1
Does a customer on the board of directors affect business-to-business firm performance? [Texto impreso] / Raghu Bommaraju ... [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. 21-23

Abstract: The authors hypothesize that customer presence in the boardroom of business-to-business (B2B) firms brings customer orientation and customer knowledge to the board of directors and thereby enhances B2B firm performance. Using an objective measure of customer presence in the boardroom and a sample of 329 B2B firms over a nine-year period, the authors find support for this hypothesis. Moreover, relying on the resource-based view, they hypothesize that the performance benefit of customers in the boardroom is contingent on the value, rarity, inimitability, and organizational fit of customer resources. Specifically, they find that a customer on the board is more effective when demand uncertainty is high but is less effective when the firm is highly diversified. Moreover, a board member who is an independent director of the customer firm is less effective than a board member who is an executive at the customer firm. The authors also find that research and development intensity partially mediates the relationship between customer presence on the board and firm performance.

Journal of marketing. -- 2019, v. 83, n. 1, january, p. 8-23

1. Board of directors 2. Customer 3. Firm performance 4. Resource-based view

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2
Does it pay to be real? [Texto impreso] : understanding authenticity in TV advertising / Maren Becker, Nico Wiegand, and Werner J. Reinartz

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. 47-50

Abstract: Marketing managers and creatives alike believe that authenticity is an essential element for effective advertising. However, no common understanding of authenticity in advertising exists, and empirical knowledge about its impact on consumer behavior is limited. In this study, the authors use a comprehensive literature review and qualitative studies to identify four dimensions of authenticity in an advertising context. By examining 323 television ads across 67 brands and four years, they investigate these dimensions' effects on the sales performance of advertised products. Because the impact of authenticity may depend on brand or product characteristics, the authors also analyze how these effects vary with brand size or across hedonic and utilitarian products. The results suggest that authenticity influences consumer behavior in a more nuanced manner than previously recognized. For instance, whereas an ad congruent with the brand's essence has a positive effect on sales in most cases, an overly honest advertising message can actually hurt performance; the latter is true especially for hedonic products, for which consumers rely more on subjective information when making purchase decisions.

Journal of marketing. -- 2019, v. 83, n. 1, january, p. 24-50

1. Advertising content 2. Advertising cues 3. Advertising effectiveness 4. Authenticity

3
Price promotions and popular events [Texto impreso] / Wiebke I.Y. Keler, Barbara Daleersnyder, and Karen Gedenk

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. 86-88

Abstract: Managers often use popular events, such as the Olympics, to advertise their brands more heavily. Can manufacturers and retailers capitalize on these events to enhance the response to their price promotions? This study empirically examines whether the sales response to price promotions is stronger or weaker around events than at nonevent times, and what factors drive this relative promotion response. Studying 242 brands from 30 consumer packaged goods categories in the Netherlands over more than four years, the authors find that a price promotion offered around a popular event often generates a stronger sales response than the same promotion at nonevent times, with a price promotion elasticity that is 9.3% larger, on average, during events. Still, the variance in relative promotion response across brands and events is high, and the authors identify several drivers that managers should consider before shifting promotions toward event times. Currently, managers often do not take these drivers into account. This study provides guidelines to improve promotional timing decisions in relation to popular events.

Journal of marketing. -- 2019, v. 83, n. 1, january, p. 73-88

1. Price promotion 2. Popular event 3. Promotion calendar 4. Sales response

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4
The self-perception connection [Texto impreso] : why consumers devalue unattractive produce / Lauren 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. 105-107

Abstract: This research investigates the mechanism by which the aesthetic premium placed on produce contributes to consumers' rejection of safe, edible, yet aesthetically unattractive, fruits and vegetables, which results in both financial loss to retailers and food waste. Further, the authors identify a novel way in which the devaluation of such produce can be reduced. Five experiments demonstrate that consumers devalue unattractive produce because of altered self-perceptions: merely imagining the consumption of unattractive produce negatively affects how consumers view themselves, lowering their willingness to pay for unattractive produce relative to equivalently safe but more attractive alternatives. This discrepancy in willingness to pay for unattractive versus attractive produce can be reduced by altering the self-diagnostic signal of consumer choices and boosting consumers' self-esteem. An experiment in the field demonstrates the effectiveness of using easily implementable in-store messaging to boost consumers' self-esteem in ways that increase consumers' positive self-perceptions and, subsequently, their willingness to choose unattractive produce. This research, therefore, suggests low-cost yet effective strategies retailers can use to market unattractive produce, potentially raising retailer profits while reducing food waste.

