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The clash of the titans [Texto impreso]: on retailer and manufacturer vulnerability in conflict delistings / Sara Van der Maelen, Els Breugelmans and Kathleen Cleeren

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. 133-135

The days of dominant manufacturers dictating the game to obedient retailers are long gone. When parties believe they have equal bargaining power, negotiations end in deadlock more frequently and result in conflict delistings wherein the manufacturers' brands get removed from the retailers' assortments. This might cause major sales losses as consumers are forced to change stores or brands. The authors study both parties' vulnerabilities by investigating their market share shifts during a highly publicized real-life conflict delisting executed by a major retailer against a major manufacturer, involving multiple brands and categories. Generally, both parties lost sales, yet the retailer was the most vulnerable party. Manufacturer-brand and retailer-assortment characteristics moderated both parties' vulnerability: the manufacturer and retailer became respectively less and more vulnerable when a high-equity brand was delisted in a small assortment. Both parties lost more in necessity than in impulse categories. The authors additionally investigate long-term consequences that occurred after the conflict was settled: the retailer's market share recovered to the predelisting level, whereas the manufacturer's share underwent a long-term level rise.

Journal of marketing. – 2017, v. 81, n. 1, January, p. 118-135

1. Conflict delisting 2. Bargaining power 3. Retailer-manufacturer negotiations 4. Brand equity 5. Assortment size

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Data privacy [Texto impreso]: effects on customer and firm performance / Kelly D. Martin, Abhishek Borah and Robert W. Palmatier

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. 56-58

Although marketers increasingly rely on customer data, firms have little insight into the ramifications of such data use and do not know how to prevent negative effects. Data management efforts may heighten customers' vulnerability worries or create real vulnerability. Using a conceptual framework grounded in gossip theory, the authors link customer vulnerability to negative performance effects. Three studies show that transparency and control in firms' data management practices can suppress the negative effects of customer data vulnerability. Experimental manipulations reveal that mere access to personal data inflates feelings of violation and reduces trust. An event study of data security breaches affecting 414 public companies also confirms negative effects, as well as spillover vulnerabilities from rival firms' breaches, on firm performance. Severity of the breach hurts the focal firm but helps the rival firm, which provides some insight into mixed findings in prior research. Finally, a field study with actual customers of 15 companies across three industries demonstrates consistent effects across four types of customer data vulnerability and confirms that violation and trust mediate the effects of data vulnerabilities on outcomes.

Journal of marketing. – 2017, v. 81, n. 1, January, p. 36-58

1. Data breach 2. Consumer vulnerability 3. Privacy 4. Spillover effects 5. Big data

3**Doing well versus doing good [Texto impreso]: the differential effect of underdog positioning on moral and competent service providers/ Amma Kirmani ... [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. 116-117

This research examines how consumers make trade-offs between highly competent, less moral service providers and highly moral, less competent service providers. Counter to research on general impression formation, which shows that moral traits dominate competence traits, the authors demonstrate that when choosing between service providers, consumers systematically value competence more than morality. However, underdog positioning moderates this effect. When a moral service provider is positioned as an underdog, consumers feel empathy, thereby attenuating the dominance of competence. Notably, although underdog positioning can help a moral provider overcome a deficit in competence, it does not help a competent service provider overcome a deficit in morality or a warm provider overcome a deficit in competence. Thus, underdog positioning is particularly well suited for less competent service providers who are highly moral.

Journal of marketing. – 2017, v. 81, n. 1, january, p. 103-117

1. Services 2. Morality 3. Empathy 4. Competence 5. Underdog

4**The effects of products' aesthetic design on demand and marketing-mix effectiveness [Texto impreso]: the role of segment prototypicality and brand consistency / Yan Liu ... [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. 101-102

A product's physical appearance is difficult to quantify, and the impact of product appearance on demand has rarely been studied using market data. The authors adopt a recently developed morphing technique to measure a product's aesthetic design and investigate its effect on consumer preference. Drawing upon categorization theory, the authors consider the effects of three dimensions of aesthetic design—segment prototypicality (SP), brand consistency (BC), and cross-segment mimicry (CSM)—and their moderating effects on marketing mix effectiveness in a unified framework. The empirical analysis uses a unique, large data set consisting of 202 car models from 33 brands sold in the United States from 2003 to 2010. The authors find that consumer preference peaks at moderate levels of SP and BC and that economy-segment products benefit from CSM of luxury products. Moreover, SP intensifies price sensitivity, and BC muffles price sensitivity while increasing advertising effectiveness. Two what-if studies illustrate how managers can use the empirical model to evaluate alternative aesthetic design choices.

