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**Can Viagra advertising make more babies? [Texto impreso] : direct-to-consumer advertising on public health outcomes / Tongil "TI" Kim and Diwas KC**

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. 615-616

**Abstract:** Although product advertising has been widely studied and understood in relation to the consumer's purchase decision, advertising may also have unintended but important societal and economic consequences. In this article, the authors examine a public health outcome—birth rate—associated with advertisements for erectile dysfunction (ED) drugs. Since the United States loosened regulations on direct-to-consumer television advertising for prescription drugs in 1997, ED drug makers have consistently been top spenders. By comparing advertising data with multiple birth data sets (patient-level hospital data from Massachusetts between 2001 and 2010 and micro birth certificate data from the United States between 2000 and 2004), the authors demonstrate that increased ED drug television advertising leads to a higher birth rate. Their results, which are robust with respect to different functional forms and falsification tests, show that a 1% increase in ED drug advertising contributes to an increase of .04%–.08% of total births. Their findings suggest that beyond the customer purchase decision, advertising can have important public health outcomes, with resulting implications for managerial decision making and policy formulation.

Journal of marketing research. -- 2020, v. 57 n. 4, august, p. 599-616

1. Advertising 2. Birth rate 3. Border identification 4. Fertility 5. Health care marketing 6. Public policy

2

**Contour-as-Face Framework [Texto impreso] : a method to preserve privacy and perception / Yinghui Zhou, Shasha Lu, and Min Ding**

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. 637-639

**Abstract:** Consumers and marketers use facial information to make important inferences about others in many business contexts. However, consumers and firms are increasingly concerned about privacy and discrimination. To address privacy–perception trade-offs, the authors propose a novel contour-as-face (CaF) framework that transforms face images into contour images incorporating both the nonoutline and outline features of facial parts. In three empirical studies, the authors (1) compare human perceptions of face and contour images along 15 dimensions commonly assessed in marketing contexts; (2) investigate the effectiveness of contour images for protecting anonymity related to identity, age, and gender; and (3) implement the CaF framework in a real-life online dating context. Results show that the CaF framework effectively resolves privacy–perception trade-off problems by preserving the information that is useful for humans to make inferences about many relevant perceptual dimensions in marketing while making it virtually impossible for humans to infer identity and very difficult to infer age and gender accurately—two critical discrimination factors. Results from the field implementation demonstrate the feasibility and value of using the CaF framework for real-life decision making.

Journal of marketing research. -- 2020, v. 57 n. 4, august, p. 617-639

1. Facial contour 2. Face perception 3. Facial privacy 4. Fourier transformation 5. Online dating

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**Free shipping promotions and product returns [Texto impreso] / Edlira Shehu, Dominik Papies, and Scott A. Neslin**

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. 656-658

Abstract: Free shipping promotions have become popular among online retailers. However, little is known about their influence on consumers' purchases, return behavior, and, ultimately, firm profit. The authors propose that free shipping promotions encourage customers to make riskier purchases, leading to more product returns. They estimate the impact of these promotions on purchase incidence, high-risk and low-risk spend, and return share. The results show that free shipping promotions increase expenditure for high-risk products, expanding their share of the consumer's market basket and thus increasing the overall return rate. This is validated in a field experiment. A field test and an online lab experiment analyze the mechanism linking free shipping and returns. The results suggest that the free shipping effect occurs through consumers' perceptions that free shipping serves as a risk premium compensating them for potential returns and through positive affect generated by the promotion. A simulation shows that for the focal firm, free shipping promotions increase net sales volume, but higher product returns and lost shipping revenue render these promotions unprofitable.

