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**The differential effect of local–global identity among males and females [Texto impreso] : the case of price sensitivity / Huachao Gao, Vikas Mittal, and Yinlong 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. 189-191

**Abstract:** The authors examine how gender identity and local–global identity—two important consumer identities and segmentation bases—affect consumer price sensitivity. These identities may be associated with similar behavioral norms such that a female identity and a local identity are associated with the norms of small groups and intimate relationships, whereas a male identity and a global identity are associated with the norms of large groups and broad relationships. Thus, a female identity and a global (vs. local) identity, as is the case with a male identity and a local (vs. global) identity, results in identity incongruence (vs. congruence). The authors argue that identity incongruence depletes cognitive resources and induces affective processing, which in turn activates a sacrifice mindset and results in lower price sensitivity. Five studies with different research designs, divergent measures of key constructs, and diverse samples support the theories and identify boundary conditions of the focal relationship. The findings expand the literature on multiple consumer identities and price sensitivity and provide useful guidelines for global companies' pricing strategies.

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1. Gender identity 2. Local–global identity 3. Identity incongruence 4. Price sensitivity 5. Sacrifice mindset

2

**Is a picture worth a thousand words? [Texto impreso] : an empirical study of image content and social media engagement / Yiyi Li and Ying Xie**

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. 18-19

**Abstract:** Are social media posts with pictures more popular than those without? Why do pictures with certain characteristics induce higher engagement than some other pictures? Using data sets of social media posts about major airlines and sport utility vehicle brands collected from Twitter and Instagram, the authors empirically examine the influence of image content on social media engagement. After accounting for selection bias on the inclusion of image content, the authors find a significant and robust positive mere presence effect of image content on user engagement in both product categories on Twitter. They also find that high-quality and professionally shot pictures consistently lead to higher engagement on both platforms for both product categories. However, the effect of colorfulness varies by product category, while the presence of human face and image–text fit can induce higher user engagement on Twitter but not on Instagram. These findings shed light on how to improve social media engagement using image content.

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1. Image processing 2. Natural language processing 3. Social media analytics 4. User-generated content 5. Visual marketing

**3****Mindful matching [Texto impreso] : ordinal versus nominal attributes / Peggy J. Liu, Brent McFerran, and Kelly L. Haws**

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. 153-155

**Abstract:** The authors propose a new conceptual basis for predicting when and why consumers match others' consumption choices. Specifically, they distinguish between ordinal ("ranked") versus nominal ("unranked") attributes and propose that consumers are more likely to match others on ordinal than on nominal attributes. Eleven studies involving a range of different ways of operationalizing ordinal versus nominal attributes collectively support this hypothesis. The authors' conceptualization helps resolve divergent findings in prior literature and provides guidance to managers on how to leverage information about prior customers' choices and employees' recommendations to shape and predict future customers' choices. Furthermore, the authors find process evidence that this effect is driven in part by consumers' beliefs that a failure to match on ordinal (but not nominal) attributes will lead to social discomfort for one or both parties. Although the primary focus is on food choices, the effects are also demonstrated in other domains, extending the generalizability of the findings and implications for managerial practice and theory. Finally, the conceptual framework offers additional paths for future research.

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1. Joint consumption 2. Matching 3. Nominal attributes 4. Ordinal attributes 5. Social influence

**4****Modeling dynamic heterogeneity using Gaussian processes [Texto impreso] / Ryan Dew, Asim Ansari, and Yang Li**

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. 76-77

**Abstract:** Marketing research relies on individual-level estimates to understand the rich heterogeneity of consumers, firms, and products. While much of the literature focuses on capturing static cross-sectional heterogeneity, little research has been done on modeling dynamic heterogeneity, or the heterogeneous evolution of individual-level model parameters. In this work, the authors propose a novel framework for capturing the dynamics of heterogeneity, using individual-level, latent, Bayesian nonparametric Gaussian processes. Similar to standard heterogeneity specifications, this Gaussian process dynamic heterogeneity (GPDH) specification models individual-level parameters as flexible variations around population-level trends, allowing for sharing of statistical information both across individuals and within individuals over time. This hierarchical structure provides precise individual-level insights regarding parameter dynamics. The authors show that GPDH nests existing heterogeneity specifications and that not flexibly capturing individual-level dynamics may result in biased parameter estimates. Substantively, they apply GPDH to understand preference dynamics and to model the evolution of online reviews. Across both applications, they find robust evidence of dynamic heterogeneity and illustrate GPDH's rich managerial insights, with implications for targeting, pricing, and market structure analysis.

