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Assessing the impact of customer concentration on initial public offering and balance sheet-based outcomes [Texto impreso] / Alok R. Saboo, V. Kumar and Ankit Anand

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. 59-61

Using the notion of customer concentration, the authors argue that firms should evenly spread their revenues across their customers, rather than focusing on a few major customer relationships. Prior literature suggests that major customers improve efficiency and provide access to resources, thereby producing positive performance outcomes. However, building on industrial organizational literature and modern portfolio theory, the authors argue that concentration of revenues reduces the supplier firm's bargaining power relative to its customers and hurts the ability of the supplier firm to appropriate value, which, in turn, hurts profits. Using a sample of 1,023 initial public offerings (IPOs) and robust econometric methods, they find that customer concentration reduces investor uncertainty and positively impacts IPO outcomes, but significantly hurts balance sheet-based outcomes (e.g., profitability). The results suggest that a 10% increase in customer concentration reduces profitability by 3.35% (or about \$7 million) in the subsequent year, or 9.4% cumulatively over the next four years (or about \$20.32 million). Further, the authors find that the negative effects of customer concentration decrease with increase in organizational (marketing, technological, and operational) capabilities and increase with low customer credit quality.

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1. Customer concentration 2. Customer relationship management 3. Organizational capabilities 4. Customer credit quality

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The benefit of becoming friends [Texto impreso] : complaining after service failures leads customers with strong ties to increase loyalty / Nita Umashankar, Morgan K. Ward and Darren W. Dahl

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. 97-98

Service firms spend considerable resources soliciting complaints to initiate recovery efforts and improve their offerings. However, managers may be overlooking the fact that complaints serve an equally important role in engendering loyalty. The authors demonstrate that the strength of social ties between customers and service providers influences the degree to which complaining drives loyalty. Paradoxically, while strongly tied customers fear that complaining threatens their ties with the provider, when they are encouraged to complain, their loyalty increases because offering feedback serves as an effective way to preserve social ties. Conversely, for weakly tied customers, complaining has no effect on loyalty. Furthermore, complaints are more effective in driving loyalty for strongly tied customers when the feedback is directed toward the provider who failed, rather than to an entity external to the failure. Finally, when providers signal an authentic openness to feedback, strongly tied customers are more loyal after complaining, whereas authenticity does little to engender loyalty for weakly tied customers who complain. The value of complaints in driving loyalty is promising both for customers who perceive a strong tie to a particular provider within the firm and, more generally, in service industries wherein strong ties naturally occur.

Journal of marketing. -- 2017, v. 81, n. 6, november, p. 79-98

1. Tie strength 2. Relationship marketing 3. Service failure 4. Complaining 5. Loyalty

3**Customer inspiration [Texto impreso] : conceptualization, scale development and validation / Tim Böttger ... [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. 130-131

Introducing customers to new ideas lies at the heart of marketing, yet surprisingly little is known about customers' state of inspiration within this domain. This article reviews prior conceptualizations of general inspiration in psychology and introduces the concept of customer inspiration as a customer's temporary motivational state that facilitates the transition from the reception of a marketing-induced idea to the intrinsic pursuit of a consumption-related goal. The authors develop and validate a two-state, ten-item customer inspiration scale that consists of inspired-by and inspired-to states. The scale development process begins with item generation, followed by five studies: (1) scale purification and initial validation, (2) exploration of the nomological network, (3) tests for the experimental and predictive validity, (4) replication within a field experiment, and (5) assessments of generalizability and boundary conditions. Empirical results reveal sound psychometric properties of the scale, demonstrate its unique position in relation to established marketing constructs, and support experimental and predictive validity. Applying the scale in marketing practice offers a new way for firms to increase demand, motivate customers' exploration behavior, and build customer loyalty.

Journal of marketing. -- 2017, v. 81, n. 6, november, p. 116-131

1. Inspiration 2. Scale development 3. Marketing of ideas 4. Shopping behavior 5. Loyalty

4**The differential impact of new product development "make/buy" choices on immediate and future product quality [Texto impreso] : insights from the automobile industry / Kartik Kalaigannam, Tarun Kushwaha and Tracey A. Swartz**

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. 22-23

This article examines the impact of new product development (NPD) "make/buy" choices on product quality using data from the automobile industry. Although the business press has lamented that NPD outsourcing compromises product quality, there is no systematic evidence to support or refute this assertion. Against this backdrop, this study tests a contingency model of the impact of NPD make/buy decisions on immediate and future product quality. The hypotheses are tested using data on NPD make/buy choices of 173 models of 12 automobile firms in the United States between 2007 and 2014. The authors find that whereas NPD buy has a more positive impact on immediate product quality, NPD make has a more positive impact on future product quality. Furthermore, the immediate product quality impact of NPD buy is stronger when (1) technologies are more complex and (2) firm NPD capability is higher. In contrast, the future product quality impact of NPD make is stronger when (1) there is postlaunch adverse feedback and (2) firm NPD capability is higher. The study highlights the complex trade-offs associated with NPD make/buy decisions and offers valuable insights on how firms could manage these decisions.

