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**"Be careless with that!" availability of product upgrades increases cavalier behavior toward possessions [Texto impreso] / Silvia Bellezza, Joshua M. Ackerman and Francesca Gino**

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. 782-784

**Abstract:** Consumers are often faced with the opportunity to purchase a new, enhanced product, such as a new phone, even though the product they currently own is still fully functional. The authors propose that consumers act more recklessly with their current products when in the presence of appealing, though not yet attained, product upgrades (not just mere replacements). Carelessness and neglect toward currently owned products stem from a desire to justify the attainment of upgrades without appearing wasteful. A series of studies with actual owners of a wide range of different goods (durable, consumable, functional, and hedonic products) and evidence from a real-world data set of lost Apple iPhones demonstrate how the availability of product upgrades increases cavalier behavior toward possessions. Moreover, the authors demonstrate that product neglect in the presence of attractive upgrades can occur without deliberate intentions. Finally, theoretical and managerial implications of these findings are discussed.

Journal of marketing research. -- 2017, v. 54, n.5, october, p. 768-784

1. Carelessness 2. Product upgrade 3. Ownership 4. Justification

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**Building agent-based decision support systems for word-of-mouth programs [Texto impreso] : a freemium application / Manuel Chica and William Rand**

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. 765-767

**Abstract:** Marketers must constantly decide how to implement word-of-mouth (WOM) programs, and a well-developed decision support system (DSS) can provide them valuable assistance in doing so. The authors propose an agent-based framework that aggregates social network-level individual interactions to guide the construction of a successful DSS for WOM. The framework presents a set of guidelines and recommendations to (1) involve stakeholders, (2) follow a data-driven iterative modeling approach, (3) increase validity through automated calibration, and (4) understand the DSS behavior. This framework is applied to build a DSS for a freemium app in which premium users discuss the product with their social network and promote its viral adoption. After its validation, the agent-based DSS forecasts the aggregate number of premium sales over time and the most likely users to become premium in the near future. The experiments show how the DSS can help managers by forecasting premium conversions and increasing the number of premiums through targeting and implementing reward policies.

Journal of marketing research. -- 2017, v. 54, n.5, october, p. 752-767

1. Word of mouth 2. Marketing decision support systems 3. Agent-based modeling 4. Targeting and referrals 5. Freemium business model

**3****Can offline stores drive online sales? [Texto impreso] / Kitty Wang and Avi Goldfarb**

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. 718-719

**Abstract:** The authors use evidence from store openings by a bricks-and-clicks retailer to examine the drivers of substitution and complementarity between online and offline retail channels. The evidence supports the coexistence of substitution across channels and complementarity in demand. In places where the retailer has a strong presence, the opening of an offline store is associated with a decrease in online sales and search; however, in places where the retailer does not have a strong presence, the opening of an offline store is associated with an increase in online sales and search. The evidence suggests that whereas online and offline channels may be substitutes in distribution, they are complements in marketing communications. Specifically, the type of marketing communication driving complementarity seems to be information about the existence of the brand. For example, the authors observe a large increase in new customer acquisition and sales, and little difference between fit and feel products and other products. Thus, it is the presence of the store, rather than information about the attributes of the products in the store, that drives complementarity.

Journal of marketing research. -- 2017, v. 54, n.5, october, p. 706-719

1. Channels/distribution 2. Integrated marketing 3. Online/offline 4. Informative advertising

**4****Interpreting the stock returns to new product announcements [Texto impreso] : how the past shapes investors' expectations of the future/ Nooshin L. Warren and Alina Sorescu**

