

1

The Abercrombie and Fitch effect [Texto impreso] : the impact of physical dominance on male customers' status-signaling consumption / Tobias Otterbring ... [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. 79

Abstract: Consumer lay theory suggests that women will spend more money than men in the presence of a physically dominant male employee, whereas theories of intrasexual competition from evolutionary psychology predict the opposite outcome. A retail field study demonstrates that male customers spend more money and purchase more expensive products than their female counterparts in the presence (vs. absence) of a physically dominant male employee. This effect has a more powerful impact on male customers who lack bodily markers of dominance (shorter stature or measures linked to lower levels of testosterone). When confronted with other physically dominant (vs. nondominant) men, these male customers are particularly prone to signal status through price or logo size. Their elevated feelings of intrasexual (male-to-male) competitiveness drive them to spend more money on status-signaling, but not functional, products and to prefer and draw larger brand logos. Because pictorial exposure is sufficient for the effect to occur, these findings are not limited to in-store interactions with dominant male employees but have broad implications for marketing and advertising.

Journal of marketing research. -- 2018, v. 55, n.1, february, p. 69-79

1. Physical dominance 2. 2D: 4D digit ratio 3. Field study 4. Evolutionary psychology 5. Status-signation consumption

2

Firms' strategic leverage of unplanned exposure and planned advertising [Texto impreso] : an analysis in the context of celebrity endorsements / Timothy P. Derdenger, Hui Li and Kannan Srinivasan

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. 34

Abstract: Using data on advertising and sales of an innovative piece of golf equipment and the performance of its celebrity endorsers, the authors build a discrete choice model that incorporates consumer awareness and preferences. They empirically investigate how celebrity endorsements affect consumer choices during new product introductions, the roles of planned advertising and unplanned media exposure, and how firms can strategically leverage the unplanned component. Model estimates reveal that wins in professional golf tournaments (which proxy for unplanned television exposure during weekly golf tournaments) affect awareness and that paid planned advertising impacts awareness and preferences. Focusing on Titleist equipment, counterfactual analysis demonstrates that the unplanned media exposure and planned advertising account for 22% and 24% of sales, respectively. The results also suggest that firms would benefit from coordinating the two. The planned portion should serve as a substitute for unplanned media exposure in the early stage and a complement as products age.

Journal of marketing research. -- 2018, v. 55, n.1, february, p. 14-34

1. Advertising 2. Awareness 3. Celebrity endorsements 4. Golf

3**How customer referral programs turn social capital into economic capital [Texto impreso] / Christophe Van Den Bulte ... [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. 145-146

Abstract: Customers acquired through a referral program have been observed to exhibit higher margins and lower churn than customers acquired through other means. Theory suggests two likely mechanisms for this phenomenon: (1) better matching between referred customers and the firm and (2) social enrichment by the referrer. The present study is the first to provide evidence of these two mechanisms in a customer referral program. Consistent with the theory that better matching affects contribution margins, (1) referrer-referral dyads exhibit shared unobservables in customer contribution margins, (2) referrers with more extensive experience bring in higher-margin referrals, and (3) this association between the referrer's experience and margin gap becomes smaller over the referral's lifetime. Consistent with the theory that social enrichment affects retention, referrals exhibit lower churn only as long as their referrer has not churned. These findings indicate that better matching and social enrichment are two mechanisms through which firms can leverage their customers' networks to gain new customers with higher customer lifetime value and convert social capital into economic capital. One recommendation for the managers of the firm studied is to recruit referrers among their customers who have been acquired at least six months ago, exhibit high margins, and are unlikely to churn.

