

1

**Agglomeration as a driver of the volume of electronic word of mouth in the restaurant industry [Texto impreso] / Angela Xia Liu, Jan-Benedict E.M.Steenkamp and Jurui Zhang**

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. 521-523

Abstract: While previous research has investigated various drivers of electronic word of mouth (eWOM), the firm's offline competitive environment has not been considered. The authors explore this new horizon and examine the different effects of firms' geographic concentration, or agglomeration, on the volume of eWOM received. They distinguish three types of agglomeration—density agglomeration (number of firms in the industry in an area), product agglomeration (overlap in product types offered by the firms in the area), and temporal agglomeration (overlap in moment of consumption). The authors develop hypotheses pertaining to the main effects of the three agglomeration types on eWOM volume, which take the form of an inverted U-shape, and the moderating effect of vertical quality differentiation. The authors test the hypotheses on the volume of eWOM generated per month on Yelp for restaurants in Phoenix, generated by 23,526 users for 2,885 restaurants over an eight-year period. The empirical results broadly support the hypotheses.

Journal of marketing research. -- 2018, v. 55, n.4, august, p. 507-523

1. Electronic word of mouth 2. Agglomeration 3. Quality differentiation 4. Services

2

**Circle of incompetence [Texto impreso] : sense of understanding as an improper guide to investment risk / Andrew R. Long, Philip M. Fernbach and Bart De Langhe**

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. 486-488

Abstract: Consumers incorrectly rely on their sense of understanding of what a company does to evaluate investment risk. In three correlational studies, greater sense of understanding was associated with lower risk ratings (Study 1) and with prediction distributions of future stock performance that had lower standard deviations and higher means (Studies 2 and 3). In all studies, sense of understanding was unassociated with objective risk measures. Risk perceptions increased when the authors degraded sense of understanding by presenting company information in an unstructured versus structured format (Study 4). Sense of understanding also influenced downstream investment decisions. In a portfolio construction task, both novices and seasoned investors allocated more money to hard-to-understand companies for a risk-tolerant client relative to a risk-averse one (Study 5). Study 3 ruled out an alternative explanation based on familiarity. The results may explain both the enduring popularity and common misinterpretation of the "invest in what you know" philosophy.

Journal of marketing research. -- 2018, v. 55, n.4, august, p. 474-488

1. Sense of understanding 2. Risk perception 3. Financial decision making 4. Heuristics and biases

**3****Efficient large-scale internet media selection optimization for online display advertising [Texto impreso]  
/ Courtney Paulson, Lan Luo and Gareth M. James**

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. 504-506

**Abstract:** In today's digital market, the number of websites available for advertising has ballooned into the millions. Consequently, firms often turn to ad agencies and demand-side platforms (DSPs) to decide how to allocate their Internet display advertising budgets. Nevertheless, most extant DSP algorithms are rule-based and strictly proprietary. This article is among the first efforts in marketing to develop a nonproprietary algorithm for optimal budget allocation of Internet display ads within the context of programmatic advertising. Unlike many DSP algorithms that treat each ad impression independently, this method explicitly accounts for viewership correlations across websites. Consequently, campaign managers can make optimal bidding decisions over the entire set of advertising opportunities. More importantly, they can avoid overbidding for impressions from high-cost publishers, unless such sites reach an otherwise unreachable audience. The proposed method can also be used as a budget-setting tool, because it readily provides optimal bidding guidelines for a range of campaign budgets. Finally, this method can accommodate several practical considerations including consumer targeting, target frequency of ad exposure, and mandatory media coverage to matched content websites.

