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Analyzing client profitability across diffusion segments for a continuous innovation [Texto impreso] / Ashish Sood and V. Kumar

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. 950-951

Abstract: While a time-based segmentation approach to customer segmentation for new products allows firms to identify consumers in the innovator and early adopter segments, this study adds a profitability-based perspective to generate new insights. Using six years of data on the adoption of technology services over three generations from a large technology manufacturer–service provider across seven countries, the authors provide empirical evidence that the short-term and long-term profitability per period of clients in the early majority segment is the highest, followed by the late majority, the innovators, the early adopters, and the laggards, respectively. While a time-based segmentation approach enables firms to identify consumers who are likely to adopt new products sooner than others, a profitability-based perspective can complement their targeting strategy and enhance overall profits. Managers can make informed decisions on investments required to develop new markets with better estimates of the profitability of consumers from later segments. Our study offers managers the necessary insights to develop a road map for identifying and targeting the most profitable clients.

Journal of marketing research. -- 2017, v. 54, n.6, december, p. 932-951

1. Profitability 2. New product adoption 3. Successive generation 4. Countries 5. Diffusion of innovation

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Demand for “healthy” products [Texto impreso] : false claims and FTC regulation / Anita Rao and Emily Wang

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. 989

Abstract: Firms sometimes make selective or deceptive claims, which can have negative consequences for consumers, especially if consumers are not fully informed and the claims are hard to verify. This study aims to measure the decline in demand that a firm making such claims faces when caught. In addition, it seeks to understand which type of consumer these claims primarily affect. Using a panel data set of consumer purchases and firm advertising, the authors measure this impact by exploiting the fact that four popular products settled charges raised by the Federal Trade Commission. They further control for and document firm responses in terms of price and advertisement changes around the date of the settlement. Findings indicate a significant decline in demand following the termination of the claims, resulting in a 12%–67% monthly loss in revenue across the four products, which amounts to a \$.40 million–\$3.82 million loss in monthly revenue. They also find that these claims primarily affect consumers who are newcomers.

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1. Public policy 2. Advertising 3. FTC 4. Natural experiments 5. Firm deception

3**Dynamically managing a profitable email marketing program [Texto impreso] / Xi (Alan) Zhang, V. Kumar and Koray Cosguner**

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. 866

Abstract: Although email marketing is highly profitable and widely used by marketers, it has received limited attention in the marketing literature. Extant research has focused on either customers' email responses or the "average" effect of emails on purchases. In this article, the authors use data from a U.S. home improvement retailer to study customers' email open and purchase behaviors by using a unified hidden Markov and copula framework. Contrary to conventional wisdom, the authors find that email-active customers are not necessarily active in purchases, and vice versa. Furthermore, the number of emails sent by the retailer has a nonlinear effect on both the retailer's short- and long-term profitability. Through a counterfactual study, the authors provide a decision support system to guide retailers in making optimal email contact decisions. This study shows that sending the right number of emails is vital for long-term profitability. For example, sending four (ten) emails instead of the optimal number of seven emails can cause the retailer to lose 32% (16%) of its lifetime profit per customer.

Journal of marketing research. -- 2017, v. 54, n.6, december, p. 851-866

1. Email marketing 2. Hidden Markov models 3. Dynamic programming 4. Copula models 5. Profitability

4**Franchisor-franchisee bankruptcy and the efficacy of franchisee governance [Texto impreso] / Kersi D. Antia, Sudha Mani and Kenneth H. Wathne**

