

1

**Bayesian synthetic control methods [Texto impreso] / Sungjin Kim, Clarence Lee, and Sachin Gupta**

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. 850-852

**Abstract:** The authors propose a new Bayesian synthetic control framework to overcome limitations of extant synthetic control methods (SCMs). The proposed Bayesian synthetic control methods (BSCMs) do not impose any restrictive constraints on the parameter space a priori. Moreover, they provide statistical inference in a straightforward manner as well as a natural mechanism to deal with the “large  $p$ , small  $n$ ” and sparsity problems through Markov chain Monte Carlo procedures. Using simulations, the authors find that for a variety of data-generating processes, the proposed BSCMs almost always provide better predictive accuracy and parameter precision than extant SCMs. They demonstrate an application of the proposed BSCMs to a real-world context of a tax imposed on soda sales in Washington state in 2010. As in the simulations, the proposed models outperform extant models, as measured by predictive accuracy in the posttreatment periods. The authors find that the tax led to an increase of 5.7% in retail price and a decrease of 5.5%\*5.8% in sales. They also find that retailers in Washington overshifted the tax to consumers, leading to a pass-through rate of approximately 121%.

Journal of marketing research. -- 2020, v. 57 n. 5, october, p. 831-852

1. Bayesian estimation 2. Soda tax 3. Synthetic control 4. Treatment effect

2

**Consumer search and filtering on online retail platforms [Texto impreso] / Baojun Jiang and Tianxin Zou**

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. 914-916

**Abstract:** This article examines how the consumer's search cost and filtering on a retail platform affect the platform, the third-party sellers, and the consumers. The authors show that, given the platform's percentage referral fee, a lower search cost can either increase or decrease the platform's profit. By contrast, if the platform optimally adjusts its referral fee, a lower search cost will increase the platform's profit. As the consumer's search cost decreases, if the platform's demand elasticity increases significantly, the platform should reduce its fee, potentially resulting in an all-win outcome for the platform, the sellers, and the consumers; otherwise, a lower search cost will increase the platform's optimal fee percentage, potentially leading to higher equilibrium retail prices. Furthermore, the availability of filtering on the platform will in expectation induce consumers to search fewer products but buy products with higher match values, and filtering can either increase or decrease equilibrium retail prices. When filtering reveals only a small amount of the products' match-value variations, it will benefit the platform, the sellers, and the consumers. This article shows that the effects of filtering and those of a decrease in search cost are qualitatively different.

Journal of marketing research. -- 2020, v. 57 n. 5, october, p. 900-916

1. Channel 2. Competition 3. E-commerce 4. Filtering 5. Pricing 6. Retail platform 7. Search

**3****Customization in luxury brands [Texto impreso] : can Valentino get personal? / C. Page Moreau ... [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. 946-947

Abstract: Luxury brands have started to offer consumers the opportunity to customize their exclusive products by making certain aesthetic decisions, such as the color, fabric, or cut of their products. A robust finding in the marketing literature is that consumers place a greater value on customized than on standard products because these unique products better fit and communicate their tastes, preferences, and identity. However, the majority of focal products in these studies fall outside the luxury segment. The authors demonstrate that consumers' customization preferences differ between mainstream and luxury brands. In the luxury segment, consumers pay a premium for the designer's expertise and the status that it can convey. As such, the consumers' desire for self-expression can potentially erode the product's signaling value. Through a series of four experiments, the authors demonstrate that luxury brands can benefit from customization but they can also take customization too far. Their findings suggest that brand managers should allow consumers to make fewer design decisions for luxury versus mainstream brands to preserve the signal value created by the designer.

Journal of marketing research. -- 2020, v. 57 n. 5, october, p. 937-947

1. Crowdsourcing 2. Fashion 3. Luxury 4. Mass customization 5. Self-design 6. Signaling 7. Status

**4****Cutting calories [Texto impreso] : the preference for lower caloric density versus smaller quantities among restrained and unrestrained eaters / Peggy J. Liu 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. 963-965

