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Building a social network for success [Texto impreso] / Asim Ansari ... [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. 337-338

Abstract: This article proposes a framework for studying how a brand, firm, or individual can use networking activities to manage a social network and drive its success. Using data from ego networks of music artists, the article models how artists can enhance their social networking presence and stimulate relationships between fans to achieve long-term benefits in terms of music plays. The authors use a Bayesian modeling framework to model the heterogeneous and dynamic impact of networking activities on network structure and on music popularity, while relying on instrumental variables from another independent online social network to handle potential endogeneity. The results imply that artists can shape network structure via marketing activities and thereby achieve a long-term impact on success that far exceeds the direct and short-term impact in magnitude. Specifically, improving the density of ego networks enables long-term effects beyond those that stem from growth in network size.

Journal of marketing research. -- 2018, v. 55, n.3, june, p. 321-338

1. Social networking 2. Egocentric networks 3. Network structure 4. Online successs

2

The determinants and consequences of search cost heterogeneity [Texto impreso] : evidence from local gasoline markets / Mitsukuni Nishida and Marc Remer

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. 319-320

Abstract: Information frictions play a key role in an array of economic activities and are frequently incorporated into formal models as search costs. However, little is known about the underlying source of consumer search costs and how heterogeneous they are across markets. This study analyzes the sources and magnitude of heterogeneity in consumer search costs in retail gasoline markets. In doing so, the authors also investigate the extent to which retail gasoline stations employ mixed pricing strategies. They identify hundreds of geographically isolated markets and are the first to estimate the distribution of consumer search costs for many geographic markets. They directly recover the distribution of consumer search costs, market by market, using price data for retail gasoline in the United States. They find that the distribution of consumer search costs varies significantly across geographic markets and that distribution of household income is closely associated with search cost distribution.

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1. Search costs 2. Consumer search 3. Price dispersion 4. Pricing 5. Retail gasoline

3**An empirical study of uniform and differential pricing in the movie theatrical market [Texto impreso] / Jason Y. C. Ho ... [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. 430-431

Abstract: Movies vary widely in appeal, star power, cost, and other elements, and therefore, each might be expected to charge a different price. Multiplexes, however, typically charge the same price for all movies, except for such premium formats as 3D, a choice that has puzzled managers and researchers. Because of data limitations, minimal empirical work has directly addressed this issue. In Hong Kong, however, prices vary both within and across multiplexes. Using daily ticket prices and attendance by theater and movie, the authors empirically examine the potential gains from differentiated movie-specific pricing as well as the increasingly common two-tier (2D/3D) uniform pricing, as compared with a full uniform pricing strategy in which a theater charges the same price for all its movies. Their results show that differential pricing leads to higher profits than the two-tier uniform pricing practice, but that the improvement is limited. In contrast, the gains are substantial when compared with the full uniform pricing strategy, suggesting that only minimal differentiation (2D/3D) may obtain most of the gains available from fully differentiated prices

Journal of marketing research. -- 2018, v. 55, n.3, june, p. 414-431

1. Motion pictures 2. Uniform pricing 3. Competition 4. Generalized extrem value model

4**The impact of death-related media information on consumer value orientation and scope sensitivity [Texto impreso] / Zhongqiang (Tak) Huang, Xun (Irene) Huang, and Yuwei Jiang**

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. 444-445

Abstract: This research examines how incidental exposure to death-related information in the media affects consumers' value orientation and scope sensitivity to marketing stimuli. Five studies demonstrate that, in contrast to thoughts about one's own mortality, exposure to death-related information in the media can shift consumers' focus from extrinsic to intrinsic values. This leads them to pay less attention to the marketing stimuli, which are generally associated with extrinsic values, and consequently results in lower sensitivity to the magnitude of products and services. These effects are reversed when the marketing stimuli are associated with intrinsic values. Moreover, we found that exposure to death-related media information will generate effects similar to those of mortality salience when the information is perceived to be self-relevant and thus could induce death anxiety. The authors discuss implications and possible extensions.

Journal of marketing research. -- 2018, v. 55, n.3, june, p. 432-445

1. Death-related media information 2. Death awareness 3. Value orientation 4. Scope sensitivity 5. Self-relevance

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Is cash king for sales compensation plans? [Texto impreso] : evidence from a large-scale field intervention / Madhu Viswanathan ... [et al.]

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References: p. 380-381

Abstract: The pervasive use of merchandise (i.e., noncash) incentives in sales compensation plans is an empirical and theoretical puzzle given the supposed superiority of cash incentives in the standard theory (i.e., principal-agent models) as well as the scant, and contradictory empirical evidence. The authors conducted a large-scale field intervention that switched 580 salespeople at a large frozen food manufacturer away from their cash plus “merchandise points” bonus to a commensurate all-cash bonus. After controlling for salesperson, seasonality, year, and target effects, the authors estimate that sales, on average, dropped by 4.36%. Furthermore, they estimated individual level sales changes and effort changes to validate the incentive-effort-sales causal chain. The results show that the top salespeople experienced the largest drops in sales. A post-intervention survey of social and individual difference variables reveals that salespeople from households with more discretionary financial resources and those who think more abstractly about the uses of cash income exhibited smaller reductions in effort and sales. Although the absence of a control group prevents the authors from making strong causal inferences, this set of results nevertheless provides descriptive and suggestive evidence for separate mental accounts as the most promising explanation for the greater utility provided by merchandise incentives.