Journal of marketing research. -- 2018, v. 55, n.1, february, p. 132-146

1. Customer referral programs 2. Customer relationship marketing 3. Referral marketing 4. Social networks 5. Word-of-mouth marketing

4**How encouraging niceness can incentivize nastiness [Texto impreso] : an unintended consequence of advertising reform / Minah H. Jung and Clayton R. Critcher**

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. 160-161

Abstract: Enacted in an effort to discourage negative political advertising, American regulations mandate that candidates endorse their ads ("My name is _____, and I approve this message."). Four studies suggest that mandatory endorsements enhance the perceived credibility of some ads these regulations were designed to discourage. This research tests for what types of messages mandatory endorsements have this effect, and why. Mandatory endorsements boosted evaluations of policy-focused attack ads—those typically plagued by overcomeable skepticism—but had no consistent effect on positive or character-focused ads. Mandatory endorsements boost ad believability—largely outside of participants' awareness—for two reasons: (1) the tagline offers a legitimizing association with regulation and (2) the candidates' own personally delivered endorsement language offers an implicit promise of the ads' truth value. The authors discuss how these findings bring order to and extend previous work on mandatory endorsements and ironic effects of communications requirements. Finally, they consider how regulations could be reformed to promote the public good by informing (without misleading) the electorate.

Journal of marketing research. -- 2018, v. 55, n.1, february, p. 147-161

1. Stand by your ad 2. Advertising regulation 3. Negative advertising 4. Political advertising 5. Persuasion

5

In God's hands [Texto impreso] : how reminders of God dampen the effectiveness of fear appeals / Eugenia C. Wu and Keisha M. Cutright

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. 130-131

Abstract: To begin building an understanding of how thoughts about God influence consumer persuasion processes and outcomes, the current research explores how reminders of God affect consumer compliance with fear-based advertising. Results across seven studies demonstrate that when the concept of God is salient, consumer compliance and persuasion in response to fear appeals is dampened. Importantly, the results suggest that one reason for this persuasion-dampening effect of God salience is the fact that consumers associate the concept of God with the idea of unlimited support. Consistent with this, the results reveal that when God is not associated with the idea of support, the dampening effect of God salience on fear appeal compliance is eliminated.

Journal of marketing research. -- 2018, v. 55, n.1, february, p. 119-131

1. God 2. Fear appeals 3. Advertising 4. Religion 5. Persuasion

6

Points of (dis)parity [Texto impreso] : expectation disconfirmation from common attributes in consumer choice / Ioannis Evangelidis and Stijn M. J. Van Osselaer

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. 13

Abstract: Whereas many theories of decision making predict that presenting or not presenting common features of choice alternatives should not affect choice, in this research, the authors show that common features can be a powerful driver of choice behavior. They conjecture that consumers often hold expectations about the features that choice alternatives have in common, and they demonstrate that presenting (vs. omitting information about) a common feature increases the choice probability of the alternative that would have been expected to perform worse on the common feature, given its performance on differentiating features. This effect occurs because performance on the common feature is judged not at face value but relative to an expectation about which product should perform best on that feature. The effect holds even though performance on the common feature is clearly the same when alternatives are presented side by side. Finally, the authors demonstrate four boundary conditions of this effect.

Journal of marketing research. -- 2018, v. 55, n.1, february, p. 1-13

1. Common features 2. Common attributes 3. Nondifferentiating attributes 4. Points of parity 5. Context effects

7

A probit model with structured covariance for similarity effects and source of volume calculations [Texto impreso] / Jeffrey P. Dotson ... [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. 46-47

Abstract: Distributional assumptions for random utility models play an important role in relating observed product attributes to choice probabilities. Choice probabilities derived with independent errors have the property of independence of irrelevant alternatives, which often does not match observed substitution behavior and leads to inaccurate calculations of source of volume when new entrants are introduced. In this article, the authors parameterize the covariance matrix for a probit model so that similar brands in the preference space have higher correlation than dissimilar brands, resulting in higher rates of substitution. They find across multiple data sets that similarity based on overall utility, not just attributes, defines products as similar with heightened rates of substitution. The proposed model results in better in-sample and predictive fits to the data and more realistic measures of substitution for a new product introduction.

