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Attention, information processing, and choice in incentive-aligned choice experiments [Texto impreso] / Liu (Cathy) Yang, Olivier Toubia, and Martijn G. de Jong

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. 798-800

Abstract: In incentive-aligned choice experiments, each decision is realized with some probability, Prob. In three eye-tracking experiments, we study the impact of varying Prob from 0 (as in purely hypothetical choices) to 1 (as in real-life choices) on attention, information processing, and choice. Consistent with the bounded rationality literature, we find that as Prob increases from 0 to 1, consumers process the choice-relevant information more carefully and more comprehensively. Consistent with the psychological distance literature, we find that as Prob increases from 0 to 1, consumers become less novelty seeking and more price sensitive. These findings underscore that even with incentive alignment, preference measurement choice experiments such as choice-based conjoint analyses only represent an approximation of real-life choices. Although it is not feasible to systematically use questions with high Prob in the field, we predict and find that placing a higher probability question (such as an external validity task) at the beginning rather than the end of a questionnaire has a carryover effect on attention and information processing throughout the questionnaire, and it influences preference estimates as well.

Journal of marketing research. -- 2018, v. 55, n. 6, december, p. 783-800

1. Incentive alignment 2. Choice experiments 3. Preference measurement 4. Eye tracking

2

Cashback is cash forward [Texto impreso] : delaying a discount to entice future spending / Prasad Vana, Anja Lambrecht, and Marco Bertini

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. 867-868

Abstract: The authors examine purchase behavior in the context of cashback shopping—a novel form of price promotion online in which consumers initiate transactions at the website of a cashback company and, after a significant delay, receive the savings promised to them. Specifically, they analyze panel data from a large cashback company and show that, independent of the predictable effect of cashback offers on initial demand, cashback payments (1) increase the probability that consumers will make an additional purchase via the website of the cashback company and (2) increase the size of that purchase. These effects pass several robustness checks and are also meaningful: At average values in the data, an additional \$1.00 in cashback payment increases the likelihood of a future transaction by .02% and spending by \$.32—figures that represent 10.03% of the overall impact of a given promotion. Moreover, the authors find that consumers are more likely to spend the money returned to them at generalist retailers, such as department stores, than at other retailers. They consider three explanations for these findings; the leading hypothesis is that consumers fail to treat money as a fungible resource. They also discuss implications for cashback companies and retailers.

Journal of marketing research. -- 2018, v. 55, n. 6, december, p. 852-868

1. Cashback shopping 2. E-commerce 3. Pricing 4. Mental accounting 5. Sales promotion

3**The effect of perceived similarity on sequential risk taking [Texto impreso] / Elizabeth C. Webb and Suzanne B. Shu**

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. 932-933

Abstract: The authors examine how perceived similarity between sequential risks affects individuals' risk-taking intentions. Specifically, in six studies, the authors find that, in sequential choice settings, individuals exhibit significant positive state dependence in risk-taking preferences, such that they are more likely to take a risk when it is similar to a previously taken risk than when it is dissimilar. For example, if an individual has previously taken a health/safety risk, that individual is more likely to take a second health/safety risk than a second risk that is in the financial domain. The authors show that because similarity between risks is malleable and can be determined by situational and contextual variables, subsequent risk-taking intentions can be changed in a predictable manner when similarity is manipulated through framing. The authors establish that increased feelings of self-efficacy and self-signaling through the prior risk-taking experience drive state-dependent risk-taking preferences. The authors further show that the effect of similarity on preferences is not moderated by the outcome received in the prior risk and holds when controlling for individual-level and domain-specific heterogeneity. Taken together, the results demonstrate that the similarity structures that exist between risks have a significant effect on risk-taking preferences in dynamic choice settings.

