1

Format neglect [Texto impreso] : how the use of numerical versus percentage rank claims influences consumer judgments / Julio Sevilla, Mathew S. Isaac, and Rajesh Bagchi

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. 163-164

Abstract: Marketers often claim to be part of an exclusive tier (e.g., “top 10”) within their competitive set. Although recent behavioral research has investigated how consumers respond to rank claims, prior work has focused exclusively on claims having a numerical format. But marketers often communicate rankings using percentages (e.g., “top 20%”). The present research explores how using a numerical format claim (e.g., “top 10” out of 50 products) versus an equivalent percentage format claim (e.g., “top 20%” out of 50 products) influences consumer judgments. Across five experiments, the authors find robust evidence of a shift in evaluations whereby consumers respond more favorably to numerical rank claims when set sizes are smaller (i.e., <100) but more favorably to percentage rank claims when set sizes are larger (i.e., >100), even when the claims are mathematically equivalent. They further show that this change in evaluations occurs because consumers commit format neglect when making their evaluations by relying predominantly on the nominal value conveyed in a rank claim and insufficiently accounting for set size.

Journal of marketing. -- 2018, v. 82, n. 6, november, p. 150-164

1. Base rate neglect 2. Framing effects 3. Percentages 4. Rank claims 5. Rankings

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2

How consumers' political ideology and status-maintenance goals interact to shape their desire for luxury goods [Texto impreso] / Jeehye Christine Kim, Brian Park, and David Dubois

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. 147-149

Abstract: This research distinguishes between the goal of maintaining status and advancing status and investigates how consumers’ political ideology triggers sensitivity to a status-maintenance (vs. status-advancement) goal, subsequently altering luxury consumption. Because conservative political ideology increases the preference for social stability, the authors propose that conservatives (vs. liberals) are more sensitive to status maintenance (but not status advancement) and thus exhibit a greater desire for luxury goods when the status-maintenance goal is activated. Six studies assessing status maintenance using sociodemographic characteristics (Studies 1, 2, and 3a) and controlled manipulations, including ad framing (Study 3b) and semantic priming (Studies 4 and 5), provide support for this proposition. The studies show that the effect is specific to status maintenance and does not occur (1) in the absence of a status goal or (2) when the status-advancement goal (a focus on increasing status) is activated. Overall, the findings reveal that conservatives’ desire for luxury goods stems from the goal of maintaining status and offer insights into how luxury brands can effectively tailor their communications to audiences with a conservative ideology.

Journal of marketing. -- 2018, v. 82, n. 6, november, p. 132-149

1. Social status 2. Status maintenance 3. Status advancement 4. Luxury goods 5. Political ideology

3

The long reach of sponsorship [Texto impreso] : how fan isolation and identification jointly shape sponsorship performance / Marc Mazodier, Conor M. Henderson, and Joshua T. Beck

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

Abstract: Globalization and technology have expanded the reach of sports teams, giving brand sponsors new opportunities to engage and build relationships in real time with fans outside a team's home market. This research investigates the role of fan isolation, or the experience of feeling separated from the team community, in shaping sponsorship effectiveness. The authors posit that such isolation increases the desire to affiliate with the team community, which can increase preferences for team-linked brands. However, the effect of isolation on sponsor performance depends on the strength of fan identification. Isolation increases strong fans' desire to affiliate with the team community, thereby enhancing sponsorship performance; by contrast, isolation causes weak fans to avoid team-linked brands. Two field studies and four quasi experiments conducted across three countries (N = 1,412) confirm these predictions. Isolated strong fans exhibit increased recall, attitudes, purchase intentions, and word of mouth for sponsors, while isolated weak fans display the opposite effects. For brand managers, the proposed framework reveals whether isolated fans provide the best or worst returns on their sponsorships.

Journal of marketing. -- 2018, v. 82, n. 6, november, p. 28-48

1. Brand performance 2. Identification 3. Isolation 4. Sponsorship

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4

The new product portfolio innovativeness–stock returns relationship [Texto impreso] : the role of large Individual investors' culture/ Paola Cillo, David A. Griffith, and Gaia Rubera

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. 68-70

Abstract: The marketing–finance interface literature has investigated the direct link between innovativeness and stock returns. The authors extend this research by focusing on two open questions: How and under what conditions is innovativeness associated with stock returns? Answering these questions is important for managers who have to defend innovation investments to board members and time the introductions of new products. The authors investigate large individual investors and their national culture in the food and beverage industry. Combining multiple data sets, they first examine the relationship between innovativeness and large individual investors' stock holding decisions (i.e., to sell, hold onto, or buy a firm's stocks). The results indicate that national culture moderates this relationship. At the firm level, the authors show that large investors' stock holding partially mediates the innovativeness–stock returns relationship and that the culture of a firm's large investors moderates this mediated relationship. Thus, they unveil a special segment of investors, large individual investors, who influence the extent to which firms benefit from innovativeness in the stock market in the food and beverage industry.