Journal of marketing research. -- 2018, v. 55, n.4, august, p. 489-506

1. Online display advertising 2. Internet media selection 3. Programmatic advertising 4. Real-time bidding 5. Constrained convex optimization

**4****('I'm) happy to help (you) [Texto impreso] : the impact of personal pronoun use in customer-firm interactions / Grant Packard, Sarah G. Moore and Brent McFerran**

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. 554-555

**Abstract:** In responding to customer questions or complaints, should marketing agents linguistically "put the customer first" by using certain personal pronouns? Customer orientation theory, managerial literature, and surveys of managers, customer service representatives, and consumers suggest that firm agents should emphasize how "we" (the firm) serve "you" (the customer), while deemphasizing "I" (the agent) in these customer-firm interactions. The authors find evidence of this language pattern in use at over 40 firms. However, they theorize and demonstrate that these personal pronoun emphases are often suboptimal. Five studies using lab experiments and field data reveal that firm agents who refer to themselves using "I" rather than "we" pronouns increase customers' perceptions that the agent feels and acts on their behalf. In turn, these positive perceptions of empathy and agency lead to increased customer satisfaction, purchase intentions, and purchase behavior. Furthermore, the authors find that customer-referencing "you" pronouns have little impact on these outcomes and can sometimes have negative consequences. These findings enhance understanding of how, when, and why language use affects social perception and behavior and provide valuable insights for marketers.

Journal of marketing research. -- 2018, v. 55, n.4, august, p. 541-555

1. Language 2. Social perception 3. Customer service 4. Personal selling 5. Pronouns

5

**Mirror, mirror on the retail wall [Texto impreso] : self-focused attention promotes reliance on feelings in consumer decisions/ Hannah H. Chang and Iris W. Hung**

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. 598-599

Abstract: The authors propose that consumers' increased self-focused attention promotes their relative reliance on affective feelings when they make decisions. The authors test this hypothesis in a variety of consumption domains and decision tasks, including real-life, consequential charitable donations. Consistent support from five experiments with more than 1,770 participants shows that (1) valuations of the decision outcome increase when consumers with high (low) self-focus adopt a feeling-based (reason-based) strategy. The hypothesized effect of self-focus on relative reliance on feelings in decision making is (2) moderated by self-construal. Furthermore, greater attention to the self (3) increases evaluations of products that are affectively superior but (4) decreases evaluations of products that are affectively inferior and (5) exerts little influence on evaluations of products that are less affective in nature (i.e., utilitarian products). Finally, self-focused attention (6) amplifies a decision bias typically attributed to feeling-based judgments, known as scope-insensitivity bias, in a hypothetical laboratory study and in a real-life, consequential charitable donation. Theoretical and marketing implications are discussed.

Journal of marketing research. -- 2018, v. 55, n.4, august, p. 586-599

1. Affect 2. Feeling 3. Judgment 4. Self 5. Self-focus

6

**Modeling gift choice [Texto impreso] : the effect of uncertainty on price sensitivity / Sherry Shi Wang and Ralf Van Der Lans**

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. 539-540

Abstract: Gift giving generates high revenues for retailers. It is also marked with significant welfare, or deadweight, loss in that givers tend to pay more than the receivers' valuation. Previous research has attributed this discrepancy to givers' inaccurate predictions of the receivers' preferences. This research demonstrates that reduced price sensitivity is another important source of the deadweight loss: givers use gift prices to signal the importance of their relationship with the receiver. In order to demonstrate this mechanism, the authors develop a new Bayesian gift-choice model that captures both preference predictions as well as the signaling value of price. The model is estimated on two choice-based conjoint studies for gift giving that allow for the manipulation of the giver's uncertainty about the receiver's preferences. Both studies show the strong signaling value of price, especially when givers are uncertain about receivers' preferences. Decomposition of the deadweight loss shows that the signaling value of price is an important source of welfare loss, especially in markets with heterogeneous prices.

These findings have key implications for the gift industry.

Journal of marketing research. -- 2018, v. 55, n.4, august, p. 524-540

1. Gift giving 2. Choice models 3. Deadweight loss 4. Price sensitivity 5. Preference predictions

7

**Network overlap and content sharing on social media platforms [Texto impreso] / Jing Peng ... [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. 584-585

Abstract: Improving content sharing on social media platforms helps firms enhance the efficacy of their marketing campaigns. The authors study the impact of network overlap—the overlap in network connections between two users—on content sharing in directed social media platforms. The authors propose a hazards model that flexibly captures the impact of three measures of network overlap (i.e., common followees, common followers, and common mutual followers) on content sharing. Using data on content sharing from two directed social media platforms (Twitter and Digg), the authors establish that a receiver is more likely to share content from a sender with whom they share more common followees, common followers, or common mutual followers even after accounting for other measures. In addition, common followers have a higher effect than common mutual followers on the sharing propensity of the receiver. Finally, the effect of common followers and common mutual followers is positive when the content is novel but decreases, and may even become negative, when many others have already shared it. Collectively, these results have a bearing for marketers to more effectively target users for spreading content on social media platforms.

