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**Does it pay to recall your product early? [Texto impreso] : an empirical investigation in the automobile industry / Meike Eilert ... [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. 127-129

Defective products are often recalled to limit harm to consumers and damage to the firm. However, little is known about why the timing of product recalls varies after an investigation is opened. Likewise, there is little evidence on whether recall timing affects stock markets. This study tests the effect of problem severity on time to recall, the role of brand characteristics in moderating this relationship, and the stock market impact of time to recall. The authors test the hypotheses on a sample of 381 recall investigations in the automobile industry between 1999 and 2012. The results show that although problem severity increases time to recall, this relationship is weaker when the brand under investigation (1) has a strong reputation for reliability and (2) has experienced severe recalls in the recent past. However, the relationship between problem severity and time to recall is stronger when the brand is diverse. Importantly, the results reveal that stock markets punish recall delays. The study suggests that time to recall has significant implications for managers and policy makers.

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1. Product recalls 2. Time to recall 3. Brand reliability 4. Brand diversification 5. Stock market performance

2

**How does local-global identity affect price sensitivity? [Texto impreso] / Huachao Gao, Yinlong Zhang and Vikas Mittal**

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. 78-79

The authors propose that when consumers' local identity is accessible, they are less likely to be price sensitive because of a sacrifice mindset. Six studies using divergent measures of the independent and dependent variables as well as diverse samples (students and nonstudents, U.S. and Chinese residents, primary and secondary data) produce consistent results. Furthermore, the authors demonstrate the mediating role of a sacrifice mindset by both measuring and manipulating this construct; they also identify boundary conditions of the association between a consumer's local identity and price sensitivity. Previous research has shown that consumers with a local identity display lower price sensitivity to brands with a local origin. In contrast, the results from this research show that consumers with a local identity display lower price sensitivity even to products with an ambiguous origin. Firms using a globalization strategy can try to activate consumers' local identity to make them less price sensitive to their brands, without having to position the brands as local.

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1. Local–global identity 2. Price sensitivity 3. Sacrifice mindset

**3****How well does consumer-based Brand equity align with sales-based Brand Brand equity and marketing-mix response? [Texto impreso] / Hannes Datta, Kusum L. Ailawadi and Harald J. Van Heerde**

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. 19-20

Brand equity is the differential preference and response to marketing effort that a product obtains because of its brand identification. Brand equity can be measured using either consumer perceptions or sales. Consumer-based brand equity (CBBE) measures what consumers think and feel about the brand, whereas sales-based brand equity (SBBE) is the brand intercept in a choice or market share model. This article studies the extent to which CBBE manifests itself in SBBE and marketing-mix response using ten years of IRI scanner and Brand Asset Valuator data for 290 brands spanning 25 packaged good categories. The authors uncover a fairly strong positive association of SBBE with three dimensions of CBBE—relevance, esteem, and knowledge—but a slight negative correspondence with the fourth dimension, energized differentiation. They also reveal new insights on the category characteristics that moderate the CBBE–SBBE relationship and document a more nuanced association of the CBBE dimensions with response to the major marketing-mix variables than heretofore assumed. The authors discuss implications for academic researchers who predict and test the impact of brand equity, for market researchers who measure it, and for marketers who want to translate their brand equity into marketplace success.

Journal of marketing. – 2017, v. 81, n. 3, may, p. 1-20

1. Brand equity 2. Consumer-based brand equity 3. Marketing metrics 4. Market share models 5. Marketing-mix elasticities

**4****The joint effects of ex ante contractual completeness and ex post governance on compliance in franchised marketing channels [Texto impreso] / Vishal Kashyap and Brian R. Murtha**

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. 150-153

This study examines the heretofore neglected joint effects of ex ante contractual completeness and ex post governance on compliance in a franchise setting. In contrast to much of the extant literature that views contractual completeness in the aggregate, the present research disaggregates contractual completeness into ex ante monitoring and enforcement completeness, and additionally distinguishes between ex post monitoring and enforcement, allowing for a nuanced examination of the joint effects of different types of ex ante and ex post governance on compliance. Additionally, the authors advance the concept of consummate compliance, thereby complementing the literature, which tends to view compliance solely in terms of perfunctory compliance—an important distinction because the results suggest that perfunctory compliance has a negative relationship with customer satisfaction, whereas consummate compliance has a positive one. Drawing on multiple data sources, the authors demonstrate that ex ante monitoring completeness positively moderates the relationship between ex post monitoring and both types of compliance; however, ex ante enforcement completeness negatively moderates the relationship between ex post enforcement and both types of compliance.

