

1

Anticipation of future variety reduces satiation from current experiences [Texto impreso] / Julio Sevilla, Jiao Zhang and Barbara E. Kahn

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. 967-968

Abstract: Satiation frequently occurs from repeated consumption of the same items over time. However, results from five experiments show that when people anticipate consuming something different in the future, they satiate at a slower rate in the present. The authors find the effect in both food and nonfood consumption settings using different approaches to measure satiation. This effect is cognitive; specifically, anticipating variety in future consumption generates positive thoughts about that future experience. The authors find two boundary conditions: the future consumption outcome must be (1) in a related product category and (2) at least as attractive as the present consumption outcome. The authors rule out potential alternative explanations such as mere exposure to variety, the possibility that the future experience is more attractive (rather than just different) than the current one, and perceptions of scarcity associated with the item consumed in the present.

Journal of marketing research. -- 2016, v. 53, n.6, december, p. 954-968

1. Satiation 2. Variety seeking 3. Consumption

2

Ask and you shall (not) receive [Texto impreso] : close friends prioritize relational signaling over recipient preferences in their gift choices / Morgan K. Ward and Susan M. Broniarczyk

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. 1017-1018

Abstract: Gift givers balance their goal to please recipients with gifts that match recipient preferences against their own goal to signal relational closeness with gifts that demonstrate their knowledge of the recipient. Five studies in a gift registry context show that when close (vs. distant) givers receive attribution for the gifts they choose, they are more likely to diverge from the registry to choose items that signal their close relationships. The authors find that close givers' divergence from the registry is not the result of their altruistic search for a "better" gift but is a strategic effort to express relational signals: it occurs only when givers will receive attribution for their choice. They show that close givers reconcile their goal conflict by engaging in motivated reasoning, which results in their perceptual distortion of the gift options in favor of relational-signaling gifts. Ironically, distant givers are more likely to choose gifts from the registry, resulting in the selection of items that better match recipient preferences.

Journal of marketing research. -- 2016, v. 53, n.6, december, p. 1001-1018

1. Gift giving 2. Social closeness 3. Goal conflict 4. Motivated reasoning 5. Relational signaling

3

Belief in free will [Texto impreso] : implications for practice and policy / Yanmei Zheng, Stijn M.J. Van Osselaer and Joseph W. Alba

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. 1062-1064

Abstract: The conviction one holds about free will serves as a foundation for the views one holds about the consumption activities of other consumers, the nature of social support systems, and the constraints that should or should not be placed on industry. Across multiple paradigms and contexts, the authors assess people's beliefs about the control consumers have over consumption activities in the face of various constraints on agency. They find that beliefs regarding personal discretion are robust and resilient, consistent with their finding that free will is viewed as noncorporeal. Nonetheless, they also find that these beliefs are not monolithic but vary as a function of identifiable differences across individuals and the perceived cause of behavior, particularly with regard to physical causation. Taken together, the results support the general wisdom of libertarian paternalism as a framework for public policy and highlight current and emerging situations in which policy makers might be granted greater latitude.

Journal of marketing research. -- 2016, v. 53, n.6, december, p. 1050-1064

1. Free will 2. Public policy 3. Libertarian paternalism 4. Self-control

4

The calendar mindset [Texto impreso] : scheduling takes the fun out and puts the work in / Gabriela N. Tonietto and Selin A. Malkoc

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. 935-936

Abstract: Consumers often schedule their activities in an attempt to use their time more efficiently. Although the benefits of scheduling are well established, its potential downsides are not well understood. The authors examine whether scheduling uniquely undermines the benefits of leisure activities. In 13 studies using unambiguous leisure activities that consumers commonly schedule (e.g., movies, a coffee break), they find that scheduling a leisure activity (vs. experiencing it impromptu) makes it feel less free-flowing and more work-like. Furthermore, scheduling diminishes utility from leisure activities, in terms of both excitement in anticipation of the activities and experienced enjoyment. Importantly, the authors find that maintaining the free-flowing nature of the activity by "roughly scheduling" (without prespecified times) eliminates this effect, thus indicating that the effect is driven by a detriment from scheduling rather than by a boost from spontaneity. The reported findings highlight an important opportunity for marketers to improve consumers' experiences and utility by leveraging scheduling behavior while also providing important implications for consumer well-being from leisure consumption.

