

**1****Customer complaints and recovery effectiveness [Texto impreso]: a customer base approach / George Knox and Rutger van Oest**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 55-57

Abstract: Although customer complaints are a well-studied aspect of business, no study has measured the impact of actual complaints and recoveries on subsequent customer purchasing. The authors develop a customer base model to investigate the effectiveness of recovery in preventing customer churn. They calibrate it on panel data that track actual purchases, complaints, and recoveries for 20,000 new customers of an Internet and catalog retailer over 2.5 years. Complaints are associated with a substantial increase in the probability that the customer stops buying, but the size of the increase depends on prior customer experiences: prior purchases mitigate the effect, and their impact is long-lasting, whereas prior complaints exacerbate the effect, but their impact is short-lived. Thus, unless the customer leaves the company after a complaint, or a second failure occurs shortly after the first, the relationship quickly returns to normal. Recovery counters the effect of the complaint but, in almost all cases, does not entirely offset it. The authors use simulation to translate the results to financial impact and discuss implications for researchers and managers.

Journal of marketing. -- 2014, v. 78, n. 5, september, p. 42-57

1. Complaints 2. Complaint management 3. Churn 4. Failure 5. Recovery

**2****Customer orientation structure for internet-based business-to-business platform firms [Texto impreso] / Anindita Chakravarty, Alok Kumar and Rajdeep Grewal**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 21-23

Abstract: Internet-based business-to-business platforms involve a buyer side transacting with a seller side, both of which are customers of an intermediary platform firm. Dyadic viewpoints implicit in conventional theories of customer orientation thus must be modified to apply to a triadic relationship system (seller-platform-buyer) in platform settings. The authors propose that customer orientation of platform firms consists of total customer orientation (customer orientation toward both the buyer and seller sides) and customer orientation asymmetry (customer orientation in favor of the seller relative to the buyer side) and examine the antecedents and consequences of these orientations. Data from 109 business-to-business electronic platforms reveal that buyer-(seller-) side concentration increases total customer orientation and customer orientation asymmetry toward sellers (buyers). These positive effects are weaker when buyers and sellers interact directly (two-sided matching) versus indirectly (one-sided matching) and are stronger when the offering prices vary (dynamic price discovery) versus remain stable (static price discovery) during negotiations. Finally, total customer orientation increases platform performance by itself and in interaction with customer concentration, but orientation asymmetry increases performance only in conjunction with customer concentration.

Journal of marketing. -- 2014, v. 78, n. 5, september, p. 1-23

1. Customer relationship marketing 2. Business-to-business marketing 3. Customer orientation 4. Electronic markets 5. Survey

**3****An examination of social influence on shopper behavior using video tracking data [Texto impreso] / Xiaoling Zhang ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 40-41

**Abstract:** This research investigates how the social elements of a retail store visit affect shoppers' product interaction and purchase likelihood. The research uses a bivariate model of the shopping process, implemented in a hierarchical Bayes framework, which models the customer and contextual factors driving product touch and purchase simultaneously. A unique video tracking database captures each shopper's path and activities during the store visit. The findings reveal that interactive social influences (e.g., salesperson contact, shopper conversations) tend to slow the shopper down, encourage a longer store visit, and increase product interaction and purchase. When shoppers are part of a larger group, they are influenced more by discussions with companions and less by third parties. Stores with customers present encourage product interaction up to a point, beyond which the density of shoppers interferes with the shopping process. The effects of social influence vary by the salesperson's demographic similarity to the shopper and the type of product category being shopped. Several behavioral cues signal when shoppers are in a potentially high need state and may be good sales prospects.

Journal of marketing. -- 2014, v. 78, n. 5, september, p. 24-41

1. Social influence 2. Video tracking 3. Shopper marketing 4. Path analysis 5. Hierarchical bayes model

**4****Green claims and message frames [Texto impreso] : how green new products change brand attitude / Mitchell C. Olsen, Rebecca J. Slotegraaf and Sandeep R. Chandukala**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 134-137

**Abstract:** In response to a top ten global consumer trend, firms are increasingly introducing environmentally sustainable ("green") new products. Firms allocate significant resources to this area; thus, the authors consider the brand-level implications by investigating how the introduction of green new products changes attitude toward the brand. In examining this relationship, they draw from social identity and framing theories to investigate drivers of green new product introductions as well as the moderating effects of message framing, source credibility, and product type. Estimating a three-stage least squares model based on new product introductions from 75 brands across a four-year time period (2009-2012), the authors find that green new product introductions can indeed improve brand attitude and that both the brand and category's positioning influence the introduction of green new products. They also find that the quantity of green messages, the product type, and their source credibility influence the extent to which green new products change brand attitude. The authors use these findings to provide guidance for managers as they attempt to effectively link their green innovation efforts to improve consumer attitudes toward their brands.

