

1

The charity beauty premium [Texto impreso] : satisfying donors' "want" versus "should" desires / Cynthia Cryder, Simona Botti and Yvetta Simonyan

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. 616-618

Abstract: Despite widespread conviction that neediness should be a top priority for charitable giving, this research documents a "charity beauty premium" in which donors often choose beautiful, but less needy, charity recipients instead. The authors propose that donors hold simultaneous yet incongruent preferences of wanting to support beautiful recipients (who tend to be judged as less needy), but believing they should support needy recipients. The authors also posit that preferences for beautiful recipients are most likely to emerge when decisions are intuitive, whereas preferences for needy recipients are most likely to emerge when decisions are deliberative. These propositions are tested in several ways. First, when a beautiful recipient is included in basic choice sets, this recipient becomes the most popular option and increases donor satisfaction. Second, heightening deliberation steers choices away from beautiful recipients and toward needier ones. Third, donors explicitly state that they "want" to give to beautiful recipients but "should" give to less beautiful, needier ones. Taken together, these findings reconcile and extend previous and sometimes conflicting results about beauty and generosity.

Journal of marketing research. -- 2017, v. 54, n.4, august, p. 605-618

1. Prosocial behavior 2. Decision making 3. Beauty premium 4. Want versus should preferences 5. Intuitive versus deliberative decision making

2

Comparison neglect in upgrade decisions [Texto impreso] / Aner Sela and Robyn A. LeBoeuf

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. 571

Abstract: To properly evaluate a potential product upgrade, consumers should compare the upgraded option with the product they already own to assess the upgrade's added utility. However, although consumers explicitly and spontaneously acknowledge the importance of comparing the upgrade with the status quo, the authors find that they often fail to do so. Consequently, consumers frequently buy product upgrades that they would not have bought had they followed their own advice. Five experiments, involving both real and hypothetical upgrade decisions, show that even when the status quo option is represented in the decision context, if consumers are not explicitly prompted to reflect on it or compare it with the upgraded option, they often do not compare it with the upgrade and thus show an elevated likelihood of upgrading. The experiments suggest that this "comparison neglect" increases upgrade likelihood by making people overlook the similarities between the upgraded and status quo options and that it persists even when deliberation effort is high. The findings have important implications for theory, marketing practice, and consumer welfare.

Journal of marketing research. -- 2017, v. 54, n.4, august, p. 556-571

1. Status quo bias 2. Comparison 3. Product upgrades 4. Focalism 5. Consumerism

3**Do costly options lead to better outcomes? [Texto impreso] : how the protestant work ethic influences the cost-benefit heuristic in goal pursuit / Yimin Cheng, Anirban Mukhopadhyay and Rom Y. Schrift**

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. 648-649

Abstract: People often assume that costlier means lead to better outcomes, even in the absence of an objective relationship in the specific context. Such cost-benefit heuristics in goal pursuit have been observed across several domains, but their antecedents have not been fully explored. In this research, the authors propose that a person's tendency to use cost-benefit heuristics depends on the extent to which that person subscribes to the Protestant Work Ethic (PWE), an influential concept originally introduced to explain the rise of capitalism. The PWE is a core value predicated on the work-specific belief that hard work leads to success, but people who subscribe strongly to it tend to overgeneralize and align other work-unrelated cognitions for consistency. Across ten studies (N = 1,917) measuring and manipulating PWE, robust findings show that people who are high (vs. low) in PWE are more likely to use cost-benefit heuristics and are more likely to choose costlier means in pursuit of superior outcomes. Suggestions are provided for how marketers may identify consumers high versus low in PWE and tailor their offerings accordingly.