Journal of marketing research. -- 2018, v. 55, n. 6, december, p. 916-933

1. Risk 2. Domain specificity 3. Sequential choice 4. Similarity

4**Egocentric improvement evaluations [Texto impreso] : change in the self as an anchor for brand improvement judgments / Sokiente W. Dagogo-Jack and Mark R. Forehand**

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. 948-950

Abstract: Prior research has identified product improvement perceptions as critical to consumers' product upgrade decisions (e.g., upgrading to a new iPhone), but little work has examined factors influencing these improvement perceptions. This research shows that drawing consumers' attention to their global self-improvement can increase product improvement judgments and upgrade intentions when self-brand connection is high, a phenomenon the authors refer to as egocentric improvement evaluation. In line with egocentric categorization theory, which identifies the self as a dominant reference category in product judgment, the authors demonstrate cognitive drivers of the effect. Specifically, egocentric improvement evaluations are moderated by self-focus, which determines whether the self is an accessible reference category. Furthermore, the authors propose that egocentric improvement evaluations also have a motivational driver: consumers project their self-improvement onto self-connected brands to satisfy self-enhancement motives. The core effect is moderated by self-affirmation, which quells the need for self-enhancement, and by self-threat, which heightens the need for self-enhancement. The authors investigate this effect in five studies and discuss the theoretical and practical implications.

Journal of marketing research. -- 2018, v. 55, n. 6, december, p. 934-950

1. Product upgrades 2. Egocentrism 3. Temporal change 4. Identity 5. Self-brand connection

5

Man versus machine [Texto impreso] : resisting automation in identity-based consumer behavior / Eugina Leung, Gabriele Paolacci, and Stefano Puntoni

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. 830-831

Abstract: Automation is transforming many consumption domains, including everyday activities such as cooking or driving, as well as recreational activities like fishing or cycling. Yet little research in marketing examines consumer preferences for automated products. Automation often provides obvious consumption benefits, but six studies spanning a variety of product categories show that automation may not be desirable when identity motives are important drivers of consumption. Using both correlational and experimental designs, these studies demonstrate that people who strongly identify with a particular social category resist automated features that hinder the attribution of identity-relevant consumption outcomes to themselves. The findings have substantial theoretical implications for research on identity and technology, as well as managerial implications for targeting, product innovation, and communication.

Journal of marketing research. -- 2018, v. 55, n. 6, december, p. 818-831

1. Automation 2. Identity 3. Technology 4. Self 5. Attribution

6

Misresponse to survey questions [Texto impreso] : a conceptual framework and empirical test of the effects of reversals, negations, and polar opposite core concepts / Hans Baumgartner, Bert Weijters, and Rik Pieters

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. 882-883

Abstract: The authors propose a conceptual framework of misresponse to multi-item scales in surveys in which misresponse to items that are reversed relative to other items (reversal misresponse) is differentiated from misresponse to items that are negated (negation misresponse) and from misresponse to items whose core concept is the opposite of the core concept in regular items (polar opposite misresponse). The framework specifies two broad mechanisms to account for the three forms of misresponse: lack of motivation to process items in detail ("inattention") and lack of ability to comprehend items accurately ("difficulty"). The authors propose a procedure to identify potential misresponse effects on the observed item responses and factor loadings, and they report two empirical studies to test the framework; the second study uses eye movement recordings to examine the underlying process. The findings reveal that polar opposite, reversed, and negated items contribute to misresponse to varying degrees and that difficulty rather than inattention may be a more potent cause of misresponse in surveys than has traditionally been acknowledged.

Journal of marketing research. -- 2018, v. 55, n. 6, december, p. 869-883

1. Reversed items 2. Negations 3. Misresponse 4. Method effects 5. Eye tracking

7

Spillover effects of mission activities on revenues in nonprofit health care [Texto impreso] : the case of Aravind Eye Hospitals, India / Sachin Gupta ... [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. 898-899

Abstract: Nonprofit health care organizations in low- and middle-income countries often pursue a cross-subsidization business model wherein services are offered to poor patients for free through surpluses generated by serving some patients at market prices. This approach allows such organizations to fulfill their mission-oriented and revenue-generation goals. Conventional wisdom holds that mission activities need financial subsidies from revenue-generating activities. The authors examine this dependence in the context of Aravind Eye Hospitals, which delivers eye care services in India. They measure whether the marketing activities (outreach camps) of Aravind that are targeted only to poor patients produce the spillover benefit of attracting paying patients to its hospitals. Using nine years of patient-level historical data, the authors find that camps increase the flow of paying patients. These effects are comparable to the camps acting as advertising for Aravind. Using model estimates, the authors compute the incremental revenue accruing to Aravind from a camp and find that it exceeds the incremental cost of a camp. The findings challenge conventional beliefs about the subsidies required by mission activities.

