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**Competition of content acquisition and distribution under consumer multipurchase [Texto impreso] / Baojun Jiang , Lin Tian, and Bo Zhou**

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. 1083-1084

**Abstract:** In many markets, such as video streaming or information services, a consumer may purchase multiple competing products or services. The existing theoretical literature typically assumes that each consumer can buy only one product. This article explicitly models the consumer's multipurchase behavior and examines an upstream content creator's content production and selling strategies as well as competing downstream distributors' content acquisition and pricing strategies. The authors find that in contrast to the case of single-product purchase, under multiproduct purchase, only one distributor will acquire the creator's new content in equilibrium. Furthermore, when the content distributors are not highly differentiated (each having a limited amount of unique content), the content creator will reduce new content production, leading to lower profits for both the content creator and the content distributors. By contrast, when the distributors are already highly differentiated with a substantial amount of unique content, the content creator will increase its content production, leading to higher profits for both the content creator and the distributors. The authors show that their main results and insights are robust to several alternative assumptions.

Journal of marketing research. -- 2019, v. 56, n. 6, december, p. 1066-1084

1. Content creation 2. Differentiation 3. Multihoming 4. Multiproduct purchase 5. Pricing

2

**The impact of increasing search frictions on online shopping behavior [Texto impreso] : evidence from a field experiment / Donald Ngwe, Kris Johnson Ferreira, and Thales Teixeira**

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. 958-959

**Abstract:** Many online stores are designed such that shoppers can easily access any available discounted products. The authors propose that deliberately increasing search frictions by placing obstacles to locating discounted items can improve online retailers' margins and even increase conversion. The authors demonstrate this using a simple theoretical framework that suggests inducing consumers to inspect higher-priced items first may simultaneously increase the average price of items sold and the overall expected purchase probability by inducing consumers to search more products. The authors test and confirm these predictions in a series of field experiments conducted with a dominant online fashion and apparel retailer. Furthermore, using information in historical transaction data about each consumer, the authors demonstrate that price-sensitive shoppers are more likely to willingly incur search costs when locating discounted items. Our results show that increasing search frictions can be used as a self-selecting price discrimination tool to match high discounts with price-sensitive consumers and full-priced offerings with price-insensitive consumers.

Journal of marketing research. -- 2019, v. 56, n. 6, december, p. 944-959

1. e-commerce 2. Friction 3. Online retailing 4. Price discrimination 5. Search costs

**3****Large-scale cross-category analysis of consumer review content on sales conversion leveraging deep learning [Texto impreso] / Xiao Liu, Dokyun Lee, and Kannan Srinivasan**

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. 942-943

**Abstract:** How consumers use review content has remained opaque due to the unstructured nature of text and the lack of review-reading behavior data. The authors overcome this challenge by applying deep learning-based natural language processing on data that tracks individual-level review reading, searching, and purchasing behaviors on an e-commerce site to investigate how consumers use review content. They extract quality and price content from 500,000 reviews of 600 product categories and achieve two objectives. First, the authors describe consumers' review-content-reading behaviors. Although consumers do not read review content all the time, they do rely on it for products that are expensive or of uncertain quality. Second, the authors quantify the causal impact of read-review content on sales by using supervised deep learning to tag six theory-driven content dimensions and applying a regression discontinuity in time design. They find that aesthetics and price content significantly increase conversion across almost all product categories. Review content has a higher impact on sales when the average rating is higher, ratings variance is lower, the market is more competitive or immature, or brand information is not accessible. A counterfactual simulation suggests that reordering reviews based on content can have the same effect as a 1.6% price cut for boosting conversion.

