

1

Can advertising investments counter the negative impact of shareholder complaints on firm value? [Texto impreso] / Simone Wies ... [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. 77-80

Abstract: Shareholder complaints put pressure on publicly listed firms, yet firms rarely directly address the actual issues raised in these complaints. The authors examine whether firms respond in an alternative way by altering advertising investments in an effort to ward off the financial damage associated with shareholder complaints. By analyzing a unique data set of shareholder complaints submitted to S&P 1500 firms between 2001 and 2016, supplemented with qualitative interviews of executives of publicly listed firms, the authors document that firms increase advertising investments following shareholder complaints and that such an advertising investment response mitigates a postcomplaint decline in firm value. Furthermore, results suggest that firms are more likely to increase advertising investments when shareholder complaints are submitted by institutional investors, pertain to nonfinancial concerns, and relate to topics that receive high media attention. The findings provide new insights on how firms address stock market adversities with advertising investments and inform managers about the effectiveness of such a response.

Journal of marketing. -- 2019, v. 83, n. 4, july, p. 58-80

1. Advertising investments 2. Firm value 3. Market impact 4. Marketing strategy 5. Shareholder proposals 6. Stock

2

Immediate responses of online brand search and price search to TV Ads [Texto impreso] / Rex Yuxing Du, Linli Xu, and Kenneth C. Wilbur

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. 98-100

Abstract: This study aims to deepen the understanding of evaluating TV ad spots by their immediate effects on important online activities. The authors merged minute-by-minute brand search and price search data with spot-level TV advertisement data for the three leading pickup truck brands in the United States over an 11-month period. They presented a generalizable modeling framework and used it to estimate the size and variation of immediate online responses to TV ads. The average elasticity of brand search to a brand's own national ads is .09, and the average elasticity of price search to a brand's own national ads is .03. Given ad audience size, immediate search responses vary with ad creative characteristics, audience category interest, slot of the break, program genre, and time factors. Overall, the results show that ordinary TV ads lead to a variety of immediate online responses and that advertisers can use these signals to enrich their media planning and campaign evaluations

Journal of marketing. -- 2019, v. 83, n. 4, july, p. 81-100

1. TV advertising 2. Attribution 3. Brand search 4. Price search 5. Programmatic

3**An integrated power and efficiency model of contractual channel governance [Texto impreso] : theory and empirical evidence / Stephen J. Carson and Mrinal Ghosh**

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. 118-120

Abstract: Power theories (e.g., social exchange theory, resource dependence theory) and efficiency theories (e.g., transaction cost analysis) offer very different perspectives on the design of contractual governance in marketing channels. Whereas power theory suggests that governance will reflect the preferences of powerful firms, efficiency theories argue that governance will maximize joint value. In this research, the authors provide an integrative framework that reconciles power and efficiency perspectives in the context of contractual marketing channel relationships. This framework discriminates between two methods of exercising power: ex ante (through a tightly specified, efficient contract that rewards the powerful firm through the price mechanism while providing strong safeguards for the weak firm) or ex post (through a loosely specified, inefficient contract that allows the powerful firm to exploit its power during renegotiations). The authors argue that power will cause channel governance to deviate from the efficient choice, but only to the extent that the powerful firm cannot price out (i.e., extract) the value it offers to the weaker firm ex ante. As exchange conditions become more uncertain, power will demonstrate stronger effects on governance. This theory is supported with data from studies on contractual research-and-development relationships and procurement contracts for customized industrial products.

Journal of marketing. -- 2019, v. 83, n. 4, july, p. 101-120

1. Contracting 2. Efficiency 3. Power 4. Governance 5. Marketing channels

4**Knowing what it makes [Texto impreso] : how product transformation salience increases recycling / Karen Page Winterich, Gergana Y. Nenkov, and Gabriel E. Gonzales**

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. 35-37

Abstract: Recycling campaigns abound, but do consumers think about what becomes of those recyclables? This research proposes that product transformation salience (thinking about recyclables turning into new products) increases recycling. The authors theorize that consumers are inspired by the transformation of recyclables into new products and that this inspiration motivates them to recycle. The authors demonstrate the effect of product transformation messages on recycling behavior using a recycling campaign (Study 1) and advertisements for products made from recycled plastic (Study 2). Study 3 demonstrates the mediating role of inspiration. Then, three field studies provide robust support for the transformation salience effect through click-through rates for recycling advertisements (Study 4), recycling rates during pre-football game tailgating (Study 5), and a reduction in the amount of recyclable materials incorrectly placed in the landfill bin by students in a university residence hall (Study 6). The authors discuss implications for the design of recycling campaigns and positioning of recycled products in the marketplace as well as theoretical contributions regarding the roles of transformation salience and inspiration in encouraging recycling and other sustainable behaviors.