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. 813-815

**Abstract:** Investors routinely follow firms' communications and actions to form expectations about the firms' future performance. The authors propose a set of firm and industry characteristics that influence the formation of investor expectations in the context of new product announcements. Specifically, they argue that positive expectations of future innovation output should cause an ex-ante increase in stock prices and a smaller ex post market reaction when an actual new product is announced. Using a sample of 4,865 new product announcements made by 826 publicly traded U.S. firms, the authors show that the stock market reaction to a new product announcement measured in a five-day window around the announcement is negatively related to (1) the number of new products previously announced by the firm, (2) the average number of new products previously announced by the firm's competitors, and (3) the average sentiment of past public news about the firm. These three factors are also positively related to the market value of the firm measured immediately before each new announcement, controlling for increases in firm value directly attributable to past new product announcements. In contrast to many articles in the marketing literature that imply that the added value of a marketing event can be fully assessed from the stock market reaction to the announcement of the event, the authors clarify that for recurrent events or events that are part of a firm's broader strategy, this reaction reflects only an update of investors' expectations of future firm performance.

Journal of marketing research. -- 2017, v. 54, n.5, october, p. 799-815

1. Event study 2. Stock returns 3. New product announcements 4. Investors' expectations 5. Tobin's q

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**The jilting effect [Texto impreso]: antecedents, mechanisms and consequences for preference / Aaron M. Garvey, Margaret G. Meloy and Baba Shiv**

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. 797-798

**Abstract:** This research explores how the experience of a jilt—the anticipation and subsequent inaccessibility of a highly desirable, aspirant option—influences preference for incumbent and non-incumbent options. The authors conceptualize jilting as a multi-stage process, which consists of a pre-jilt anticipatory phase that is initiated on the introduction of an aspirant option and a post-jilt phase that is initiated when the aspirant option becomes inaccessible. They show that during the anticipatory phase, a process of denigration specific to the incumbent option is engendered. The subsequent jilt elicits a negative emotional response. During the affectively charged post-jilt phase, preference shifts away from the now-denigrated incumbent option, yielding a jilting effect. In four field and laboratory studies, the authors establish this jilting effect, rule out alternative accounts, and discuss the theoretical and managerial implications of the findings.

Journal of marketing research. -- 2017, v. 54, n.5, october, p. 785-798

1. Jilting effect 2. Incumbent option 3. Aspirant 4. Status quo 5. Stock-outs

6

**Predicting the consequences of marketing policy changes [Texto impreso]: a new data enrichment method with competitive reactions / Eelco Kappe, Sriram Venkataraman and Stefan Stremersch**

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. 734-736

**Abstract:** This article introduces a new data enrichment method that combines revealed data on consumer demand and competitive reactions with stated data on competitive reactions to yet-to-be-enacted, unprecedented marketing policy changes. The authors extend the data enrichment literature to include stated competitive reactions, collected from subject-matter experts through a conjoint experiment. The authors apply their method to investigate hypothetical and unprecedented sales force policy changes of pharmaceutical companies. The results from the data enrichment method have high face validity and lead to various unique insights compared with using revealed data only. The authors find that only a very large sales force decrease initiated by the market leader triggers all competitors to decrease their sales force as well, leading to substantial profit increases for each firm. With respect to sales force allocation, when competitors decrease their sales force, they mainly decrease the reach of detailing across doctors, rather than decreasing the number of details to the most-visited doctors. The proposed data enrichment method provides managers with a powerful tool to, ex ante, predict the consequences of unprecedented marketing policy changes.

Journal of marketing research. -- 2017, v. 54, n.5, october, p. 720-736

1. Data enrichment 2. Marketing policy 3. Sales force management 4. Competitive reactions 5. Pharmaceutical

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**The rise of the sharing economy [Texto impreso] : estimating the impact of Airbnb on the hotel industry / Georgios Zervas, Davide Proserpio and John W. Byers**

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. 705

**Abstract:** Peer-to-peer markets, collectively known as the sharing economy, have emerged as alternative suppliers of goods and services traditionally provided by long-established industries. The authors explore the economic impact of the sharing economy on incumbent firms by studying the case of Airbnb, a prominent platform for short-term accommodations. They analyze Airbnb's entry into the state of Texas and quantify its impact on the Texas hotel industry over the subsequent decade. In Austin, where Airbnb supply is highest, the causal impact on hotel revenue is in the 8%–10% range; moreover, the impact is nonuniform, with lower priced hotels and hotels that do not cater to business travelers being the most affected. The impact manifests itself primarily through less aggressive hotel room pricing, benefiting all consumers, not just participants in the sharing economy. The price response is especially pronounced during periods of peak demand, such as during the South by Southwest festival, and is due to a differentiating feature of peer-to-peer platforms—enabling instantaneous supply to scale to meet demand.