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. 966-967

Abstract: Franchisors' long-term viability is tied to the ongoing operations of their franchisees. To ensure the ongoing performance of franchisees, franchisors deploy multiple governance mechanisms. This study assesses how governance mechanisms deployed to enhance franchisee ability (via selection and socialization) and motivation (via incentives and monitoring) impact franchisee bankruptcy. The authors examine the individual and joint effects of deploying governance mechanisms that share the same underlying objective, namely, to enhance franchisee ability and motivation. They also assess how motivation-inducing mechanisms may serve to counter the motivation-dampening effect of an increased royalty rate. Relying on data from multiple archival sources, the authors identify all bankruptcy filings by franchisees and their franchisors across 1,115 franchise systems over a 13-year observation window. Their findings document a positive and significant relationship between franchisee and franchisor bankruptcy. They also find main and interaction effects of the ability- and motivation-influencing governance mechanisms on the likelihood of franchisee bankruptcy, and the existence of significant bankruptcy spillovers among franchisees within the same franchise system. They discuss implications for franchise theory and management.

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1. Franchisor bankruptcy 2. Franchisee bankruptcy 3. Governance mechanisms 4. Royalty rate

5

Ghost ads [Texto impreso] : improving the economics of measuring online ad effectiveness / Garrett A. Johnson, Randall A. Lewis and Elman I. Nubbemeyer

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. 883-884

Abstract: To measure the effects of advertising, marketers must know how consumers would behave had they not seen the ads. The authors develop a methodology they call “ghost ads,” which facilitates this comparison by identifying the control group counterparts of the exposed consumers in a randomized experiment. The authors show that, relative to public service announcement and intent-to-treat A/B tests, ghost ads can reduce the cost of experimentation, improve measurement precision, deliver the relevant strategic baseline, and work with modern ad platforms that optimize ad delivery in real time. The authors also describe a variant, “predicted ghost ad” methodology, which is compatible with online display advertising platforms; their implementation records more than 100 million predicted ghost ads per day. The authors demonstrate the methodology with an online retailer’s display retargeting campaign. They show novel evidence that retargeting can work: the ads lifted website visits by 17.2% and purchases by 10.5%. Compared with intent-to-treat and public service announcement experiments, advertisers can measure ad lift just as precisely while spending at least an order of magnitude less.

Journal of marketing research. -- 2017, v. 54, n.6, december, p. 867-884

1. Field experiments 2. Advertising effectiveness 3. Digital advertising

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A meta-analysis of marketing communication carryover effects [Texto impreso] / Christine Köhler ... [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. 1007-1008

Abstract: To optimally set marketing communication (“marcom”) budgets, reliable estimates of short-term elasticities and carryover effects are required. Empirical generalizations from meta-analyses of prior field studies can help guide these decisions. However, the last such meta-analysis of marcom carryover effects was performed on Koyck model-based estimates collected before 1984 and was confined to mass media advertising. The authors update and extend extant empirical generalizations via two metaanalyses of carryover estimates compiled from studies encompassing personal selling, targeted advertising, and mass media advertising, using diverse model forms, until 2015. The first is focused on and utilizes 918 estimates of the carryover proportion of the total effect, termed long-term share of the total effect, and the second focuses on 863 derivable estimates of 90% implied duration intervals. The authors find the mean long-term shares of the total effect for personal selling (.687) and targeted advertising (.650) are distinctly larger than that for mass media advertising (.523) and the corresponding median 90% implied duration intervals are 12.6, 2, and 3.4 months, respectively. The authors conclude by discussing differences by model type and the implications for marcom budget-setting and analyses.

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1. Carryover effect 2. Marketing communications 3. Advertising 4. Personal selling 5. Duration interval

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A new method to aid copy testing of paid search text advertisements [Texto impreso] / Oliver J. Rutz, Garrett P. Sonnier and Michael Trusov

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 propose a new approach to evaluate the perceptions and performance of a large set of paid search ads. This approach consists of two parts. First, primary data on hundreds of ads are collected through paired comparisons of their relative ability to generate awareness, interest, desire, action, and click performance. The authors use the Elo algorithm, a statistical model calibrated on paired comparisons, to score the full set of ads on relative perceptions and click performance. The estimated scores validate the theoretical link between perceptions and performance. Second, the authors predict the perceptions and performance of new ads relative to the existing set using textual content metrics. The predictive model allows for direct effects and interactions of the text metrics, resulting in a "large p, small n" problem. They address this problem with a novel Bayesian implementation of the VANISH model, a penalized regression approach that allows for differential treatment of main and interaction effects, in a system of equations. The authors demonstrate that this approach ably forecasts relative ad performance by leveraging perceptions inferred from content alone.

