

1

The effects of advertised quality emphasis and objective quality on sales [Texto impreso] / Praveen K. Kopalle ... [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. 125-126

Given that consumers value quality, and advertising content informs consumers' beliefs about quality, it is not surprising that high-quality brands emphasize quality in their advertising content. What is less obvious is whether firms with lower-quality brands should also follow suit and emphasize quality in their advertising to signal a higher quality. We examine this issue and study the effectiveness of quality-based advertising messages. Our field study relates brands' monthly sales to their advertised quality claims across 1,876 print ads in national magazines and Consumer Reports–based product quality ratings over more than two decades. Contrary to the generally held yet erroneous belief in the efficacy of low-quality products emphasizing quality in their advertising, we demonstrate that (1) it is not beneficial for a low-quality firm to emphasize quality in its advertising, and (2) it is effective for a high-quality firm to do so. An analysis of parameter values from a published category-agnostic simulation and an experiment that examines consumers' responses to quality claims in a second product category yields convergent insights.

Journal of marketing. – 2017, v. 81, n. 2, march, p. 114-126

1. Advertised quality emphasis 2. Objective quality 3. Quality-based strategies 4. Consumer durables

2

Gamified information presentation and consumer adoption of product innovations [Texto impreso] / Jessica Müller-Stewens ... [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. 20-24

This research examines the effect of gamified information presentation—conveying information about a product innovation in the form of a game—on consumer adoption of that innovation. The key hypothesis is that gamified information presentation promotes consumer innovation adoption and that it does so through two parallel psychological processes—by increasing consumer playfulness, which stimulates curiosity about the innovation, and by enhancing the perceived vividness of information presentation, which increases the perceived advantage of the innovation relative to (less innovative) competing products. Evidence from seven studies, including two field experiments, supports this theorizing. The results also show that for gamified information presentation to increase innovation adoption, it is essential that the information is integrated into the game. These findings advance the understanding of the psychological forces that govern how consumers respond to receiving product information in the form of games, and they have important practical implications for how firms might use gamified information presentation to promote sales of new products.

Journal of marketing. – 2017, v. 81, n. 2, march, p. 8-24

1. Consumer adoption of product innovations 2. Information presentation 3. Games 4. Curiosity 5. Relative advantage

3**How to separate the wheat from the chaff [Texto impreso] : improved variable selection for new customer acquisition / Sebastian Tillmanns ... [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. 112-113

Steady customer losses create pressure for firms to acquire new accounts, a task that is both costly and risky. Lacking knowledge about their prospects, firms often use a large array of predictors obtained from list vendors, which in turn rapidly creates massive high-dimensional data problems. Selecting the appropriate variables and their functional relationships with acquisition probabilities is therefore a substantial challenge. This study proposes a Bayesian variable selection approach to optimally select targets for new customer acquisition. Data from an insurance company reveal that this approach outperforms nonselection methods and selection methods based on expert judgment as well as benchmarks based on principal component analysis and bootstrap aggregation of classification trees. Notably, the optimal results show that the Bayesian approach selects panel-based metrics as predictors, detects several nonlinear relationships, selects very large numbers of addresses, and generates profits. In a series of post hoc analyses, the authors consider prospects' response behaviors and cross-selling potential and systematically vary the number of predictors and the estimated profit per response. The results reveal that more predictors and higher response rates do not necessarily lead to higher profits.

Journal of marketing. – 2017, v. 81, n. 2, march, p. 99-113

1. New customer acquisition 2. Address selection 3. Variable selection 4. Big data 5. Campaign optimization

4**Optimizing a menu of multiformat subscription plans for ad-supported media platforms [Texto impreso] / Vamsi K. Kanuri, Murali K. Mantrala and Esther Thorson**

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. 62-63

Media content distribution has changed extensively in the past decade. Content that was once distributed through traditional formats such as television, radio, and print is now available through contemporary digital formats such as smartphone and tablet apps, with many possible versions (e.g., presence or absence of ads). Consequently, many media firms that face heterogeneous markets of consumers with varying content consumption preferences are now offering "menus" of multiformat and multiversion subscription bundles for their customers to choose from. Yet, little systematic model-based guidance exists for configuring and pricing menu options. Moreover, most media firms are audience-building platforms that serve at least two distinct customer groups (content consumers and advertisers) with interrelated demands. Therefore, constructing a menu of content subscription bundles that maximizes total profit from both consumers and advertisers is a formidable challenge. This research proposes a theory-driven implementable model-based approach that can aid media platforms in addressing this challenge. The proposed approach is then demonstrated for a U.S. newspaper, and insights into profit-maximizing menus under various business model and format strategies are provided.

