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**Competition and firm service reliability decisions [Texto impreso] : a study of the airline industry / Chen Zhou, Paulo Albuquerque, and Rajdeep Grewal.**

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. 397-399.

**Abstract:** To understand the impact of competition on organizational service reliability decisions, this study investigates whether firms in the airline industry consider competitors' actions when making their service reliability decisions. Using data from the U.S. Bureau of Transportation Statistics on flight cancellation rates and average length of flight delays, the authors use two complementary approaches, a simultaneous equation model and a discrete game framework, to examine competitive influence on firm decisions on the level of service reliability. The authors find that competitive effects are asymmetric and differ by the type of firm and its competitors—full-service versus low-cost airlines—as well by level of market concentration. The authors show that internal initiatives, such as on-time bonuses, can substantially improve service reliability but require the firm to account for competitive reactions. Ignoring competitive effects leads to an overestimation of the impact of these programs on service reliability levels.

Journal of marketing research. -- 2021, v. 58 n. 2, april, p. 377-399

1. Airline industry 2. Cancellation rates 3. Competition 4. Flight delays 5. Service reliability 6. Simultaneous discrete game 7. Simultaneous equation model

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**Consumer rational (in)attention to favorable and unfavorable product information, and firm information design [Texto impreso] / Kinshuk Jerath and Qitian Ren.**

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. 361-362.

**Abstract:** The authors study how a consumer optimally allocates attention to favorable and unfavorable product-related information before making the purchase decision, when information processing is costly. They find that attention allocation depends on, among other factors, the consumer's prior belief about whether the product matches their needs and their unit information processing cost. A consumer processes both "confirmatory" and "disconfirmatory" information to their prior belief, but to different degrees under different conditions. In general, if the consumer has an extreme prior, or if the unit cost of processing information is high such that only a small amount of information is optimally processed, they process more confirmatory than disconfirmatory information; this offers a rational explanation for the phenomenon known as "confirmation bias." The authors also find that a seller can benefit by influencing the consumer's attention allocation by strategically choosing how much favorable and unfavorable information to make available for the consumer to process and by influencing the information processing cost, where the optimal strategy depends on the seller's ability to adjust product price. Surprisingly, a seller has a lower incentive to suppress unfavorable information when the consumer has a worse prior belief about product fit. The authors illustrate their model with an application to information provision in product reviews.

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1. Attention allocation 2. Confirmation bias 3. Consumer search 4. Hypothesis-confirming/-disconfirming search 5. Information design 6. Positive/negative test strategy

**3****The dark side of mobile app adoption [Texto impreso] : examining the impact on customers' multichannel purchase / Xian Gu and P.K. Kannan.**

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. 264.

Abstract: Firms use mobile applications to engage with customers, provide services, and encourage customer purchase. Conventional wisdom and previous research indicate that apps have a positive effect on customer spending. The authors critically examine this premise in a highly competitive institutional context by estimating how customers' multichannel spending changes after adopting a hotel group's app and identifying the factors contributing to such change. Exploiting the variation in customers' timing of app adoption and using a difference-in-differences approach, the authors find that the effect of app adoption on customers' overall spending is significant and negative. Additional analyses suggest the possibility that customers who adopt the focal app also adopt competitor apps and therefore search more and shop around, leading to decreased share of wallet with the focal hotel group. The authors also find that the negative effect on spending is smaller for customers who use the app for mobile check-in service than those who use the app for only searching, highlighting the role of app engagement in mitigating the negative effect.

Journal of marketing research. -- 2021, v. 58 n. 2, april, p. 246-264

1. Difference-in-differences 2. Mobile apps 3. Mobile marketing 4. Multichannel marketing

**4****The impact of informational and emotional television ad content on online search and sales [Texto impreso] / Ivan A. Guitart and Stefan Stremersch.**

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. 318-320.

