

1**Better not smile at the price [Texto impreso] : the differential role of Brand anthropomorphization on perceived price fairness / Hyokjin Kwak, Marina Puzakova and Joseph F. Rocereto**

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. 75-76

Abstract: This research shows that brand anthropomorphization increases the perceived unfairness of price increases and the perceived fairness of price decreases. First, analyzing a household panel data set, the authors demonstrate the real-world consequences of brand humanization on consumers' price sensitivity. Second, building on the theoretical premise that fairness judgments depend on consumer focus on the self versus others, they find that brand humanization enhances perceived unfairness of price increases for agency-oriented consumers, who tend to maximize their own self-interests. However, for communion-oriented consumers, who generally consider the needs of others, brand humanization increases perceived fairness of both price increases and decreases. Furthermore, because consumers' focus on the self versus others also depends on relationship goals, the nature of consumer-brand relationships interacts with agency-communion orientation to influence the effect of brand humanization on perceived price fairness. For example, exchange relationship norms reduce the power of brand anthropomorphization to enhance perceived fairness of price changes for communion-oriented consumers. In contrast, the communal nature of these relationships makes both agency- and communion-oriented consumers infer greater positive intent from a humanized (vs. nonhumanized) brand, thus leading to a more positive effect of brand humanization on price fairness for price decreases.

Journal of marketing. -- 2015, v. 79, n. 4, july, p. 56-76

1. Price fairness 2. Brand anthropomorphization 3. Agency-communion orientation 4. Consumer-brand relationship norms

2**Byob [Texto impreso] : how bringing your own shopping bags leads to treating yourself and the environment / Uma R. Karmarkar and Bryan Bollinger**

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. 15

Abstract: As concerns about pollution and climate change become more mainstream, the belief that shopping with reusable grocery bags is an important environmental and socially conscious choice has gained prevalence. In parallel, firms have joined policy makers in using a variety of initiatives to reduce the use of disposable plastic bags. However, little is known about how these initiatives might alter other elements of consumers' in-store behavior. Using scanner panel data from a single California location of a major grocery chain, and controlling for consumer heterogeneity, the authors demonstrate that bringing one's own bags increases purchases of not only environmentally friendly organic foods but also indulgent foods. They use experimental methods to further explore the expression of these effects and to consider the effects of potential moderators, including competing goals and store policies. The findings have implications for decisions related to product pricing, placement and assortment, store layout, and the choice of strategies employed to increase the use of reusable bags.

Journal of marketing. -- 2015, v. 79, n. 4, july, p. 1-15

1. Sustainability 2. Licensing 3. Priming 4. Green marketing 5. Mixed methods

3**Developing donor relationships [Texto impreso] : the role of the breadth of giving / Farnoosh Khodakarami, J. Andrew Petersen and Rajkumar Venkatesan**

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. 91-93

Abstract: This research proposes a mechanism to develop long-term donor relationships, a major challenge in the nonprofit industry. The authors propose a metric, donation variety, which captures a donor's breadth of donations with a given nonprofit organization, controlling for the distribution of donations to different initiatives. Using donation data spanning 20 years from a major U.S. public university, the authors find that improvements in donation variety increase the likelihood that the donor will make a subsequent donation, increase the donation amount, and reduce the sensitivity of donations to negative macroeconomic shocks. In the acquisition phase, most donors give to a single initiative, and these decisions are more influenced by a donor's intrinsic motivations. In contrast, as the donor-nonprofit organization relationship develops over time, nonprofit marketing efforts have a more significant influence on a donor's decision to give to multiple initiatives. Finally, the authors conduct a field study that validates the econometric analysis and provides causal evidence that marketing efforts by nonprofit organizations can encourage donors to spread donations across multiple initiatives.

Journal of marketing. -- 2015, v. 79, n. 4, july, p. 77-93

1. Donation variety 2. Field study 3. Cross-buying 4. Donor relationship management

4**Regaining lost customers [Texto impreso] : the predictive power of first-lifetime behavior, the reason for defection and the nature of the win-back offer / V. Kumar, Yashoda Bhagwat and Xi (Alan) Zhang**

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. 53-55

Abstract: Service firms, which have high attrition rates, are finding it exceedingly difficult to grow their customer base. Despite their extensive retention efforts, customers still defect. For these firms, "lost" customers may pose a rewarding "last-resort" opportunity. Reacquiring customers who left the firm may help these firms not only regain their lost profits but also usurp profits from competitors. However, some pertinent questions remain as to whether lost customers are worth the investment in reacquisition and whether they will remain profitable if reacquired. This is the first study to empirically demonstrate how (1) the lost customers' first-lifetime experiences and behaviors, (2) the reason for defection, and (3) the nature of the win-back offer made to lost customers are all related to the likelihood of their reacquisition, their second-lifetime duration, and their second-lifetime profitability per month. The study shows that the stronger the first-lifetime relationship with the firm, the more likely a customer is to accept the win-back offer. This study also presents relevant implications for managers interested in identifying new avenues for growth through effective resource allocation on the reacquisition and management of lost customers. Finally, the authors outline if and when managers should choose between maximizing reacquisition and profitability.

Journal of marketing. -- 2015, v. 79, n. 4, july, p. 34-55

1. Customer reacquisition 2. Defection reason 3. Win-back offer 4. Second-lifetime duration 5. Second-lifetime profitability

5

United we stand [Texto impreso] : the impact of buying groups on retailer productivity / Inge Geyskens, Katrijn Gielens and Stefan Wuyts

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. 32-33

Abstract: In diverse industries, from grocery retailing to health care, retailers join buying groups to achieve better terms with suppliers. The authors track the buying group membership of Europe's largest grocery retailers over a 15-year period and evaluate why some buying groups are better than others in increasing retailer performance and why different members belonging to the same group do not always benefit equally from their membership. They find that, on average, buying groups indeed generate scale advantages for their members: group scale increases group members' productivity and sales and decreases their cost of goods sold. Still, bigger is not always better. Retailers benefit less from buying group scale when the group is more heterogeneous in terms of member size and when it extends its scope across too many markets. Moreover, the smaller a member is within the group and the more it overlaps with fellow members, the less it benefits.

Journal of marketing. -- 2015, v. 79, n. 4, july, p. 16-33

1. Buying groups 2. Retailing 3. Alliances 4. Channel relationships 5. Retailer productivity

6

Who or what to believe [Texto impreso] : trust and the differential persuasiveness of human and anthropomorphized messengers / Maferima Touré-Tillery and Ann L. McGill

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. 106-107

Abstract: Participants in three studies read advertisements in which messages were delivered either by people or by anthropomorphized agents—specifically, “talking” products. The results indicate that people low in interpersonal trust are more persuaded by anthropomorphized messengers than by human spokespeople because low trusters are more attentive to the nature of the messenger and believe that humans, more than partial humans (i.e., anthropomorphized agents), lack goodwill. People high in interpersonal trust are less attentive about who is trying to persuade them and so respond similarly to human and anthropomorphized messengers. However, when prompted to be attentive, they are more persuaded by human spokespeople than by anthropomorphized messengers due to their belief that humans, more than partial humans, act with goodwill. Under conditions in which attentiveness is low for all consumers, high and low trusters alike are unaffected by the nature of persuasion agents. The authors discuss the implications of the findings for advertisers considering the use of anthropomorphized “spokespeople.”

Journal of marketing. -- 2015, v. 79, n. 4, july, p. 94-110

1. Anthropomorphism 2. Trust 3. Attentiveness 4. Persuasion 5. Goodwill