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**The benefits of emergency reserves [Texto impreso] : greater preference and persistence for goals that have slack with a cost / Marissa A. Sharif and Suzanne B. Shu**

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. 508-509

Abstract: Marketers of programs that are designed to help consumers reach goals face dual challenges of making the program attractive enough to encourage consumer signup while still motivating consumers to reach desirable goals and thus stay satisfied with the program. The authors offer a possible solution to this challenge: the emergency reserve, or slack with a cost. They demonstrate how an explicitly defined emergency reserve not only is preferred over other options for goal-related programs but can also lead to increased persistence. Study 1 demonstrates that consumers prefer programs with emergency reserves to programs that do not have them, and Study 2 further clarifies that consumers' preference for an emergency reserve depends on the presence of a superordinate goal. Study 3 reveals that consumers prefer goals with emergency reserves because they perceive them to have both higher attainability and value than other goals. Study 4 demonstrates that reserves can lead to increased goal persistence in a realistic task that involves persistence over time. Finally, Studies 5 and 6 reveal that consumers persist more with reserve goals because they want to avoid using the "emergency" reserve.

Journal of marketing research. -- 2017, v. 54, n.3, june, p. 495-509

1. Emergency reserve 2. Slack 3. Goals 4. Motivation 5. Preference

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**Beyond the target customer [Texto impreso] : social effects of customer relationship management campaigns / Eva Ascarza ... [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. 362-363

Abstract: Customer relationship management (CRM) campaigns have traditionally focused on maximizing the profitability of the targeted customers. The authors demonstrate that in business settings characterized by network externalities, a CRM campaign that is aimed at changing the behavior of specific customers propagates through the social network, thereby also affecting the behavior of nontargeted customers. Using a randomized field experiment involving nearly 6,000 customers of a mobile telecommunication provider, they find that the social connections of targeted customers increase their consumption and become less likely to churn, due to a campaign that was neither targeted at them nor offered them any direct incentives. The authors estimate a social multiplier of 1.28. That is, the effect of the campaign on first-degree connections of targeted customers is 28% of the effect of the campaign on the targeted customers. By further leveraging the randomized experimental design, the authors show that, consistent with a network externality account, the increase in activity among the nontargeted but connected customers is driven by the increase in communication between the targeted customers and their connections, making the local network of the nontargeted customers more valuable. These findings suggest that in targeting CRM marketing campaigns, firms should consider not only the profitability of the targeted customer but also the potential spillover of the campaign to nontargeted but connected customers.

Journal of marketing research. -- 2017, v. 54, n.3, june, p. 347-363

1. Social effects 2. Network effects 3. Field experiment 4. Mobile

**3****Efficient design and analysis for a selective choice process [Texto impreso] / Ty Henderson and Qing Liu**

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. 445-446

**Abstract:** Variable selection is a decision heuristic that describes a selective choice process in which choices are made on the basis of only a subset of product attributes while the presence of other ("inactive") attributes plays no active role in the decision. Within this context, the authors address two integrated topics that have received scant attention: the efficient design of choice experiments and the analysis of data that arises from a selective choice process. The authors propose a new dual-objective compound design criterion that incorporates prior information for the joint purpose of efficiently estimating the effects of the active attributes and detecting the effects of attributes labeled as inactive that may turn out to be active. The approach leverages self-stated auxiliary data as prior information both for individual-level customized design construction and in a heterogeneous variable selection model. The authors demonstrate the efficiency advantages of the approach relative to design benchmarks and highlight practical implications using both simulated data and actual data from a conjoint choice experiment in which individual designs were customized instantaneously using self-stated active-inactive attribute status.