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1. Inspiration 2. Product transformation salience 3. Recycling 4. Sustainability 5. Waste audit

5

Role of ambient temperature in influencing willingness to pay in auctions and negotiations [Texto impreso] / Jayati Sinha 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. 136-138

Abstract: While temperature's effects on human physiology have been well studied, its effects in decision-making contexts are still relatively unknown. The authors investigate the role of ambient temperature in one important decision-making context: consumer purchase. More specifically, they examine how ambient temperature influences consumers' willingness to pay in different kinds of purchase contexts, such as in auctions and in negotiations. The authors show that whereas higher (vs. moderate) temperatures elicit higher willingness to pay in auctions, they lead to a lower willingness to pay in negotiations, and temperature-induced discomfort and aggression underlie these effects. The authors also study the effects of lower temperatures and extend these findings to more general competitive settings. They report findings from six studies and discuss theoretical, managerial, and policy implications.

Journal of marketing. -- 2019, v. 83, n. 4, july, p. 121-138

1. Aggression 2. Ambient temperature 3. Auctions 4. Negotiations 5. Willingness to pay

6

Successfully communicating a cocreated innovation [Texto impreso] / Helen Si Wang ... [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. 56-57

Abstract: Despite the growing popularity of cocreation approaches to innovation, the bottom-line results of these efforts continue to frustrate many firms. Marketing communications are one important tool in stimulating consumer adoption, yet marketers to date have not taken advantage of a unique phenomenon associated with many cocreated innovations: the presence of a genesis story in the words of the creator, which can be combined in different ways with traditional marketing messaging. Using mixed methods, the authors demonstrate a crossover effect in which a "mismatch" of the fundamental motivations behind authentic creation narratives and traditional persuasive messages enhances adoption of the cocreated innovation. This effect is mediated by potential adopters' self-referencing of their own stories about similar experiences or consumption episodes. Furthermore, the effect of a motivation mismatch strategy is attenuated for expert consumers. Finally, this motivation mismatch strategy triggers "takeoff" of cocreated innovations. This research offers substantial implications for research on cocreated innovation, narrative persuasion, and firm-generated and user-generated communication. It provides managers specific guidance on enhancing the success of cocreation programs through an integrated communications strategy.

Journal of marketing. -- 2019, v. 83, n. 4, july, p. 38-57

1. Adoption 2. Cocreated innovation 3. Firm-generated content 4. Narrative self-referencing 5. User-generated content

7

What drives virality (sharing) of online digital content? [Texto impreso] : the critical role of information, emotion, and brand prominence / Gerard J. Tellis ... [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. 18-20

Abstract: The authors test five theoretically derived hypotheses about what drives video ad sharing across multiple social media platforms. Two independent field studies test these hypotheses using 11 emotions and over 60 ad characteristics. The results are consistent with theory and robust across studies. Information-focused content has a significantly negative effect on sharing, except in risky contexts. Positive emotions of amusement, excitement, inspiration, and warmth positively affect sharing. Various drama elements such as surprise, plot, and characters, including babies, animals, and celebrities arouse emotions. Prominent (early vs. late, long vs. short duration, persistent vs. pulsing) placement of brand names hurts sharing. Emotional ads are shared more on general platforms (Facebook, Google+, Twitter) than on LinkedIn, and the reverse holds for informational ads. Sharing is also greatest when ad length is moderate (1.2 to 1.7 minutes). Contrary to these findings, ads use information more than emotions, celebrities more than babies or animals, prominent brand placement, little surprise, and very short or very long ads. A third study shows that the identified drivers predict sharing accurately in an entirely independent sample.

Journal of marketing. -- 2019, v. 83, n. 4, july, p. 1-20

1. Virality 2. Shares 3. Ad cues 4. Emotion 5. Brand prominence