Journal of marketing. -- 2018, v. 82, n. 6, november, p. 49-70

1. Marketing–finance interface 2. New product portfolio innovativeness 3. Stock holding 4. Investor heterogeneity 5. Hofstede

5

Sales force downsizing and firm-idiosyncratic risk [Texto impreso] : the contingent role of investors' screening and firm's signaling processes / Nikolaos G. Panagopoulos, Ryan Mullins, and Panagiotis Avramidis

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. 87-88

Abstract: Although sales force downsizing represents a challenging marketing resource change that can signal uncertainty about future firm performance, little is known about its impact on financial-market performance. Drawing from information economics, the authors address this knowledge gap by developing a comprehensive framework to (1) examine the impact of the size of a firm's sales force downsizing on firm-idiosyncratic risk, (2) uncover investors' screening processes that influence this relationship, and (3) identify firms' mitigating signaling processes that can alleviate investor uncertainty linked to downsizing. The authors draw from several secondary sources to assemble a longitudinal data set of 314 U.S. public firms over 12 years and model their framework using a robust econometric approach. Findings show that larger sales force reductions are associated with greater firm-idiosyncratic risk. Furthermore, this increase in risk is amplified when firms face high levels of future competitive threats and lack transparency in financial reporting. However, chief executive officers can mitigate these deleterious moderating effects by signaling a commitment to growth (i.e., increasing advertising expenditures) and formally communicating an external strategic focus to Wall Street.

Journal of marketing. -- 2018, v. 82, n. 6, november, p. 71-88

1. Sales force downsizing 2. Firm risk 3. Investors 4. Chief executive officer 5. Information economics

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6

Scheduling content on social media [Texto impreso] : theory, evidence, and application / Vamsi K. Kanuri, Yixing Chen, and Shrihari (Hari) Sridhar

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. 106-108

Abstract: Content platforms (e.g., newspapers, magazines) post several stories daily on their dedicated social media pages and promote some of them using targeted content advertising (TCA). Posting stories enables content platforms to grow their social media audiences and generate digital advertising revenue from the impressions channeled through social media posts' link clicks. However, optimal scheduling of social media posts and TCA is formidable, requiring content platforms to determine what to post; when to post; and whether, when, and how much to spend on TCA to maximize profits. Social media managers lament this complexity, and academic literature offers little guidance. Consequently, the authors draw from literature on circadian rhythms in information processing capabilities to build a novel theoretical framework on social media content scheduling and explain how scheduling attributes (i.e., time of day, content type, and TCA) affect the link clicks metric. They test their hypotheses using a model estimated on 366 days of Facebook post data from a top 50 U.S. newspaper. Subsequently, they build an algorithm that allows social media managers to optimally plan social media content schedules and maximize gross profits. Applying the algorithm to a holdout sample, the authors demonstrate a potential increase in gross profits by at least 8%.

Journal of marketing. -- 2018, v. 82, n. 6, november, p. 89-108

1. Circadian rhythms 2. Content strategy 3. Decision support system 4. Genetic algorithm 5. Social media

7
Selling the premium in freemium [Texto impreso] / Xian Gu, P.K. Kannan, and Liye Ma

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. 27

Abstract: The success of a freemium model depends on the number of customers who purchase the premium version in the presence of the free version. The authors investigate the strategy of extending the premium product line to spur demand for the existing premium version. Extending the results of the standard product line model is insufficient in such cases because of the conceptual nuances in a freemium context. The authors conduct a randomized field experiment with an online content provider that offers book titles in a PDF version for free and sells the paperback version for a premium. The authors show that paperback titles accompanied by an additional premium version, either in e-book or hardcover format, have higher sales than those in the control condition. The positive impact on paperback sales is stronger for titles that are more popular or cheaper, and the effect of introducing the e-book version is higher when the e-book price is closer to the paperback price. By analyzing individual customer choices, the authors identify the existence of the compromise effect and the attraction effect in the extended product line setting, a significant contribution not only in the freemium context but also to the product line literature.

Journal of marketing. -- 2018, v. 82, n. 6, november, p. 10-27

1. Freemium 2. Product line 3. Compromise effect 4. Attraction effect 5. Randomized field experiment

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8
Swayed by the numbers [Texto impreso] : the consequences of displaying produc review attributes / Jared Watson, Anastasiya Pocheptsova Ghosh, and Michael Trusov

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. 128-131

Abstract: Prior research has shown the independent effects of average product ratings and number of reviews for online purchases, but the relative influence of these aggregate review attributes is still debated in the literature. In this research, the authors demonstrate the conditional influences of these two attributes as a function of the valence of average product ratings and the level of review numbers in a choice set. Specifically, they argue that the diagnosticity of the number of reviews, relative to average product ratings, increases when average product ratings are negative or neutral (vs. positive) and when the level of review numbers in a choice set is low (vs. high). As a result, when consumers choose among the best options on one of the review attributes (average product ratings or the number of reviews), their preference shifts from the higher-rated option with fewer reviews toward the lower-rated option with more reviews. The authors demonstrate this preference shift in seven studies, elucidate the underlying process by which this occurs, and conclude with a discussion of the implications for retailers and brands.

Journal of marketing. -- 2018, v. 82, n. 6, november, p. 109-131

1. Average porduct ratings 2. Number of reviews 3. Online product reviews 4. Online retail 5. Choice