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Assessing sensitive consumer behavior using the item count response technique [Texto impreso] / Martijn G. de Jong 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. 359-360

Abstract: The authors propose a new truth-telling technique and statistical model called "item count response technique" (ICRT) to assess the prevalence and drivers of sensitive consumer behavior. Monte Carlo simulations and a large-scale application to self-reported cigarette consumption among pregnant women ($n = 1,315$) demonstrate the effectiveness of the procedure. The ICRT provides more valid and precise prevalence estimates and is more efficient than direct self-reports and previous item count techniques. It accomplishes this by (1) incentivizing participants to provide truthful answers, (2) accounting for procedural nonadherence and differential list functioning, and (3) obviating the need for a control group. The ICRT also facilitates the use of multivariate regression analysis to relate the prevalence of the sensitive behavior to individual-level covariates for theory testing and policy analysis. The empirical application reveals a significant downward bias in prevalence estimates when questions about cigarette consumption were asked directly to pregnant women, or when standard item count techniques were used. The authors find lower smoking prevalence among women with higher levels of education and who are further along in their pregnancy, and a much higher prevalence among unmarried respondents.

Journal of marketing research. -- 2019, v. 56, n. 3, June, p. 345-360

1. Item count technique 2. Item response theory 3. List experiment 4. Sensitive questions 5. Smoking

2

Climb or jump [Texto impreso] : status-based seeding in user-generated content networks / Andreas Lanz ... [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. 377-378

Abstract: This article addresses seeding policies in user-generated content networks by challenging the role of influencers in a setting of unpaid endorsements. On such platforms, the content is generated by individuals and firms interested in self-promotion. The authors use data from a worldwide leading music platform to study unknown music creators who aim to increase exposure of their content by expanding their follower base through directing outbound activities to other users. The authors find that the responsiveness of seeding targets strongly declines with status difference; thus, unknown music creators (the majority) do not generally benefit at all from seeding influencers. Instead, they should gradually build their status by targeting low-status users rather than attempt to "jump" by targeting high-status ones. This research extends the seeding literature by introducing the concept of risk to dissemination dynamics in online communications, showing that unknown music creators do not seed specific status levels but rather choose a portfolio of seeding targets while solving a risk versus return trade-off. The authors discuss various managerial implications for optimal seeding in user-generated content networks.

Journal of marketing research. -- 2019, v. 56, n. 3, June, p. 361-378

1. Influencer marketing 2. Seeding 3. Social networking 4. Unpaid endorsements 5. User-generated content networks

3**An experimental investigation of the effects of retargeted advertising [Texto impreso] : the role of frequency and timing / Navdeep S. Sahni, Sridhar Narayanan, and Kirthi Kalyanam**

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. 417-418

Abstract: In collaboration with an online seller of home-improvement products, the authors conduct a large-scale randomized field experiment to study the effects of retargeted advertising, a form of internet advertising in which banner ads are displayed to users after they visit the advertiser's website. They find that switching on experimental retargeting causes 14.6% more users to return to the website within four weeks. The impact of retargeting decreases as the time since the consumer first visited the website increases—indeed, 33% of the effect of the first week's advertising occurs on the first day. Furthermore, the authors find evidence of the existence of complementarities in advertising over time: the effect of advertising in week 2 of the campaign is higher when the user was assigned to a nonzero level of advertising in week 1. The authors discuss mechanisms that can explain their findings and demonstrate a novel low-cost method that can be applied generally to conduct valid online advertising experiments.