Journal of marketing research. -- 2017, v. 54, n.3, june, p. 430-446

1. Variable selection 2. Selective choice process 3. Customized conjoint choice designs 4. Compound desing criterion 5. Heterogeneous variable selection model

**4****Extracting summary piles from sorting task data [Texto impreso]/ Simon J. Blanchard, Daniel Aloise and Wayne S. DeSarbo**

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. 413-414

**Abstract:** In a sorting task, consumers receive a set of representational items (e.g., products, brands) and sort them into piles such that the items in each pile "go together." The sorting task is flexible in accommodating different instructions and has been used for decades in exploratory marketing research in brand positioning and categorization. However, no general analytic procedures yet exist for analyzing sorting task data without performing arbitrary transformations to the data that influence the results and insights obtained. This manuscript introduces a flexible framework for analyzing sorting task data, as well as a new optimization approach to identify summary piles, which provide an easy way to explore associations consumers make among a set of items. Using two Monte Carlo simulations and an empirical application of single-serving snacks from a local retailer, the authors demonstrate that the resulting procedure is scalable, can provide additional insights beyond those offered by existing procedures, and requires mere minutes of computational time.

Journal of marketing research. -- 2017, v. 54, n.3, june, p. 398-414

1. Sorting task 2. Categorization 3. Positioning 4. Optimization

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**Keep your cool or let it out [Texto impreso] : nonlinear effects of expressed arousal on perceptions of consumer reviews / Dezhi Yin, Samuel D. Bond and Han 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. 461-463

**Abstract:** This research explores how expressed emotional arousal in a consumer review affects reader perceptions of its helpfulness. Drawing from research on written communication and lay theories of emotion, the authors propose a pattern of diminishing returns, in which the marginal effect of arousal on perceived helpfulness is positive at low levels of arousal but diminishes at higher levels. Results of a field study using Apple's App Store, a follow-up survey, and two laboratory experiments provide consistent evidence for the predicted pattern. In addition, the results suggest that the nonlinear effect is explained in part by perceptions of reviewer effort and that the effect is stronger for products that are utilitarian in nature. By revealing a nuanced relationship between emotional expression and perceived helpfulness, these findings offer valuable implications for effective word-of-mouth communication.

Journal of marketing research. -- 2017, v. 54, n.3, june, p. 447-463

1. Word of mouth 2. Arousal 3. Emotion 4. Helpfulness 5. Consumer reviews

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**On the method of evolutionary psychology and its applicability to consumer research [Texto impreso] / Gad Saad**

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. 474-477

**Abstract:** There is a growing interest among marketing scholars to examine the evolutionary bases of a wide range of consumer phenomena. While specific evolutionary hypotheses are typically tested using tools familiar to marketing researchers (e.g., experiments, surveys), the method of evolutionary psychology is rooted in its unique epistemology (the manner in which knowledge is generated and organized), which comprises three elements: (1) the distinction between proximate and ultimate explanations, (2) the building of nomological networks of cumulative evidence (triangulation of convergent lines of evidence), and (3) an organizing tree of knowledge. The purpose of this article is to describe this process using marketing-relevant examples as a means of providing a framework of best practices to marketing scholars aiming to incorporate the evolutionary lens within their research programs.

Journal of marketing research. -- 2017, v. 54, n.3, june, p. 464-477

1. Consumer research 2. Evolutionary psychology 3. Proximate versus ultimate explanations 4. Nomological networks 5. Trees of knowledge

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**Social interactions and monetary incentives in driving consumer repeat behavior [Texto impreso] / Kamer Toker-Yildiz ... [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. 379-380

**Abstract:** Companies are eager to leverage social interactions among consumers by embedding social networking tools on their websites and actively integrating marketing actions with consumers' social activities. In this article, the authors investigate the impact of online social interactions on repeat usage behavior and the effectiveness of monetary incentives by formulating a model that parses out the effects of these individual factors. Using a unique data set from a wellness program, they find that online social interactions play a key role in driving repeat behavior, and after controlling for contemporaneous correlations from same-office friends, the social influence emanates even from distant friends working in different offices. The authors also find that monetary incentives have a significant impact on repeat usage and that ignoring this may overstate the impact of social influence. Furthermore, what-if scenario analyses show that social interactions are more effective than monetary incentives when both are present. The authors then explore social influence theories to understand the underlying process mechanisms that may operate in the repeat usage context. Using these findings, they offer strategic implications for marketing practice.