Journal of marketing research. -- 2020, v. 57 n. 4, august, p. 640-658

1. Free shipping 2. Product returns 3. Promotions 4. e-commerce

4

**Hiding gifts behind the veil of vouchers [Texto impreso] : on the effect of gift vouchers versus direct gifts in conditional promotions / Yu Ding and Yan 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. 753-754

Abstract: To boost sales, marketers often conduct promotions that offer gifts conditional on the purchase of a focal product. Such promotions can present gifts in different formats: customers could be informed that they will receive a gift directly or that they will receive a voucher entitling them to a gift. Normatively speaking, the two formats are equivalent, as a voucher's value is identical to that of the gift it represents. Yet this article suggests that promotion format (voucher vs. direct gift) influences consumers' intention to purchase the focal product. Five lab experiments and one field experiment reveal that, compared with presenting a gift directly, introducing a voucher attenuates the influence of gift value on purchase decisions, decreasing purchase intentions for promotions offering high-value gifts but increasing purchase intentions for promotions offering low-value gifts. This effect occurs because vouchers break the direct association between the focal product and the gift, reducing people's tendency to compare the gift's value with the focal product's value. The effect observed can be attenuated by increasing the salience of gift value.

Journal of marketing research. -- 2020, v. 57 n. 4, august, p. 739-754

1. Comparison tendency 2. Conditional promotion 3. Decoupling 4. Free gift 5. Purchase intention 6. Voucher

**5****Integration of primary and resale platforms [Texto impreso] / Tianxin Zou and Baojun Jiang**

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. 675-676

Abstract: Consumers can buy concert tickets from primary platforms (e.g., Ticketmaster) or from consumer-to-consumer resale platforms (e.g., StubHub). Recently, Ticketmaster has entered and been trying to control the resale market by prohibiting consumers from reselling on competing resale platforms. Several states in the United States have passed or are discussing laws requiring tickets to be transferrable on any resale sites, worrying that platform integration—Ticketmaster controlling both the primary and the resale platforms—will increase ticket service fees and harm musicians and consumers. This article establishes a game-theoretic framework and shows that the opposite can happen: platform integration can lower the service fees in both markets, alleviating double marginalization in the primary market and benefiting the musician and consumers. Moreover, with platform integration, the presence of a small number of scalpers can counterintuitively reduce the ticket price and benefit the musicians and consumers. In addition, platform competition in the resale market may harm consumers. This article further shows that these insights apply in other markets (e.g. used goods, peer-to-peer product-sharing markets) and provides suggestive empirical support for the theoretical results.

Journal of marketing research. -- 2020, v. 57 n. 4, august, p. 659-676

1. Antitrust 2. Channel coordination 3. Consumer welfare 4. Event ticket 5. Platform 6. Regulation 7. Resale 8. Secondary market

**6****The joint and multilevel effects of training and incentives from upstream manufacturers on downstream salespeople's efforts [Texto impreso] / Sarah Magnotta, Brian Murtha, and Goutam Challagalla**

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. 713-716

Abstract: Manufacturers frequently face the challenge of motivating distributor salespeople to focus efforts on their products rather than competitors' products. The present research explores two mechanisms that manufacturers use to address this challenge: training and incentives (spiffs). The authors find that the impact of these mechanisms on distributor salespeople's efforts (toward a manufacturer's products) largely depends on the extent to which manufacturers also provide training and incentives to distributor sales managers. More specifically, providing greater incentives to distributor sales managers undermines the relationship between their salespeople's training and effort but enhances the relationship between their salespeople's incentives and effort. Furthermore, greater sales manager training enhances the impact of salespeople's incentives on effort; however, greater salesperson training undermines the relationship between salesperson incentives and effort. Thus, this research shows that the combination of mechanisms (training and incentives) and the levels at which manufacturers provide them (distributor salespeople and sales managers) can have different implications for distributor salespeople's efforts.

Journal of marketing research. -- 2020, v. 57 n. 4, august, p. 695-716

1. Effort 2. Incentive dilemma 3. Incentives 4. Legitimacy 5. Sales managers 6. Spiffs 7. Training 8. Training transfer

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**The left-digit bias [Texto impreso] : when and why are consumers Penny Wise and Pound Foolish? / Tatiana Sokolova, Satheesh Seenivasan, and Manoj Thomas**

