1

Clicks as a healthy alternative to bricks [Texto impreso] : how online grocery shopping reduces vice purchases / Elke Huyghe ... [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. 72-74

Abstract: Although consumers are concerned about their health, obesity statistics suggest that contextual factors often lead them to choose unhealthy alternatives (i.e., vices) rather than healthy ones (i.e., virtues). Noting the increasing prevalence of online grocery shopping, the authors focus on shopping channels as one such contextual factor and investigate how food choices made online differ from food choices made in a traditional brick-and-mortar store. A database study and three lab experiments demonstrate that consumers choose relatively fewer vices in the online shopping environment. Moreover, this shopping channel effect arises because online channels present products symbolically, whereas offline stores present them physically. A symbolic presentation mode decreases the products' vividness, which in turn diminishes consumers' desire to seek instant gratification and ultimately leads them to purchase fewer vices. These findings highlight several unexplored differences between online and offline shopping, with important implications for consumers, public policy makers, and retailers.

Journal of marketing research. -- 2017, v. 54, n.1, february, p. 61-74

1. Grocery shopping 2. Unhealthy food choices 3. Product presentation 4. Shopping channel 5. Instant gratification

---

2

How does team composition affect effort in contests? [Texto impreso] : a theoretical and experimental analysis / Hua Chen and Noah Lim

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. 60

Abstract: When companies organize salespeople into teams to compete with one another, how does the ability composition of team members affect effort? And how may the effect of team composition on effort depend on the type of contest the teams are competing in? Using a game-theoretic model, we derive the very sharp predictions that when winning the contest depends on the average team sales, the ability composition of a team has no effect on team effort, and the stronger and weaker members will expend identical effort levels. However, when the contest winner is determined by the minimum or maximum output contribution within the team, heterogeneity in team composition exerts a deleterious effect on team effort, with the stronger and weaker members expending unequal effort. Our model also shows that in a contest between two symmetric teams, when team members are homogeneous, all three contest metrics yield identical team effort; however, when team members are heterogeneous, the average metric elicits the highest team effort. We also discuss cases when the minimum and maximum metrics are optimal. We test the model's empirical validity using two incentive-aligned experiments in which participants make effort decisions strategically. The experimental results exhibit broad support for the theoretical predictions.

Journal of marketing research. -- 2017, v. 54, n.1, february, p. 44-60

1. Sales contests 2. Strategic alliances 3. Tournaments 4. Team incentives 5. Experimental economics

3
Identifying the presence and cause of fashion cycles in data [Texto impreso] / Hema Yoganarasimhan

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. 24-26

Abstract: Fashions and conspicuous consumption play an important role in marketing. In this article, the author presents a three-pronged framework to analyze fashion cycles in data composed of (1) algorithmic methods for identifying cycles, (2) a statistical framework for identifying cycles, and (3) methods for examining the drivers of such cycles. In the first module, the author identifies cycles by pattern-matching the amplitude and length of cycles observed to a user-specified definition. In the second module, the author defines the conditional monotonicity property, derives conditions under which a data-generating process satisfies it, and demonstrates its role in generating cycles. A key challenge in estimating this model is the presence of endogenous lagged dependent variables, which the author addresses using system generalized method of moments estimators. Third, the author presents methods that exploit the longitudinal and geographic variations in agents' economic and cultural capital to examine the different theories of fashion. The author applies her framework to data on given names for infants, shows the presence of large-amplitude cycles both algorithmically and statistically, and confirms that the adoption patterns are consistent with Bourdieu's theory of fashion as a signal of cultural capital.

Journal of marketing research. -- 2017, v. 54, n.1, february, p. 5-26

1. Fashion 2. Name choices

4
The influence of the structure of interdependence on the response to inequity in buyer-supplier relationships [Texto impreso] / David A. Griffith ... [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. 136-137

Abstract: This research investigates the conditions under which inequity in a buyer-supplier relationship influences a supplier's resource sharing with its buyer. More specifically, the authors examine the effects of both positive inequity and negative inequity under varying levels of interdependence magnitude and relative dependence. They further examine the effect of inequity on perceived relationship performance. The study includes a longitudinal survey design, with perceived relationship performance reported by a second informant. The study, conducted within the context of Japanese suppliers reporting on their relationship with U.S. buyers, takes a nuanced view of both inequity and relative dependence by employing spline variables to disentangle potentially different effects of positive and negative inequity and relative dependence of the supplier and buyer, respectively. The results reveal that firms' reactions to positive and negative inequity vary depending on the nature of the interdependence structure and that positive and negative inequity differentially influence perceived relationship performance. The findings are important for both further research and managerial action.