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1. Bayesian nonparametrics 2. Choice models 3. Dynamics 4. Gaussian processes 5. Heterogeneity 6. Machine learning 7. Topic models

5

**A multiattribute benefits-based choice model with multiple mediators [Texto impreso] : new insights for positioning / Paul F. Burke, Christine Eckert, and Srishti Sethi**

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. 52-54

**Abstract:** Previous research has demonstrated that consumers evaluate products according to their perceived benefits when making a choice. This article extends prior work by proposing a method that evaluates the degree to which multiple a priori defined benefits mediate product choices. The model is the first to consider process heterogeneity—that is, heterogeneity in how consumers perceive multiple attributes to positively or negatively affect multiple benefits simultaneously and the contribution of each benefit to product utility. The authors propose discrete choice experiments to holistically measure the link between attributes and benefits, as well as between attributes and choice, resulting in data that can be analyzed with a generalized probit model. The approach contributes to mediation research by offering an alternative method of handling multiple multinomial mediators and dichotomous outcome variables. An empirical illustration of bread choices shows how consumer judgments about health and value perceptions of products mediate purchase decisions. The authors demonstrate how the method can help managers (1) confirm and test existing knowledge about latent benefits, including whether they explain all the variation in choice, and (2) consider process heterogeneity to inform market segmentation strategies.

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1. Benefit-based choices 2. Discrete choice experiments 3. Integrated choice and latent variable models 4. Mediation 5. Product positioning

6

**Native advertising in online news [Texto impreso] : trade-offs among clicks, brand recognition, and website trustworthiness / Anocha Aribarg and Eric M. Schwartz**

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. 32-34

**Abstract:** Native advertising is a type of online advertising that matches the form and function of the platform on which it appears. In practice, the choice between display and in-feed native advertising presents brand advertisers and online news publishers with conflicting objectives. Advertisers face a trade-off between ad clicks and brand recognition, whereas publishers need to strike a balance between ad clicks and the platform's trustworthiness. For policy makers, concerns that native advertising confuses customers prompted the U.S. Federal Trade Commission to issue guidelines for disclosing native ads. This research aims to understand how consumers respond to native ads versus display ads and to different styles of native ad disclosures, using randomized online and field experiments combining behavioral clickstream, eye movement, and survey response data. The results show that when the position of an ad on a news page is controlled for, a native ad generates a higher click-through rate because it better resembles the surrounding editorial content. However, a display ad leads to more visual attention, brand recognition, and trustworthiness for the website than a native ad.

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1. Native advertising 2. Public policy 3. Eye-tracking 4. Field experiments 5. Advertising disclosure

7

**On the other hand [Texto impreso] : enhancing promotional effectiveness with haptic cues / Virginie Maille, Maureen Morrin, and Ryann Reynolds-McIlroy**

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. 116-117

Abstract: People like graspable objects more when the objects are located on the dominant-hand side of their body or when the handles point toward their dominant-hand side. However, many products do not have handles or are not graspable (e.g., services, objects hanging on the wall). Can nongraspable products nevertheless benefit from the effects of appealing to viewers' dominant hands? The present research shows that, yes, consumers respond more positively to nongraspable products if a haptic cue (an object that is graspable or suggestive of hand action) is located within the same visual field as the target and is positioned to appeal to the viewer's dominant hand. This result is driven by the creation and transfer of perceived ownership from cue to target. These findings extend the use of haptic cues to nongraspable products and uncover the critical role played by perceived ownership, including its ability to transfer from one object to another located in the same visual field. Moreover, the current research demonstrates situations in which the use of haptic cues will not enhance response.

