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Do consumers always spend more when coupon face value is larger? [Texto impreso] : the inverted u-shaped effect of coupon face value on consumer spending level / He (Michael) Jia ... [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. 84-85

Commonly, a coupon can be applied to one of several vertically differentiated products sold at different prices within the same product line of a brand. With such a product-line coupon, consumers need to decide on the specific product to buy, resulting in different levels of consumer spending. One field data set and four lab experiments demonstrate that the relationship between coupon face value and consumer spending level may not always be intuitively positive; under certain circumstances, it could take an inverted U-shape. The authors develop a threshold-based model to explain the inverted U-shaped effect of coupon face value on consumer spending level and show that this effect occurs when the price level of products is high, when consumers have a strong saving orientation, when they experience low information load from processing a small number of products, when they are inclined to engage in thorough product comparison, or when they have a weak preexisting preference for a specific level of product benefit.

Journal of marketing. -- 2018, v. 82, n. 4, july, p. 70-85

1. Product-line coupon 2. Consumer spending 3. Savings percentage 4. Inverted U-shape 5. Threshold

2

In-store mobile phone use and customer shopping behavior [Texto impreso] : evidence from the field / Dhruv Grewal ... [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. 124-126

This research examines consumers' general in-store mobile phone use and shopping behavior. Anecdotal evidence has suggested that mobile phone use decreases point-of-purchase sales, but the results of the current study indicate instead that it can increase purchases overall. Using eye-tracking technology in both a field study and a field experiment, matched with sales receipts and survey responses, the authors show that mobile phone use (vs. nonuse) and actual mobile phone use patterns both lead to increased purchases, because consumers divert from their conventional shopping loop, spend more time in the store, and spend more time examining products and prices on shelves. Building on attention capacity theories, this study proposes and demonstrates that the underlying mechanism for these effects is distraction. This article also provides some insights into boundary conditions of the mobile phone use effect.

Journal of marketing. -- 2018, v. 82, n. 4, july, p. 102-126

1. In-store mobile phone use 2. Distraction 3. Retail purchases 4. Attention capacity 5. Eye tracking

3**Marketing channel management by multinational corporations in foreign markets [Texto impreso] / Rajdeep Grewal ... [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. 66-69

Multinational corporations (MNCs) are adopting increasingly diverse and complex marketing channels to sell their products worldwide. They strive to manage channels that confront diverse demands from headquarters, foreign subsidiaries, and local partners as well as complex market environments. Because extant research on MNCs' marketing channels is sparse, the authors propose an organizing framework to spur and guide research on MNC channel management. As a meta-theory that integrates economic and social elements of MNC channel management, the political economy perspective is used to propose two testable frameworks pertaining to determinants of (1) MNC marketing channel structures and processes and (2) MNC marketing channel outcomes. Building on these frameworks, the authors advance a research agenda to test substantive relationships, elaborate new constructs, and illustrate new contexts pertaining to MNC marketing channels. A set of propositions illustrates the applicability of these conceptual frameworks.

Journal of marketing. -- 2018, v. 82, n. 4, July, p. 49-69

1. Multinational corporations 2. Distribution channels 3. International business 4. Interfirm relationships 5. Headquarters–subsidiary relationships

4**Offerings as digitalized interactive platforms [Texto impreso]: a conceptual framework and implications / Venkat Ramaswamy and Kerimcan Ozcan**

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. 29-31

In an age of digitalized interactions, offerings are no longer “finished” in the traditional sense; creation of value continues by engaging actors (often consumers and their associated social networks) interacting with organizing actors (often firms and their associated organizational ecosystem) in a joint space of interactive system-environments. One can think of the Apple Watch NikePlus (AWNPN) offering in which the consumer co-creates valuable experienced outcomes with a mix of applications, touchpoints, and uses, while AWNPN and its organizing actors co-create environments with consumers. Actors increasingly find themselves in such a joint enactment of interactional value creation, through offerings as evolving digitalized networked arrangements of artifacts, persons, processes, and interfaces, which the authors refer to as a Digitalized Interactive Platform (DIP). This implies a broader view of value creation—one in which value is created through interactions, versus one where value is simply the exchange of a fixed offering between a firm and its customers. Offerings as DIPs have significant implications for the theory and practice of marketing.