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. 786-788

Abstract: Consumers' price evaluations are influenced by the left-digit bias, wherein consumers judge the difference between \$4.00 and \$2.99 to be larger than that between \$4.01 and \$3.00, even though the numeric differences are identical. This research examines when and why consumers are more likely to fall prey to the left-digit bias. The authors propose that the left-digit bias is stronger in stimulus-based price evaluations, wherein people see the focal price and the reference price side by side, and weaker in memory-based price evaluations, wherein people have to retrieve at least one price from memory. This is because in stimulus-based price evaluations, people tend to rely on perceptual representations of prices without rounding them. In memory-based price evaluations, they rely more on conceptual representations, which makes them more likely to round the prices. Results from six studies—five experiments and a scanner panel study—support the hypothesis that the left-digit bias is stronger in stimulus-based evaluations. These results inform managers about when to use left-digit pricing and characterize fundamental differences between stimulus-based and memory-based evaluations.

Journal of marketing research. -- 2020, v. 57 n. 4, august, p. 771-788

1. Left-digit bias 2. Memory-based evaluations 3. Numerical cognition 4. Price evaluations 5. Reference prices

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**Lowering the minimum donation amount increases consumer purchase likelihood of products associated with cause-related marketing campaigns [Texto impreso] / Michael Tsiros and Caglar Irmak**

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. 769-770

Abstract: Both the total amount to be donated and the way it is communicated can influence consumer reactions to cause-related marketing (CM) campaigns. While companies often choose not to explicate any donation limit, this study argues that donation frames (e.g., minimum or maximum total donation) can enhance the likelihood of consumer purchases associated with CM campaigns. In a series of four studies, the authors find that consumers often respond more favorably to minimum-frame CM campaigns with a relatively low donation amount (e.g., at least \$100,000 will be donated) than those with a high donation amount (e.g., at least \$10 million will be donated) despite the superiority of the latter for the recipient cause. This effect is inverted for maximum donation frames, such that a high donation amount leads to greater consumer participation. This research also demonstrates that this effect is driven by the consumer desire to make a personal contribution to a cause, which is more likely to be observed when consumers endow it with high importance. These effects are obtained with attitudes, behavioral intentions, and actual expenditures.

Journal of marketing research. -- 2020, v. 57 n. 4, august, p. 755-770

1. Cause-related marketing 2. Donation 3. Framing 4. Minimum-maximum 5. Personal contribution

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**Opening the umbrella [Texto impreso] : the effects of rebranding multiple category-specific private-label brands to one umbrella brand / Kristopher O. Keller, Inge Geyskens, and Marnik G. Dekimpe**

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. 691-694

Abstract: The authors study the consequences of rebranding multiple category-specific private-label (PL) brands by "opening the umbrella" and unifying them under a common brand name. Retailers expect positive consequences that may manifest themselves in two ways: (1) an increased intrinsic brand strength and (2) an improved marketing-mix effectiveness. The authors analyze three substantially different retailers that rebranded one of their PL tiers. Consistent with the national-brand literature on umbrella rebranding, all three retailers realized an increase in the rebranded PL tier's intrinsic brand strength, along with a reduced price elasticity. However, and in contrast to the national-brand literature, the effectiveness of both price-promoting and assortment size dropped for all three retailers after they unified their category-specific PLs under a common umbrella name.

Journal of marketing research. -- 2020, v. 57 n. 4, august, p. 677-694

1. Branding 2. Marketing-mix effectiveness 3. Private labels 4. Retailing

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**Weather, affect, and preference for hedonic products [Texto impreso] : the moderating role of gender / Rahul Govind, Nitika Garg, 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. 736-738

Abstract: How and why does the association between weather and hedonic consumption differ between men and women? This article theorizes that women have a stronger affective response to weather conditions, which subsequently induces a larger increase in their hedonic consumption as compared to men. Seven studies show that the relationship between weather conditions and hedonic consumption (food and nonfood items) is differentially mediated by affect for women and men. The studies achieve triangulation by using diverse methodologies (census data, surveys, and experiments), participants (students and nonstudents), measures of independent variables (weather conditions as measured and manipulated), dependent measures (consumption preference and choice), and consumption modalities (food and nonfood).

Journal of marketing research. -- 2020, v. 57 n. 4, august, p. 717-738

1. Affect 2. Gender 3. Hedonic consumption 4. Weather