Journal of marketing. -- 2014, v. 78, n. 5, september, p. 119-137

1. Brand attitude 2. Green products 3. Innovation 4. Message framing 5. Source credibility

**5****Looking beyond the horizon [Texto impreso] : how to approach the customers' customers in business-to-business markets / Christian Homburg, Halina Wilczek and Alexander Hahn**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 77

**Abstract:** Suppliers in business-to-business (B2B) markets often approach their customers' customers with marketing activities. However, marketing research lacks an integrative conceptualization of this phenomenon. The authors address this void by conceptualizing a B2B supplier's marketing approaches to indirect customers. Drawing on a literature review and a qualitative empirical study, the authors identify three indirect customer marketing approaches: direct customer downstream support, cooperative indirect customer marketing, and independent indirect customer marketing. They also propose external (value chain-related) and internal (B2B supplier-related) moderators that influence the relationship between a B2B supplier's marketing approaches to indirect customers and its financial performance. The authors argue that although power constellations and product value contribution in the value chain determine the specific indirect customer marketing approach that will lead to financial success, internal professionalization of a B2B supplier's organizational structure and processes further strengthens the positive financial impact of each approach.

Journal of marketing. -- 2014, v. 78, n. 5, september, p. 58-77

1. Customers' customers 2. Indirect customer marketing 3. Derived demand 4. Business-to-business marketing 5. Qualitative research

**6****Managing revenue across retail channels [Texto impreso] : the interplay of service performance and direct marketing / Donald J. Lund and Detelina Marinova**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 116-118

**Abstract:** Increased internal pressure to make marketing accountable, combined with market pressure from the proliferation of new service delivery channels, requires retailers to better understand the differential impacts of marketing efforts across channels now more than ever. In this article, the authors (1) develop and test a theoretically grounded framework for the interplay of objective service performance and direct marketing in shaping retail revenue over time through two distinct service delivery channels (on-site and remote) and (2) conceptualize service delivery channel-specific servicescapes as facilitative mechanisms for the effectiveness of objective service performance and direct marketing. The authors test the conceptual framework with multisource data from a major national pizza retailer comprising a field study based on a time series of 223 weeks across five stores of objective marketing and performance data (delivery time) and a cross-sectional survey of the retailer's customers. They find that objective service performance and direct marketing interact by exhibiting a trade-off effect contingent on specific aspects of the servicescape. When both objective service performance and direct marketing levels are high, servicescape quality design perceptions alleviate the trade-off effect in on-site delivery channels, and servicescape time/effort cost perceptions do so in remote delivery channels. The authors conclude with a discussion of implications for research and practice.

Journal of marketing. -- 2014, v. 78, n. 5, september, p. 99-118

1. Service performance 2. Direct marketing 3. Service delivery channel

**7****Place the logo high or low? [Texto impreso] : using conceptual metaphors of power in packaging design / Aparna Sundar and Theodore J. Noseworthy**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 148-150

**Abstract:** Across three studies, this research examines how marketers can capitalize on their brand's standing in the marketplace through strategic logo placement on their packaging. Using a conceptual metaphor framework, the authors find that consumers prefer powerful brands more when the brand logo is featured high rather than low on the brand's packaging, whereas they prefer less powerful brands more when the brand logo is featured low rather than high on the brand's packaging. Furthermore, the authors confirm that the underlying mechanism for this shift in preference is a fluency effect derived from consumers intuitively linking the concept of power with height. Given this finding, the authors then demonstrate an important boundary condition by varying a person's state of power to be at odds with the metaphoric link. The results demonstrate when and how marketers can capitalize on consumers' latent associations through package design.

Journal of marketing. -- 2014, v. 78, n. 5, september, p. 138-151

1. Package design 2. Conceptual metaphor theory 3. Embodied cognition 4. Branding 5. Fluency 6. Logos

**8****The role of culture in international relationship marketing [Texto impreso] / Stephen A. Samaha, Joshua T. Beck and Robert W. Palmatier**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 97-98

**Abstract:** International relationships are increasingly critical to business performance. Yet despite a recent surge in international research on relationship marketing (RM), it is unclear whether or how RM should be adapted across cultures. The authors adopt Hofstede's dimensions of culture to conduct a comprehensive, multivariate, metaregression analysis of 47,864 relationships across 170 studies, 36 countries, and six continents. To guide theory, they propose four tenets that parsimoniously capture the essence of culture's effects on RM. Study 1 affirms these tenets and emphasizes the importance of taking a fine-grained perspective to understand the role of culture in RM because of the high degree of heterogeneity across different cultural dimensions and RM linkages. For example, the magnitude of individualism's effect is 71% greater on RM than other cultural dimensions, whereas masculinity has almost no effect; however, accounting only for individualism ignores significant moderating effects of power distance and uncertainty avoidance dimensions. To guide managers, Study 2 adopts a country-level approach and reveals that RM is much more effective outside the United States such that relationships are 55% more effective, on average, for increasing business performance in Brazil, Russia, India, and China.

Journal of marketing. -- 2014, v. 78, n. 5, september, p. 78-98

1. International relationship marketing 2. Individualism-collectivism 3. Power distance 4. Uncertainty avoidance 5. Masculinity-femininity