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**The color of support [Texto impreso] : the effect of sponsor–team visual congruence on sponsorship performance / Conor M. Henderson, Marc Mazodier, and Aparna Sundar**

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. 69-71

Abstract: Brand sponsorship connects brands with large, passionate audiences. The sponsorship literature emphasizes the importance of brand sponsor–team congruence; however, prior research has largely focused on the relevance of the brand to the sport or geographic area. This article offers the first real-world empirical investigation of the effects of visual congruence through color matching on sponsorship performance. A wide-scale study of 703 Major League Baseball fans' evaluations of their team's sponsors, merged with real stadium signage data, offers evidence of the benefits of visual congruence. Two experiments in the contexts of product packaging and online advertising provide converging evidence of the positive effects of created visual congruence on attitudes toward the sponsorship, brand attitudes, and intentions. Brands without an inherent match to a team can enjoy enhanced sponsorship benefits with little additional costs simply by adopting the team's colors in visual displays. However, the viewer's motivation (fan status), opportunity (fan exposure), and ability (lack of color blindness) to process visual congruence moderates its effectiveness. By using the proposed framework, managers can maximize the value of their sponsorship rights.

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1. Brand alliance 2. Color 3. Sponsorship 4. Sports marketing 5. Visual congruence

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**Detecting, preventing, and mitigating online firestorms in brand communities [Texto impreso] / Dennis Herhausen ... [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. 19-21

Abstract: Online firestorms pose severe threats to online brand communities. Any negative electronic word of mouth (eWOM) has the potential to become an online firestorm, yet not every post does, so finding ways to detect and respond to negative eWOM constitutes a critical managerial priority. The authors develop a comprehensive framework that integrates different drivers of negative eWOM and the response approaches that firms use to engage in and disengage from online conversations with complaining customers. A text-mining study of negative eWOM demonstrates distinct impacts of high- and low-arousal emotions, structural tie strength, and linguistic style match (between sender and brand community) on firestorm potential. The firm's response must be tailored to the intensity of arousal in the negative eWOM to limit the virality of potential online firestorms. The impact of initiated firestorms can be mitigated by distinct firm responses over time, and the effectiveness of different disengagement approaches also varies with their timing. For managers, these insights provide guidance on how to detect and reduce the virality of online firestorms.

Journal of marketing. -- 2019, v. 83, n. 3, may, p. 1-21

1. Message dynamics 2. Online brand community 3. Online firestorms 4. Text mining 5. Word of mouth

**3****Gear manufacturers as contestants in sports competitions [Texto impreso] : breeding and branding returns / Yvonne van Everdingen, Vijay Ganesh Hariharan, and Stefan Stremersch**

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. 142-144

**Abstract:** Several manufacturers make substantial investments to compete in sports contests, using the gear they develop and market. However, no systematic analysis of the breeding (i.e., innovation) and branding (i.e., marketing) returns from such investments exists. In this study, the authors conceptualize and empirically estimate the breeding and branding returns that such manufacturers obtain. The authors gather data for 30 car brands of 16 manufacturers over the period 2000–2015 regarding their participation, spending, and performance in Formula One championships, annual patent citations, and research-and-development (R&D) budgets as well as monthly vehicle registrations, advertising expenditures, and Formula One TV viewership. The authors find that only gear manufacturers with relatively high levels of R&D spending obtain a positive and significant breeding return from competing in sports contests. While most brands obtain positive branding returns, the lower the level of advertising spending for the brand, the greater the branding returns they obtain from competing in these contests. Thus, research-intense (compared with advertising-intense) gear manufacturers have more to gain from competing in sports contests. These findings can help guide manufacturers in budget allocation decisions on sports competitions, R&D, and advertising.

Journal of marketing. -- 2019, v. 83, n. 3, may, p. 126-144

1. Advertising spending 2. Innovation performance 3. R&D spending 4. Sales performance 5. Sports competitions

**4****How does consumers' local or global identity influence price–perceived quality associations? [Texto impreso] : the role of perceived quality variance / Zhiyong Yang ... [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. 161-162

**Abstract:** Globalization has substantially influenced the world economy. However, managers have a limited understanding of how local– global identity influences consumers' price perceptions and behavior. In this research, the authors propose that consumers' local (vs. global) identity leads to a greater tendency to make price–perceived quality (PPQ) associations. Perceived quality variance among comparison brands is a key mechanism underlying these effects. Two field studies (Studies 1 and 7), seven experiments (Studies 2–6, 9, and 10), and a systematic review of secondary data (Study 8) provide converging and robust evidence for the effect of local–global identity on PPQ. Consistent with the perceived quality variance account, when quality differences among the brands are made salient, PPQ associations of consumers high in global (but not local) identity significantly increase, compared with baseline conditions. However, when perceived quality similarities are made salient, PPQ associations of consumers high in local (but not global) identity significantly decrease. Product type and distribution of customer ratings represent natural boundaries for the relationship between local–global identity and PPQ. The authors conclude with the implications for managers' targeting endeavors. We also provide specific tools that marketers can use in ads and point-of-purchase materials to encourage or discourage consumers in making PPQ associations.