Journal of marketing research. -- 2017, v. 54, n.4, august, p. 636-649

1. Protestant work ethic 2. Core belief 3. Lay theories 4. Cost-benefit heuristics, 5. Price-quality relationship

4**Exploring the relationship between varieties of variety and weight loss [Texto impreso] : when more variety can help people lose weigh/ Kelly L. Haws ... [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. 634-635

Abstract: Prior research has indicated that greater dietary variety in a single eating episode increases caloric intake, contributing to weight gain and obesity. This study presents a novel conceptual framework for investigating dietary variety across the entire diet according to time frame (cumulative vs. daily), aggregation level (overall vs. episode-specific), and categorization level (individual foods vs. food groups). This framework is used to assess how naturally occurring dietary variety relates to weight loss among overweight/ obese women enrolled in a 16-week trial to achieve weight loss. Acknowledging this is a first exploratory attempt to test such relationships using correlational analyses, the authors uncover several key findings. First, whereas cumulative overall variety was not associated with weight loss, daily overall variety was positively associated with weight loss. Second, this relationship was strongest for variety during breakfast and afternoon snacks and was particularly driven by consuming greater vegetable variety. Overall, the authors develop a novel conceptual framework for investigating variety, and through application to a unique data set, uncover novel findings countering some existing theories about how dietary variety relates to weight loss success.

Journal of marketing research. -- 2017, v. 54, n.4, august, p. 619-635

1. Variety 2. Weight loss 3. Obesity 4. Healthy eating 5. Food types

5**How language shapes word of mouth's impact [Texto impreso] / Grant Packard and Jonah Berger**

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. 586-588

Abstract: Word of mouth affects consumer behavior, but how does the language used in word of mouth shape that impact? Might certain types of consumers be more likely to use certain types of language, affecting whose words have more influence? Five studies, including textual analysis of more than 1,000 online reviews, demonstrate that compared to more implicit endorsements (e.g., "I liked it," "I enjoyed it"), explicit endorsements (e.g., "I recommend it") are more persuasive and increase purchase intent. This occurs because explicit endorsers are perceived to like the product more and have more expertise. Looking at the endorsement language consumers actually use, however, shows that while consumer knowledge does affect endorsement style, its effect actually works in the opposite direction. Because novices are less aware that others have heterogeneous product preferences, they are more likely to use explicit endorsements. Consequently, the endorsement styles novices and experts tend to use may lead to greater persuasion by novices. These findings highlight the important role that language, and endorsement styles in particular, plays in shaping the effects of word of mouth.

Journal of marketing research. -- 2017, v. 54, n.4, august, p. 572-588

1. Word of mouth 2. Language 3. Persuasion 4. Consumer knowledge 5. Social perception

6**Incentives versus reciprocity [Texto impreso] : insights from a field experiment / Doug J. Chung and Das Narayandas**

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. 523-524

Abstract: The authors conduct a field experiment in which they vary the sales force compensation scheme at an Asian enterprise that sells consumer durable goods. With variation generated by the experimental treatments, the authors model sales force performance to identify the effectiveness of various forms of conditional and unconditional compensation. They account for salesperson heterogeneity using a hierarchical Bayesian framework to estimate the model. They find conditional compensation in the form of quota bonus incentives to improve performance; however, such compensation may lead to lower future performance. The authors find little difference in effectiveness between a quota bonus plan and punitive bonus plans framed as a penalty for not achieving quota. They find that unconditional compensation, in the form of reciprocity, is effective at improving sales force performance only when it is given as a delayed reward; however, the effectiveness of this plan decreases with repeated exposure. The authors also find heterogeneity in the impact of compensation on performance across salespeople, such that unconditional compensation is more effective for salespeople with high base performance, whereas conditional compensation is equally effective across all types of salespeople.

Journal of marketing research. -- 2017, v. 54, n.4, august, p. 511-524

1. Sales force compensation 2. Field experiment 3. Heterogeneity 4. Loss aversion 5. Reciprocity

7

Mobility of top marketing and sales executives in business-to-business markets [Texto impreso] : a social network perspective / Rui Wang, Aditya Gupta and Rajdeep Grewal

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. 668-670

Abstract: In business-to-business markets, top marketing and sales executives (TMSEs) have considerable influence on their organizations' customer strategies. When TMSEs switch firms, a pattern of informal organizational connections results; this pattern reflects the flow of information and knowledge among firms and creates managerial social capital in the process. To model this information flow, the current study considers information reach and richness, conceptualized according to the network position (i.e., centrality and brokerage) of the firm in the TMSE mobility network, which can be constructed by tracing executive movements through the work experience records of TMSEs in an industry. TMSE tenure (i.e., time with the firm) and firm market orientation constitute critical moderators, which capture motivation and ability at the individual and firm level, respectively. Data from the semiconductor industry and a model that corrects for unobserved heterogeneity and endogeneity suggest that managerial social capital enhances firm performance; however, TMSE tenure and firm market orientation are essential for absorbing the benefits of managerial social capital.

