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Are you back for good or still shopping around? [Texto impreso]: investigating customers' repeat churn behavior / V. Kumar, Agata Leszkiewicz, and Angeliki Herbst

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. 224-225

Abstract: Service firms develop win-back strategies to rectify issues that cause customer churn and rebuild relationships with lost customers. To better support retention, it is important to understand how the revived relationship evolves and possibly ends again. To examine customers' repeat churn behavior, we develop a "mixture cure-competing risks" model, jointly estimating the duration of second lifetimes, multiple reasons for churn, and heterogeneity of customers in exhibiting a related churn reason. The proposed model is tested using a data set from a large telecommunications provider including information on customer behavior and marketing activities during customers' first and second lifetimes. We find support for the existence of a "cured" group of returning customers, defined as those who are not susceptible to churn for the same reason they churned previously. Our findings suggest that mitigating repeat churn behavior can extend customers' second lifetime tenure and increase profitability by \$150,000 over the lifetime of the customers in the sample (leading to gains of over \$15 million for deferring second-lifetime churn in a million returning customers), depending on the type of churn.

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1. Second lifetime duration 2. Repeat churn 3. Detection reason 4. Cure model 5. Competing risks model

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The asymmetric impact of context on advantaged versus disadvantaged options [Texto impreso] / Ioannis Evangelidis, Jonathan Levav, and Itamar Simonson

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. 252-253

Abstract: Despite substantial prior research regarding the effect of context on choices, uncertainty remains regarding when particular context effects will be observed. In this article, the authors advance a new perspective on context-dependent choices, according to which context effects are a function of the relative advantage of one option over another and of the different strategies that decision makers evoke when making a choice. They propose that context effects resulting from the addition of a third option to a two-option set are more frequently observed when the added option is relatively similar (adjacent) to the "disadvantaged" alternative (i.e., the lower-share option) in the set. The authors conduct a series of studies to analyze the occurrence of context effects and find support for predictions related to asymmetric dominance and extremeness aversion.

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1. Asymmetric dominance 2. Attraction effect 3. Compromise effect 4. Extremeness aversion 5. Similarity

3**The club store effect [Texto impreso] : impact of shopping in warehouse club stores on consumers' packaged food purchases / Kusum L. Ailawadi, Yu Ma and Dhruv 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. 206-207

Abstract: This article studies the impact of shopping at the warehouse club format on households' purchases of packaged food for the home. In addition to low prices, this format has several unique characteristics that can influence packaged food purchases. The empirical analysis uses a combination of households' longitudinal grocery purchase information, rich survey data, and detailed item-level nutrition information. After accounting for selection on observables and unobservables, the authors find a substantial increase in the total quantity (servings per capita) of packaged food purchases attributable to shopping at this format. Because there is no effect on the nutritional quality of purchases, this translates into a substantial increase in calories, sugar, and saturated fat per capita. The increase comes primarily from storable and impulse foods, and it is drawn equally from foods that have positive and negative health halos. The results have important implications for how marketers can create win-win opportunities for themselves and for consumers.

Journal of marketing research. -- 2018, v. 55, n.2, april, p. 193-207

1. Packaged food purchases 2. Nutrition 3. Public health 4. Warehouse club format 5. Selection on observables and unobservables

4**Double mental discounting [Texto impreso] : when a single price promotion feels twice as nice / Andong Cheng and Cynthia Cryder**

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. 237-238

Abstract: This research finds that when a single gain has strong associations with multiple costs, consumers often mentally deduct that gain from perceived costs multiple times. For example, with some price promotions (e.g., spend \$200 now and receive a \$50 gift card to spend in the future), consumers mentally deduct the value of the price promotion from the cost of the first purchase when they receive the promotion, as well as from the cost of the second purchase when they use the promotion. Multiple mental deductions based on a single gain result in consumers' perceptions that their costs are lower than they actually are, which can trigger higher expenditures. This mental accounting phenomenon, referred to as "double mental discounting," is driven by the extent to which gains feel associated, or coupled, with multiple purchases. This article also documents methods to decouple promotional gains from purchases, thus mitigating double mental discounting.

Journal of marketing research. -- 2018, v. 55, n.2, april, p. 226-238

1. Mental accounting 2. Pricing 3. Financial decision making 4. Coupling 5. Price promotions

5**Frontline problem-solving effectiveness [Texto impreso] : a dynamic analysis of verbal and nonverbal cues / Detelina Marinova, Sunil K. Singh and Jagdip Singh**

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. 190-192

Abstract: This study examines the impact of frontline employees' problem solving on customer satisfaction (CSAT) during ongoing interactions prompted by service failures and complaints. Using outsourced regulation theory, the authors predict negative moderating effects of frontline relational work and displayed affect on the dynamic influence of frontline solving work on CSAT. Frontline employees' verbal (nonverbal) cues provide the basis to identify solving and relational work (displayed affect). The authors test hypotheses with data from video recordings of real-life problem-solving interactions involving airline customers as well as a controlled experimental study. They find that frontline solving work has a positive effect on CSAT, and it increases in magnitude as the interaction unfolds. However, this positive effect becomes weaker for relatively higher levels of frontline relational work or displayed affect and, conversely, stronger for relatively lower levels over time. In summary, overdoing relational work and overdisplaying positive affect diminish the efficacy of problem-solving interactions, a finding that provides implications for theory and practice.