Journal of marketing research. -- 2019, v. 56, n. 6, december, p. 918-943

1. Consumer purchase journey 2. Deep learning 3. Economic impact of text 4. Product reviews 5. Natural language processing 6. Regression discontinuity in time

**4****Measuring rank-based utility in contests [Texto impreso] : the effect of disclosure schemes / Tanjim Hossain, Mengze Shi, and Robert Waiser**

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. 993-994

**Abstract:** This article studies how the incentive structures and disclosure schemes of a contest affect the contestants' intrinsic motivations. Specifically, the authors measure the effects of these design decisions on two types of nonmonetary rank-based utility: self-generated and peer-induced. They run a set of laboratory experiments involving contests under various reward spreads and disclosure schemes. First, they find that virtually all commonly adopted disclosure schemes generate positive peer-induced rank-based utility. However, the relative performances of alternative disclosure schemes can depend on the spread of contest rewards and the number of contestants. Second, being recognized as a winner confers positive peer-induced rank-based utility; moreover, being recognized as the sole first-place winner or as one among multiple winners does not produce significantly different peer-induced utility. Third, "shaming" by disclosing the identity of contestants ranked at the bottom leads to negative peer-induced rank-based utility, but the effect is marginally insignificant. Finally, a smaller spread of contest rewards consistently results in higher levels of self-generated rank-based utility. These results underscore the importance of jointly choosing incentive structures and disclosure schemes.

Journal of marketing research. -- 2019, v. 56, n. 6, december, p. 981-994

1. Rank-based utility 2. Recognition 3. Sales contests 4. Lab experiments

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**Media coverage of climate change and sustainable product consumption [Texto impreso] : evidence from the hybrid vehicle market / Yubo Chen ... [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. 1009-1011

Abstract: As sustainable consumption becomes increasingly important, firms must better understand the drivers behind the consumption of these products. This article examines the effects of mass media in the context of the U.S. hybrid vehicle market. Drawing on monthly sales data, the authors provide evidence that the general coverage of climate change or global warming by major media outlets exerts an overall positive impact on the sales of hybrid vehicles. This impact mainly comes from the media reports that assert that climate change is occurring. In contrast, media coverage that either denies climate change or holds a neutral stance on the issue has little impact. The authors provide preliminary evidence that a social norm advocating for environmentally friendly consumption plays an important role in how media coverage affects consumer purchase. They provide implications for theory and practice and call for future research that examines the causal impact of media in general on consumer decisions, especially in domains that are crucial for the society.

Journal of marketing research. -- 2019, v. 56, n. 6, december, p. 995-1011

1. Climate change 2. Global warming 3. Hybrid vehicle 4. Media 5. Social marketing 6. Sustainability

6

**Personalizing the customization experience [Texto impreso] : a matching theory of mass customization interfaces and cultural information processing / Emanuel de Bellis ... [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. 1063-1065

Abstract: Mass customization interfaces typically guide consumers through the configuration process in a sequential manner, focusing on one product attribute after the other. What if this standardized customization experience were personalized for consumers on the basis of how they process information? A series of large-scale field and experimental studies, conducted with Western and Eastern consumers, shows that matching the interface to consumers' culture-specific processing style enhances the effectiveness of mass customization. Specifically, presenting the same information isolated (by attribute) to Western consumers but contextualized (by alternative) to Eastern consumers increases satisfaction with and likelihood of purchasing the configured product, along with the amount of money spent on the product. These positive consumer responses emerge because of an increase in "interface fluency"—consumers' subjective experience of ease when using the interface. The authors advise firms to personalize the customization experience by employing processing-congruent interfaces across consumer markets.

Journal of marketing research. -- 2019, v. 56, n. 6, december, p. 1050-1065

1. Choice architecture 2. Cross-cultural marketing 3. Field experiment 4. Fluency 5. Information processing 6. Mass customization 7. Personalization 8. User interface

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**The surprising breadth of harbingers of failure [Texto impreso]/ Duncan I. Simester ... [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. 1049

Abstract: Previous research has shown that there exist “harbinger customers” who systematically purchase new products that fail (and are discontinued by retailers). This article extends this result in two ways. First, the findings document the existence of “harbinger zip codes.” If households in these zip codes adopt a new product, this is a signal that the new product will fail. Second, a series of comparisons reveal that households in harbinger zip codes make other decisions that differ from other households. The first comparison identifies harbinger zip codes using purchases from one retailer and then evaluates purchases at a different retailer. Households in harbinger zip codes purchase products from the second retailer that other households are less likely to purchase. The analysis next compares donations to congressional election candidates; households in harbinger zip codes donate to different candidates than households in neighboring zip codes, and they donate to candidates who are less likely to win. House prices in harbinger zip codes also increase at slower rates than in neighboring zip codes. Investigation of households that change zip codes indicates that the harbinger zip code effect is more due to where customers choose to live, rather than households influencing their neighbors’ tendencies.