Journal of marketing. -- 2018, v. 82, n. 4, July, p. 19-31

1. Creating value through interactions 2. Digitalized interactive platforms 3. Offerings 4. Value co-creation

5**Sales-to-marketing job transitions [Texto impreso] / Jeff S. Johnson and Joseph M. Matthes**

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. 46-48

Careers evolve over time and can take many paths as they develop. Within marketing and sales, a common variant of career progression is to begin in a sales position and then advance internally into a marketing role. Doing so provides employees with unique but complementary sets of skills, experiences, and perspectives that may increase their efficacy as marketers. However, sales-to-marketing job transitions (SMJTs) can also be suboptimal and result in adverse outcomes. Although the sales–marketing interface literature has examined how the two functions work together, the SMJT process is unclear. To provide an understanding of this phenomenon, the authors conduct in-depth interviews across a host of different companies and industries with 56 informants who successfully transitioned intraorganizationally from sales to marketing, informants who transitioned but did not remain in marketing, and executives. They develop a theoretical model consisting of transition motivation, acquisition, preparation, and encounter. They also advance individual and organizational facilitators of SMJTs and discuss SMJTs' potential positive and negative effects on the organization.

Journal of marketing. -- 2018, v. 82, n. 4, July, p. 32-48

1. Job transitions, intraorganizational mobility 2. Sales–marketing interface 3. Career development 4. Qualitative 5. Intraorganizational mobility

6**Specialist competitor referrals [Texto impreso] : how salespeople can use competitor referrals for nonfocal products to increase focal product sales / Simon J. Blanchard, Mahima Hada and Kurt A. Carlson**

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. 143-145

Intuition suggests that a salesperson should not refer consumers to a competitor for products that they both sell. However, myriad examples reveal salespeople doing just that. The authors study specialist competitor referrals, a sales strategy by which one increases consumers' purchase likelihood of a focal product (e.g., a painting at an art gallery) by (1) referring consumers to a competitor (e.g., a frame warehouse store) that offers a nonfocal product (e.g., a frame) at a lower price, while (2) stating that the stores differ in their specializations (i.e., the stores concentrate their efforts on different goods). Using a study and survey with salespeople, experimental studies, an incentivized negotiation experiment, and a field study, the authors show that specialist competitor referrals can indeed benefit sellers. Specifically, they build on equity theory to show that specialist competitor referrals increase focal product sales by reducing consumers' perceived overpayment risk for the focal product via increasing perceived equity in the exchange. The authors also show that competitor referrals for nonfocal products that do not justify the price difference on the nonfocal product are ineffective.

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1. Referrals 2. Equity theory 3. Salesperson–consumer interactions

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Video content marketing [Texto impreso] : the making of clips/ Xuan Liu ... [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. 99-101

Consumers have an increasingly wide variety of options available to entertain themselves. This poses a challenge for content aggregators who want to effectively promote their video content online through original trailers of movies, sitcoms, and video games. Marketers are now trying to produce much shorter video clips to promote their content on a variety of digital channels. This research is the first to propose an approach to produce such clips and to study their effectiveness, focusing on comedy movies as an application. Web-based facial-expression tracking is used to study viewers' real-time emotional responses when watching comedy movie trailers online. These data are used to predict both viewers' intentions to watch the movie and the movie's box office success. The authors then propose an optimization procedure for cutting scenes from trailers to produce clips and test it in an online experiment and in a field experiment. The results provide evidence that the production of short clips using the proposed methodology can be an effective tool to market movies and other online content.

Journal of marketing. -- 2018, v. 82, n. 4, july, p. 86-101

1. Video content marketing 2. Trailers 3. Clips 4. Emotions 5. Facial-expression tracking