Journal of marketing. – 2017, v. 81, n. 2, march, p. 45-63

1. Multi-channel 2. Subscription menu design 3. Platform firms 4. Media pricing 5. Newspaper business models

5

Sales representative departures and customer reassignment strategies in business-to-business markets [Texto impreso] / Huanhuan Shi ... [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. 42-44

When a sales representative (rep) leaves a business-to-business firm, a crucial link with the rep's customers becomes severed. The firm reassigns those customers to different sales reps (either existing reps or new hires) in a manner that mitigates potential sales losses. What causal effect do sales rep departures have on customer-level revenue, and which sales rep replacement strategies are more effective? Using data from a Fortune 500 firm and a difference-in-differences analysis with correction for selection bias, the authors show that sales rep transitions lead to 13.2%–17.6% losses in annual sales. New hires are less effective than existing sales reps in mitigating sales losses. Existing sales reps who are similar (vs. dissimilar) to the departing reps (in terms of past industry experience) are more effective in mitigating sales losses; however, reps with high past performance do not exhibit greater efficacy for mitigating sales losses than reps with average or low past performance. The analysis presents means to quantify the economic consequences of losing a sales rep and to determine how to reassign customers to sales reps according to the resulting economic impact.

Journal of marketing. – 2017, v. 81, n. 2, march, p. 25-44

1. Business-to-business marketing 2. Customer assignment strategies 3. Causal inference 4. Difference-in-differences 5. Sales representative departure

6

The sting of social [Texto impreso] : how emphasizing social consequences in warning messages influences perceptions of risk / Mitchel R. Murdock and Priyali Rajagopal

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. 96-98

This research examines the effects of warning messages that emphasize the social consequences of negative health outcomes. The authors demonstrate that highlighting social (vs. health) consequences leads to greater perceived temporal proximity of and increased perceived vulnerability to the outcome, thereby affecting risk perceptions, behavioral intentions, and customer perceptions of actual experience. They document this effect across five studies in different health domains including flossing (Study 1), soda consumption (Study 2), smoking (Study 3), and unprotected ultraviolet light exposure (Studies 4 and 5). These findings point to the important role of the consequence type highlighted in warning messages, which can have a significant impact on risk perceptions and consumer experiences.

Journal of marketing. – 2017, v. 81, n. 2, march, p. 83-98

1. Temporal distance 2. Perceived vulnerability 3. Perceived severity 4. Warning messages 5. Consumer experiences

7

When 1 + 2 > 2 [Texto impreso] : how investors react to new product releases announced concurrently with other corporate news / Nooshin L. Warren and Alina Sorescu

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

Firms routinely use press releases to announce the launch of their new products. An examination of these press releases shows that in approximately 7% of cases, firms issue new product announcements concurrently with other corporate announcements. However, the consequences of these actions are unknown because event studies typically eliminate concurrent announcements in an attempt to avoid their confounding effects. The authors use a comprehensive sample of press releases issued by publicly traded U.S. firms to document the consequences of firms announcing the release of a new product concurrently with another corporate announcement that conveys good news. Drawing on Merton's (1987) model of capital market equilibrium with incomplete information, the authors identify three conditions that are conducive to the issuance of concurrent new product announcements. They then verify that under these conditions, the increase in shareholder value associated with concurrent announcements is higher than that associated with issuing two similar announcements separately. This research provides insights into how firms can leverage corporate communications to increase stock prices.

Journal of marketing. -- 2017, v. 81, n. 2, march, p. 64-82

1. New product announcements 2. Investor recognition 3. Corporate communications 4. Event study 5. Propensity score matching