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1. Cross-subsidization 2. Developing economies 3. Health care 4. Not-for-profit 5. Spatial effects

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Talk Bursts [Texto impreso] : the role of spikes in prerelease word-of-mouth dynamics / Sarah Gelper, Renana Peres, and Jehoshua Eliashberg

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. 815-817

Abstract: Before their launch, many new products generate word of mouth (WOM) on social media. Such WOM typically increases toward the release date and contains sudden spikes. These spikes capture manifestations of peak consumer attention and are therefore of managerial importance, yet they have not received research attention. This article is the first to provide a comprehensive descriptive treatment of WOM spikes. The authors propose a conceptual framework to present spikes as a standalone WOM dimension and explain their emergence. They employ a robust filtering procedure to detect spikes and apply it in a data set of 90,000 prerelease online WOM messages on 157 Hollywood movies. The results indicate that prerelease spikes are widely prevalent: While some of them are event-driven, emerging in response to firm-created communications (e.g., trailer release), they are far more likely to emerge spontaneously. Content analysis reveals that WOM in spikes is more positive in sentiment and is more likely to deal with factual details than is WOM outside spikes. Prerelease WOM spikes also contribute significantly to the predictability of future product sales.

Journal of marketing research. -- 2018, v. 55, n. 6, december, p. 801-817

1. Bursts 2. Content analysis 3. Prerelease word of mouth 4. User-generated content 5. Robust time series analysis

9

"There ain't no such thing as a free lunch" [Texto impreso] : consumers' reactions to pseudo-free offers / Steven K. Dallas and Vicki G. Morwitz

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. 913-915

Abstract: The authors examine how consumers respond to pseudo-free offers—offers that are presented to consumers as free but that require consumers to make a nonmonetary payment (such as completing a survey or providing personal information) in order to receive the “free” good or service. Across six studies, the authors find that consumers are generally just as likely to accept pseudo-free offers (with nonmonetary costs) as comparable truly free offers (with no costs), as long as the costs of the pseudofree offers are below some threshold. Additionally, they find that consumers are significantly more likely to accept pseudo-free offers (with nonmonetary costs) than comparable nonfree offers (with monetary costs). The authors provide evidence that consumers respond to pseudo-free offers in this way because, in general, consumers generate neutral or positive attributions for why firms make these offers, and these attributions, in turn, lead consumers to perceive the pseudo-free offers as fair. However, when contextual influences, characteristics of the pseudo-free offer, or individual dispositions increase the likelihood of negative attributions, consumers’ preference for pseudo-free offers is attenuated.

Journal of marketing research. -- 2018, v. 55, n. 6, december, p. 900-915

1. Attributions 2. Free 3. Pricing 4. Pseudo-free 5. Zero

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To bargain or not to bargain [Texto impreso] : the role of fixed costs in price negotiations / Pranav Jindal and Peter Newberry

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. 850-851

Abstract: Retailers routinely allow consumers to negotiate a discount off the posted price for big-ticket items such as home appliances and automobiles, and on online platforms such as Amazon and eBay. The profitability of such a strategy, relative to selling only at posted prices, depends on consumers’ willingness to initiate a negotiation and ability to negotiate a discount. In this article, the authors incorporate consumers’ decision of whether to negotiate into a demand model. The decision to negotiate hinges on how the expected discount from negotiation compares with the magnitude of a nonpecuniary cost that the consumer incurs by initiating the negotiation. The current study shows how this cost can be nonparametrically identified, separately from consumers’ ability to get a discount and marginal utility of income. The application of this model to individual-level data on refrigerator transactions reveals that, conditional on negotiating, consumers get, on average, 41% of the available surplus and incur an average cost of \$28 to initiate a negotiation. The magnitude of these nonpecuniary costs’ not only affects retailer profits but also has implications for pricing strategy and consumer surplus. Ignoring these costs results in biased estimates of consumers’ willingness to pay, translating to annual losses of \$1.6 million in the current study setting.

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1. Bargaining 2. Bargaining costs 3. Fixed pricing 4. Nash equilibrium 5. Price discrimination