Abstract: This article documents how informational and emotional appeals in more than 2,000 television ads for 144 car models, aired over four years, influence online search and sales. Increasing the emotional content of ads leads to increases in online search, but increasing the informational content does not. Both informational and emotional content positively influence sales. However, increases in informational content lead to more incremental sales for low-price and low-quality cars than for high-price and high-quality cars. In turn, increases in emotional content generate more incremental sales for high-price cars than for low-price cars. Analyses of the results suggest that managers of high-price and high-quality cars should prioritize emotional rather than informational content in ads. However, managers of low-price and low-quality cars should emphasize emotional content if their objective is to increase online search and informational content if their objective is to increase sales.

Journal of marketing research. -- 2021, v. 58 n. 2, april, p. 299-320

1. Advertising content 2. Advertising effectiveness 3. Automotive industry 4. Online search 5. Purchase funnel 6. Television advertising

**5****The importance of price beliefs in consumer search [Texto impreso] / Pranav Jindal and Anocha Aribarg.**

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. 341-342.

Abstract: A consumer's decision to engage in search depends on the beliefs the consumer has about an unknown product characteristic (e.g., price). Because beliefs are rarely observed, researchers typically assume that consumers have rational expectations or update beliefs consistent with Bayesian updating. These assumptions are restrictive and do not enable the researcher or the retailer to price discriminate among consumers on the basis of heterogeneity in beliefs. The authors use Monte Carlo experiments to show how these assumptions affect estimates of search cost. Next, they design an incentive-aligned online study in which participants search over the price of a homogeneous good, and the authors elicit distributions of price beliefs before and after each search. Drawing on data collected from a nationally representative panel, they find substantial heterogeneity in prior price beliefs, such that participants update their beliefs in response to search outcomes but deviate from Bayesian updating in that they underreact to new information. Importantly, the authors show that (1) assuming Bayesian updating does not significantly bias search cost estimates at the aggregate level if the researcher accounts for heterogeneous prior beliefs, (2) eliciting heterogeneity in prior expected prices is much more important than eliciting heterogeneity in prior price uncertainty, and (3) a retailer can increase profits through third-degree price discrimination by recognizing the heterogeneity in prior beliefs.

Journal of marketing research. -- 2021, v. 58 n. 2, april, p. 321-342

1. Bayesian updating 2. Consumer search 3. Price beliefs 4. Rational expectations 5. Search costs 6. Sequential search

**6****Making the world a better place [Texto impreso] : how crowdfunding increases consumer demand for social-good products / Bonnie Simpson ... [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. 374-376.

Abstract: Crowdfunding has emerged as an alternative means of financing new ventures wherein a large number of individuals collectively back a project. This research specifically examines reward-based crowdfunding, in which those who take part in the crowdfunding process receive the new product for which funding is sought in return for their financial support. This work illustrates that consumers make fundamentally different decisions when considering whether to contribute their money to crowdfund versus purchase a product. Six studies demonstrate that compared with a traditional purchase, crowdfunding more strongly activates an interdependent mindset and, as a result, increases consumer demand for social-good products (i.e., products with positive social and/or environmental impact). The research further highlights that an active involvement in the crowdfunding process is necessary to increase demand for social-good products: when a previously crowdfunded product is already to market, the effect is eliminated. Finally, it is demonstrated that crowdfunding participants exhibit an increased demand for social-good products only when collective efficacy (i.e., one's belief in the collective's ability to bring about change) is high.

Journal of marketing research. -- 2021, v. 58 n. 2, april, p. 363-376

1. Collective-efficacy beliefs 2. Construal level 3. Crowdfunding 4. Interdependent self-construal 5. Social-good products

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**Marketing, through the eyes of the stigmatized [Texto impreso] /Colleen M. Harmeling ... [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. 243-245.

**Abstract:** A consumer's personal attribute (e.g., disease, body weight) can assume the qualities of a stigma (i.e., become a source of devaluation by others) in the presence of certain audiences, which can affect consumption and represent a major hurdle to marketers in many industries (e.g., health care). Two field experiments manipulating the marketing communications sent to 1,453 consumers diagnosed with 87 diseases of varying stigma potential, as well as two Amazon Mechanical Turk studies, reveal that consumers with potentially stigmatizing attributes distinctly decode aspects of marketing communications as audience cues, to infer how (un)favorable observers of their consumption will be in light of the potential stigma. When consumers possess potentially stigmatizing attributes, audience cues influence social devaluation inferences, which influence their beneficial consumption (program enrollment, long-term engagement in health care program; e.g., 64% click-through decrease) and their interest in detrimental consumption (products that promise to alleviate the stigma but are associated with considerable risks). Anticipated empowerment may increase beneficial consumption among consumers managing stigmatizing attributes.

