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**A Cinderella story [Texto impreso] : how past identity salience boosts demand for repurposed products / Bernadette Kamleitner, Carina Thürridl, and Brett A.S. Martin**

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. 90-92

Abstract: Like Cinderella, many repurposed products involve a biographical transformation, from a tattered past identity (e.g., an old airbag) to a product with a valuable but different new identity (e.g., a backpack made from an airbag). In this article, the authors argue that marketers should help customers infer such product stories by highlighting the products' tattered past identities. Three field experiments and four controlled experiments show that making a product's past identity salient boosts demand across a variety of repurposed products. This is because past identity salience induces narrative thoughts about these products' biographies, which in turn allows customers to feel special. Results also suggest that this strategy of past identity salience needs to be particularly well-crafted for products with easily discernible past identities. These findings highlight a promising new facet of storytelling (i.e., stories that customers self-infer in response to minimal marketer input); create new opportunities for promoting products with a prior life; and deliver detailed guidance for the largely unexplored, growing market for upcycled and recycled products.

Journal of marketing. -- 2019, v. 83, n. 6, november, p. 76-92

1. Storytelling 2. Narrative thinking 3. Repurposed products 4. Upcycling 5. Recycling 6. Felt specialness 7. Product history

2

**Let's make a "deal" [Texto impreso] : how deal collectives coproduce unintended value from sales promotions / Colin Campbell and Hope Jensen Schau**

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. 59-60

Abstract: Users of deal collectives coproduce "deals" that yield value beyond what a marketer intends when offering promotions. The authors develop an understanding of how this unintended value is coproduced through the combined actions of users in deal collectives. Users are drawn to deal collectives by a web of motivations that include subversive shopper feelings, which reflect a desire to outsmart firms and temporarily upend the market power structure. Uncovered transvaluation processes show that deal forums—due to their collective knowledge, creativity, and trust—are more effective than individual consumers at identifying, developing, and vetting opportunities to capture unintended value. The authors further reveal that unintended value can stem from untargeted promotions, pricing and promotion errors, and combinations or stacking of promotions. Strategies for monitoring deal collectives and either discouraging or supporting their activities are offered.

Journal of marketing. -- 2019, v. 83, n. 6, november, p. 43-60

1. Deals 2. Micro-resistance network 3. Promotions 4. Subversive shopper feelings 5. Unintended value

**3****Making recommendations more effective through framings [Texto impreso] : impacts of user-versus item-based framings on recommendation click-throughs / Phyliss Jia Gai and Anne-Kathrin Klesse**

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. 74-75

**Abstract:** Companies frequently offer product recommendations to customers, according to various algorithms. This research explores how companies should frame the methods they use to derive their recommendations, in an attempt to maximize click-through rates. Two common framings—user-based and item-based—might describe the same recommendation. User-based framing emphasizes the similarity between customers (e.g., "People who like this also like..."); item-based framing instead emphasizes similarities between products (e.g., "Similar to this item"). Six experiments, including two field experiments within a mobile app, show that framing the same recommendation as user-based (vs. item-based) can increase recommendation click-through rates. The findings suggest that user-based (vs. item-based) framing informs customers that the recommendation is based on not just product matching but also taste matching with other customers. Three theoretically derived and practically relevant boundary conditions related to the recommendation recipient, the products, and other users also offer practical guidance for managers regarding how to leverage recommendation framings to increase recommendation click-throughs.

Journal of marketing. -- 2019, v. 83, n. 6, november, p. 61-75

1. Advice taking 2. Algorithms 3. Explanations 4. Framing 5. Recommender systems

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**4****The role of marketer-generated content in customer engagement marketing [Texto impreso] / Matthijs Meire ... [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. 40-42

**Abstract:** Despite the demonstrated importance of customer sentiment in social media for outcomes such as purchase behavior and of firms' increasing use of customer engagement initiatives, surprisingly few studies have investigated firms' ability to influence the sentiment of customers' digital engagement. Many firms track buyers' offline interactions, design online content to coincide with customers' experiences, and face varied performance during events, enabling the modification of marketer-generated content to correspond to the event outcomes. This study examines the role of firms' social media engagement initiatives surrounding customers' experiential interaction events in influencing the sentiment of customers' digital engagement. Results indicate that marketers can influence the sentiment of customers' digital engagement beyond their performance during customers' interactions, and for unfavorable event outcomes, informational marketer-generated content, more so than emotional content, can enhance customer sentiment. This study also highlights sentiment's role as a leading indicator for customer lifetime value.

Journal of marketing. -- 2019, v. 83, n. 6, november, p. 21-42

1. Customer engagement 2. Customer lifetime value 3. Customer sentiment 4. Econometric modeling 5. Marketer-generated content 6. Social media

**5****Selling to barricaded buyers [Texto impreso] / Kevin S. Chase and Brian Murtha**

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:** In business-to-government and business-to-business transactions, suppliers often have limited access to buyers during the buying process. The authors term these buyers “barricaded buyers.” Despite the prevalence of barricaded buyers in practice, research has remained largely silent on the topic. Therefore, the authors combine insights from eight organizational purchasing case studies and individual interviews with signaling theory to advance a conceptual framework that highlights ways a supplier can increase its competitiveness (and, correspondingly, its selection likelihood) when selling to barricaded buyers. The framework reflects three distinct ways in which signaling occurs or influences the barricaded buying process: the seller signals to buyers (e.g., through novel solutions, explicit responding), the seller signals to competing sellers (e.g., through peacocking), and the buyer signals to sellers whose meaning is jammed (e.g., through supplier-specific capabilities and language). The framework invokes barricade restrictiveness as an important contingency variable that lends nuance to when the signaling activities are most likely to affect suppliers’ competitiveness.

Journal of marketing. -- 2019, v. 83, n. 6, november, p. 2-20

1. Barricaded buyers 2. Business to government 3. Case studies 4. Organizational buying 5. Request for proposals 6. Signal jamming 7. Signaling theory

**6****What drives herding behavior in online ratings? [Texto impreso]: the role of rater experience, product portfolio, and diverging opinions / Sarang Sunder, Kihyun Hannah Kim, and Eric A. Yorkston**

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. 111-112

**Abstract:** Consumers’ postpurchase evaluations have received much attention due to the strong link between ratings and sales. However, less is known about how herding effects from reference groups (i.e., crowd and friends) unfold in online ratings. This research examines the role of divergent opinions, rater experience, and firm product portfolio in attenuating/amplifying herding influences in online rating environments. Applying robust econometric techniques on data from a community of board gamers, we find that herding effects are significant and recommend a more nuanced view of herding. Highlighting the role of rater experience, the positive influence of the crowd is weakened and friend influences are amplified as the rater gains experience. Furthermore, divergent opinions between reference groups create herding and differentiation depending on the reference group and the rater’s experience level. Finally, firms can influence online opinion through their product portfolio in profound ways. A broad and deep product portfolio not only leads to favorable quality inferences but also attenuates social influence. Implications for online reputation management, rating system design, and firm product strategy are discussed.

Journal of marketing. -- 2019, v. 83, n. 6, november, p. 93-112

1. Diverging opinions 2. Disagreement 3. Herding effects 4. Online ratings 5. Product scope 6. Rater experience 7. Reflection problem