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1. Electronic commerce 2. Advertising 3. Measurement and inference 4. Bayesian estimation 5. Experiments

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Positioning multicountry brands [Texto impreso] : the impact of variation in cultural values and competitive set / Rajeev Batra ... [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. 930-931

Abstract: Building on cultural values research, the authors identify specific image attributes on which multicountry brands should position themselves consistently across markets. Leveraging prior research, they identify three life values that are most equal (benevolence, universalism, and self-direction) and two that are least equal (power and hedonism) in cross-national importance. The authors link specific brand image attributes (e.g., friendly, social, elite style, arrogant) to these life values through empirical data and semantic analysis. Using an extensive field data set on consumer perceptions and preferences from 22 countries regarding more than 1,700 brands, the authors then show that greater global consistency of a brand's image decreases overall brand attitudes if the specific image attribute is one that is not equally desired worldwide. They also find that the attitudinal impact of a multicountry brand's positioning consistency on commonly valued image attributes is greater when the set of competitors the brand faces across its markets is more homogeneous. The authors discuss implications for global brand management theory and practice.

Journal of marketing research. -- 2017, v. 54, n.6, december, p. 914-931

1. Cross-cultural values 2. Global brands 3. International marketing strategy 4. Brand image

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Tweeting as a marketing tool [Texto impreso] : a field experiment in the TV industry / Shiyang Gong ... [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. 849-850

Abstract: Many businesses today have adopted tweeting as a new form of product marketing. However, whether and how tweeting affects product demand remains inconclusive. The authors explore this question using a randomized field experiment on Sina Weibo, the top tweeting website in China. The authors collaborate with a major global media company and examine how the viewing of its TV shows is affected by (1) the media company's tweets about its shows, and (2) recruited Weibo influencers' retweets of the company tweets. The authors find that both company tweets and influential retweets increase show viewing, but in different ways. Company tweets directly boost viewing, whereas influential retweets increase viewing if the show tweet is informative. Meanwhile, influential retweets are more effective than company tweets in bringing new Weibo followers to the company, which indirectly increases viewing. The authors discuss recommendations on how to manage tweeting as a marketing tool.

Journal of marketing research. -- 2017, v. 54, n.6, december, p. 833-850

1. Tweet 2. Social media marketing 3. Social media return on investment 4. Field experiment 5. Television

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What happens online stays online? [Texto impreso] : segment-specific online and offline effects of banner advertisements / Lara Lobschat, Ernst C. Osinga and Werner J. Reinartz

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. 912-913

Abstract: Many firms are allocating increasing parts of their advertising budgets to banner advertising. Yet, for firms that predominantly sell offline, existing research provides little guidance on online advertising decisions. In this study, the authors analyze the impact of banner advertising on consumers' online and offline behavior across multiple distinct campaigns for one focal firm, which predominantly sells through the offline channel. Results suggest that banner and TV advertising increase website visit incidence for consumers who have not visited the focal firm's website in the previous four weeks (nonrecent online consumers). For these consumers, banner and TV advertisements indirectly increase offline sales through website visits. For consumers who have visited the firm's website in the previous four weeks (recent online consumers), the authors find evidence for a cross-campaign, brand-building effect of banner advertising, and TV ads also directly affect offline purchases. Overall, the findings indicate that for firms that predominantly (or even exclusively) sell offline, banner advertising is most suitable to generate awareness for a firm's new products among nonrecent online consumers, and to build their brand(s) among recent online consumers.

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1. Banner advertising 2. Bayesian multivariate probit 3. Cross-campaign effects 4. Cross-channel effects 5. Consumer heterogeneity