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An empirical analysis of the joint effects of shoppers' goals and attribute display on shoppers' evaluations [Texto impreso] / Abhijit Guha ... [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. 155-156

This article develops a decision-making framework that highlights how display of numeric attribute information (e.g., display of calorie information) and shoppers' goals (i.e., having a diet focus vs. a taste focus) jointly influence shoppers' choices and preferences. Across two sets of studies, including a field study involving the launch of a new Coca-Cola product, the authors show that when food items are displayed in an aligned manner (i.e., when food items with lower-value calorie information are displayed below food items with higher calorie values), shoppers assign more importance weight to calorie gap information. In turn, higher importance weight assigned to calorie gap information leads diet-focused shoppers to relatively prefer low-calorie food items but leads taste-focused shoppers to relatively prefer higher-calorie food items. The third set of studies shows that this decision-making framework has widespread applicability and is relevant in any domain in which advertising, retail, and online displays show comparisons of numeric attribute information.

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1. Numeric attributes 2. Vertical display differences 3. Goals

2

Political management, research and development, and advertising capital in the pharmaceutical industry [Texto impreso] : a good prognosis? / Kelly D. Martin ... [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. 105-107

Regulatory oversight that affects the firm's product-market environment continues to increase. Political management capital (PMC) describes firm expenditure committed to address the political and regulatory context. Neoinstitutional theory casts PMC as an institutionally expected normative response investors use when evaluating firm performance. Although limited evidence has suggested that firms benefit from PMC, the authors demonstrate its effects across financial outcomes including firm value, systematic risk, and idiosyncratic risk. Likewise, they examine how PMC interacts with a firm's product market through research-and-development (R&D) capital and advertising capital. Regression analysis of an unbalanced data set of 212 firms in the pharmaceutical and medical device industry, tracked from 2003 to 2014, reveals that while PMC improves investor expectations through firm value and systematic risk, it increases idiosyncratic risk. The authors find that PMC plays both substitutive and complementary roles with R&D such that increasing levels of both PMC and R&D weakens main effects. Political management capital has limited, but substitutive, effects with advertising likely because there is less regulatory oversight on advertising versus R&D in this industry. The authors explore these asymmetric effects, provide implications for neoinstitutional theory, and offer managerial insights.

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1. Political management strategy 2. Neoinstitutional theory 3. Research and development 4. Advertising 5. Pharmaceutical industry

3**The role of the partner brand's social media power in brand alliances [Texto impreso] / Ann-Kristin Kupfer ... [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

Managers frequently seek strategies to profit systematically from social media to increase product sales. By forming a brand alliance, they can acquire an installed social media base from a partner brand in an attempt to boost the sales of their composite products. Drawing from power theory, this article develops a conceptual model of the influence of the social media power of partner brands on brand alliance success. The proposed framework details the partner brand's social media power potential (size and activity of the social media network), social media power exertion (different posting behaviors and comments), and their interaction. The authors test this framework with an extensive data set from the film industry, in which films function as composite products and actors represent partner brands. The data set features 442 movies, including 1,318 actor–movie combinations and weekly social media data (including 41,547 coded Facebook posts). The authors apply a linear mixed-effects model, in which they account for endogeneity concerns. The partner brand's social media power potential, power exertion, and their interaction can all lead to higher composite product sales. By coding different types of product-related posts, this article provides estimates of their varying monetary value.

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1. Social media 2. Content marketing 3. Influencer marketing 4. Movie stars 5. Entertainment marketing

4**A study of bidding behavior in voluntary-pay philanthropic auctions [Texto impreso] / Ernan Haruvy and Peter T. L. Popkowski Leszczyc**

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. 140-141

The authors investigate compliance behavior and revenue implications in winner-pay and voluntary-pay auctions in charity and noncharity settings. In the voluntary-pay format, the seller asks all bidders to pay their own high bid. The authors explore motives and boundary conditions for compliance behavior based on internal and external triggers of social norms. The voluntary-pay format generates higher revenue than the winner-pay format for charity auctions, despite imperfect compliance, but it generates lower revenues in noncharity settings. To characterize bidding strategy, the authors study time to bid, auction choice, and jump bidding and find evidence that bidders in voluntary-pay auctions more commonly use jump bidding and late entry. The findings have important implications for marketing managers, augmenting the growing stream of empirical auction studies and work on corporate social responsibility. Specifically, combining an auction with a charitable cause may result in increased revenues, but managers should ensure that they are accounting for differential compliance rates between auction formats. Even if low-compliance bidders can be identified and screened out, doing so is not advantageous, because noncompliant bidders bid up prices.