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1. Handedness 2. Haptic cues 3. Graspable objects 4. Perceived ownership

8

**Price promotions cause impatience [Texto impreso] / Franklin Shaddy and Leonard Lee**

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. 131-133

Abstract: In this research, the authors propose that incidental exposure to price promotions can cause downstream impatience in an unrelated domain. Specifically, price promotions trigger reward seeking—a general motivational state—and reward seeking, in turn, yields impatience. Seven experiments (N = 1,795) demonstrate how incidental exposure to price promotions can cause greater willingness to pay to avoid waiting (Experiments 1a and 1b), shorter actual wait times (Experiments 2, 3b, and 5), greater propensity to break a rule to save time (Experiment 3a), and greater discounting in a consequential intertemporal choice (Experiment 4). Consistent with this account, the effect is both more pronounced for people with greater reward sensitivity (Experiments 3a and 3b) and mediated by reward seeking (Experiment 4). Finally, a conceptual replication in a field setting underscores the external validity and managerial relevance of the findings (Experiment 5).

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1. Impatience 2. Price promotions 3. Pricing 4. Reward seeking

## 9

**Transparency of behavior-based pricing [Texto impreso] / Xi Li , Krista J. Li , and Xin (Shane) Wang**

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. 97-99

**Abstract:** Behavior-based pricing (BBP) refers to the practice in which firms collect consumers' purchase history data, recognize repeat and new consumers from the data, and offer them different prices. This is a prevalent practice for firms and a worldwide concern for consumers. Extant research has examined BBP under the assumption that consumers observe firms' practice of BBP. However, consumers do not know that specific firms are doing this and are often unaware of how firms collect and use their data. In this article, the authors examine (1) how firms make BBP decisions when consumers do not observe whether firms perform BBP and (2) how the transparency of firms' BBP practice affects firms and consumers. They find that when consumers do not observe firms' practice of BBP and the cost of implementing BBP is low, a firm indeed practices BBP, even though BBP is a dominated strategy when consumers observe it. When the cost is moderate, the firm does not use BBP; however, it must distort its first-period price downward to signal and convince consumers of its choice. A high cost of implementing BBP serves as a commitment device that the firm will forfeit BBP, thereby improving firm profit. By comparing regimes in which consumers do and do not observe a firm's practice of BBP, the authors find that transparency of BBP increases firm profit but decreases consumer surplus and social welfare. Therefore, requiring firms to disclose collection and usage of consumer data could hurt consumers and lead to unintended consequences.

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1. Behavior-based pricing 2. Game theory 3. Privacy 4. Signaling 5. Transparency

## 10

**Why prosocial referral incentives work [Texto impreso] : the interplay of reputational benefits and action costs / Rachel Gershon, Cynthia Cryder, and Leslie K. John**

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. 171-172

**Abstract:** Selfish incentives typically outperform prosocial incentives, and customer referral programs frequently use such "selfish" (i.e., sender-benefiting) incentives to incentivize current customers to recruit new customers. However, in two field experiments and a fully incentivized lab experiment, this research finds that "prosocial" (i.e., recipient-benefiting) referral incentives recruit more new customers. Five subsequent experiments test a process account for this effect, identifying two key psychological mechanisms: reputational benefits and action costs. First, at the referral stage, senders (existing customers) anticipate reputational benefits for referring recipients (potential new customers), who receive a reward for signing up. These reputational benefits render recipient-benefiting referrals just as effective as sender-benefiting referrals at the relatively low-cost referral stage. Second, at the uptake stage, recipient-benefiting referrals are more effective than sender-benefiting referrals: recipient-benefiting referrals directly incentivize recipients to sign up, providing a clear reward for an otherwise costly uptake decision. The preponderance of selfish, or sender-benefiting, referral incentives in the marketplace suggests these effects are unanticipated by marketers who design incentive schemes.

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1. Incentives 2. Judgment and decision making 3. Prosocial behavior 4. Referral rewards