Journal of marketing research. -- 2018, v. 55, n.1, february, p. 35-47

1. Substitution 2. Similarity 3. Cannibalization 4. Conjoint analysis 5. Hierarchical Bayes

8

The relative influence of economic and relational direct marketing communications on buying behavior in business-to-business markets [Texto impreso] / Kihyun Hannah Kim 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. 66-68

Abstract: Business-to-business firms spend significant resources in direct marketing to manage close relationships with their customers. Nevertheless, there is limited understanding of how the effectiveness of direct marketing communications varies by value propositions. Typically, direct marketing efforts are geared toward explicitly featuring economic or relational values. To implement an effective communication strategy catering to customers' preferences, firms should understand how customers consistently evaluate these organizational marketing communications, which ultimately affect their buying behaviors. Therefore, the authors analyze marketing messages and employ content analysis to capture the two distinct types of direct marketing communications. Using data from a Fortune 500 business-to-business service firm and a robust econometric model, they find that the (1) effects of economic and relational marketing communication on customer purchase behaviors interplay and vary over time, (2) latent stock of direct marketing communication affects customer purchase behaviors, and (3) evolution of customers' perceived importance can be recovered using transaction data. Overall, the authors provide a marketing resource reallocation strategy that enables marketers to customize marketing communications and improve a firm's financial performance.

Journal of marketing research. -- 2018, v. 55, n.1, february, p. 48-68

1. Business to business 2. Marketing strategy 3. Direct marketing communication 4. State-space model 5. Customer relationship management

9

Retention futility [Texto impreso] : targeting high-risk customers might be ineffective / Eva Ascarza

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. 96-98

Abstract: Companies in a variety of sectors are increasingly managing customer churn proactively, generally by detecting customers at the highest risk of churning and targeting retention efforts towards them. While there is a vast literature on developing churn prediction models that identify customers at the highest risk of churning, no research has investigated whether it is indeed optimal to target those individuals. Combining two field experiments with machine learning techniques, the author demonstrates that customers identified as having the highest risk of churning are not necessarily the best targets for proactive churn programs. This finding is not only contrary to common wisdom but also suggests that retention programs are sometimes futile not because firms offer the wrong incentives but because they do not apply the right targeting rules. Accordingly, firms should focus their modeling efforts on identifying the observed heterogeneity in response to the intervention and to target customers on the basis of their sensitivity to the intervention, regardless of their risk of churning. This approach is empirically demonstrated to be significantly more effective than the standard practice of targeting customers with the highest risk of churning. More broadly, the author encourages firms and researchers using randomized trials (or A/B tests) to look beyond the average effect of interventions and leverage the observed heterogeneity in customers' response to select customer targets.

Journal of marketing research. -- 2018, v. 55, n.1, february, p. 80-98

1. Churn/retention 2. Proactive churn management 3. Field experiments 4. Heterogeneous treatment effect 5. Machine learning

10

TV viewing and advertising targeting [Texto impreso] / Yiting Deng and Carl F. Mela

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. 117-118

Abstract: Television, the predominant advertising medium, is being transformed by the microtargeting capabilities of set-top boxes (STBs). By procuring impressions at the STB level (often denoted "programmatic television"), advertisers can now lower per-exposure costs and/or reach viewers most responsive to advertising creatives. Accordingly, this study uses a proprietary, household-level, singlesource data set to develop an instantaneous show and advertisement viewing model to forecast consumers' exposure to advertising and the downstream consequences for impressions and sales. Viewing data suggest that personspecific factors dwarf brand- or show-specific factors in explaining advertising avoidance, thereby suggesting that device-level advertising targeting can be more effective than existing show-level targeting. Consistent with this observation, the model indicates that microtargeting lowers advertising costs and raises incremental profits considerably relative to show-level targeting. Further, these advantages are amplified when advertisers can buy in real time as opposed to up front.

Journal of marketing research. -- 2018, v. 55, n.1, february, p. 99-118

1. TV advertising 2. Targeting 3. Set-top box 4. Sampling 5. Programmatic television