

1**Beyond fungible [Texto impreso] : transforming money into moral and social resources / Tonya Williams Bradford**

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. 96-97

Abstract: An essential characteristic of marketing practice and theory is the promotion of exchanges, many of which are funded by money. Marketing literature thus places great emphasis on determining what factors influence consumers to engage in the marketplace. Less understood, however, is how consumers allocate monetary resources to fund exchanges. Scholars have demonstrated that people employ earmarks to segregate money by source, meaning, or purpose. The ethnographic study of provisioning in the current research adds to prior scholarship with an explanation of how money, as a fungible resource, is transformed into moral and social resources by the behavioral process of ascribing earmarks and approaching provisioning. As part of this study, the author develops a typology that incorporates thrift provisioning and splurge provisioning approaches to categorize consumer goals derived from the use of prosaic and indexical earmarks. These goals are defined as economizing, sustaining, treating, and rewarding. The article closes with a discussion of implications for marketing managers and potential avenues for further research.

Journal of marketing. -- 2015, v. 79, n. 2, march, p. 79-97

1. Eamarks 2. Money 3. Provisioning 4. Moral resources 5. Social resources

2**Consumers' response to commercials [Texto impreso] : when the energy level in the commercial conflicts with the media context / Nancy M. Puccinelli, Keith Wilcox and Dhruv 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. 17-18

Abstract: This research examines how media-induced consumer activation level affects consumer response to highly energetic commercials. Over six studies, including a Hulu field experiment, the authors report that consumers who are experiencing a deactivating emotion (e.g., sadness induced by a movie) find it more difficult to watch highly energetic commercials compared with consumers who are not experiencing a deactivating emotion. As a result, consumers experiencing a deactivating emotion are less likely to watch highly energetic commercials and recall the advertiser compared with consumers who are not experiencing a deactivating emotion. The authors do not observe these effects when consumers experiencing a deactivating emotion watch commercials that are moderately energetic or when consumers do not experience a deactivating emotion. These findings suggest that when advertisers run commercials in a media context that induces a deactivating emotion (e.g., sadness, relaxation, contentment), they should avoid running highly energetic commercials (e.g., with upbeat, enthusiastic spokespeople). In addition, this research recommends that when advertisers are unable to determine the emotions induced by the media context, they should run commercials that are moderate in energy. The results of a meta-analysis across the present studies show that consumers experiencing a deactivating emotion will respond as much as 50 more favorably to moderately energetic commercials compared with highly energetic commercials.

Journal of marketing. -- 2015, v. 79, n. 2, march, p. 1-18

1. Advertising 2. Media 3. Services 4. Emotion 5. Digital/internet/interactive marketing

3**Gambled price discounts [Texto impreso] : a remedy to the negative side effects of regular price discounts / Sascha Alavi, Torsten Bornemann and Jan Wieseke**

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. 76-78

Abstract: In the context of price discounts, a special type of price promotion, in which savings depend on the outcome of a gamble and are thus uncertain, has recently achieved some popularity. The question arises as to whether such gambled price discounts (GPDs) incur the negative reference price effect—that is, a downward shift in customers' internal reference price (IRP)—which is often associated with regular price discounts (RPDs). From several studies, including two longitudinal field experiments, the authors find that GPDs indeed alleviate the negative reference price effect: IRPs and actual repurchasing tend to be lower for RPDs than for GPDs and a no-discount control condition. Moreover, the authors explore the psychological underpinnings of these effects and show that the different consequences of GPDs versus RPDs on IRPs are more pronounced if information regarding product quality is limited. The authors demonstrate that findings are robust to variations of GPD discount levels and the probability of winning.

Journal of marketing. -- 2015, v. 79, n. 2, march, p. 62-78

1. Uncertainty 2. Reference price 3. Gambled price discounts 4. Price promotion 5. Marketing innovation

4**The handmade effect [Texto impreso] : what's love got to do with it? / Christoph Fuchs, Martin Schreier and Stijn M. J. Van Osselaer**

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. 110

Abstract: Despite the popularity and high quality of machine-made products, handmade products have not disappeared, even in product categories in which machinal production is common. The authors present the first systematic set of studies exploring whether and how stated production mode (handmade vs. machine-made) affects product attractiveness. Four studies provide evidence for the existence of a positive handmade effect on product attractiveness. This effect is, to an important extent, driven by perceptions that handmade products symbolically “contain love.” The authors validate this love account by controlling for alternative value drivers of handmade production (effort, product quality, uniqueness, authenticity, and pride). The handmade effect is moderated by two factors that affect the value of love. Specifically, consumers indicate stronger purchase intentions for handmade than machine-made products when buying gifts for their loved ones but not for more distant gift recipients, and they pay more for handmade gifts when purchased to convey love than simply to acquire the best-performing product.

Journal of marketing. -- 2015, v. 79, n. 2, march, p. 98-110

1. Handmade 2. Machine-made 3. Production mode 4. Product attractiveness 5. Love 6. Contagion

5

A meta analysis of electronic word of mouth elasticity [Texto impreso] / Ya You, Gautham G. Vadakkepatt and Amit M. Joshi

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. 37-39

Abstract: The authors conduct a meta-analysis on the effect of electronic word of mouth on sales by examining 51 studies (involving 339 volume and 271 valence elasticities) and primary data collected on product characteristics (durability, trialability, and usage condition), industry characteristics (industry growth and competition), and platform characteristics (expertise and trustworthiness). Their analysis reveals that electronic word-of-mouth volume (valence) elasticity is .236 (.417). More importantly, the findings show that volume and valence elasticities are higher for privately consumed, low-trialability products that operate in less competitive industries and whose reviews are carried on independent review sites. Furthermore, volume elasticities are higher for durable goods and for reviews on specialized review sites, whereas valence elasticities are greater for community-based sites. Drawing on the results, they discuss several implications for managers and researchers and explain why valence elasticities are often found to be insignificant. Finally, they propose numerous directions for future research in the area on the basis of their findings.

Journal of marketing. -- 2015, v. 79, n. 2, march, p. 19-39

1. Electronic word-of-mouth elasticity 2. Social media 3. Meta-analysis

6

Navigating the institutional logics of markets [Texto impreso]: implications for strategic brand management / Burçak Ertimur and Gokcen Coskuner-Balli

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. 58-61

Abstract: Adopting an institutional theoretic framework, this article examines the evolution and competitive dynamics of markets composed of multiple practices, beliefs, and rule systems. The 30-year historical analysis of the U.S. yoga market illustrates the coexistence of spirituality, medical, fitness, and commercial logics. Using data gathered through archival sources, netnography, in-depth interviews, and participant observations, the authors link shifting emphases on institutional logics and their sustenance to institutional entrepreneurs' accumulation and transmission of cultural capital, strategies to legitimize plural logics, distinct branding practices, and contestations among the pervading logics. The study offers a managerial framework for managing conflicting demands of logics, conveying brand legitimacy, and creating a coherent brand identity in plural logic markets; in addition, it develops a theoretical account of links between institutional logics, competitive dynamics, and market evolution.

Journal of marketing. -- 2015, v. 79, n. 2, march, p. 40-61

1. Institutional logics 2. Market evolution 3. Strategic branding 4. Competition 5. Yoga