Abstract: The marketplace includes many attractive high-calorie indulgent food offerings. Despite their appeal, consumers may often be prompted to consider lower-calorie-package offerings instead (e.g., 100-calorie packs). The question thus arises: What predicts consumers' preferences between different kinds of lower-calorie offerings? The authors conceptualize two different routes to lower-calorie versions of indulgent foods: a lower-caloric-density version (e.g., baked potato chips) or a smaller-portion-size version (e.g., a smaller bag of potato chips). The authors examine how such versions are differentially preferred and why, focusing on the key role of dietary restraint. The authors show that as dietary restraint increases, the preference for a lower-calorie version created via lower caloric density (vs. a smaller portion size) increases. Differential weights placed on health and fullness goals help explain differing preferences across dietary restraint (as the lower-caloric-density version is perceived as healthier and more filling, albeit less tasty, than the smaller-portion-size version). This framework offers theoretical implications for understanding two routes to cutting calories, practical implications for food marketers, and methodological implications for studying food choices.

Journal of marketing research. -- 2020, v. 57 n. 5, october, p. 948-965

1. Calories 2. Dietary restraint 3. Healthiness 4. Portion size 5. Substitution

5

**Face forward [Texto impreso] : how employees' digital presence on service websites affects customer perceptions of website and employee service quality / Dennis Herhausen ... [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. 935-936

**Abstract:** Confronted with increasing digitalization, service firms are challenged to sustain customer loyalty. A promising means to do so is to leverage the digital presence of service employees on their website. A large-scale field study and several experimental studies show that the digital presence of service employees on the firm website increases current website service quality perceptions and positively shapes memories related to employee service quality perceptions from past service encounters. Both effects indirectly increase customer loyalty and, in turn, financial performance, and are amplified by employee accessibility and a service firm's customer orientation. The authors examine further boundary conditions for the memory process: only service employees evoke the beneficial spillover effect to employee service quality perceptions, and the spillover effect does not generalize to evaluations of product quality. Remarkably, an employee's digital presence, although factually unrelated, augments customer perceptions of service employees' competence and commitment and thus strengthens rather than erodes service employees' role in customer-firm relationships. Theoretical and managerial implications deepen the understanding of how to add a human touch to digital channels.

Journal of marketing research. -- 2020, v. 57 n. 5, october, p. 917-936

1. Digital presence 2. Online customer experience 3. Reconstructive memory process 4. Service employees 5. Service quality 6. Social presence 7. Spillover effect

6

**Locational choices [Texto impreso] : modeling consumer preferences for proximity to others in reserved seating venues / Simon J. Blanchard, Tatiana L. Dyachenko, and Keri L. Kettle**

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. 898-899

**Abstract:** This article proposes a measurement approach to determine how consumers prefer to locate themselves in proximity to others during consumption experiences, such as when they purchase reserved seating tickets to a performance. Applied to data from locational choice experiments that simulate reserved seating assortments, administered to more than 2,000 participants, this approach reveals the importance of modeling proximity to others when studying locational choices. It also emphasizes the degree to which consumers are heterogeneous in their preferences for proximity to both focal elements (e.g., stage, screen, aisles) and other consumers. Therefore, event operators should collect data beyond purchase ticket logs and also include consumers who did not purchase. Furthermore, this study illustrates how managers can use fitted, individual-level parameters and an optimization model to make more effective seat-level availability decisions. In addition to these recommendations for managers of reserved seating venues, this article offers novel contributions to research related to advance selling, spatial models, and personal space.

Journal of marketing research. -- 2020, v. 57 n. 5, october, p. 878-899

1. Advance selling 2. Concert halls 3. Locational choices 4. Personal space 5. Movie theaters 6. Spatial models

7

**The polarity of online reviews [Texto impreso] : prevalence, drivers and implications / Verena Schoenmueller, Oded Netzer, and Florian Stahl**

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. 875-877

**Abstract:** In this research, the authors investigate the prevalence, robustness, and possible reasons underlying the polarity of online review distributions, with the majority of the reviews at the positive end of the rating scale, a few reviews in the midrange, and some reviews at the negative end of the scale. Compiling a large data set of online reviews—over 280 million reviews from 25 major online platforms—the authors find that most reviews on most platforms exhibit a high degree of polarity, but the platforms vary in the degree of polarity on the basis of how selective customers are in reviewing products on the platform. Using cross-platform and multimethod analyses, including secondary data, experiments, and survey data, the authors empirically confirm polarity self-selection, described as the higher tendency of consumers with extreme evaluations to provide a review as an important driver of the polarity of review distributions. In addition, they describe and demonstrate that polarity self-selection and the polarity of the review distribution reduce the informativeness of online reviews.

