1

The charm of behavior-based pricing [Texto impreso] : when consumers' taste is diverse and the consideration set is limited / Wilfred Amaldoss and Chuan He

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. 790

Abstract: Technology is making it easier for firms to track consumers’ purchase history and leverage the information when setting prices. This article explores the practice of behavior-based pricing (BBP) in a horizontally differentiated market where consumers’ taste is diverse and the consideration set is limited. The analysis identifies a novel mechanism that can help firms earn more profits with BBP than without it. Prior research shows that BBP intensifies price competition for new consumers. The authors show that if consumer valuation is low, the lower price can help expand sales to consumers for whom only the second preferred product is available, and the resulting increase in revenue more than offsets the loss in revenue because of the intensified price competition. The opposite result occurs if product valuation is high. Moreover, the difference in the price charged for old and new consumers under BBP decreases with the diversity in consumers’ taste if consumer valuation is low. The result, however, is reversed if consumer valuation is high.

Journal of marketing research. -- 2019, v. 56, n. 5, october, p. 767-790

1. Behavior-based pricing 2. Game theory 3. Product availability 4. Spokes model

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2

The "commitment projection" effect [Texto impreso] : when multiple payments for a product affect defection from a service / Irit Nitzan and Danit Ein-Gar

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. 859-861

Abstract: Many service providers offer supplementary products related to their ongoing services (e.g., fitness centers offer fitness smartwatches). In seven studies, the authors show that the payment method for such supplementary products (multiple payments vs. a single lump sum) affects customers’ tendency to defect from the provider’s core service over time. Specifically, when customers pay for add-ons in multiple payments—provided that (1) they perceive the add-on as being bundled with the core service and (2) the payment period has an end point—they are initially less likely to defect from the service provider than when they pay in a single payment. Over time, however, as payments are made, this gap closes, such that defection intentions under the two payment methods eventually become similar. The authors propose that this phenomenon reflects "commitment projection", wherein a decrease in customers’ commitment to the add-on product over time is projected onto their commitment to the service provider. These findings carry important managerial implications, given that many service providers offer add-on products in multiple-payment plans and that customers’ defection decisions substantially affect firms’ profitability.

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1. Commitment 2. Customer defection 3. Multiple payments

3

In mobile we trust [Texto impreso] : the effects of mobile versus nonmobile reviews on consumer purchase intentions / Lauren Grewal and Andrew T. Stephen

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. 806-808

Abstract: In the context of user-generated content (UGC), mobile devices have made it easier for consumers to review products and services in a timely manner. In practice, some UGC sites indicate if a review was posted from a mobile device. For example, TripAdvisor uses a "via mobile" label to denote reviews from mobile devices. However, the extent to which such information affects consumers is unknown. To address this gap, the authors use TripAdvisor data and five experiments to examine how mobile devices influence consumers' perceptions of online reviews and their purchase intentions. They find that knowing a review was posted from a mobile device can lead consumers to have higher purchase intentions. Interestingly, this is due to a process in which consumers assume moble reviews are more physically effortful to craft and subsequently equate this greater perceived effort with the credibility of the review.

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1. Mobile marketing 2. Online reviews 3. User-generated content 4. Word of mouth

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4

Let the logo do the talking [Texto impreso] : the influence of logo descriptiveness on brand equity / Jonathan Luffarelli, Mudra Mukesh, and Ammara Mahmood

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. 877-878

Abstract: Logos frequently include textual and/or visual design elements that are descriptive of the type of product/service that brands market. However, knowledge about how and when logo descriptiveness can influence brand equity is limited. Using a multimethod research approach across six studies, the authors demonstrate that more (vs. less) descriptive logos can positively influence brand evaluations, purchase intentions, and brand performance. They also demonstrate that these effects occur because more (vs. less) descriptive logos are easier to process and thus elicit stronger impressions of authenticity, which consumers value. Furthermore, two important moderators are identified: the positive effects of logo descriptiveness are considerably attenuated for brands that are familiar (vs. unfamiliar) to consumers and reversed (i.e., negative) for brands that market a type of product/ service linked with negatively (vs. positively) valenced associations in consumers' minds. Finally, an analysis of 597 brand logos suggests that marketing practitioners might not fully take advantage of the potential benefits of logo descriptiveness. The theoretical contributions and managerial implications of these findings are discussed.