Journal of marketing. -- 2019, v. 83, n. 1, january, p. 89-107

1. Food waste 2. Aesthetic premium 3. Self-perceptions 4. Self-signals 5. Food decision making

5
That's not so bad, I'll eat more! [Texto impreso] : backfire effects of calories-per-serving information on snack consumption / Andrea Heintz Tangari ... [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. 148-150

Abstract: This research investigates how provision of calories-per-serving information on serving size labels affects snack consumption quantity. Drawing from expectancy-disconfirmation theory, this research shows that providing calories-per-serving information can ironically create a consumption backfire effect (consumers eat more when presented with calories-per-serving information) for snacks perceived as unhealthy but not for snacks perceived as healthy. The authors find that this effect arises when calorie expectations are higher than the posted calories-per-serving level—a frequent occurrence due to stated serving sizes that are typically smaller than amounts consumed in one sitting. The authors also show that attention to calorie information plays a key role such that the backfire effect occurs among consumers who pay more attention to calorie information. Furthermore, motivational factors including individual differences and perceptions of the risk associated with consuming a snack also play a role in driving consumption differences. The authors offer managerial, policy, and consumer welfare implications, including proposing and testing larger stated serving sizes as an intervention.

Journal of marketing. -- 2019, v. 83, n. 1, january, p. 133-150

1. Calories per serving 2. Consumption 3. Expectancy disconfirmation 4. Nutrition labeling 5. Serving size

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6
Trading on up, an examination of factors influencing the degree of upgrade [Texto impreso] : evidence from cash for clunkers / Chadwick J. Miller, Michael A. Wiles, and Sungho Park

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:170-172

Abstract: Durable goods firms often create product lineups to provide a clear upgrading path as consumers make replacement decisions. Consumers can upgrade a little (i.e., spend a bit more than last time) or a lot (i.e., spend substantially more). However, the factors affecting the degree of such vertical “moving up” have received limited scholarly attention. In particular, little is known about how trade-in characteristics and the marginal costs–benefits of the new purchase influence the degree of upgrade. The authors use 320,000 Cash for Clunkers automobile transactions to provide the first examination of how mental accounting surpluses from trade-in ownership time and trade-in windfall, in addition to brand loyalty, affect the degree of upgrade. The authors find that trade-in ownership time and brand loyalty enhance the replacement’s degree of upgrade. However, trade-in windfall size has a negative effect, revealing the downside of this common promotional practice. Two experiments and additional dealer data indicate that this finding is robust to different economic conditions. Thus, these findings provide valuable new guidance for durable goods firms to facilitate the degree to which consumers upgrade.

Journal of marketing. -- 2019, v. 83, n. 1, january, p. 151-172

1. Downgrade 2. Upgrade 3. Mental accounts 4. Trade-in 5. Usage

7
Uncle Sam rising [Texto impreso] : performance implications of business-to.-government relationships / Brettt W. Josephson ... [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. 70-72

Abstract: This article uses multimethod approaches to develop a conceptual foundation for and empirical evidence of the performance implications of business-to-government (B2G) relationships. In-depth interviews reveal unique characteristics that differentiate B2G exchanges from commercial exchanges (e.g., procurement mission; regulations and oversight; scale, scope, and planning horizon) and highlight the resultant cost–benefit trade-offs for firms in this environment. Empirical longitudinal analyses of secondary data show that a firm's government customer emphasis (firm revenue dependence on B2G relationships) exerts a positive nonlinear effect on firm value but also increases firm risk (idiosyncratic and systematic). Government customer breadth and depth are two critical customer portfolio characteristics that moderate these effects. High government customer breadth creates more costs associated with an increasing government customer emphasis, mitigating the positive nonlinear effect on firm value. However, breadth provides diversification benefits that alleviate the increase in idiosyncratic risk that comes with greater government customer emphasis. Deep B2G relationships give firms key customer domain knowledge and insights, which help counteract the increased idiosyncratic and systematic risks of government customer emphasis. The authors discuss the implications for marketing theory and practice.

Journal of marketing. -- 2019, v. 83, n. 1, january, p. 51-72

1. Business-to-government 2. Buyer-seller relationships 3. Firm risk 4. Firm value 5. Government customer emphasis

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8
Within-seller and buyer–seller network structures and key account profitability [Texto impreso] / Aditya Gupta ... [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. 129-132

Abstract: In business-to-business (B2B) markets, the success of key account management (KAM) teams depends on how they are structured and how they handle customer relationships. The authors conceptualize relationships among selling team members as a within-seller (intrafirm) network and the relationships between selling team members and buyer representatives as a buyer–seller (interfirm) network. Drawing on both structural (buyer–seller density, within-seller density, and within-seller centralization) and functional (buyer–seller similar function ties and within-seller cross-functional ties) composition attributes of these networks, the authors examine how the interplay between these networks drives seller account profitability. Using data from 207 key account managers across B2B industries, the authors uncover a nuanced pattern of interplay across the two networks. Densities in the two networks are mutually substitutive, but density in the buyer–seller networks and centralization in the within-seller networks serve complementary roles. Cross-function ties in the within-seller network serve a complementary role too, but only in relation to similar function ties in the buyer–seller network. In contrast, within-seller centralization supports both network density and similar function ties in the buyer–seller network and, thus, emerges as a valuable KAM team characteristic. These findings suggest multiple ways for firms to align interfirm and intrafirm KAM networks to improve account profitability.

Journal of marketing. -- 2019, v. 83, n. 1, january, p. 108-132

1. Buyer–seller relationship 2. Centralization 3. Cross-functional ties 4. Key account management 5. Social networks