

1**Adjusting the warm-glow thermostat [Texto impreso] : how incentivizing participation in voluntary green programs moderates their impact on service satisfaction / Michael Giebelhausen ... [et al.]**

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

References: p. 69-71

Abstract: In Study 1, the authors find that people are more satisfied with a service experience when they choose to participate in the provider's voluntary green program (e.g., recycling)—an effect mediated by the "warm glow" of participation. The downside, however, is that this same mechanism decreases satisfaction among people who choose not to participate. In Study 2, analysis of data from the J.D. Power Guest Satisfaction Index suggests that incentivizing the program (i.e., compensating the program participants) paradoxically increases satisfaction for those who do not participate but decreases satisfaction among those who do. Studies 3 and 4 explore how manipulating incentive characteristics might enable managers to maximize satisfaction for both groups. Study 3 indicates that, compared with no incentive, an "other-benefiting" incentive increases warm glow and satisfaction for green program participants but decreases them among nonparticipants. Study 4, however, suggests that mixed incentive bundles (i.e., providing both self-benefiting and other-benefiting options) maximize warm glow and satisfaction for both groups—the ideal outcome for managers.

Journal of marketing. – 2016, v. 80, n. 4, july, p. 56-71

1. Green marketing 2. Warm glow 3. Social norms 4. Services marketing 5. Sustainability

2**Designed to succeed [Texto impreso] : dimensions of product design and their impact on market share / Rupinder P. Jindal ... [et al.]**

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

References: p. 88-89

Abstract: This research examines the relationship between product design and market share, a topic of considerable significance that has not been addressed in the published literature. Drawing from diverse disciplines such as marketing, industrial design, and engineering, the authors conceptualize design as being composed of three distinct product-level dimensions: function, form, and ergonomics. Furthermore, the authors examine the interplay among these design dimensions and their impact on the market share of a product. Empirical results using integrated repeated cross-sectional data obtained from several different sources in the U.S. light vehicle industry reveal an important strategic trade-off concerning design capabilities. Firms can either "design for satisfaction," by investing in both function and ergonomics, or "design for delight," by investing in form design capabilities so as to reap share rewards. The authors also show that older-generation vehicles with superior form designs do much better in terms of share than corresponding older vehicles with higher levels of either function or ergonomics. Implications of these results for academic researchers and managers are discussed.

Journal of marketing. – 2016, v. 80, n. 4, july, p. 72-89

1. Product design 2. Ergonomics 3. New products 4. Mixed models 5. Auto industry

3**Let your banner wave? [Texto impreso] : antecedents and performance implications of retailers' private-label branding strategies/ Kristopher O. Keller, Marnik G. Dekimpe and Inge Geyskens**

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

References: p. 17-19

Abstract: The authors study the drivers and performance implications of retailers' branding strategies for their premium and economy private-label tiers. Retailers can opt for store-banner branding and use their store-banner name and/or logo to reveal their ownership, or they can use stand-alone branding and avoid an explicit link between store brand and retail banner. Hypotheses are tested on a large pan-European sample of premium and economy tiers that were introduced over almost 15 years. For the premium tier, retailers' propensity to use store-banner branding is higher when they have a hi-lo price format and a higher brand equity, and when they have used store-banner branding in the past (on their standard tier and in other markets). The attractiveness of using store-banner branding for the premium tier also varies across countries: it is more likely to be chosen when the retail environment is less concentrated, when uncertainty avoidance and rule of law are higher, and when power distance is lower. For most of these drivers, the effect is significantly weaker for the economy tier. Retailers whose premium-tier branding decision is congruent with the proposed contingency framework perform better. For the economy tier, congruence is not associated with higher performance.

Journal of marketing. -- 2016, v. 80, n. 4, july, p. 1-19

1. Retailing 2. Private labels 3. Branding 4. International marketing

4**Product concept demonstrations in trade shows and firm value [Texto impreso] / Taewan Kim and Tridib Mazumdar**

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

References: p. 107-108

Abstract: Trade shows are a popular venue for firms to demonstrate their portfolio of market-ready new products as well as product concepts under different stages of development. Utilizing auto shows as a context, the authors investigate the effects of concept and product demonstrations on the demonstrating firm's value. Event study results show that abnormal returns follow an inverted U-shaped effect of product development stages: that is, previously demonstrated concepts approaching potential launch have the strongest positive effect, followed by early-stage concepts demonstrated for the first time to the world (i.e., debuts), and then market-ready new products. Trade show locations mediate these effects. The effects of early-stage debut demonstrations appear only when concepts are presented in trade shows located in the home country of the demonstrating firm. However, the effects of displaying previously demonstrated concepts, which have survived product development hurdles, are present in venues within as well as outside the firm's home country.

Journal of marketing. -- 2016, v. 80, n. 4, july, p. 90-108

1. Innovation 2. Concept demonstration 3. Product preannouncement 4. Signaling 5. Event study

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Relating online, regional and national advertising to firm value [Texto impreso] / Shrihari Sridhar ... [et al.]

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

References: p. 53-55

Abstract: Firms spend billions of dollars on advertising every year but remain uncertain about allocation across various advertising vehicles. Allocation decisions are even more complex as online advertising has proliferated and consumers' media usage patterns have become more fragmented. To determine advertising effectiveness, the authors group firms' advertising vehicle choices into three theoretically grounded and empirically verified smaller subsets: national, regional, and online advertising. Subsequently, they assess how the three advertising vehicles independently and jointly affect firm performance. Using 12 years of data covering 662 manufacturing firms, the authors find that while national, regional, and online advertising each have a positive and significant main effect on firm performance, each advertising vehicle weakens the effectiveness of the respective other two advertising vehicles (e.g., a 1% increase in online advertising increases firm performance by .32% but also decreases national [.15%] and regional [.03%] advertising effectiveness). A battery of robustness checks triangulates this result. Although all three media vehicles contribute to net increases in performance, the authors discuss the need to strategically integrate them to maximize combined effectiveness.

Journal of marketing. -- 2016, v. 80, n. 4, july, p. 39-55

1. Advertising effectiveness 2. Media mix 3. Marketing resource allocation 4. National/regional/online advertising

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When it pays to wait [Texto impreso] : optimizing release timing decisions for secondary channels in the film industry / Sumaiya Ahmed and Ashish Sinha

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

References: p. 37-38

Abstract: This study examines the optimization of interrelease timing decisions, focusing on box office and DVD sales in the U.S. motion picture industry. It aims to improve managerial decision making by jointly modeling the revenue in these two channels through a copula modeling approach. As in previous studies, the authors find that the time lag from box office release to DVD release should be increased to optimize total movie performance, but they conclude that previous studies have systematically underestimated the optimal time lag. This study is the first to challenge the assumption of a negative decay in DVD performance as a function of time; its results suggest that a delayed DVD release is still optimal for maximizing revenue in the DVD channel. This study's model suggests that, on average, individual movies are approximately eight weeks away from their optimal lag and that the net impact of optimizing would be improvements in total and DVD revenue by 2.5% and 5.6%, respectively. Therefore, this model is expected to enhance managerial decision making by offering the ability to predict the optimal time lag for individual movies.

Journal of marketing. -- 2016, v. 80, n. 4, july, p. 20-38

1. Entertainment marketing 2. Managerial decisión making 3. Copula modeling 4. Timing optimization 5. Channel release strategy