Journal of marketing research. -- 2019, v. 56, n. 6, december, p. 1034-1049

1. Campaign donations 2. New product development 3. Preference heterogeneity 4. Real estate prices

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**A tale of two twitterspheres [Texto impreso] : political microblogging during and after the 2016 primary and presidential debates/ Ron Berman ... [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. 915-917

Abstract: In this research, the authors study the process by which social media posts are created and shared during live political debates. Using data from over 9.5 million tweets posted during and shortly after four key debates leading up to the 2016 U.S. presidential election, the authors test a series of hypotheses about how tweeting evolves over time during such events. They find that (1) as the debates progressed, the content of the “Twittersphere” became increasingly decoupled from the live event, and (2) the drivers of the success of tweets during the debates differed from the drivers of success observed after the debates. During the debates, users acted akin to narrators, posting shorter tweets that commented on unfolding events, with linguistic emotionality playing a limited role in sharing. However, when the debates were over, users acted more like interpreters, with successful posts being more elaborate and visually and emotionally rich accounts of the event. Evidence for the generalizability of the findings is provided by an analysis of Barack Obama’s last State of the Union Address, where similar dynamics are observed.

Journal of marketing research. -- 2019, v. 56, n. 6, december, p. 895-917

1. Contagion 2. Debates 3. Information diffusion 4. Political marketing 5. Social media 6. Twitter

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**When does customer participation matter? [Texto impreso] : an empirical investigation of the role of customer empowerment in the customer participation–performance link / Seigyoung Auh ... [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. 1031-1033

Abstract: Research on customer participation (CP) has focused on its benefits for customers. However, recent research suggests that CP is beneficial to both customers and firms. The literature is also sparse on the economic (e.g., profitability) and customer (e.g., customer retention) impact of CP. This research introduces the concept of customer empowerment and develops and tests a model of customer empowerment as a parallel mediator, along with customer satisfaction, to explain the linkage between CP and bank branch performance. Furthermore, the authors draw on a broader set of moderators beyond customer characteristics to examine when CP affects empowerment and satisfaction. Using triadic matched data from a multiwave design and a three-level model in which customers are nested within employees, who are, in turn, nested within bank branches, the authors show that customer empowerment and satisfaction fully mediate the effect of CP on branch performance. The findings also show that CP results in greater customer empowerment and satisfaction when there is fit between participation and the context in which it is used. The authors discuss implications for advancing CP research and suggest actionable steps for reaping the economic and customer benefits of CP.

Journal of marketing research. -- 2019, v. 56, n. 6, december, p. 1012-1033

1. Customer empowerment 2. Customer orientation 3. Customer participation 4. Customer satisfaction 5. Feedback 6. Social bonding

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**When words sweat [Texto impreso] : identifying signals for loan default in the text of loan applications / Oded Netzer, Alain Lemaire, and Michal Herzenstein**

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. 978-980

Abstract: The authors present empirical evidence that borrowers, consciously or not, leave traces of their intentions, circumstances, and personality traits in the text they write when applying for a loan. This textual information has a substantial and significant ability to predict whether borrowers will pay back the loan above and beyond the financial and demographic variables commonly used in models predicting default. The authors use text-mining and machine learning tools to automatically process and analyze the raw text in over 120,000 loan requests from Prosper, an online crowdfunding platform. Including in the predictive model the textual information in the loan significantly helps predict loan default and can have substantial financial implications. The authors find that loan requests written by defaulting borrowers are more likely to include words related to their family, mentions of God, the borrower's financial and general hardship, pleading lenders for help, and short-term-focused words. The authors further observe that defaulting loan requests are written in a manner consistent with the writing styles of extroverts and liars.

Journal of marketing research. -- 2019, v. 56, n. 6, december, p. 960-980

1. Consumer finance 2. Loan default 3. Machine learning 4. Text mining