

**1****Bayesian nonparametric dynamic methods [Texto impreso] : applications to linear and nonlinear advertising models / Norris I. Bruce**

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. 227-229

Abstract: Bayesian methods for dynamic models in marketing have so far been parametric. For instance, it is invariably assumed that model errors emerge from normal distributions. Yet using arbitrary distributional assumptions can result in false inference, which in turn misleads managers. The author therefore presents a set of flexible Bayesian nonparametric (NP) dynamic models that treat error densities as unknown but assume that they emerge from Dirichlet process mixtures. Although the methods address misspecification in dynamic linear models, the main innovation is a particle filter algorithm for nonlinear state-space models. The author used two advertising studies to confirm the benefits of the methods when strict error assumptions are untenable. In both studies, NP models markedly outperformed benchmarks in terms of fit and forecast results. In the first study, the benchmarks understated the effects of competitive advertising on own brand awareness. In the second study, the benchmark inflated ad quality, and consequently, the effects of past advertising appeared 36% higher than that predicted by the NP model. In general, these methods should be valuable wherever state-space models appear (e.g., brand and advertising dynamics, diffusion of innovation, dynamic discrete choice).

Journal of marketing research. -- 2019, v. 56, n. 2, april, p. 211-229

1. Advertising effectiveness 2. Dirichlet process mixture 3. Hybrid particle filter 4. Non-Gaussian kernel 5. Particle filter 6. Rao-Blackwellized particle filter

**2****Having control over and above situations [Texto impreso] : the influence of elevated viewpoints on risk taking / Ata Jami**

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. 242-244

Abstract: This article examines how consumers' exposure to the viewpoint of high versus low vertical position changes their risk-taking behavior. The author proposes that consumers' views of scenery from a high physical elevation induce an illusory sense of control, which in turn intensifies risk taking. Multiple studies show that exposure to the viewpoint of high vertical positions increases risk taking in both laboratory settings (Studies 1a, 1b, and 1c) and real settings (Study 4). In addition, the author demonstrates that an illusory sense of control mediates the effect of an elevated viewpoint on risk taking (Study 2) and that the effect of elevation on risk taking is attenuated when people use a low-level mental construal to process visual information (Study 3).

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1. Elevation 2. Illusory control 3. Risk taking 4. Vertical position 5. Viewpoint

3

**If at first you do succeed, do you try, try again? [Texto impreso] : developing the persistence–licensing response measure to understand, predict, and modify behavior following subgoal success / Yael Zemack-Rugar, Canan Corus, and David Brinberg**

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. 341-344

**Abstract:** Following subgoal success at a long-term goal, consumers can persist, behaving consistently with the long-term goal, or license, behaving consistently with competing shorter-term goals. The authors extend prior work by proposing that this choice is driven, in part, by chronic differences in consumers' cognitive and emotional responses to subgoal success. In Studies 1–5, they develop and validate a measure that captures these individual differences: the Persistence–Licensing Response Measure (PLRM). They demonstrate that the PLRM predicts persistence and licensing where existing constructs and measures do not, showing that consumers' responses to subgoal success represent a unique dimension of self-regulation. In Studies 6–10, the authors demonstrate that the PLRM moderates the effect of subgoal success on persistence and licensing behavior, revealing that the same subgoal success situation can lead to systematically different behaviors. The authors also examine how marketing interventions can be used to increase consumers' persistence following subgoal success. This work furthers the understanding of the determinants of persistence and licensing, improves prediction of behavior, and offers marketers tools to segment and target consumers, increasing persistence in key goal domains.

Journal of marketing research. -- 2019, v. 56, n. 2, april, p. 324-344

1. Motivation 2. Goals 3. Persistence 4. Individual differences 5. Measure development 6. Self-regulation

4

**Price-matching guarantees as a direct signal of low prices [Texto impreso] / Samir Mamadehussene**

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. 256-258

**Abstract:** If consumers believe that stores offering price-matching guarantees (PMGs) charge low prices, high-search-cost consumers will purchase from PMG stores. This leads PMG stores' demand to be less price sensitive, which drives these stores to charge higher prices. The belief that PMG stores charge low prices paradoxically leads them to charge high prices. For this reason, the literature finds that PMGs can only signal low prices when firm heterogeneity is sufficiently large. Because PMGs are offered by retailers that purchase the same product from the same producer, large firm heterogeneity may be a strong assumption. This article proposes a theory that explains how homogeneous firms may signal their low prices through PMGs: consumers perceive PMG stores to have lower prices not because they expect them to have low marginal costs or service quality, but simply because they offer a PMG.

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1. Price-matching guarantees 2. Search 3. Signaling

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**Selectively emotional [Texto impreso] : how Smartphone use changes user-generated content / Shiri Melumad, J. Jeffrey Inman, and Michel Tuan Pham**

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. 274-275

**Abstract:** User-generated content has become ubiquitous and very influential in the marketplace. Increasingly, this content is generated on smartphones rather than personal computers (PCs). This article argues that because of its physically constrained nature, smartphone (vs. PC) use leads consumers to generate briefer content, which encourages them to focus on the overall gist of their experiences. This focus on gist, in turn, tends to manifest as reviews that emphasize the emotional aspects of an experience in lieu of more specific details. Across five studies—two field studies and three controlled experiments—the authors use natural language processing tools and human assessments to analyze the linguistic characteristics of user-generated content. The findings support the thesis that smartphone use results in the creation of content that is less specific and privileges affect—especially positive affect—relative to PC-generated content. The findings also show that differences in emotional content are driven by the tendency to generate briefer content on smartphones rather than user self-selection, differences in topical content, or timing of writing. Implications for research and practice are discussed.