Journal of marketing research. -- 2017, v. 54, n.1, february, p. 124-137

1. Positive/negative inequity 2. Magnitude of interdependence 3. Relative dependence 4. Buyer-supplier relationships 5. Business-to-business

5

Linking customer behaviors to cash flow level and volatility [Texto impreso] : implications for marketing practices / Denish Shah ... [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. 42-43

Abstract: Marketing affects customer behavior, and customer behavior in turn drives a firm's cash flows and, ultimately, valuation. In this sequence of relationships, a commonly overlooked factor by marketers is the volatility of customers' cash flows. This study links different recurring customer behaviors to the future level and volatility of a customer's cash flows. Empirical analyses of the large customer database of a Fortune 500 retailer reveal that a 1% desired change in the different types of recurring customer behaviors corresponds to a future quarterly 4.61% decrease in the cash flow volatility and $39.42 million increase in the future cash flow level of the firm. Furthermore, firm-initiated marketing is 1.9-3.2 times more effective at managing the future cash flow level and volatility when it is selectively targeted to customers with certain characteristics. Overall, the study enables marketers to manage different customer behaviors that influence customers' future cash flow level and volatility and ultimately quantify the impact of these behaviors on the shareholder value of the firm.

Journal of marketing research. -- 2017, v. 54, n.1, february, p. 27-43

1. Cash flow volatility 2. Cash flow level 3. Shareholder value 4. Customer habits

---

6

Repairing the damage [Texto impreso] : the effect of price knowledge and gender on auto repair price quotes / Meghan R. Busse, Ayelet Israeli and Florian Zettelmeyer

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. 95

Abstract: The authors investigate whether sellers treat consumers differently on the basis of how well informed consumers appear to be. They implement a large-scale field experiment in which callers request price quotes from automotive repair shops. The authors show that sellers alter their initial price quotes depending on whether consumers appear to be correctly informed, uninformed, or misinformed about market prices. The authors find that repair shops quote higher prices to callers who cite a higher benchmark price and that women are quoted higher prices than men when callers signal that they are uninformed about market prices. However, gender differences disappear when callers mention a benchmark price for the repair. Finally, the authors find that repair shops are more likely to offer a price concession if asked to do so by a woman than if asked by a man.

Journal of marketing research. -- 2017, v. 54, n.1, february, p. 75-95

1. Pricing 2. Field experiments 3. Price discrimination 4. Price knowledge 5. Gender

7
Return on service amenities [Texto impreso] / Rebecca W. Hamilton ... [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. 109-110

Abstract: Firms often vie for competitive advantage by providing additional services (amenities) to their customers. Although extant research has focused on the effect of adding amenities on choice, return on service amenities may arise from two sources: increased initial choice and increased revenues from repurchase. The authors develop a return on investment (ROI) model to capture how service amenities produce financial return from these two sources. They apply the model to hotel amenities, using a discrete choice experiment and a large-scale customer database developed in collaboration with a multibrand global hotel company. The authors employ a hierarchical Bayesian formulation to estimate the parameters. They use the estimation results to compare ROI for three amenities for six brands and find that returns vary across amenities, and returns on a single amenity can vary substantially across brands. The authors validate the results for one amenity against the ROI from the actual historical implementation of that amenity using a natural experiment with a before/after design with controls. The present research demonstrates that the return on service amenities model provides a useful decision tool for managers deciding which amenities are most profitable.

Journal of marketing research. -- 2017, v. 54, n.1, february, p. 96-110

1. Service amenities 2. Service marketing 3. Return on investment 4. Financial impact 5. Hotel management 6. Brand standards

---

8
Shining light on atmospherics [Texto impreso] : how ambient light influences food choices / Dipayan Biswas ... [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. 120-123

Abstract: Retail atmospherics is emerging as a major competitive tool, and it is especially notable in the restaurant industry, where lighting is used to create the overall ambience and influence consumer experience. In addition to influencing overall experience, can ambient light luminance have unintended consequences in terms of influencing what diners order? The results of a field study at multiple locations of a major restaurant chain and a series of lab studies robustly show that consumers tend to choose less healthy food options when ambient lighting is dim (vs. bright). Process evidence suggests that this phenomenon occurs because ambient light luminance influences mental alertness, which in turn influences food choices. While restaurant and grocery store managers can use these insights and their ambient light switches to nudge consumers toward targeted food choices, such as healthy or high-margin signature items, health-conscious consumers can opt for dining environments with bright ambient lighting.

Journal of marketing research. -- 2017, v. 54, n.1, february, p. 111-123

1. Ambient light 2. Retail atmospherics 3. Luminance 4. Healthy/unhealthy 5. Food choices 6. Sensory marketing