Journal of marketing research. -- 2017, v. 54, n.4, august, p. 650-670

1. Chief marketing officer tenure 2. Executive affiliations 3. Managerial social capital 4. Motivation–ability 5. Social network

8

Rejecting responsibility [Texto impreso] : low physical involvement in obtaining food promotes unhealthy eating / Linda Hagen, 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. 602-604

Abstract: Five experiments show that less physical involvement in obtaining food leads to less healthy food choices. The authors find that when participants are given the choice of whether to consume snacks that they perceive as relatively unhealthy, they have a greater inclination to consume them when less (vs. more) physical involvement is required to help themselves to the food; this is not the case for snacks that they perceive as relatively healthy. Further, when participants are given the opportunity to choose their portion size, they select larger portions of unhealthy foods when less (vs. more) physical involvement is required to help themselves to the food; again, this is not the case for healthy foods. The authors suggest that this behavior occurs because being less physically involved in serving one's food allows participants to reject responsibility for unhealthy eating and thus to feel better about themselves after indulgent consumption. These findings add to the research on consumers' self-serving attributions and to the growing literature on factors that nudge consumers toward healthier eating decisions.

Journal of marketing research. -- 2017, v. 54, n.4, august, p. 589-604

1. Food consumption 2. Motivated reasoning 3. Attribution 4. Agency 5. Serving

9

The value of marketing crowdsourced new products as such [Texto impreso] : evidence from two randomized field experiments / Hidehiko Nishikawa ... [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. 538-539

Abstract: To complement their in-house, designer-driven efforts, companies are increasingly experimenting with crowdsourcing initiatives in which they invite their user communities to generate new product ideas. Although innovation scholars have begun to analyze the objective promise of crowdsourcing, the current research is unique in pointing out that merely marketing the source of design to customers might bring about an incremental increase in product sales. The findings from two randomized field experiments reveal that labeling crowdsourced new products as such—that is, marketing the product as “customer-ideated” at the point of purchase versus not mentioning the specific source of design—increased the product’s actual market performance by up to 20%. Two controlled follow-up studies reveal that the effect observed in two distinct consumer goods domains (food and electronics) can be attributed to a quality inference: consumers perceive “customer-ideated” products to be based on ideas that address their needs more effectively, and the corresponding design mode is considered superior in generating promising new products.

Journal of marketing research. -- 2017, v. 54, n.4, august, p. 525-539

1. Crowdsourcing 2. Idea generation 3. User involvement 4. New products 5. Customer-centric innovation

10

Who's driving this conversation? [Texto impreso] : systematic biases in the content of online consumer discussions / Rebecca W. Hamilton, Ann Schlosser and Yu-Jen Chen

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. 554-555

Abstract: When consumers post questions online, who influences the content of the discussion more: the consumer posting the question or those who respond to the post? Analyses of data from real online discussion forums and four experiments show that early responses to a post tend to drive the content of the discussion as much as or more than the content of the initial query. Although advice seekers posting to online discussion forums often explicitly tell respondents which attributes are most important to them, the authors demonstrate that one common online posting goal, affiliation, makes respondents more likely to repeat attributes mentioned by previous respondents, even if those attributes are less important to the advice seeker or support a suboptimal choice given the advice seeker’s decision criteria. Firms “listening in” on social media should account for this systematic bias when making decisions on the basis of the discussion content.

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1. Word of mouth 2. Online discussion forums 3. Social influence 4. Affiliation 5. Conversational norms