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1. Voluntary-pay auctions 2. Charity auctions 3. Jump bidding 4. Late bidding

5

Unpacking the relationship between sales control and salesperson performance [Texto impreso] : a regulatory fit perspective / Constantine S. Katsikeas ... [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. 67-69

The literature examining the effect of sales control on salesperson performance is, at best, equivocal. To reconcile inconsistencies in empirical findings, this research introduces two new types of salesperson learning: exploratory and exploitative learning. Drawing on regulatory focus theory, the authors conceptualize exploratory learning as promotion focused and exploitative learning as prevention focused and find that salespeople exhibit both exploratory and exploitative learning, though one is used more than the other depending on the type of sales control employed. The results also suggest that the fit between salesperson learning type, customer characteristics (i.e., purchase-decision-making complexity), and salesperson characteristics (i.e., preference for sales predictability) is critical to salesperson performance and that salesperson learning mediates the relationship between sales control and salesperson performance (Study 1). Study 2 corroborates the findings using new panel data collected over two waves. The results of this research have important implications for integrating sales control, salesperson learning, and salesperson performance.

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1. Sales control 2. Exploratory learning 3. Exploitative learning 4. Salesperson performance 5. Regulatory focus theory

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When celebrities count [Texto impreso] : power distance beliefs and celebrity endorsements / Karen Page Winterich, Manish Gangwar and Rajdeep Grewal

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. 84-86

The use of celebrity endorsements varies across countries; does their effectiveness similarly vary across cultures? The authors propose that power distance beliefs (PDB), a cultural orientation related to the extent to which people expect and accept differences in power, moderate the effects of celebrity endorsements. A positive effect of celebrity endorsers on evaluations of advertising should be more potent with greater PDB; source expertise and trustworthiness likely underlie this effect. To test the hypotheses, the authors use moderated mediation analyses, with corrections for measurement error and endogeneity of the mediators (source expertise and trustworthiness). The results of three studies, using both manipulated and measured PDB for respondents in different countries and with a variety of endorsers, demonstrate that PDB determine the effectiveness of celebrity endorsements on attitudes toward the advertisement and the brand. In support of the moderated mediation model, perceptions of source expertise and trust mediate the effect of celebrity endorsements, conditional on PDB. The results hold for nondurables but do not generalize to durable products.

Journal of marketing. -- 2018, v. 82, n. 3, may, p. 70-86

1. Advertising 2. Celebrity endorsements 3. Power distance beliefs 4. Source credibility 5. Structural equation model

7

When does market share matter? [Texto impreso] : new empirical generalizations from a meta-analysis of the market share-performance relationship / Alexander Edeling and Alexander Himme

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. 22-24

The impact of market share on financial firm performance is one of the most widely studied relationships in marketing strategy research. However, since the meta-analysis by Szymanski, Bharadwaj, and Varadarajan (1993), substantial environmental (e.g., digitization) and methodological (e.g., accounting for endogeneity) developments have occurred. The current work presents an updated and extended meta-analysis based on all available 863 elasticities drawn from 89 studies and provides the following new empirical generalizations: (1) The average raw market share–financial performance elasticity is .132, which is substantially lower than the effectiveness of other intermediate marketing metrics. This result challenges a widely used strategy that solely focuses on increasing market share. (2) Elasticities differ significantly between contextual settings. For example, they are lower for business-to-business firms than for business-to-consumer firms, for service firms than for manufacturing firms, and for U.S. markets than for emerging and Western European markets. The authors also observe differences between countries with respect to a general time trend (e.g., lower elasticities in recent times for Western European markets) and recessionary periods (e.g., lower elasticities in the United States, higher elasticities in non-Western economies).

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1. Market share 2. Financial firm performance 3. Meta-analysis 4. Elasticity 5. Hierarchical linear model

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(When) does third-party recognition for design excellence affect financial performance in business-to-business markets? [Texto impreso] / D. Eric Boyd and P. K. Kannan

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. 122-123

Third-party recognition for design excellence is often viewed as an event triggering the success of a product with a good design. However, evidence from extant research raises doubt as to whether this form of recognition matters in business-to-business (B2B) markets. Using a demand shock conceptualization to capture the signaling role and demand uncertainty of such recognition, this research argues that third-party recognition for design excellence does create firm value in B2B markets. The effect varies, however, depending on certain types of chief executive officer functional experience (market and finance) and the criteria used by third parties in judging design superiority. Model-free evidence and matched-sample analysis provides empirical evidence in support of the demand shock perspective and the hypothesized effects. The research adds a new theoretical conceptualization describing the impact of third-party recognition for design excellence and unveils several new research areas. Managerially, the results identify several new facilitating conditions that enable B2B firms to create greater value from an innovation strategy based on superior design.

Journal of marketing. -- 2018, v. 82, n. 3, may, p. 108-123

1. Design awards 2. Design excellence 3. Firm value 4. Chief executive officer experience 5. Business to business