items, people believe that a preference for one precludes enjoyment of the dissimilar other. Five studies show that people sensibly expect others to like similar products, but erroneously expect others to dislike dissimilar ones. While people readily select dissimilar items for themselves (particularly if the dissimilar item is of higher quality than a similar one), they fail to predict this choice for others--even when monetary rewards are at stake. The tendency to infer dislike from dissimilarity is driven by a belief that others have narrow and homogeneous ranges of preferences.

Journal of marketing research. -- 2016, v. 53, n.4, august, p. 597-607

1. Social inference 2. Preference prediction 3. Self-other difference 4. Perceived similarity 5. Prediction error

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Thin slice impressions [Texto impreso] : how advertising evaluation depends on exposure duration / Millie Elsen, Rik Pieters and Michel Wedel

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. 578-579

Abstract: This research demonstrates the importance of thin slices of information in ad and brand evaluation, with important implications for advertising research and management. Three controlled experiments, two in the behavioral lab and one in the field, with exposure durations ranging from very brief (100 msec) to very long (30 sec), demonstrate that advertising evaluation critically depends on the duration of ad exposure and on how ads convey which product and brand they promote, but in surprising ways. The experiments show that upfront ads, which instantly convey what they promote, are evaluated positively after brief but also after longer exposure durations. Mystery ads, which suspend conveying what they promote, are evaluated negatively after brief but positively after longer exposure durations. False front ads, which initially convey another identity than what they promote, are evaluated positively after brief exposures but negatively after longer exposure durations. Bayesian mediation analysis demonstrates that the feeling of knowing what the ad promotes accounts for these ad-type effects on evaluation.

Journal of marketing research. -- 2016, v. 53, n.4, august, p. 563-579

1. Advertising 2. Exposure duration 3. Ad identification 4. Time pressure 5. Thin slice impressions

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Understanding the effects of plural marketing structures on alliance performance [Texto impreso] / Eric (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. 643-645

Abstract: A plural alliance structure involving multiple downstream partners has become increasingly popular, yet investigations of marketing alliances continue to address mainly dyadic structures. The authors present learning and dependence balancing as key mechanisms to understand the relative performance differences between plural and dyadic structures, as well as the determinants of effective collaboration in a plural structure. Two complementary studies test the performance of plural and dyadic structures in a wide range of high-tech industries. The analysis of both plural and dyadic structure alliances in an event study shows that plural structures outperform dyadic structures for the upstream firm when marketing alliances extend to product-related tasks, the upstream firm has more alliance experience, or the industry is growing fast; however, dyadic structures perform better when the upstream market is more competitive. A second study, focusing only on plural structure alliances, shows that horizontal relationship factors (i.e., market overlap and prior relationship between downstream partners) interact with the upstream firm's greater alliance experience and reputation to lead to better returns for the upstream firm.

Journal of marketing research. -- 2016, v. 53, n.4, august, p. 628-645

1. Marketing alliance 2. Plural structure 3. Dyadic structure 4. Interfirm relationships 5. Dependence balancing

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When sex and romance conflict [Texto impreso] : the effect of sexual imagery in advertising on preference for romantically linked products and services / Jingjing Ma and David Gal

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References: p. 492-496

Abstract: Sex is ubiquitous in advertising, yet little research has explored the effect of exposure to sexual imagery on preferences. Although sex and romance tend to go together in real-world relationships, the authors find that exposure to sex-based ads decreases preference for romantically linked products and services in men. Furthermore, the authors find that the effect is one directional, such that exposure to romantic imagery in ads does not decrease men's preference for sex-related products. Finally, the authors find that exposure to sex-based ads does not lead to a decreased preference for romantically linked products in women. The authors explain this pattern of results through the relatively opportunistic nature of the sex drive in men. They close with a discussion about implications for theories of fundamental motives and for the effect of sex-based ad-vertisements on dating and relationships.

Journal of marketing research. -- 2016, v. 53, n.4, august, p. 479-496

1. Sex in advertising 2. Sex 3. Romance 4. Preference 5. Devaluation