Journal of marketing research. -- 2018, v. 55, n.4, august, p. 571-585

1. Social media 2. Content sharing 3. Network overlap 4. Multiple senders 5. Hazards model

8

**Neural profiling of brands [Texto impreso] : mapping brand image in consumers' brains with visual templates / Hang-Yee Chan, Maarten Boksem and Ale Smidts**

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. 612-615

Abstract: The authors demonstrate a novel template-based approach to profiling brand image using functional magnetic resonance imaging. They compare consumers' brain responses during passive viewing of visual templates (photos depicting various social scenarios) and brain responses during active visualizing of a brand's image, and then they generate individual neural profiles of brand image that correlate with the participant's own self-report perception of those consumer brands. In aggregate, these neural profiles of brand image are associated with perceived cobranding suitability and reflect brand image strength rated by a separate and bigger sample of consumers. This neural profiling approach offers a customizable tool for inspecting and comparing brand-specific mental associations, both across brands and across consumers. It also demonstrates the potential of using pattern analysis of neuroimaging data to study multisensory, nonverbal consumer knowledge and experience.

Journal of marketing research. -- 2018, v. 55, n.4, august, p. 600-615

1. Consumer neuroscience 2. Brand image 3. Brand equity 4. Functional magnetic resonance imaging 5. Pattern analysis

9

**The teasing effect [Texto impreso] : an underappreciated benefit of creating and resolving an uncertainty / Bowen Ruan, Christopher K. Hsee and Zoe Y. Lu**

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. 568-570

Abstract: Seven studies covering diverse contexts show an underappreciated benefit of teasing in information acquisition: first creating and then resolving an uncertainty can generate a net positive experience, yet laypeople do not seek out this process. For example, trivia readers report better hedonic experiences if they are first teased with some missing information and then given that information than if they receive all the information at the same time; however, when given a choice, readers prefer to receive all information at the same time. The authors further show that teasing is hedonically beneficial because uncertainty engenders curiosity and thereby builds a potential for a positive experience, whereas uncertainty resolution satisfies the curiosity and thereby realizes that potential. This research yields practical implications by demonstrating that imbuing an ad with an uncertainty creation–resolution process improves the viewer’s attitude toward and increases the viewer’s willingness to try the advertised product.

Journal of marketing research. -- 2018, v. 55, n.4, august, p. 556-570

1. Curiosity 2. Uncertainty 3. Hedonic experience 4. Affective forecasting 5. Teasing

10

**When showrooming increases retailer profit [Texto impreso] / Dimitri Kuksov and Chenxi Liao**

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. 472-473

Abstract: Showrooming, the phenomenon of consumers visiting a brick-and-mortar (B&M) store to learn about products but then buying online to obtain lower prices, is attracting increased attention both in business practice and in academic literature. It is considered a major threat to the B&M retailers, and determining “how to fight it” seems to be the only consideration. However, the manufacturer’s need for retail informational services has always been one of the essential reasons for retailers to exist and is a means for retailers to achieve profitability. The popular arguments about the threat of showrooming ignore the strategic role of the manufacturer in the distribution channel. This article analytically shows that when the manufacturer’s decisions are considered (i.e., when the manufacturer–retailer contract is endogenous), consumers’ ability to engage in showrooming may lead to increased, rather than decreased, profitability for B&M retailer(s). Thus, retail efforts to restrict showrooming behavior may be misguided. This result holds even if the manufacturer is restricted to wholesale-only contracts and is not allowed to price discriminate between channels.

Journal of marketing research. -- 2018, v. 55, n.4, august, p. 459-473

1. Showrooming 2. Free riding 3. Service 4. Retail competition 5. Channel coordination 6. Game theory