Journal of marketing. -- 2019, v. 83, n. 3, may, p. 145-162

1. Local–global identity 2. Perceived quality variance 3. Price–perceived quality

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**How to shift consumer behaviors to be more sustainable [Texto impreso] : a literature review and guiding framework / Katherine White, Rishad Habib, and David J. Hardisty**

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. 38-49

Abstract: Highlighting the important role of marketing in encouraging sustainable consumption, the current research presents a review of the academic literature from marketing and behavioral science that examines the most effective ways to shift consumer behaviors to be more sustainable. In the process of the review, the authors develop a comprehensive framework for conceptualizing and encouraging sustainable consumer behavior change. The framework is represented by the acronym SHIFT, and it proposes that consumers are more inclined to engage in pro-environmental behaviors when the message or context leverages the following psychological factors: Social influence, Habit formation, Individual self, Feelings and cognition, and Tangibility. The authors also identify five broad challenges to encouraging sustainable behaviors and use these to develop novel theoretical propositions and directions for future research. Finally, the authors outline how practitioners aiming to encourage sustainable consumer behaviors can use this framework.

Journal of marketing. -- 2019, v. 83, n. 3, may, p. 22-49

1. Corporate social responsibility 2. Ecological behavior 3. Environmentally friendly behavior 4. Sustainable consumer behavior

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**Market intelligence dissemination practices [Texto impreso] / Gary F. Gebhardt, Francis J. Farrelly, and Jodie Conduit**

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. 89-90

Abstract: Market intelligence is a cornerstone of the marketing concept and essential to market-focused strategic planning and implementation. Although the importance of market intelligence is widely accepted, how managers can ensure the organization-wide generation, dissemination, and responsiveness to market intelligence remains a persistent challenge. In this article, the authors investigate market intelligence dissemination practices and their resulting managerial responses. Using qualitative methods, the authors identify five market intelligence dissemination practices that either update and reinforce organization members' existing schemas (mental models) of the market or create new, shared schemas of the market. Specifically, they find that the creation, existence, or absence of organizationally shared market schemas is crucial in explaining the effectiveness of different market intelligence dissemination practices. Thus, in addition to being experts on market intelligence, intelligence directors must be authorities on organizational learning and ways to create shared meaning structures that enable disseminated intelligence to be understood and used within their organizations. The authors conclude with suggestions for practitioners on how to manage intelligence dissemination across their organizations more effectively and efficiently.

Journal of marketing. -- 2019, v. 83, n. 3, may, p. 72-90

1. Market intelligence 2. Market orientation 3. Market research 4. Market schemas 5. Organizational learning

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**Who Is wary of user design? [Texto impreso] : the role of power-distance beliefs in preference for user-designed products / Neeru Paharia and Vanitha Swaminathan**

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. 106-107

**Abstract:** This article evaluates when a user-design approach is and is not effective in strengthening brand preference. It specifically delves into the role of power-distance beliefs in influencing preferences for user-designed products and brands. The authors demonstrate that low-power-distance consumers prefer user-designed products to company-designed products, whereas this effect is attenuated or reversed for high-power-distance consumers. The authors find process evidence that both feelings of empowerment and values of expertise differentially mediate brand preferences depending on power-distance beliefs, thus extending prior research findings. Field experiments conducted in the United States and cross-culturally (Austria and Guatemala) with Facebook's advertising platform provide convergent evidence using country and political orientation as managerially accessible proxies. This research sheds light on when and why firms should be wary of user-design approaches, based on how powerdistance beliefs drive consumers' preferences.

Journal of marketing. -- 2019, v. 83, n. 3, may, p. 91-107

1. Brand preferences 2. Cocreation 3. Cross-cultural 4. Political orientation 5. Power-distance beliefs

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**With power comes responsibility [Texto impreso] : how powerful marketing departments can help prevent myopic management / Raji Srinivasan and Nandini Ramani**

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. 123-125

**Abstract:** Firms sometimes engage in myopic management (e.g., cutting marketing spending, providing lenient credit to customers to improve short-term results). Although marketing is at the center of such myopic management, there are few insights on whether a marketing department could prevent it. To address this gap, the authors examine the role of powerful marketing departments in preventing myopic marketing spending and revenue management. They hypothesize that there are internal and external enablers of marketing department power (i.e., a chief executive officer with marketing experience, the firm's power over its customers, analyst coverage, and institutional stock ownership) that help a powerful marketing department prevent myopic management. They test the hypotheses using a panel of 781 publicly listed U.S. firms between 2000 and 2015. As hypothesized, when the firm has (1) a chief executive officer with a marketing background and (2) power over its customers, increasing marketing department power decreases the likelihood of both myopic marketing spending and myopic revenue management; increasing marketing department power and analyst coverage decreases the likelihood of myopic marketing spending. The findings highlight powerful marketing leadership as a hitherto overlooked way to prevent myopic management and improve firm performance.

Journal of marketing. -- 2019, v. 83, n. 3, may, p. 108-125

1. Marketing department power 2. Myopic management 3. Myopic marketing spending 4. Myopic revenue management 5. Power over customers