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Brand coolness [Texto impreso] / Caleb Warren ... [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. 54-56

Abstract: Marketers strive to create cool brands, but the literature does not offer a blueprint for what "brand coolness" means or what features characterize cool brands. This research uses a mixed-methods approach to conceptualize brand coolness and identify a set of characteristics typically associated with cool brands. Focus groups, depth interviews, and an essay study indicate that cool brands are perceived to be extraordinary, aesthetically appealing, energetic, high status, rebellious, original, authentic, subcultural, iconic, and popular. In nine quantitative studies (surveys and experiments), the authors develop scale items to reliably measure the component characteristics of brand coolness; show that brand coolness influences important outcome variables, including consumers' attitudes toward, satisfaction with, intentions to talk about, and willingness to pay for the brand; and demonstrate how cool brands change over time. At first, most brands become cool to a small niche, at which point they are perceived to be more subcultural, rebellious, authentic, and original. Over time, some cool brands become adopted by the masses, at which point they are perceived to be more popular and iconic.

Journal of marketing. -- 2019, v. 83, n. 5, september, p. 36-56

1. Attitudes 2. Authenticity 3. Brands 4. Coolness 5. Niche 6. Scale development 7. Structural equation modeling

2

Commentary: marketing and the sharing economy [Texto impreso]: digital economy and emerging market challenges / Yubo Chen and Liantao (Tarry) Wang

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References: p. 31

Abstract: The sharing economy is changing consumer and firm behavior around the world. We present two challenges to the proposed view of marketing in the sharing economy. First, we argue that the critical feature of the sharing economy is not its crowdsourced nature, but rather its digital-economy nature, which means data are now considered the key factor of production that drives how markets are organized and operate. Second, the market environment for the sharing economy in emerging markets lacks the institutional basis found in developed markets, which creates unique consumer and firm problems. These two challenges change marketing within the sharing economy in ways important to practitioners and scholars.

Journal of marketing. -- 2019, v. 83, n. 5, september, p. 28-31

1. Big data 2. Digital economy 3. Emerging market 4. Sharing economy

3

Commentary: the twilight of brand and consumerism? [Texto impreso] : digital trust, cultural meaning, and the quest for connection in the sharing economy / Arun Sundararajan

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References: p. 35

Abstract: The economic and societal changes collectively labeled the “sharing economy” represent new digitally enabled ways of organizing economic activity that will reshape the world economy over the twenty-first century, blurring established lines between personal and commercial assets, consumers and producers, markets and hierarchies, and casual labor and full-time work.

Journal of marketing. -- 2019, v. 83, n. 5, september, p. 32-35

1. Blockchain 2. Brand equity 3. Cultural dynamics 4. Cultural meaning 5. Digital trust 6. Gift economy 7. Platform 8. Prosocial behavior 9. Reputation 10. Sharing economy 11. Trust

4

Driving brand engagement through online social influencers [Texto impreso] : an empirical investigation of sponsored blogging campaigns / Christian Hughes, Vanitha Swaminathan and Gillian Brooks

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. 93-96

Abstract: Influencer marketing is prevalent in firm strategies, yet little is known about the factors that drive success of online brand engagement at different stages of the consumer purchase funnel. The findings suggest that sponsored blogging affects online engagement (e.g., posting comments, liking a brand) differently depending on blogger characteristics and blog post content, which are further moderated by social media platform type and campaign advertising intent. When a sponsored post occurs on a blog, high blogger expertise is more effective when the advertising intent is to raise awareness versus increase trial. However, source expertise fails to drive engagement when the sponsored post occurs on Facebook. When a sponsored post occurs on Facebook, posts high in hedonic content are more effective when the advertising intent is to increase trial versus raise awareness. The effectiveness of campaign incentives depends on the platform type, such that they can increase (decrease) engagement on blogs (Facebook). The empirical evidence for these findings comes from real in-market customer response data and is supplemented with data from an experiment. Taken together, the findings highlight the critical interplay of platform type, campaign intent, source, campaign incentives, and content factors in driving engagement.

Journal of marketing. -- 2019, v. 83, n. 5, september, p. 78-96

1. Advertising campaign intent 2. Brand engagement 3. Consumer decision journey 4. Influencer marketing 5. Social media influencers 6. Social media platform 7. Social network sites 8. Sponsored bloggers

5**Effects of liberalization on incumbent firms' marketing-mix responses and performance [Texto impreso] : evidence from a quasi-experiment / Nandini Ramani and Raji Srinivasan**

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. 112-114

Abstract: Many markets are liberalizing by opening up their economies to foreign competition, with the expectation that this will increase economic growth. While foreign competitors with superior technology and management practices pose serious threats to incumbent firms, they also provide them an opportunity to gain new marketing knowledge. How do incumbent firms respond to liberalization? Can incumbent firms' marketing-mix responses affect their performance following liberalization? Addressing these questions, the authors examine incumbent firms' marketing-mix responses to liberalization and the impact of these responses on performance, using the quasi-experiment of liberalization reforms in India. Estimation results from a panel of 3,927 firms in the period 1989–2000 suggest that while all incumbent firms intensified their product and promotions in response to liberalization, only incumbent firms with greater domestic market knowledge intensified their advertising and distribution responses. Furthermore, incumbent firms' marketing-mix responses significantly affect their performance outcomes. The research's findings extend theory and provide practical guidelines on how incumbent firms can design marketing-mix responses to liberalization to improve performance.