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1. Incentives 2. Nonmonetary compensation 3. Field experiments 4. Sales force 5. Mental accounting

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Matchmaker competition and technology provision [Texto impreso]/ Yue Wu, Kaifu Zhang, and V. Padmanabhan

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. 413

Abstract: Matchmaking is a complex process that requires considerable expertise. Matchmakers in various industries often advertise proprietary technologies that presumably help users find an ideal match in a short time. However, matchmakers may have incentives to provide suboptimal matchmaking services so that users remain clients longer and pay more fees. This article considers a matchmaking market with network effects and strategic consumers and analyzes under what conditions matchmakers would offer more effective versus less effective matchmaking services. The authors find that stronger pricing power paradoxically leads to lower technology provision when consumers have high valuation for the matchmaking service. Moreover, network effects typically encourage matchmakers to retain the users in the market to create positive externalities, which can result in less precise matchmaking. In addition, consumer patience prompts competing matchmakers to implement ineffective technology. In two extensions, the authors explore asymmetric two-sided markets and discuss the impacts of alternative pricing schemes on technology provision.

Journal of marketing research. -- 2018, v. 55, n.3, june, p. 396-413

1. Matchmaking 2. Competition 3. Customer lifetime 4. Platform

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Modeling simultaneous multiple goal pursuit and adaptation in consumer choice [Texto impreso] / Joffe Swait, Jennifer Argo, and Lianhua Li

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. 366-367

Abstract: Goals are constructs that direct choice behavior by guiding a decision maker toward desirable (or away from undesirable) end states. Often, consumers are motivated to satisfy multiple goals within a single choice. Although previous research has recognized this possibility, it has not directly formulated models of choice as a multigoal problem. The authors develop such a model, referred to as the multiple-goal-based choice model, which incorporates (1) simultaneous multiple goal pursuit and (2) context-driven goal adaptation but (3) does not require a priori identification of the number or nature of the goals. Goal adaptation within a single choice instance, allied to repeated choices, is the key to empirical identification of multiple latent goals. The proposed model is tested and supported using discrete choice experimental data on digital cameras through multiple validation exercises. The model can lead to significantly different policy implications with regard to consumers' valuation for new product designs, compared with extant utility-based choice models.

Journal of marketing research. -- 2018, v. 55, n.3, june, p. 352-367

1. Goals 2. Goal adaptation 3. Goal-based choice 4. Context-dependent choice 5. Choice model

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Reframing the discount as a comparison against the sale price [Texto impreso] : does it make the discount more attractive? / Abhijit Guha ... [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. 350-351

Abstract: Sales induced through price promotions depend heavily on discount depth, so firms create mechanisms to influence perceptions of discount depth. Typically, consumers compute discount depth as the difference between the sale price and the original price, with this difference compared against the original price. But thus far, no research has examined the effect of reframing this difference by comparing the discount depth against the sale price. Multiple studies, including a field study across four grocery stores, show that framing the discount depth by comparing it against the sale price increases consumers' discount depth perceptions and thus increases purchase intentions. As evidence of the underlying process, the authors identify boundary conditions related to both individual differences (numeracy) and managerially relevant factors (discount depth size). In addition to contributing to research on price promotions, behavioral pricing, and numeric processing, the article offers implications for both practitioners and policy makers focused on consumer welfare.

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1. Pricing 2. Discount depth 3. Price promotions 4. Price discounts 5. Retailing

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Social information avoidance [Texto impreso] : when, why, and how it is costly in goal pursuit / Szu-Chi Huang

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. 394-395

Abstract: Consumers nowadays have easy and rich access to information about social others who are pursuing goals similar to their own (e.g., through a Fitbit device, the Endomondo mobile app, stickK.com). This research focuses on objective social information during goal striving (e.g., performance data and progress information of others) and shows that this information may not always be welcome. The author finds that when people are in the middle of a goal pursuit journey (vs. when they have just begun or are about to complete their goal), to circumvent potentially negative comparisons, they avoid information about social referents who are relevant (pursuing the same goal), proximal (in the same stage of goal pursuit), and superior. Head turn frequency, eye movements, and consumers' direct choices in the lab and in the field are used to document a U-shaped pattern of information avoidance behavior, which paradoxically contributes to the phenomenon whereby goal pursuers become "stuck in the middle" of their pursuits. These findings connect the information avoidance literature with the psychophysics of goal pursuit and shed light on the questions of when and why people may be undermining their goal striving by avoiding relevant, motivating social information.

Journal of marketing research. -- 2018, v. 55, n.3, June, p. 382-395

1. Information avoidance 2. Social comparison 3. Consumer motivation 4. Self-regulation 5. Goal progress

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When promoting similarity slows satiation [Texto impreso] : the relationship of variety, categorization, similarity, and satiation/ Jannine D. Lasaleta and Joseph P. Redden

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. 456-457

Abstract: Satiation is an ongoing marketing challenge as it continually reduces a consumer's ability to enjoy a favored experience. The prevailing notion is that satiation increases with similarity; hence, consumers can best slow satiation by consuming stimuli that are as different as possible. We challenge this traditional (and intuitive) view and instead propose that stimuli can be so inherently different that consumers no longer spontaneously consider them together as part of the same experience. In such cases, promoting the similarity of the stimuli can counterintuitively slow satiation. We propose that this reversal happens because finding similarities leads the consumer to place these episodes into a single ad hoc category for the ongoing experience, thereby helping the consumer fully realize the overall variety inherent across all stimuli. Five studies establish this finding across multiple domains (music, art, and food) and provide process evidence that an ad hoc categorization for the overall experience underlies our effect. Our theory and findings provide insight into how and when similarity can help or hinder satiation, and they clarify the role of ad hoc categorization in this relationship.

Journal of marketing research. -- 2018, v. 55, n.3, June, p. 446-457

1. Satiation 2. Similarity 3. Categorization 4. Variety 5. Hedonic consumption