Journal of marketing research. -- 2019, v. 56, n. 5, october, p. 862-878

1. Authenticity 2. Brand equity 3. Branding 4. Logo design 5. Logo descriptiveness

5
Product launches with new attributes [Texto impreso] : a hybrid conjoint–consumer panel technique for estimating demand / Paul B. Ellickson, Mitchell J. Lovett, and Bhoomija Ranjan

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. 730-731

Abstract: The authors propose and empirically evaluate a new hybrid estimation approach that integrates choice-based conjoint with repeated purchase data for a dense consumer panel, and they show that it increases the accuracy of conjoint predictions for actual purchases observed months later. The key innovation lies in combining conjoint data with a long and detailed panel of actual choices for a random sample of the target population. By linking the actual purchase and conjoint data, researchers can estimate preferences for attributes not yet present in the marketplace, while also addressing many of the key limitations of conjoint analysis, including sample selection and contextual differences. Counterfactual product and pricing exercises illustrate the managerial relevance of the approach.

Journal of marketing research. -- 2019, v. 56, n. 5, october, p. 709-731

1. Bayesian hierarchical models 2. Choice models 3. Conjoint 4. Data fusion 5. Predictive validity 6. Revealed preference 7. Stated preference

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6
The secret ingredient is me [Texto impreso] : customization prompts self-Image-consistent product perceptions / Anne-Kathrin Klesse .... [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. 892-893

Abstract: Companies frequently allow customers to customize products by assembling different product features or ingredients. Whereas existing research has demonstrated that customers assign greater overall value to customized products, this research focuses on the effect of customization on customers' perceptions of specific product attributes (e.g., how healthy a product is). The findings of six studies—in the field, laboratory, and online—demonstrate that customizers and noncustomizers differ in their product perceptions even if the product is objectively the same. This is because customization leads customers to perceive the product in line with their own self-image (e.g., as an unhealthy eater), a phenomenon that the authors term "self-image-consistent product perceptions." Essentially, customization may influence product perceptions depending on the product and individuals' self-image; this can have downstream consequences on recommendations and social media communication. The authors test this theory for different product categories (clothing, food, and vacation packages) and attributes (fashionable, healthy, and adventurous) and demonstrate that framing customization as a simple choice or strengthening product positioning through labeling mitigates negative effects of customization.

Journal of marketing research. -- 2019, v. 56, n. 5, october, p. 879-893

1. Customization 2. Product perceptions 3. Product recommendations 4. Self-image

7
Task-dependent algorithm aversion [Texto impreso] / Noah Castelo, Maarten W. Bos, and Donald R. Lehmann

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. 823-825

Abstract: Research suggests that consumers are averse to relying on algorithms to perform tasks that are typically done by humans, despite the fact that algorithms often perform better. The authors explore when and why this is true in a wide variety of domains. They find that algorithms are trusted and relied on less for tasks that seem subjective (vs. objective) in nature. However, they show that perceived task objectivity is malleable and that increasing a task's perceived objectivity increases trust in and use of algorithms for that task. Consumers mistakenly believe that algorithms lack the abilities required to perform subjective tasks. Increasing algorithms' perceived affective human-likeness is therefore effective at increasing the use of algorithms for subjective tasks. These findings are supported by the results of four online lab studies with over 1,400 participants and two online field studies with over 56,000 participants. The results provide insights into when and why consumers are likely to use algorithms and how marketers can increase their use when they outperform humans.