Journal of marketing. – 2017, v. 81, n. 1, january, p. 83-102

1. Product design 2. Segment prototypicality 3. Brand consistency 4. Categorization 5. Marketing-mix effects

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Organizational multichannel differentiation [Texto impreso]: an analysis of its impact on channel relationships and company sales success/ Andreas Fürst, Martin Leimbach and Jana-Kristin Prigge

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. 80-82

This article examines whether and how a company's division of segment- and task-related responsibilities among multiple sales channels affects the relationships in the multichannel (MC) system and, ultimately, the company's sales success. Building on open systems theory, the authors develop an overarching framework of organizational MC differentiation that distinguishes between two generic approaches: segment differentiation and task differentiation. They predict that these two approaches affect key relationship and performance outcomes of an MC system, but do so differently and contingent on key characteristics of the company's customers. Drawing on a multi-informant survey in a business-to-business context as well as on objective performance data, the authors find that segment differentiation tends to mitigate horizontal conflict and inhibit cooperation, while task differentiation reduces primarily vertical conflict and promotes cooperation. Moreover, depending on customer characteristics, segment differentiation may damage channel relationships overall and, in turn, limit company sales success, whereas task differentiation unambiguously promotes channel relationships and thus drives company sales success. These findings offer novel insights into the relationship and performance impact of MC systems' organizational structure and provide useful guidance on how managers should allocate segment- and task-related responsibilities among multiple sales channels.

Journal of marketing. -- 2017, v. 81, n. 1, January, p. 59-82

1. Channels 2. Differentiation 3. Multichannel design 4. Multichannel management 5. Sales/sales management

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Project customization and the supplier revenue-cost dilemmas [Texto impreso]: the critical roles of supplier-customer coordination / Yonggui Wang ... [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. 153-154

This study examines customization as a coordination problem in transactions with business customers. Marketing research has investigated challenges associated with customized offers from the customer side; however, scant research has examined the supplier's challenges and their performance implications. The authors distinguish between project revenues and costs to reveal a fundamental dilemma that suppliers face during customization. Analyses of dyadic survey data collected from a software supplier and its business customers, as well as objective revenue and cost data, reveal a tension between project revenues and costs. The outcomes of customization depend on factors that relieve the coordination problem, such as customer demand ambiguity, customer participation, product modularity, project team technological capability, and relational embeddedness. These findings provide a basis to assess the value of customization as a tool to implement a customer-oriented business-to-business marketing strategy.

Journal of marketing. -- 2017, v. 81, n. 1, January, p. 136-154

1. Customization 2. Project revenues-costs 3. Customer participation 4. Demand ambiguity 5. Relational embeddedness

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Valuing subscription-based businesses using publicly disclosed customer data [Texto impreso] / Daniel M. McCarthy, Peter S. Fader and Bruce G. S. Hardie

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. 33-35

The growth of subscription-based commerce has changed the types of data that firms report to external shareholders. More than ever, companies are discussing and disclosing information on the number of customers acquired and lost, customer lifetime value, and other data. This has fueled an increasing interest in linking the value of a firm's customers to the overall value of the firm, with the term "customer-based corporate valuation" being used to describe such efforts. Although several researchers in the fields of marketing and accounting have explored this idea, their underlying models of customer acquisition and retention do not adequately reflect the empirical realities associated with these behaviors, and the associated valuation models do not meet the standards of finance professionals. The authors develop a framework for valuing subscription-based firms that addresses both issues, and they apply it to data from DISH Network and Sirius XM Holdings.

Journal of marketing. -- 2017, v. 81, n. 1, January, p. 17-35

1. Customer lifetime value 2. Customer equity 3. Shareholder value 4. Valuation

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Why the dynamics of competition matter for category profitability [Texto impreso] / Sudhir Voleti, Manish Gangwar and Praveen K. Kopalle

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. 13-16

Category management (CM) has become a widespread trade practice in recent years. A category manager's decision problem is complex and multifaceted owing to demand dependencies across products and across time. Extant research on CM has typically focused on one or the other of these dependencies, but seldom both. The authors address this research gap by presenting a competition framework that reconciles cross-sectional breadth (large numbers of stockkeeping units in any given period) with longitudinal depth (demand effects across time). The endeavor is to offer retailers a general, realistic, and practical CM approach by comprehensively accounting for competitive effects. The authors demonstrate their approach using real-world data in the beer category for a midsize grocery chain in the northeastern United States. After determining the optimal weekly prices for the entire assortment over 23 weeks, the authors report a profit yield that is 3.30% more than in the benchmark logit model and substantially more than in the retailer's current everyday low price policy.

Journal of marketing. -- 2017, v. 81, n. 1, January, p. 1-16

1. Category management 2. Competition modeling 3. Pricing 4. Nested dirichlet process 5. Dynamic programming