Journal of marketing. -- 2019, v. 83, n. 5, september, p. 97-114

1. Emerging markets 2. Incumbent performance 3. Liberalization 4. Marketing-mix responses 5. Quasi-experiment

6**Gift purchases as catalysts for strengthening customer-brand relationships [Texto impreso] / Andreas Eggert, Lena Steinhoff, and Carina Witte**

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: Gift giving is an effective means to strengthen interpersonal relationships; it also may initiate and enhance customer–brand relationships. Through a field study conducted with an international monobrand retailer of beauty products, a combination of propensity score matching with difference-in-differences estimations, and two experimental scenario studies, this research demonstrates that gift buyers spend 63% more in the year following a gift purchase than a matched sample of customers who purchase for their personal use. Specifically, gift buyers increase their purchase frequency (25%), spend more per shopping trip (41%), and engage in more cross-buying (49%). The sales lift is particularly pronounced among new customers. Identity theory suggests customer gratitude and public commitment as mediating mechanisms. Gift purchase design characteristics (i.e., assistance during gift purchase and branded gift wrapping) influence the strength of the mediating mechanisms.

Journal of marketing. -- 2019, v. 83, n. 5, september, p. 115-132

1. Gift giving 2. Gratitude 3. Propensity score matching 4. Public commitment 5. Relationship marketing

7

Marketing in the sharing economy [Texto impreso] / Giana M. Eckhardt ... [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. 22-27

Abstract: The last decade has seen the emergence of the sharing economy as well as the rise of a diverse array of research on this topic both inside and outside the marketing discipline. However, the sharing economy's implications for marketing thought and practice remain unclear. This article defines the sharing economy as a technologically enabled socioeconomic system with five key characteristics (i.e., temporary access, transfer of economic value, platform mediation, expanded consumer role, and crowdsourced supply). It also examines the sharing economy's impact on marketing's traditional beliefs and practices in terms of how it challenges three key foundations of marketing: institutions (e.g., consumers, firms and channels, regulators), processes (e.g., innovation, branding, customer experience, value appropriation), and value creation (e.g., value for consumers, value for firms, value for society) and offers future research directions designed to push the boundaries of marketing thought. The article concludes with a set of forward-looking guideposts that highlight the implications of the sharing economy's paradoxes, maturation, and technological development for marketing research. Collectively, this article aims to help marketing scholars not only keep pace with the sharing economy but also shape its future direction.

Journal of marketing. -- 2019, v. 83, n. 5, september, p. 5-27

1. Access-based consumption 2. Competition 3. Consumer behavior 4. Digital platform 5. Marketing and society 6. Marketing strategy 7. Prosumer 8. Regulation 9. Sharing economy

8

The relative effects of business-to-business (vs. business-to-consumer) service innovations on firm value and firm risk [Texto impreso] : an empirical analysis / Thomas Dotzel and Venkatesh Shankar

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. 150-152

Abstract: Many firms introduce both business-to-business service innovations (B2B-SIs) and business-to-consumer service innovations (B2C-SIs) and need to better allocate their resources. However, they are unsure about B2B-SIs' effects on firm value or risk, especially relative to those of B2C-SIs. The authors address this problem by developing hypotheses that relate the number of B2BSIs and B2C-SIs to firm value and firm risk together with the moderators (the number of product innovations and customer-focus innovations). To test the hypotheses, the authors develop and estimate a model using unique panel data of 2,263 SIs across 15 industries over eight years assembled from multiple data sources and controlling for firm- and market-specific factors, heterogeneity, and endogeneity. They analyze innovation announcements using natural language processing. The results show that B2BSIs have a positive effect on firm value and an insignificant influence on firm risk. Importantly, the effect of a B2B-SI on firm value is significantly greater than that of a B2C-SI. Unlike B2C-SIs, the effect of B2B-SIs on firm value is greater when the firm has more product innovations. Surprisingly, unlike B2C-SIs, the effect of B2B-SIs on firm value is less positive when the SIs emphasize customers. These findings offer important insights about the relative value of B2B-SIs.

Journal of marketing. -- 2019, v. 83, n. 5, september, p. 133-152

1. B2B marketing 2. Finance–marketing interface 3. Innovation 4. Machine learning 5. Natural language processing 6. Services 7. Shareholder value 8. Strategy

9

The unintended consequence of price-based service recovery incentives [Texto impreso] / Vamsi K. Kanuri and Michelle Andrews

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. 75-77

Abstract: Subscription-based service providers (e.g., newspapers, internet services) often issue price-based incentives to recover from service failures. However, because considerable time may pass between when providers issue a recovery incentive and when service contracts are due for renewal, it is unclear whether recovery incentives can improve customer retention in the long run. The authors investigate this question by examining 6,919 contract renewal decisions of newspaper subscribers who received varying levels of recovery incentives after newspaper delivery failures. In contrast to conventional wisdom, they find that recovery incentives are associated with lower contract renewal likelihoods. They rationalize this finding using the economic theory of reference prices and further demonstrate that firms could mitigate the unintended consequence of recovery incentives by reminding subscribers of the original price at touch points following the recovery, discounting the renewal price, and prolonging the duration between the recovery and renewal. The authors also show that the intensity of promotions in the external environment at the time of administering recovery incentives, and that acquiring subscribers by communicating the value of the subscription service, can influence the long-term effectiveness of recovery incentives. For subscription-based service providers, the authors propose a decision support model to optimize recovery and renewal incentives and demonstrate its utility within this empirical context.

Journal of marketing. -- 2019, v. 83, n. 5, september, p. 57-77

1. Contractual relationships 2. Customer complaints 3. Service failure 4. Service recovery incentives 5. Subscription services