Journal of marketing research. -- 2021, v. 58 n. 2, april, p. 223-245

1. Consumer stigma 2. Field experiments 3. Social devaluation 4. Consumer empowerment

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**Ritualistic consumption decreases loneliness by increasing meaning [Texto impreso] / Xuehua Wang, Yixia Sun, and Thomas Kramer.**

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. 296-298.

**Abstract:** Despite the prevalence of both chronic and transient loneliness and the detrimental consequences associated with them, as a negatively valenced response to social exclusion, loneliness has received surprisingly little attention in the marketing literature. Drawing on research showing that lonely people often lack meaning in their life, the authors propose that ritualistic behavior that involves consumer products may reduce loneliness by increasing meaning in life. Specifically, a series of studies finds that engaging in even minimal, unfamiliar rituals reduces loneliness among lonely consumers. The results support the important role of meaningfulness. The authors find that the effect of rituals on loneliness is mediated by meaning in life via perceived product meaningfulness. They also find that ritualistic behavior no longer affects loneliness when the experience of meaningfulness can be derived incidentally.

Journal of marketing research. -- 2021, v. 58 n. 2, april, p. 282-298

1. Affect 2. Irrational beliefs 3. Loneliness 4. Meaning in life 5. Rituals

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**The role of gender in pay-what-you-want contexts [Texto impreso] / Shelle Santana and Vicki G. Morwitz.**

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. 278-281.

**Abstract:** This research highlights how gender shapes consumer payments in pay-what-you-want contexts. Four studies involving hypothetical and real payments show that men typically pay less than women in pay-what-you-want settings, due to gender differences in agentic versus communal orientation. Men approach the payment decision with an agentic orientation, and women approach it with a communal orientation. These orientations then shape payment motives and ultimately affect payment behavior. Because agentic men are more self-focused, their payment decisions are motivated by economic factors, resulting in lower payments. Conversely, communal women are more other-focused, and their payment decisions are motivated by both social and economic factors, resulting in higher payments. The findings additionally highlight how sellers can use marketing communications to increase the salience of social payment motives and demonstrate that by doing so, marketers can increase how much men pay without altering how much women pay in pay-what-you-want settings.

Journal of marketing research. -- 2021, v. 58 n. 2, april, p. 265-281

1. Agency and communion theory 2. Behavioral pricing 3. Gender 4. Pay what you want

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**Uncertainty evokes consumers' preference for brands incongruent with their global–local citizenship identity [Texto impreso] / Sharon Ng, Ali Faraji-Rad, and Rajeev Batra.**

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. 413-415.

**Abstract:** This research demonstrates that under states of certainty, consumers with a relatively stronger global (local) identity prefer global (local) brands, whereas under states of uncertainty, consumers with a relatively stronger global (local) identity prefer local (global) brands. This effect occurs because uncertainty (certainty) activates a divergent (convergent) thinking style, which results in a preference for options that are more distant from (closer to) the identity to which consumers associate more strongly. The effect holds both when individuals' global–local citizenship identity is measured and when it is manipulated. The research further establishes an important boundary condition for the effect. The effect holds in the citizenship identity context because people normally associate themselves with both local and global citizenship identities, and situational or dispositional factors only influence the degree to which they associate with each identity. The effect does not surface when individuals construe their local– global citizenship identities as interfering, meaning they conceive that holding one identity conflicts with holding the other.

Journal of marketing research. -- 2021, v. 58 n. 2, april, p. 400-415

1. Globalization 2. Branding 3. Identity 4. Uncertainty 5. Creativity 6. Divergent thinking