

1**Comparative price and the design of effective product communications [Texto impreso] / Thomas Allard and Dale Griffin**

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. 28-29

The authors propose a model relating a product's comparative price to the construal level of its associated communications and show how perceived expensiveness shapes consumers' response to the wording of marketing communications. A series of six studies shows that for both absolute low- and high-cost product categories, comparatively expensive (inexpensive) products are preferred when accompanied by high-construal (low-construal) messages, due to the conceptual fluency of the "match" between price-induced psychological distance and construal level. The model provides novel implications for designing effective marketing communications: comparatively expensive versions of objectively low-priced products (e.g., an expensive chocolate truffle) are best promoted through more abstract slogans, whereas comparatively affordable versions of objectively high-priced products (e.g., an inexpensive diamond pendant) are best promoted using more concrete slogans. By emphasizing the link between comparative price and the matching level of construal, the authors contribute to a richer view of the interplay between price and product communication in marketing.

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1. Price 2. Construal level 3. Psychological distance 4. Expensiveness 5. Advertising

2**Crisis management strategies and the long-term effects of product recalls on firm value [Texto impreso] / Yan Liu, Venkatesh Shankar and Wonjoo Yun**

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. 45-48

Companies increasingly face product harm crises resulting in product recalls, which often have a negative impact on firm value. Whereas prior research has studied the short-term effects of product recalls on firm value, the authors of this article focus on the long-term effects. They develop a conceptual framework and hypotheses about the main effect of recall volume and the moderating effects of crisis management strategies on the relationship between recall volume and long-term firm value. They empirically test the hypotheses in the auto industry context using both short-term abnormal returns analysis and long-term calendar-time portfolio analysis of 280 product recalls during 2005–2015. The findings reveal that the negative impact of product recall volume lingers over time. Brand (promotion) advertising has a significant positive (negative) effect on the relationship between recall volume and long-term abnormal returns. Furthermore, both voluntary recall initiation and postrecall remedial efforts positively moderate the impact of recall volume on long-term returns. These moderating effects are contrary to those in the short term. The results suggest that managers should use different advertising types during and after a recall, strategically initiate recalls, and diligently prepare postrecall remedies to mitigate the negative effects of recall volume on long-term return.

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1. Product recall 2. Firm value 3. Crisis management 4. Advertising 5. Long-term effects

3**Effects of traditional advertising and social messages on brand-building metrics and customer acquisition [Texto impreso] / Lisette de Vries, Sonja Gensler and Peter S. H. Leeflang**

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. 13-15

This study examines the relative effectiveness of traditional advertising, impressions generated through firm-to-consumer (F2C) messages on Facebook, and the volume and valence of consumer-to-consumer (C2C) messages on Twitter and web forums for brand-building and customer acquisition efforts. The authors apply vector autoregressive modeling to a unique data set from a European telecom firm. This modeling approach allows them to consider the interrelations among traditional advertising, F2C impressions, and volume and valence of C2C social messages. The results show that traditional advertising is most effective for both brand building and customer acquisition. Impressions generated through F2C social messages complement traditional advertising efforts. Thus, thoroughly orchestrating traditional advertising and a firm's social media activities may improve a firm's performance with respect to building the brand and encouraging customer acquisition. Moreover, firms can stimulate the volume and valence of C2C messages through traditional advertising that in turn influences brand building and acquisition. These findings can help managers leverage the different types of messages more adequately.

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1. Traditional advertising 2. Social media 3. Brand building 4. Customer acquisition 5. Vector autoregressive modeling

4**Inferring corporate motives [Texto impreso] : how deal characteristics shape sponsorship perceptions / David M. Woisetschläger, Christof Backhaus and T. Bettina Cornwell**

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. 139-141

Sponsoring joins brands with sports, the arts, and events in mutually beneficial partnerships. In the context of sports, the authors examine how sponsorship deal characteristics affect consumer inferences, attitudes, and behavioral intentions toward a sponsor and a sport property in a partnership. The authors develop a conceptual framework that links a holistic set of sponsorship deal characteristics (i.e., contract length, regional proximity of the sponsor, sponsorship fee, and sponsorship type) to individual consumer perceptions. Study 1 tests the framework in a field study of 2,787 consumers across 44 sponsorships. Study 2 largely confirms the findings of the field study in an experimental study. Overall, the results show that regionally proximate and long-term partnerships benefit as consumers make positive inferences about partnership fit and sponsor motives. In contrast, consumers associate high sponsorship fees, international sponsors, and naming-rights relationships with calculative motives and perceive these factors negatively. For managers, finding that sponsorship deal characteristics matter is important not only for sponsor-property relationships but also for relationships between the sponsoring brands and consumers.