Journal of marketing research. -- 2019, v. 56, n. 3, june, p. 401-418

1. Retargeting 2. Randomized field experiment 3. Digital advertising 4. Temporal patterns 5. Frequency effects of advertising

4**How should firms manage excessive product use? [Texto impreso]: a continuous-time demand model to test reward schedules, notifications, and time limits / Yulia Nevskaya and Paulo Albuquerque**

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. 398-400

Abstract: Several industries have recently been criticized by parents, think tanks, and governments for creating product environments that lead to excessive screen usage. If firms do not properly manage product usage, demand may drop, and public policy makers may intervene. The authors of this study test alternative ways to manage the use of such products: redesigning the timing of rewards, introducing notifications to users, and imposing time limits. A continuous-time demand model is proposed and empirically estimated with high-frequency data. The methodology is flexible enough to simultaneously explain multiple usage decisions that happen in quick succession, such as when to start and stop usage and how to respond to rewards or messages from the firm. The approach is implemented on a data set from the online gaming industry that includes usage decisions of a large sample of individuals. The authors find that improving reward schedules and imposing time limits leads to shorter usage sessions and longer product subscriptions—a win-win outcome. Notifications are found not to be useful to manage product usage.

Journal of marketing research. -- 2019, v. 56, n. 3, june, p. 379-400

1. Consumer habit 2. Continuous-time dynamic choice models 3. Excessive product use 4. Online gaming 5. Product usage

5

The impact of a complement-based assortment organization on purchases [Texto impreso] / Panagiotis Sarantopoulos ... [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. 476-478

Abstract: This article examines whether and why organizing product categories according to the consumption goal they serve (i.e., complement-based assortment organization) may increase purchases compared with organizing product categories according to their attributes or physical characteristics (i.e., substitute-based assortment organization). Across two field experiments, a virtual reality experiment, and a lab experiment, the authors show that a complement-based assortment organization, compared with a substitute-based assortment organization, leads to increased numbers of purchases and increased expenditures. Ease of visualization of the consumption process mediates the results. The impact of the complement-based organization on purchases is more pronounced for less involved consumers and for consumers with a less specific shopping goal. These findings have both theoretical and practical implications.

Journal of marketing research. -- 2019, v. 56, n. 3, june, p. 459-478

1. Assortment organization 2. Complementarity 3. Purchase behavior 4. Retailing

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Modeling emerging-market firms' competitive retail distribution strategies [Texto impreso] / Amalesh Sharma, V. Kumar, and Koray Cosguner

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. 456-458

Abstract: In emerging markets, the effective implementation of distribution strategies is challenged by underdeveloped road infrastructure and a low penetration of retail stores that are insufficient in meeting customer needs. In addition, products are typically distributed in multiple forms through multiple retail channels. Given the competitive landscape, manufacturers' distribution strategies should be based on anticipation of competitor reactions. Accordingly, the authors develop a manufacturer-level competition model to study the distribution and price decisions of insecticide manufacturers competing across multiple product forms and retail channels. Their study shows that both consumer preferences and estimated production and distribution costs vary across brands, product forms, and retail channels; that ignoring distribution and solely focusing on price competition results in up to a 55% overestimation of manufacturer profit margins; and that observed pricing and distribution patterns support competition rather than collusion among manufacturers. Through counterfactual studies, the authors find that manufacturers respond to decreases in distribution costs and to the exclusive distribution of more preferred manufacturers by asymmetrically changing their price and distribution decisions across different retail channels.

Journal of marketing research. -- 2019, v. 56, n. 3, june, p. 439-458

1. Emerging markets 2. Manufacturer competition 3. Multichannel competition 4. Multiproduct form competition 5. Retail distribution

7**Multichannel strategies for managing the profitability of business-to-business customers [Texto impreso] / Justin M. Lawrence ... [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. 495-497

Abstract: As business-to-business customers increasingly use online channels, sellers must reconsider strategic investments in at least two areas: the salesperson channel, which faces the threat of substitution, and customer-specific discounts, which may be more precisely targeted. The authors draw on communication theory to posit that a customer's search and purchasing in the seller's online channels interact positively with both salesperson contact and customer-specific discounts to drive the seller's customerlevel sales and profit return on these investments. A multimethod approach using a complex data set from a large industrial seller provides broad support for hypothesized effects. Two post hoc experiments reveal how online and salesperson channels are complementary, together improving customer–seller communication such that the seller is better able to fulfill customer needs and reduce customer perceived risk. This research advances the multichannel and pricing literatures and offers actionable insights for business-to-business marketers, revealing how online channels can complement traditional seller investments in salespeople and customer-specific discounts.

