

1**The cool scent of power [Texto impreso] : effects of ambient scent on consumer preferences and choice behavior / Adriana V. Madzharov, Lauren G. Block and Maureen Morrin**

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. 95-96

Abstract: The present research examines how ambient scents affect consumers' spatial perceptions in retail environments, which in turn influence customers' feelings of power and, thus, product preference and purchasing behavior. Specifically, the authors demonstrate that in a warm- (vs. cool-) scented and thus perceptually more (vs. less) socially dense environment, people experience a greater (vs. lesser) need for power, which manifests in increased preference for and purchase of premium products and brands. This research extends knowledge on store atmospherics and customer experience management through the effects of ambient scent on spatial perceptions and builds on recent research on power in choice contexts.

Journal of marketing. -- 2015, v. 79, n. 1, january, p. 83-96

1. Scent 2. Store atmospherics 3. Luxury consumption 4. Consumer choice

2**Indirect learning [Texto impreso] : how emerging market firms grow in developed markets / Sourindra Banerjee, Jaideep C. Prabhu and Rajesh K. Chandy**

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. 27-28

Abstract: Some emerging-market firms have recently achieved substantial growth in developed markets despite having had little prior experience in these markets. What explains the performance of these firms? Building on the organizational learning literature, the authors argue that indirect learning (i.e., learning from the experience of others) plays a crucial role in explaining this phenomenon. Specifically, they propose that emerging-market firms that grow in developed markets overcome their lack of direct experience in such markets by learning indirectly through their leaders, competitors, and interfirm networks. The authors test their thesis by comparing the international growth in developed markets of a sample of emerging-market firms (116 Indian firms) with a sample of developed-market firms (160 U.K. firms). The results support the authors' thesis about the importance of indirect learning in explaining the international growth of emerging-market (relative to developed-market) firms in developed markets. The authors discuss the implications of these findings for policy makers in the areas of higher education, competition policy, and international trade as well as for managers in the areas of middle-management recruitment, competitor analysis and tracking, and managing interfirm networks.

Journal of marketing. -- 2015, v. 79, n. 1, january, p. 10-28

1. International growth 2. Emerging markets 3. Developed markets 4. Indirect learning 5. Leaders

3**Leveraging trends in online searches for product features in market response modeling [Texto impreso] / Rex Yuxing Du, Ye Hu and Sina Damangir**

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. 42-43

Abstract: Evolving tastes can change the relative importance of product features in shaping consumers' purchase decisions, which in turn can shift the relative attractiveness of products with different feature levels. The challenge lies in finding a reliable yet cost-effective way to monitor the weights consumers place on various product features. In the context of the U.S. automotive market, the authors explore the potential of using trends in online searches for feature-related keywords as indicators of trends in the relative importance of the corresponding features (e.g., fuel economy, acceleration, cost to buy, cost to operate, body type). By augmenting marketing-mix data with feature search data in a market response model, they show substantial improvements in goodness-of-fit both in and out of sample. The authors find empirical support for the hypothesis that feature search trends are positively correlated with feature importance trends. They discuss how managers may make better decisions by monitoring feature search trends and leveraging those trends strategically.

Journal of marketing. -- 2015, v. 79, n. 1, january, p. 29-43

1. Google trends 2. Market response model 3. Product feature 4. Conjoint analysis 5. Big data

4**Marketing communication strategies and consumer financial decision making [Texto impreso] : the role of national culture / J. Andrew Petersen, Tarun Kushwala and V. Kumar**

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. 61-63

Abstract: Consumers frequently make important financial decisions that have short- and long-term impacts on their welfare. The authors expect that these financial decisions are a function of consumers' past experiences and interactions with a financial services firm as well as consumers' long-term priorities (e.g., national culture). They determine how three cultural dimensions (long-term orientation, uncertainty avoidance, and masculinity) and marketing communication type (promotion focused vs. prevention focused) affect three key consumer financial decisions: (1) savings rate, (2) use of credit, and (3) spending pattern. To do so, they empirically test both the direct effect of national culture on consumer financial decision making and its moderating effect on the link between a firm's marketing efforts and consumer financial decision making. Drawing on regulatory focus theory, the authors develop and empirically test their hypotheses using a customer database from a multinational financial services firm based in the United Arab Emirates, with customers originating from 34 countries. They find that national culture directly affects consumer financial decision making and moderates the impact of marketing efforts by the financial services firm, which suggests that financial services firms should account for national culture when managing customers.

Journal of marketing. -- 2015, v. 79, n. 1, january, p. 44-63

1. Consumer financial decision making 2. Marketing responsiveness 3. Message content 4. Regulatory focus theory 5. Multicultural marketing communications

5**The timing of codevelopment alliances in new product development processes [Texto impreso] : returns for upstream and downstream partners / Eric (Er) Fang, Jongkuk Lee and Zhi Yang**

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. 80-82

Abstract: Upstream biotech firms (i.e., upstream partners) and downstream pharmaceutical firms (i.e., downstream partners) often form alliances to cope with performance uncertainty and to exploit product specificity in new product development. Although the performance implications of such alliances have been investigated, research has not offered insight into how the timing of such codevelopment alliances influences partner returns. The authors develop and test predictions that timing changes the costs and benefits accruing to upstream and downstream partners and that the effect of timing is influenced by a set of alliance, firm, and market conditions. An event study of 276 codevelopment agreements between biotech and pharmaceutical firms during 1998-2010 reveals that alliance governance structure, partner technological capability, and the competitiveness of market environments change the abnormal returns achieved by partners entering these relationships in important ways.

Journal of marketing. -- 2015, v. 79, n. 1, january, p. 64-82

1. Codevelopment timing 2. Upstream partner 3. Downstream partner 4. Abnormal stock returns 5. Transaction costs

6**What makes it green? [Texto impreso] : the role of centrality of green attributes in evaluations of the greenness of products / Andrew D. Gershoff and Judy K. Frels**

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. 109-110

Abstract: An increasing body of research addresses consumers' green product purchasing behavior, and yet little work has examined how consumers form perceptions of the greenness of products in the first place. Drawing on theories of attribute centrality (the degree to which an attribute is integral in defining an object), the authors argue that products with identical environmental benefits will be judged more or less green depending on whether the benefit stems from a central versus a peripheral attribute. They present four studies that support the hypotheses and explore factors that influence the effect of central attributes, including product category membership and integration of the green attribute with other elements of the product. They include controls for firm motivations and importance of the attribute to the individual consumer. The authors conclude the article with managerial and public policy implications, such as advice for firms on where to make green investments for maximum consumer impact and insight for public policy makers on the need for consumer assistance in objectively evaluating products with identical environmental benefits that achieve those benefits in different ways.

Journal of marketing. -- 2015, v. 79, n. 1, january, p. 97-110

1. Environmental decisions 2. Green product evaluations 3. Product attributes 4. Centrality 5. Categorization