

# Table of Contents, Journal of Marketing Research

**Volume 53, Issue 3**  
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## **The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors**

Ana Babić Rosario, Francesca Sotgiu, Kristine De Valck, and Tammo H.A. Bijmolt

- *The sales effectiveness of electronic word of mouth (eWOM) differs across online platforms, product characteristics, and eWOM metrics, such that eWOM on e-commerce sites, about newly introduced tangible goods, and measured in terms of volume (e.g., number of reviews) is most effective.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

## **If It Takes a Village to Foster Innovation, Success Depends on the Neighbors: The Effects of Global and Ego Networks on New Product Launches**

Eric (Er) Fang, Jongkuk Lee, Robert Palmatier, and Shunping Han

- *This study investigates and reveals interactions between a firm's position in a global network and its ego network as critical mechanisms to launch breakthrough and incremental new products.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

## **Is Top 10 Better than Top 9? The Role of Expectations in Consumer Response to Imprecise Rank Claims**

Mathew S. Isaac, Aaron R. Brough, and Kent Grayson

- *Our research, which examines consumer response to imprecise marketing claims about ranked lists, shows that a weaker claim referencing a less exclusive tier (e.g., Top 10) can lead to higher brand evaluations than a stronger claim that references a more exclusive but less common tier (e.g., Top 9).*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

## **Anchoring in Payment: Evaluating a Judgmental Heuristic in Field Experimental Settings**

Minah H. Jung, Hannah Perfecto, and Leif D. Nelson

- *In 16 field and 4 hypothetical experiments, we find that the anchoring effect is not as large and reliable as the past literature has suggested when people are choosing how much to pay.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

## **Advance Ordering for Healthier Eating? Field Experiments on the Relationship Between the Meal Order–Consumption Time Delay and Meal Content**

Eric M. VanEpps, Julie S. Downs, and George Loewenstein

- *In three studies, we show that ordering meals in advance rather than at mealtime promotes lower-calorie meal choices.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

## **Walking in My Shoes: How Expectations of Role Reversal in Future Negotiations Affect Present Behaviors**

Rajesh Bagchi, Nevena T. Koukova, Haresh Gurnani, Mahesh Nagarajan, and Shweta S. Oza

- *When negotiators expect role reversal (a buyer [seller] in one transaction is the seller [buyer] in the next), they are likely to make more concessions and reach agreement more quickly in the current negotiation. This happens because negotiators expect their counterparts to reciprocate in the future.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

## **Productivity Metrics and Consumers' Misunderstanding of Time Savings**

Bart De Langhe and Stefano Puntoni

- *Consumers believe that productivity are linearly related to time savings, but in fact the relationship is nonlinear such that increases in productivity from a high base are more impactful than increases from a low base.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

## **Price Transparency and Retail Prices: Evidence from Fuel Price Signs in the Italian Highway System**

Federico Rossi and Pradeep K. Chintagunta

- *The increase of fuel price information on the market due to the introduction of a new price transparency policy induces gas stations to reduce their prices significantly.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

## **“Yes/No/Not Right Now”: Yes/No Response Formats Can Increase Response Rates Even in Non-Forced-Choice Settings**

Eleanor Putnam-Farr and Jason Riis

- Program marketers can increase response rates and ultimately even participation rates by giving people a chance to say “yes” or “no” to the initial solicitation message even when people are not compelled to choose between the yes and no options.
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

## **Does Sparing the Rod Spoil the Child? How Praising, Scolding, and an Assertive Tone Can Encourage Desired Behaviors**

Amir Grinstein and Ann Kronrod

- *A series of field experiments show that when encouraging desired behaviors (financial planning, health), if you praise consumers (“You’re doing great!”), do it assertively (“Get Fit!”), but scolding (“Still have no retirement plan?”) should be nonassertive (“Maybe it is time to open one”).*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

## **Exploring the Differences Between Conscious and Unconscious Goal Pursuit**

Juliano Laran, Chris Janiszewski, and Anthony Salerno

- *People who pursue a goal consciously are able to find the best alternative given the goal, whereas people who pursue a goal unconsciously are able to find products that can serve the goal but are not necessarily the best.*
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