Journal of marketing research. -- 2018, v. 55, n.2, april, p. 178-192

1. Customer satisfaction 2. Service recovery 3. Complaint handling 4. Video recording 5. Verbal/nonverbal

6**How deviations from performance norms impact charitable donations [Texto impreso] / Alexis M. Allen, Meike Eilert, and John Pelozo**

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. 289-290

Abstract: Although the actions of others can influence a consumer's behavior, these actions are often at odds with performance norms. For example, charities can experience relatively low rates of support (resulting in a negative deviation from a performance norm) or relatively high rates of support (resulting in a positive deviation from a performance norm). Previous research provides evidence of the equivocal effects of these deviations, with both positive and negative deviations motivating prosocial behaviors. The current research reconciles these competing findings by introducing construal as a moderator. Across four studies, the authors find that positive deviations from performance norms motivate prosocial behavior for independent donors, whereas negative deviations from performance norms motivate prosocial behavior for interdependent donors. They further show that these effects are driven by a prevention focus associated with interdependent consumers and a promotion focus associated with independent consumers. The article concludes with implications for the marketing of charities and prosocial behaviors.

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1. Performance norms 2. Norm deviations 3. Regulatory focus 4. Selfconstrual 5. Prosocial behavior

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The Impact of mergers and acquisitions on the sales force [Texto impreso] / Raghu Bommaraju ... [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. 263-264

Abstract: This research draws from the psychodynamic perspective of social identity theory to examine the causal effect of mergers and acquisitions involving a mismatch of external images on the sales force. Study 1, a natural longitudinal experiment, shows that a merger with a poorer-image firm immediately dilutes salespeople's organizational identification (OI), which in turn impairs their performance. As sense makers, salespeople who are more tenured experience stronger OI dilution, whereas those who perceive a high level of social inclusion experience weaker OI dilution. As sense givers, managers who emphasize the firm's strategic intent in their communication buffer the OI-dilution effect, whereas those who emphasize the firm's organizational culture aggravate the effect. Study 2, a scenario-based experiment, further demonstrates that the OI-dilution effect is stronger than the OI-enhancement effect from merging with a better-image firm. Furthermore, both studies confirm that the adverse effect of mergers and acquisitions that involve a mismatch of external image stems from image uncertainty rather than job uncertainty.

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1. Mergers and acquisitions 2. Sales force management 3. Organizational image 4. Organizational identification 5. Natural experiment

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The influence of time-interval descriptions on goal-pursuit decisions [Texto impreso] / Nira Munichor 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. 302-303

Abstract: Consumers pursue numerous goals that are linked to particular time frames. Might one's likelihood of agreeing to pursue a goal fluctuate even if nothing about the goal's objective features changes, but if instead the only change is in how the time allotted for goal pursuit is described? Seven experiments show that consumers are more likely to agree to pursue goals when the completion interval is described by duration (e.g., "within exactly two weeks from now") instead of date (e.g., "between today and November 17"). This pattern may arise because dates, which may make it easier to retrieve competing obligations falling within the interval, lead people to focus more on the (unenjoyable) goal-pursuit process, whereas durations, which present the interval in isolation, allow people to focus more on the goal's (beneficial) outcome. These findings suggest that although how a time interval is described seems inconsequential, it has striking effects on goal-pursuit decisions and therefore has important implications for the marketing of products and actions designed to assist consumers in achieving their goals.

Journal of marketing research. -- 2018, v. 55, n.2, april, p. 291-303

1. Goal adoption 2. Framing 3. Time intervals 4. Focus 5. Temporal description

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Making warnings about misleading advertising and product recalls more effective [Texto impreso] : an implicit attitude perspective/ Olivier Trendel, Marc Mazodier, and Kathleen D. Vohs

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. 275-276

Abstract: The authors tested whether image-based information is more effective than text in changing implicit attitudes from positive to negative, even when both forms similarly change explicit attitudes. They studied corrective information (i.e., warnings about misleading advertising and product recall notices) because it is a common, important effort to change consumer attitudes. Corrective information in the form of pictures or imagery-evoking text, as well as direct instructions to imagine the scene, changed implicit attitudes more than plain, descriptive text, which is currently the most common warning method. Image-based stimuli can change implicit attitudes because they evoke vivid visual mental imagery of counterattitudinal valence (Experiments 1–2). Conditions that hindered the formation of visual mental imagery blocked implicit attitude change, whereas cognitive busyness did not (Experiment 3). In short, imagery-based information changed both explicit and implicit attitudes, whereas materials not based on imagery changed only explicit attitudes. Managers and regulators who aim to protect consumers from claims and products that could do harm should use image-based campaigns to best convey the message effectively.

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1. Misleading advertisig 2. Product recall 3. Implicit attitudes 4. Attitude change 5. Visual imagery

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When and how managers' responses to online reviews affect subsequent reviews [Texto impreso] / Yang Wang and Alexander Chaudhry

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. 176-177

Abstract: In this study, the authors investigate the externalities of managers' responses (MRs) to online reviews on popular travel websites. Specifically, the authors examine the effect of publicly responding to hotel guests' reviews on subsequent reviewer ratings. The authors find that manager responses to negative reviews (MR-N) can significantly influence subsequent opinion in a positive way if those responses are observable at the time of reviewing. Notably, the findings show this externality to be negative for manager responses to positive reviews (MR-P). The authors conduct a topic analysis on review texts and corresponding MRs to study the moderating role of response tailoring on the opinion externalities of MR. The authors show that tailored MR amplifies the positive (negative) impact of MR-N (MR-P) on subsequent opinion. Intuitively, tailoring an MR-N adds specificity to the hotel's complaint management strategy, bolstering the positive effects of MR-N on subsequent opinion. However, by highlighting specific positive elements of a review, managers' intent for responding is brought into question as they take advantage of reviewers' positive feedback to promote their hotel.

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1. Online reviews 2. Manager response 3. Causal inference 4. Topic analysis