Journal of marketing research. -- 2019, v. 56, n. 5, october, p. 809-825

1. Algorithms 2. New products 3. Technology adoption

8
The value of rapid delivery in omnichannel retailing [Texto impreso] / Marshall L. Fisher, Santiago Gallino and Joseph Jiaqi Xu

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. 747-748

Abstract: The authors study how faster delivery in the online channel affects sales within and across channels in omnichannel retailing. The authors leverage a quasi-experiment involving the opening of a new distribution center by a U.S. apparel retailer, which resulted in unannounced faster deliveries to western U.S. states through its online channel. Using a difference-in-differences approach, the authors show that online store sales increased, on average, by 1.45% per business-day reduction in delivery time, from a baseline of seven business days. The authors also find a positive spillover effect to the retailer's offline stores. These effects increase gradually in the short-to-medium run as the result of higher order count. The authors identify two main drivers of the observed effect: (1) customer learning through service interactions with the retailer and (2) existing brand presence in terms of online store penetration rate and offline store presence. Customers with less online store experience are more responsive to faster deliveries in the short run, whereas experienced online store customers are more responsive in the long run.

Journal of marketing research. -- 2019, v. 56, n. 5, october, p. 732-748

1. Channel interactions 2. Omnichannel retailing 3. Online/offline 4. Service quality 5. Quasi-experiment

9

When "more" seems like less [Texto impreso] : differential price framing increases the choice share of higher-priced options / Thomas Allard, David J. Hardisty, and Dale Griffin

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. 839-841

Abstract: Four experiments supported by six supplemental studies show that premium but higher-priced products (e.g., direct flights, larger-capacity data storage devices) are more popular when the additional cost is made explicit using differential price framing (DPF; e.g., “for $20 more”) rather than being left implicit, as in standard inclusive price framing (IPF; e.g., “for $60 total”). The DPF effect is driven by pricing focalism: relative to IPF, DPF creates a focus on the price difference, which, because it is smaller than the total price, leads to lower perceived expensiveness and thus greater choice share for the premium option. This price framing effect is robust to displaying the total cost of the purchase, bad deals, and easy-to-compute price differences, and it appears to be uniquely effective in pricing contexts. However, DPF effects are reduced among consumers who adopt a slow and effortful decision process. These findings have implications for research on price partitioning, the design of effective pricing strategy, the sources of expensiveness perceptions in the marketplace, and consumer welfare.

Journal of marketing research. -- 2019, v. 56, n. 5, october, p. 826-841

1. Attribute framing 2. Expensiveness 3. Heuristic processing 4. Price partitioning 5. Pricing strategy

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10

When salespeople manage customer relationships [Texto impreso]: multidimensional incentives and private information / Minkyung Kim ... [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. 765-766

Abstract: At many firms, incentivized salespeople with private information about customers are responsible for customer relationship management. Although incentives motivate sales performance, private information can induce moral hazard by salespeople to gain compensation at the expense of the firm. The authors investigate the sales performance–moral hazard trade-off in response to multidimensional performance (acquisition and maintenance) incentives in the presence of private information. Using unique panel data on customer loan acquisition and repayments linked to salespeople from a microfinance bank, the authors detect evidence of salesperson private information. Acquisition incentives induce salesperson moral hazard, leading to adverse customer selection, but maintenance incentives moderate it as salespeople recognize the negative effects of acquiring low-quality customers on future payoffs. Critically, without the moderating effect of maintenance incentives, the adverse selection effect of acquisition incentives overwhelms the sales-enhancing effects, clarifying the importance of multidimensional incentives for customer relationship management. Reducing private information (through job transfers) hurts customer maintenance but has greater impact on productivity by moderating adverse selection at acquisition. This article also contributes to the recent literature on detecting and disentangling customer adverse selection and customer moral hazard (defaults) with a new identification strategy that exploits the time-varying effects of salesperson incentives.

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1. Sales force compensation 2. Customer relationship management 3. Private information 4. Adverse selection 5. Moral hazard