Journal of marketing research. -- 2019, v. 56, n. 2, april, p. 259-275

1. Affect 2. Emotion 3. Mobile marketing 4. Natural language processing 5. Social media 6. Word of mouth

6

**The sleepy consumer and variety seeking [Texto impreso] / Zhongqiang (Tak) Huang ... [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. 194-196

**Abstract:** Sleepiness, the subjective feeling of the propensity to fall asleep, is a common, everyday experience that can be induced by various factors, such as sleep quality, sleep deprivation, ingestion of certain substances, or belief about how much sleep a person needs. Despite its prevalence, sleepiness and its influence on consumption behavior have rarely been linked in the research to date. The present research helps fill this void by uncovering the novel impact of sleepiness on consumer variety-seeking behavior. The studies, using various methods and all involving consequential choices, revealed that sleepier consumers tended to seek more variety. The driver of this effect was found to be a need for arousal to maintain wakefulness. The authors also show that variety-seeking behavior is effective in partially reducing sleepiness. The effect of sleepiness on variety seeking uncovered in this research is somewhat nonintuitive, in the sense that, a priori, one might expect sleepiness to be more likely to decrease rather than increase exploratory behavior. The authors discuss implications of the findings for different research areas and for marketing practice.

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1. Daylight saving time 2. Need for arousal 3. Sleepiness 4. Sleep deprivation 5. Variety seeking

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**Speaking for "free" [Texto impreso] : word of mouth in free- and paid-product settings / Samuel D. Bond, Stephen X. He, and Wen Wen**

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:** This research examines drivers of consumer word of mouth (WOM) in free-product settings, revealing fundamental differences with traditional, paid-product settings. The authors build and investigate a theoretical model that highlights two unique characteristics of free products (reciprocity motivation and diminished adoption risk) and considers their implications for WOM sharing. Results of a retrospective survey, two controlled experiments, and an analysis of more than 5,000 mobile apps at Google Play and Apple's App Store reveal that consumers are generally more likely to share their opinions of free products than paid products, because of feelings of reciprocity toward the producer. However, this difference is reduced when prior consumer WOM is low in volume and highly disperse, signaling greater adoption risk. These findings contribute to nascent understanding of free-product marketing while offering new insights for catalyzing consumer WOM.

Journal of marketing research. -- 2019, v. 56, n. 2, april, p. 276-290

1. Free pricing 2. Online reviews 3. Social influence 4. Reciprocity 5. Word of mouth

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**Targeted promotions on an E-Book Platform [Texto impreso] : crowding out, heterogeneity, and opportunity costs / Nathan Fong ... [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. 322-323

**Abstract:** Targeted promotions based on individual purchase history can increase sales. However, the opportunity costs of targeting to optimize promoted product sales are poorly understood. A series of randomized field experiments with a large e-book platform shows that although targeted promotions increase promoted product sales and purchases of similar products, they can crowd out purchases of dissimilar products (i.e., e-books from nontargeted genres) by decreasing search activities of nontargeted goods on the same platform. The effects on total sales are heterogeneous, ranging from net decreases to insignificant drops, motivating a targeting exercise comparing strategies that optimize promoted product sales versus total sales. Targeting for promoted product sales tends to assign promotions to customers who purchased similar products, whereas targeting for total sales assigns promotions on the basis of other user characteristics. Targeting for promoted product sales generated incremental total sales that amounted to approximately 29% of the optimal incremental total sales when targeting for total sales (an opportunity cost of 71%). The optimal targeting exercise highlights how maximizing promotional lift can incur opportunity costs in terms of other forgone sales.

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1. Field experiments 2. Promotions 3. Search 4. Spillover 5. Targeting

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**Value appropriation and firm shareholder value [Texto impreso]: role of advertising and receivables management / Carly Frennea, Kyuhong Han, and Vikas Mittal**

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. 306-309

Abstract: Value-appropriation activities enable a firm to extract more profits from existing customers. The authors examine how investments in two types of value-appropriation activities—advertising and receivables—are jointly associated with abnormal stock returns and idiosyncratic risk. Using data from 1,375 firms over the period of 2003–2015, the authors find that advertising investments and receivables investments interact as substitutes, such that increasing advertising (receivables) investments is detrimental to the beneficial effect of receivables (advertising) investments on firm shareholder value. They find that this association is contingent on firm business scope, such that the joint effect of advertising investments and receivables investments becomes weaker when firms have a broader business scope compared with a narrower business scope.

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1. Advertising 2. Firm business scope 3. Receivables 4. Shareholder value 5. Value appropriation

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**When posting about products on social media backfires [Texto impreso] : the negative effects on consumer identity signaling on product interest / Lauren Grewal, Andrew T. Stephen, and Nicole Verrochi Coleman**

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. 209-210

Abstract: Consumers frequently express themselves by posting about products on social media. Because consumers can use physical products to signal their identities, posting about products on social media may be a way for consumers to virtually signal identity. The authors propose that there are conditions in which this action can paradoxically reduce a consumer's subsequent purchase intentions. Five experiments demonstrate that posting products on social media that are framed as being identity-relevant can reduce a consumer's subsequent purchase intentions for the same and similar products, as this action allows consumers to virtually signal their identity, fulfilling identity-signaling needs. Fortunately for retailers, the authors suggest theoretically and managerially relevant moderators that attenuate this negative effect on intent to purchase. These findings have important implications for how firms can conduct social media marketing to minimize negative purchase outcomes.

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1. Social media 2. Identity 3. Identity signaling 4. User-generated content 5. Digital marketing