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1. Contracts 2. Completeness 3. Compliance 4. Monitoring 5. Enforcement

**5****Online relationship formation [Texto impreso] / Irina V. Kozlenkova ... [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. 38-40

As online shopping evolves from being primarily transactional to being more relational, sellers aim to form online relationships. This article investigates online relationship formation, identifies the performance payoffs that result from forming different types of online relationships (unilateral vs. reciprocal), and tests the most effective relationship-building strategies. Study 1, based on a longitudinal buyer-level analysis of an online shopping community, reveals that buyers use community-, seller-, and buyer-generated signals to identify suitable relationship partners and reduce online shopping risk. These signals generally diminish in importance as buyers gain experience but become more important when buyers are forming reciprocal relationships. Study 2 evaluates the dynamic payoffs of online relationship formation (seller-level analysis) on sales; the effect on sales of reciprocal relationships is three times greater and lasts seven times longer than that of seller-initiated, unilateral relationships. Study 3 is a field experiment testing managerially actionable strategies for leveraging relationships to grow online sales. Tenets arising from differences between online and offline relationships, together with the results from the three studies, inform an emerging theory of online relationships.

Journal of marketing. -- 2017, v. 81, n. 3, may, p. 21-40

1. Online shopping 2. E-commerce 3. Shopping communities 4. Reciprocity 5. Relationship marketing

**6****Provision of optional versus standard product features in competition [Texto impreso] / Subramanian Balachander ... [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. 94-95

Competing brands differ in the extent to which they offer a given feature as standard or optional in their product lines. In this article, the authors study the competitive basis for this difference in brands' product line strategies. Specifically, they analyze the relationship between a brand's quality image and its propensity to offer a wider product line, from a relatively stripped-down base model to a more feature-rich model. They develop a conceptual framework and hypotheses by considering an analytical model with two vertically differentiated firms: They show that a low-quality firm would offer a feature as optional—that is, it would offer both a feature-added product and a stripped-down base product—if it chose to add the feature to its product. In contrast, a high-quality firm would offer the feature as a standard component unless the cost of the feature was high. This asymmetry in the propensity of high- and low-quality firms to offer optional and standard features with their products is tested using data from the U.S. passenger car market; the authors find empirical support for their model.

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1. Product line strategy 2. Product feature design 3. Game theory 4. Probit model 5. Automobile market

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**Savoring an upcoming experience affects ongoing and remembered consumption enjoyment [Texto impreso] / HaeEun Helen Chun, Kristin Diehl and Deborah J. MacInnis**

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References: p. 109-110

Five studies, using diverse methodologies, distinct consumption experiences, and different manipulations, demonstrate the novel finding that savoring an upcoming consumption experience heightens enjoyment of the experience both as it unfolds in real time (ongoing enjoyment) and when it is remembered (remembered enjoyment). This theory predicts that the process of savoring an upcoming experience creates affective memory traces that are reactivated and integrated into the actual and remembered consumption experience. Consistent with this theorizing, factors that interfere with consumers' motivation, ability, or opportunity to form or retrieve affective memory traces of savoring an upcoming experience limit the effect of savoring on ongoing and remembered consumption enjoyment. Affective expectations, moods, imagery, and mindsets do not explain the observed findings.

Journal of marketing. -- 2017, v. 81, n. 3, may, p. 96-110

1. Savoring the upcoming experience 2. Consumption enjoyment 3. Remembered enjoyment 4. Experiences 5. Affective expectations

8

**The service-profit chain [Texto impreso] : a meta-analytic test of a comprehensive theoretical framework / Jens Hogreve ... [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. 58-61

The service-profit chain (SPC) has served as a prominent guidepost for service managers and researchers alike. This meta-analysis provides the first comprehensive test of the SPC, showing that all the proposed links are statistically significant and substantial. However, the effect sizes vary considerably, partly according to the type of service provided. Meta-analytic structural equation models show that internal service quality translates into service performance through various mechanisms beyond employee satisfaction, and they highlight the importance of the service encounter and customer relationship characteristics for customer responses. The findings not only indicate the need to integrate complementary paths in the SPC framework but also challenge the implicit SPC rationale that firms should always maximize employee satisfaction and external service quality to optimize firm performance.

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1. Service-profit chain 2. Meta-analysis 3. Customer satisfaction 4. Employee satisfaction 5. Firm performance