Journal of marketing research. -- 2016, v. 53, n.6, december, p. 922-936

1. Scheduling 2. Calendars 3. Time consumption 4. Leisure consumption

5

Choosing variety for joint consumption [Texto impreso] / Jordan Etkin

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. 1032-1033

Abstract: Consumers often make choices for joint consumption with committed relationship partners, and these choices may include more or less variety. When planning a weekend for oneself and one's spouse, for example, a person could choose more varied activities (e.g., going out to dinner, to a movie, and to a concert) or less varied activities (e.g., seeing several different movies). What might affect how much variety people choose? Five experiments demonstrate that how much variety consumers prefer for joint consumption in committed relationships depends on their relationship time perspective (i.e., the perceived time ahead in the relationship). When consumers perceive more (vs. less) time ahead in a committed relationship, they prefer more variety for joint consumption with their partners. This increased preference for variety is driven by a shift in how much excitement is valued within the relationship and is unique to choices for joint consumption with the specific relationship partner. The findings demonstrate that variety preferences depend not just on personal or situational factors but also on aspects of consumers' social relationships.

Journal of marketing research. -- 2016, v. 53, n.6, december, p. 1019-1033

1. Variety seeking 2. Decision making 3. Social relationships 4. Future time perspective 5. Aging and longevity

6

Design of search engine services [Texto impreso] : channel interdependence in search engine results / Benjamin Edelman and Zhenyu Lai

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. 899-900

Abstract: The authors examine prominent placement of search engines' own services and effects on users' choices. Evaluating a natural experiment in which different results were shown to users who performed similar searches, they find that Google's prominent placement of its Flight Search service increased the clicks on paid advertising listings by more than half while decreasing the clicks on organic search listings by about the same quantity. This effect appears to result from interactions between the design of search results and users' decisions about where and how to focus their attention: users who decide what to click on the basis of relevance were more likely to select paid listings, whereas users who are influenced by visual presentation and page position were more likely to click on Google's own Flight Search listing. The authors consider implications of these findings for competition policy and for online marketing strategies.

Journal of marketing research. -- 2016, v. 53, n.6, december, p. 881-900

1. Search engines 2. Organic search 3. Sponsored search advertising 4. User interface 5. Channel substitution

7

Fairness ideals in distribution channels [Texto impreso] / Tony Haitao Cui and Paola Mallucci

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. 985-987

Abstract: The authors analytically and experimentally evaluate how firms make decisions in a two-stage dyadic channel, in which firms decide on investments in the first stage and then on prices in the second stage. They find that firms' behavior differs significantly from the predictions of the standard economic model and is consistent with the existence of fairness concerns. Using a quantal response equilibrium model, in which both manufacturer and retailer make noisy best responses, the authors show that fairness significantly affects channel pricing decisions. In addition, they investigate what affects the perceptions of fairness. More specifically, they analyze whether the notion of fairness is influenced by social norms of strict equality, by endogenous investments and contributions that are affected by players' decisions, or by the exogenous game structure. To do so, the authors compare four principles of distributive fairness: strict egalitarianism; liberal egalitarianism; libertarianism; and a sequence-aligned ideal, which is studied for the first time in the literature. Surprisingly, the exogenous game structure reflected by the new ideal, whereby the sequence of moving determines the equitable payoff for players, significantly outperforms other fairness ideals, suggesting that equity in distribution channels can arise even in contests in which channel members have fairly different payoffs.

Journal of marketing research. -- 2016, v. 53, n.6, december, p. 969-987

1. Fairness ideals 2. Distribution channels 3. Quantal response equilibrium 4. Experimental economics

8

Measuring the lifetime value of a customer in the consumer packaged goods industry [Texto impreso] / Sarang Sunder, V. Kumar and Yi Zhao

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. 920-921

Abstract: In this study, the authors propose a flexible framework to assess customer lifetime value (CLV) in the consumer packaged goods (CPG) context. They address the substantive and modeling challenges that arise in this setting, namely, (1) multiple discreteness, (2) brand switching, and (3) budget-constrained consumption. Using a Bayesian estimation, the authors are also able to infer the consumer's latent budgetary constraint using only transaction information, thus enabling managers to understand the customer's budgetary constraint without having to survey or depend on aggregate measures of budget constraints. Using the proposed framework, CPG manufacturers can assess CLV at the focal brand level as well as at the category level, a departure from CLV literature, which has mostly been firm centric. The authors implement the proposed model on panel data in the carbonated beverages category and showcase the benefits of the proposed model over simpler heuristics and conventional CLV approaches. Finally, they conduct two policy simulations describing the role of the budget constraint on CLV, as well as the asymmetric effects of pricing in this setting, and develop managerial insights in this context.

