

1**Engaging customers in coproduction processes [Texto impreso]: how value-enhancing and intensity-reducing communication strategies mitigate the negative effects of coproduction intensity / Till Haumann ... [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. 31-33

Abstract: Coproduction offerings, in which customers engage in the production of goods and services, are ubiquitous (e.g., ready-to-assemble products, self-service technologies). However, although previous research has predominantly identified beneficial aspects of coproduction in contrast to traditional firm production, the pivotal role of coproduction intensity within coproduction processes has largely been neglected. Furthermore, little is known about strategies that firms can employ to positively influence customers' perceptions of coproduction processes. Drawing on a large field experiment with 803 customers engaging in actual coproduction processes, the current study makes a first attempt to address these research voids. The results show that coproduction intensity negatively affects customers' satisfaction with the coproduction process. Furthermore, the study offers first insights into how firms can mitigate these negative effects by employing corporate communication strategies that either emphasize specific coproduction value propositions (value-enhancing communication strategies) or highlight additional coproduction service supplements (intensity-reducing communication strategies).

Journal of marketing. -- 2015, v. 79, n. 6, november, p. 17-33

1. Coproduction 2. Customer satisfaction 3. Communication strategies 4. Field experiment

2**Harmful upward line extensions [Texto impreso] : can the launch of premium products result in competitive disadvantages? / Fabio Caldieraro, Ling-Jing Kao and Marcus Cunha Jr.**

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. 69-70

Abstract: Companies often extend product lines with the goal of increasing demand for their products and responding to competitive threats. Although line extensions may lead to cannibalization and reduction of overall profit, the bulk of theoretical and empirical research has suggested that product line extensions result in a net gain of overall demand and market share. To mitigate cannibalization, the extant literature prescribes the addition of premium versions of products, or "upward line extensions," with the intention of achieving gains not only in demand and market share but also in overall profit. In this research, the authors employ analytical and empirical methods to make the case that upward line extensions aimed at matching a competing product's attribute may lead consumers to reassess their perceptions about the brand and the attributes of products in the market in a way that erodes the advantages of the extending firm. Ultimately, this can result in a loss of demand, market share, and profit for the extending firm.

Journal of marketing. -- 2015, v. 79, n. 6, november, p. 50-70

1. Anchoring 2. Consumer learning 3. Line extension 4. Positioning 5. Spillover effects

3**How kinetic property shapes novelty perceptions [Texto impreso]/ Junghan Kim and Arun Lakshmanan**

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. 109-111

Abstract: This article demonstrates a new substantive finding: that kinetic property in advertising, defined as direction changes in the paths of moving on-screen ad elements, enhances consumer judgments of product novelty. Across six studies, the authors first outline an inference-based theory as to why the novelty-enhancing effect of kinetic property manifests: kinetic property generates impressions of how visually lively an ad is, which leads to inferences of product atypicality and, consequently, higher novelty judgments. Second, they demonstrate boundary conditions by showing that (1) the positive effect for kinetic property is evident with incremental (and not radical) innovations, (2) the effect dissipates when figure-ground contrast in the ad makes kinetic property less discriminable, (3) contextual adaptation to kinetic property can mitigate this effect, and (4) kinetic property enhances novelty judgments primarily when product category characteristics such as perceived market dynamism match with kinetic property-based executions. The authors offer substantive implications for firms marketing new products as well as for multimedia advertising.

Journal of marketing. -- 2015, v. 79, n. 6, november, p. 94-111

1. Novelty 2. Kinetic 3. New product 4. Online 5. Inference

4**The impact of dynamic presentation format on consumer preferences for hedonic products and services [Texto impreso] / Anne L. Roggeveen ... [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. 48-49

Abstract: Manufacturers and online retailers are readily availing themselves of new technologies to present their merchandise using a variety of formats, including static (still image) and dynamic (video) portrayal. Building on vividness theory, the authors propose and demonstrate that presenting products and services using a dynamic visual format enhances consumer preference for hedonic options and willingness to pay for those options. The dynamic presentation format increases involvement with the product/service experience in a manner presumably similar to that of the actual product experience. The result is an increased preference for and valuation of hedonic options. This holds true for experiential and search products in single and joint evaluations and carries over to subsequent choices. Across all studies, the results demonstrate that a dynamic (relative to static) presentation format enhances choice of the hedonically superior (vs. utilitarian-superior) option by more than 79%.

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1. Video 2. Dynamic presentation 3. Presentation 4. Hedonic 5. Images

5

Innovation sequences over iterated offerings [Texto impreso]: a relative innovation, comfort, and stimulation framework of consumer responses / Timothy B. Heath ... [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. 91-93

Abstract: Innovations commonly involve changes to iterated market offerings (e.g., new games, car models, film sequels). To better understand consumer iteration responses, the authors develop and test a theoretical framework grounded in (1) prior innovations serving as reference states (comparators) for later innovations and (2) consumer desires for both comfort and stimulation. In Study 1's online game, prior innovations and loss aversion (greater loss than gain impact) moderate evaluations of current innovations, whereby an introduction-weaker-stronger innovation sequence (Periods 1–3 of four periods) generates more entertainment than an introduction-stronger-weaker sequence because the former's weak-opening-then-rise does less harm than the latter's strong-opening-then-drop. Study 2 replicates Study 1 and shows that an introduction-weaker-weaker sequence produces enough habituation and diminishing negative returns to outperform an introduction-stronger-weaker sequence at Period 4. Study 3 offers marketplace corroboration with a film industry test in which minor (fewer) innovations perform better (e.g., sales, return on investment) earlier in franchises, whereas major (many) innovations perform better later, thereby reconciling prior research's opposing prescriptions for the use of major versus minor sequel innovations. The framework and results implicate carefully sequenced innovations for managing consumer iteration responses, including the possibility of interspersing weaker/minor innovations among stronger/major innovations.

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1. Product iterations 2. Innovation 3. New products 4. Brand management 5. Movies

6

Social networks within sales organizations [Texto impreso] : their development and importance for salesperson performance / Willy Bolander ... [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. 14-16

Abstract: Although the study of salesperson performance traditionally has focused on salespeople's activities and relationships with customers, scholars recently have proposed that salespeople's intraorganizational relationships and activities also play a vital role in driving sales performance. Using data from 286 salespeople in a unique social network analysis, the authors explore the effects of salespeople's intraorganizational relationships on objective salesperson performance as well as the role of political skill in developing intraorganizational relationships. The results indicate that two types of social network characteristics (i.e., relational centrality and positional centrality) contribute substantially to salesperson performance. Moreover, salespeople's political skill is shown to be an antecedent to relational centrality but, surprisingly, not positional centrality. This finding demonstrates that researchers should not assume that all centralities represent similar underlying network characteristics. In light of these results, the authors discuss several implications for both managers and researchers as well as directions for further research.

Journal of marketing. -- 2015, v. 79, n. 6, november, p. 1-16

1. Social network development 2. Network centralities 3. Sales performance 4. Political skill 5. Intraorganizational relationships