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1. Sponsorship 2. Sports marketing 3. Motives 4. Multilevel field study 5. Field experiment

5**Keeping the memory but not the possession [Texto impreso] : memory preservation mitigates identity loss from product disposition / Karen Page Winterich, Rebecca Walker Reczek and Julie R. Irwin**

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. 118-120

Nonprofit firms' reliance on donations to build inventory distinguishes them from traditional retailers. This reliance on consumer donations means that these organizations face an inherently more volatile supply chain than retailers that source inventory from manufacturers. The authors propose that consumer reluctance to part with possessions with sentimental value causes a bottleneck in the donation process. The goal of this research is therefore to provide nonprofits with tools to increase donations of used goods and provide a theoretical link between the literature streams on prosocial behavior, disposition, memory, and identity. As such, the authors explore the effectiveness of memory preservation strategies (e.g., taking a photo of a good before donating it) in increasing donations to nonprofits. A field study using a donation drive demonstrates that encouraging consumers to take photos of sentimental possessions before donating them increases donations, and five laboratory experiments explicate this result by mapping the proposed psychological process behind the success of memory preservation techniques. Specifically, these techniques operate by ameliorating consumers' perceived identity loss when considering donation of sentimental goods.

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1. Nonprofit marketing 2. Donation 3. Memory 4. Identity 5. Product disposition

6**Managing status [Texto impreso] : how luxury brands shape class subjectivities in the service encounter / Delphine Dion and Stéphane Borraz**

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. 83-85

Although a large body of research has investigated how consumers use goods to signal their status, little is known about how brands manage status. The very few studies that have examined this topic are grounded in the traditional conception of status and focus on the possession and display of status signals. The authors offer an alternative understanding of status management by investigating the role of interactions in the service encounter. Drawing from extensive ethnographic work in luxury stores, they investigate how brands (re)configure the status games that surface in the service encounter. They show that through the material and social cues of the servicescape, brands shape consumers' class subjectivities—that is, they make consumers behave as class subjects who have a specific understanding of their position in the social hierarchy. Thus, managing status requires the active creation and management of consumers as class subjects. There is a shift from managing branded goods that signal status to managing customer experiences that make consumers enact status positions. This research helps identify new ways to manage status brands, especially luxury brands.

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1. Status 2. Service encounter 3. Luxury brand 4. Social class 5. Customer experience

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The role of mere closeness [Texto impreso] : how geographic proximity affects social influence / Jannik Meyners ... [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. 64-66

Geographic proximity has become increasingly relevant due to the growing number of marketing services that use consumers' geographic locations, thus increasing the importance of gaining insights from this information. In five studies (both field and experimental), the authors analyze the effect of geographic proximity on social influence and demonstrate that not only social proximity but also perceived homophily can trigger social influence. They find that this effect holds under alternative representations of geographic distance and is confirmed for a range of different services and even for physical goods. Furthermore, the authors show that geographic proximity has a relative effect because the social influence of a closer sender is stronger than that of a more distant sender, regardless of the absolute distances. They present managerially relevant conditions under which the influence of geographic proximity not only is comparable to other types of information such as age or gender but also provides sufficient informational value for customers to offset differences among alternatives (e.g., due to higher prices) in trade-off decisions.

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1. Online reviews 2. Recommendations 3. Homophily 4. Geographic proximity 5. Social influence

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Service satisfaction-market share relationships in partnered hybrid offerings [Texto impreso] / Rafael Becerril-Arreola ... [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. 101-103

Many goods manufacturers and service providers jointly deliver partnered hybrid offerings to achieve competitive advantage and superior performance. In such cases, service providers may emphasize different aspects of service in their offerings. Do service providers and goods manufacturers benefit equally from emphasizing service satisfaction? Do the performance effects of emphases on different aspects of service satisfaction vary across different goods? The authors examine the effects of emphases on two aspects of service satisfaction, relational service (interactions with the service provider's staff) and service environment (service provider's facilities), on the market shares of service and goods components of partnered hybrid offerings. Using multiple secondary data sources from the U.S. automobile industry between 2009 and 2015, the authors find that emphasizing relational service satisfaction increases service market share but decreases goods market share. Counterintuitively, emphasizing service environment satisfaction decreases service market share. Furthermore, the vertical quality of the good moderates these relationships. The findings generate actionable guidelines to improve market shares by adjusting relational service satisfaction and service environment satisfaction in the partnered hybrid offerings context.

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1. Partnered hybrid offerings 2. Services 3. Customer satisfaction 4. Market share 5. Vertical differentiation