Journal of marketing research. -- 2016, v. 53, n.6, december, p. 901-921

1. Customer relationship management 2. Bayesian estimation 3. Customer packaged goods 4. Multiple discreteness 5. Customer lifetime value

9

Selective sensitization [Texto impreso] : consuming a food activates a goal to consume its complements / Young Eun Huh, Joachim Vosgerau and Carey K. Morewedge

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. 1047-1049

Abstract: Eating a food reduces the desire to eat more of that food. General-process theories of motivation posit that eating a food also increases the motivation to eat other foods—an effect known as cross-stimulus sensitization. The authors propose that eating a food selectively sensitizes consumers to its complements rather than to all foods. Eating a food activates a goal to consume foods that consumers perceive to be well paired with the consumed food. In five experiments, imagined and actual consumption of a food sensitized participants to complementary foods but not to unrelated or semantically associated foods. These findings suggest that cross-stimulus sensitization is more specific and predictable than previously assumed. The authors identify goal activation as the process through which cross-stimulus sensitization occurs and can be instilled.

Journal of marketing research. -- 2016, v. 53, n.6, december, p. 1034-1049

1. Sensitization 2. Habituation 3. Motivation 4. Goal priming 5. Food consumption

10

Signaling through price and quality to consumers with fairness concerns [Texto impreso] / Xiaomeng Guo and Baojun Jiang

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. 999-1000

Abstract: Consumers with inequity aversion experience some psychological disutility when buying products at unfair prices. Empirical evidence and behavioral research have suggested that consumers may perceive a firm's price as unfair when its profit margin is too high relative to consumers' surplus. The authors develop an analytical framework to investigate the effects of the consumer's inequity aversion on a firm's optimal pricing and quality decisions. They highlight several findings. First, because of the consumer's uncertainty about the firm's cost, the firm's optimal quality may be nonmonotone with respect to the degree of the consumer's inequity aversion. Second, stronger inequity aversion makes an inefficient firm worse off but may benefit an efficient firm. Third, stronger inequity aversion by the consumer can actually lower the consumer's monetary payoff (economic surplus) because the firm may reduce its quality to a greater extent than it reduces its price. Finally, as the expected cost efficiency in the market decreases, both the expected quality and the social surplus may increase rather than decrease.

Journal of marketing research. -- 2016, v. 53, n.6, december, p. 988-1000

1. Behavioral economics 2. Fairness 3. Inequity aversion 4. Asymmetric information 5. Signaling 6. Quality 7. Pricing 8. Search goods

11

When remembering disrupts knowing [Texto impreso] : blocking implicit price memory / Ellie J. Kyung and Manoj Thomas

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. 951-953

Abstract: Does explicit recall help or hurt memory-based comparisons? It is often assumed that attempting to recall information from memory should facilitate—or at least not disrupt—memory-based comparisons. Using the domain of price comparisons, the authors demonstrate that memory-based price comparisons are less accurate when consumers first attempt to recall the past price versus when they do not try to do so. Attempting—and failing at—explicit price recall focuses attention on metacognitive experience, resulting in a feeling-of-not-knowing, which then blocks the implicit memory that people could otherwise use to make accurate price comparisons. Drawing attention to this metacognitive feeling-of-not-knowing increases the blocking effect of recall on implicit memory, whereas drawing attention away from the feeling reduces the blocking effect. The results identify a new type of memory blocking—metacognitive memory blocking—in which the feeling-of-not-knowing blocks implicit memory during judgments. They also provide further evidence of dual representations of price memory and demonstrate that most memory-based price comparisons are based on implicit memory and do not entail explicit recall of the reference price.

Journal of marketing research. -- 2016, v. 53, n.6, december, p. 937-953

1. Memory 2. Blocking 3. Metacognition 4. Price memory 5. Price comparison