Journal of marketing research. -- 2017, v. 54, n.3, june, p. 364-380

1. Social interactions 2. Repeat usage 3. Online networking 4. Monetary incentives 5. Reward programs

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**Time preferences and mortgage choice [Texto impreso] / Stephen A. Atlas, Eric J. Johnson and John W. Payne**

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. 428-429

**Abstract:** Mortgage decisions have important consequences for consumers, lenders, and the state of the economy more generally. Mortgage decisions are also prototypical of consumer financial choices that involve a stream of expenditures and consumption occurring across time. The authors use heterogeneity in time preferences for both immediate (present bias) and long-term outcomes to explain a sequence of mortgage decisions, including mortgage choice and the decision to abandon a mortgage. The authors employ an analytic model and a survey of mortgaged households augmented by zip code-level house price and foreclosure data. The model suggests and data confirm that consumers with greater present bias and long-term discounting tend to choose mortgages that minimize up-front costs. However, greater present bias decreases homeowners' willingness to abandon a mortgage, locking them into the contract. Long-term patience increases mortgage abandonment. This reversal across mortgage decisions is difficult for alternative accounts to explain. These results suggest that a two-parameter model of time preferences is helpful for understanding how homeowners make mortgage decisions.

Journal of marketing research. -- 2017, v. 54, n.3, june, p. 415-429

1. Time preferences 2. Mortgage choice 3. Mortgage defaults 4. Individual differences

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**Turning off the lights [Texto impreso] : consumers' environmental efforts depend on visible efforts of firms / Wembo Wang, Aradhna Krishna and Brent McFerran**

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. 492-494

**Abstract:** Firms can save considerable money if consumers conserve resources (e.g., if hotel patrons turn off the lights when leaving the room, if restaurant patrons use fewer paper napkins, if airline passengers clean up after themselves). In two studies conducted in real-world hotels, the authors show that consumers' conservation behavior is affected by the extent to which consumers perceive the firm as being green. Furthermore, consumer perceptions of firms' greenness and consumer conservation behavior depend on (1) whether the firm asks consumers to conserve resources, (2) the firm's own commitment to the environment, and (3) the firm's price image. In addition, firm requests to consumers to save resources can create consumer reactance and can backfire when firms themselves do not engage in visible costly environmental efforts. Such reactance is more likely for firms with a high-price image. Finally, the authors show that by spending a little money to signal environmental commitment, firms can save even more money through consumers' conservation of resources, resulting in wins for the firm, the consumer, and the environment.

Journal of marketing research. -- 2017, v. 54, n.3, june, p. 478-494

1. Sustainability 2. Green marketing 3. Corporate social responsibility 4. Price image 5. Field experiment

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**Why do salespeople quit? [Texto impreso] : an empirical examination of own and peer effects on salesperson turnover behavior / Sarang Sunder ... [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. 395-397

**Abstract:** Salesperson turnover can have a negative overall effect on a firm. Research on salesperson turnover has conceptually studied the consequences of voluntary turnover on a firm. However, little empirical research has investigated the antecedents of salesperson turnover—specifically, the role of own effects (relative performance, customer satisfaction, and goal realization) and peer effects (peer performance variance and turnover). Therefore, the authors propose a framework to assess the influence of own factors (through identity theory) and of peer factors (through social identity theory) on salesperson turnover. Using a proportional hazard model implemented on data consisting of 6,727 salespeople over two years, the results suggest that in addition to own behaviors, managers need to pay attention to peer behaviors because peer turnover (voluntary and involuntary) greatly increases a salesperson's turnover probability. Furthermore, the results indicate that peer effects have a greater impact than own effects. This research has implications for sales force management because it helps managers (1) identify a salesperson's turnover risk, (2) diagnose the drivers of turnover behavior, and (3) build strategies to prevent salesperson turnover.

Journal of marketing research. -- 2017, v. 54, n.3, june, p. 381-397

1. Goal realization 2. Peers 3. Customer satisfaction 4. Turnover 5. Relative performance