Journal of marketing. -- 2017, v. 81, n. 6, november, p. 1-23

1. New product development 2. Make/buy 3. Immediate product quality 4. Future product quality

5**The implications of offering free versions for the performance of paid mobile apps [Texto impreso] / Sandeep Arora, Frenkel ter Hofstede and Vijay Mahajan**

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. 77-78

The mobile application (app) industry has grown tremendously over the past ten years, primarily fueled by small app development businesses. Lacking advertising budgets, these small and relatively unknown businesses often offer free versions of their paid apps to be noticed in the crowded app industry and to reduce customer uncertainty about app quality and fit. The authors build on the existing marketing and information systems literature on sampling and versioning to investigate the implications of offering free versions for the adoption speed of paid apps. Using a unique data set of 7.7 million observations from 12,315 paid apps, and accounting for endogeneity, the authors find that although the practice of offering free versions of paid apps is popular, it is negatively associated with paid app adoption speed. They also find that this negative association between free version presence and paid app adoption speed is stronger both for hedonic apps and in the later life stages of paid apps. The authors hope that the study's results will encourage app developers to reevaluate their current strategy of offering free versions of paid apps and prompt academics to produce more work focusing on this industry.

Journal of marketing. -- 2017, v. 81, n. 6, november, p. 62-78

1. Mobile apps 2. Free versions 3. Sampling 4. Versioning 5. Adoption speed

6**Nonlinear effects of social connections and interactions on individual goal attainment and spending [Texto impreso] : evidences from online gaming markets / Cheng Zhang ... [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. 152-155

Although it seems intuitive for firms to leverage social connections and interactions to influence consumers' goal attainment and spending, the authors present a caveat of such strategies. Using two large-scale data sets with more than 5 million people-day observations from online gaming markets, Studies 1 and 2 show consistently nonlinear effects. Although some social connections and interactions boost goal attainment and spending (positive linear term), after a certain point too many of them have a diminished marginal effect (negative squared term). The results are robust to a wide array of modeling techniques addressing self-selection, unobserved individual heterogeneity, and endogeneity. In addition, novices can benefit more from greater social connections and interactions, yet also suffer more from the diminishing effects. Regarding the underlying mechanism, the follow-up experiment Study 3 shows that consistent with the information processing theory, some social connections and interactions can provide information support for goal attainment, but too many of them can introduce an information overload problem and, thus, hamper goal attainment intention. Together, these findings refute a simple, linear view of the effects of social connections and interactions and provide pivotal theoretical and practical implications.

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1. Social connections 2. Social interactions 3. Goal attainment 4. Spending 5. Nonlinear effects

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Online shopping and social media [Texto impreso] : friends or foes? / Yuchi Zhang ... [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. 40-41

As social network use continues to increase, an important question for marketers is whether consumers' online shopping activities are related to their use of social networks and, if so, what the nature of this relationship is. On the one hand, spending time on social networks could facilitate social discovery, meaning that consumers "discover" or "stumble upon" products through their connections with others. Moreover, cumulative social network use could expose consumers to new shopping-related information, possibly with greater marginal value than the incremental time spent on a shopping website. This process may therefore be associated with increased shopping activity. On the other hand, social network use could be a substitute for other online activities, including shopping. To test the relationship between social network use and online shopping, the authors leverage a unique consumer panel data set that tracks people's browsing of shopping and social network websites and their online purchasing activities over one year. The authors find that greater cumulative usage of social networking sites is positively associated with shopping activity. However, they also find a short-term negative relationship, such that immediately after a period of increased usage of social networking sites, online shopping activity appears to be lower.

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1. Social networks 2. Online shopping 3. Electronic commerce 4. Retailing

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Should anthropomorphized brands engage customers? [Texto impreso] : the impact of social crowding on brand preferences / Marina Puzakova and Hyokjin Kwak

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. 113-115

Anthropomorphizing a brand (i.e., imbuing a brand with humanlike features) serves as an important brand positioning strategy for marketing managers. This research identifies a key brand anthropomorphization strategy—positioning a brand as either oriented to interact with consumers or not. Managers generally rely on this brand interaction strategy to enhance consumer brand engagement regardless of the social context. However, given that consumers often experience brands in a social context, this research demonstrates that social crowdedness moderates the positive impact of interaction-oriented anthropomorphized brands on consumer brand preferences. Specifically, the authors show that consumers' inferences of an anthropomorphized brand's intentionality to interact with them in a socially crowded context trigger greater social withdrawal, thereby resulting in lower preferences for the brand. The authors further demonstrate that the core negative effect of social crowdedness is contingent on the type of crowding (goal-related vs. goal-unrelated). In particular, a goal-related crowding decreases social withdrawal reactions, which, in turn, leads to greater preferences for interaction-oriented anthropomorphized brands relative to brands with other positioning strategies. In contrast, the effect of social crowdedness on consumer preferences for interaction-oriented anthropomorphized brands remains negative in goal-unrelated crowded settings.

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1. Social crowdedness 2. Brand anthropomorphization 3. Interaction-oriented brands 4. Social withdrawal