Journal of marketing research. -- 2019, v. 56, n. 3, june, p. 479-497

1. Business-to-business 2. Customer relationship management 3. Discounting 4. E-commerce 5. Multichannel

8**Opportunity cost overestimation [Texto impreso] / Liad Weiss, Ran Kivetz**

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. 532-533

Abstract: Consumers often fail to utilize desirable offers they had originally selected and planned to use and thus later regret missing out on them. This failure to follow through induces an opportunity cost. In contrast to prior research findings that opportunity costs tend to be underestimated, the authors propose that in situations where the need to choose arises from external rather than internal constraints, opportunity costs may actually be overestimated. Consumers view choice constraints as external when the necessity to trade off one option for another relates to extraneous resource limitations (e.g., whenever time, budget, or space constraints necessitate choosing between two desirable offers). Conversely, consumers perceive choice constraints as internal when that trade-off is “built-in” (e.g., when a marketing incentive requires choosing between two desirable offers). Five studies demonstrate that choosing on the basis of an external constraint induces consumers to imagine ways in which they can utilize all of the competing options in the choice set. Consequently, consumers feel that by failing to utilize their chosen option, they simultaneously miss out on all options (although in actuality they could have realized only one of those options). Consistent with this conceptualization, only consumers who want to use all of the choice set options simultaneously demonstrate opportunity cost overestimation.

Journal of marketing research. -- 2019, v. 56, n. 3, june, p. 518-533

1. Opportunity cost 2. Perceived loss 3. Judgment and decision making 4. Decision bias

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Optimal design of free samples for digital products and services [Texto impreso] / Hongshuang (Alice) Li, Sanjay Jain, and P. K. Kannan

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. 437-438

Abstract: Marketers of digital content such as books, news, video, music, and mobile games often provide free samples of the content for consumers to try out before buying the product or signing up for subscription. Similarly, firms selling software (such as software as a service), and cloud-based services may provide free limited-version products or a free-trial period for the service. In this article, the authors focus on how firms should design such free samples to maximize their revenue. They examine in an analytical setting how quality and other design parameters of the sample affect profit generated by the product or service. They then test the normative implications in the application context of a book publisher that provides free samples for the books it sells online. Using a field experiment, the authors vary the design parameters of the sample and, based on the demand estimates, provide recommendations for the firm on the optimal design of the sample. They find that, rather than being substitutes, free samples of the entire content can be very effective in increasing revenues. Furthermore, they find that higher-quality samples have a greater impact on the sales of popular content. This has important implications for freemium and free-trial business models.

Journal of marketing research. -- 2019, v. 56, n. 3, june, p. 419-438

1. Digital content 2. Software as a service 3. Free sample 4. Freemium 5. Field experiment

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Prosocial goal pursuit in crowdfunding [Texto impreso] : evidence from Kickstarter / Hengchen Dai and Dennis J. 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. 515-517

Abstract: In reward-based crowdfunding, creators of entrepreneurial projects solicit capital from potential consumers to reach a funding goal and offer future products/services in return. The authors examine consumers' contribution patterns using a novel data set of 28,591 projects collected at 30-minute resolution from Kickstarter. Extending prior research that assumes that economic considerations (e.g., project quality, campaign success likelihood) drive backers' decisions, the authors provide the cleanest field evidence so far that consumers also have prosocial motives to help creators reach their funding goals. They find that projects collect funding faster right before (vs. right after) meeting their funding goals because consumers not only are more likely to fund projects but also contribute greater amounts of money prior to goal attainment. This effect is amplified when the nature of a project tends to evoke consumers' prosocial motivation and when a project's creator is a single person. These results suggest that consumers' prosocial motives not only play a role in reward-based crowdfunding but also can outweigh the opposing effects of economic factors including rational herding and certainty about campaign success.

Journal of marketing research. -- 2019, v. 56, n. 3, june, p. 498-517

1. Crowdfunding 2. Decision making 3. Goal 4. Prosocial motivation