Journal of marketing research. -- 2017, v. 54, n.5, october, p. 687-705

1. Sharing economy 2. Airbnb 3. Hotel industry 4. Competition 5. Peer-to-peer markets

8

**The self-expressive customization of a product can improve performance [Texto impreso] / Ulrike Kaiser, Martin Schreier and Chris Janiszewski**

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. 829-831

**Abstract:** This research demonstrates that the self-expressive customization of a product can improve performance on tasks performed using the customized product. Five studies show that the effect is robust across different types of tasks (e.g., persistence tasks, concentration tasks, agility tasks). The evidence further shows that the effect is not due to changes in product efficacy beliefs, feelings of competence, feelings of accomplishment, mood, task desirability, goal activation, or goal attainability. Instead, the self-expressive customization of a product extends an identity (e.g., personal identity, group identity) into the product. When the product is subsequently used to pursue a goal whose desired outcome can affirm the extended identity, performance improves.

Journal of marketing research. -- 2017, v. 54, n.5, october, p. 816-831

1. Product customization 2. Motivation 3. Goal pursuit 4. Individuality 5. Identity

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**Seller beware [Texto impreso] : how bundling affects valuation / Franklin Shaddy and Ayelet Fishbach**

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. 750-751

**Abstract:** How does bundling affect valuation? This research proposes the asymmetry hypothesis in the valuation of bundles: consumers demand more compensation for the loss of items from bundles, compared with the loss of the same items in isolation, yet they express lower willingness to pay for items added to bundles, compared with the same items purchased separately. This asymmetry persists because bundling causes consumers to perceive multiple items as a single, inseparable gestalt unit. Thus, consumers resist altering the “whole” of the bundle by removing or adding items. Six studies demonstrate this asymmetry across judgments of monetary value (Studies 1 and 2) and (dis)satisfaction (Study 3). Moreover, bundle composition—the ability of different items to create the impression of a “whole”—moderates the effect of bundling on valuation (Study 4), and the need to replace missing items (i.e., restoring the “whole”) mediates the effect of bundling on compensation demanded for losses (Study 5). Finally, the authors explore a boundary condition: the effect is attenuated for items that complete a set (Study 6).

Journal of marketing research. -- 2017, v. 54, n.5, october, p. 737-751

1. Bundling 2. Pricing 3. Gestalt 4. Satisfaction

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**TV channel search and commercial breaks [Texto impreso] / Song Yao, Wenbo Wang and Yuxin 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. 684-685

**Abstract:** This study investigates time lapses that interrupt product consumption. Preeminent examples are commercial breaks during television or radio programming. The authors suggest that breaks facilitate consumers' search for alternatives. Specifically, when there is so much uncertainty that consumers are unclear about utility levels of different products, they engage in costly search to resolve the uncertainty. For TV programming, breaks lower the opportunity cost of search, allowing the consumer to sample alternative channels without further interrupting the viewing experience on the current channel. Using data from the Chinese TV market, the authors estimate a sequential search model to study consumer TV channel choice behavior. The data contain a quasi-natural experiment due to a Chinese government policy change on commercial breaks. The natural experiment creates exogenous variations in the data that enable the empirical identification of heterogeneous consumer preference and search cost. The data patterns support the idea that viewers search for alternatives during commercial breaks. Drawing on the estimates, the authors investigate how the timing of breaks affects TV channels' viewership, offering insights about how to strategically adjust the timing of breaks.

Journal of marketing research. -- 2017, v. 54, n.5, october, p. 671-686

1. Advertising 2. Television 3. Consumer search 4. Natural experiment 5. Demand estimation