Journal of marketing research. -- 2020, v. 57 n. 5, october, p. 853-877

1. Imbalance 2. Online reviews 3. Polarity 4. Self-selection 5. User-generated content

8

**State-dependent demand estimation with initial conditions correction [Texto impreso] / Andrey Simonov ... [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. 808-809

**Abstract:** The authors analyze the initial conditions bias in the estimation of brand choice models with structural state dependence. Using a combination of Monte Carlo simulations and empirical case studies of shopping panels, they show that popular, simple solutions that misspecify the initial conditions are likely to lead to bias even in relatively long panel data sets. The magnitude of the bias in the state dependence parameter can be as large as a factor of 2–2.5. The authors propose a solution to the initial conditions problem that samples the initial states as auxiliary variables in a Markov chain Monte Carlo procedure. The approach assumes that the joint distribution of prices and consumer choices is in equilibrium, which is plausible for the mature consumer packaged goods products commonly used in empirical applications. In Monte Carlo simulations, the approach recovers the true parameter values even in relatively short panels. Finally, the authors propose a diagnostic tool that uses common, biased approaches to bound the values of the state dependence and construct a computationally light test for state dependence.

Journal of marketing research. -- 2020, v. 57 n. 5, october, p. 789-809

1. Markov chain Monte Carlo 2. Initial conditions bias 3. Panel data 4. State dependence 5. Brand choice modeling

9

**Threat of entry and organizational-form choice [Texto impreso] : the case of franchising in retailing / Mitsukuni Nishida and Nathan Yang**

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. 829-830

**Abstract:** Retail expansion is led by multistore firms, which often mix two organizational forms: franchised and company-owned outlets ("franchising decisions"). The authors examine whether strategic considerations in entry and expansion play a role in organizational-form decisions (e.g., franchising) in retailing. The authors utilize store count and revenues for franchised and company-owned outlets of nationwide convenience store chains in 47 geographical markets in Japan between 1984 and 2010. The empirical analyses show that strategic considerations in entry and expansion, ignored in the literature on franchising, appear to influence an organizational-form decision: firms rely more on company-owned outlets for expansion when the threat of entry from competitor firms in adjacent markets increases. The authors examine two interpretations: the convenience of quick deployment and a credible signal. Numerical analyses of a simple dynamic model of entry and franchising confirm that company-owned-outlet-based expansion arises under heightened entry threat. The simulation analysis highlights how franchising decisions in response to an elevated threat of entry may be beneficial (or harmful) for an incumbent firm, which yields key implications for firms, consumers, and policy makers.

Journal of marketing research. -- 2020, v. 57 n. 5, october, p. 810-830

1. Entry accommodation 2. Entry deterrence 3. Franchising 4. Organizational-form choice 5. Retailing 6. Threat of entry

10

**When consumption regulations backfire [Texto impreso] : the role of political ideology / Caglar Irmak, Mitchel R. Murdock, and Vamsi K. Kanuri**

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. 982-984

**Abstract:** The authors investigate the role of political ideology in consumer reactions to consumption regulations. First, they demonstrate via a natural experiment that conservatives (but not liberals) increase usage of mobile phones in cars after a law was enacted prohibiting that activity (Study 1). Then, through three lab experiments the authors illustrate that after consumers are exposed to consumption regulations from the government (e.g., laws that restrict consumption, warning labels designed by the Food and Drug Administration), conservatives (vs. liberals) are more likely to (1) use phones when restricted (Study 2), (2) purchase unhealthy foods (Study 3), and (3) view smoking e-cigarettes more favorably (Study 4). No such effects are observed when a nongovernment source is used, or when the message from the government is framed as a notification (vs. warning). These findings point to the important roles of political ideology and the message source in increasing reactance to consumption regulations, thereby mitigating the effectiveness of public policy initiatives undertaken by the government.

Journal of marketing research. -- 2020, v. 57 n. 5, october, p. 966-984

1. Consumer welfare 2. Government regulation 3. Political ideology 4. Public policy 5. Reactance 6. Warning messages