

Volume 53, Issue 6

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Design of Search Engine Services: Channel Interdependence in Search Engine Results

Benjamin Edelman and Zhenyu Lai

- *Search engines can design search results to encourage users to click paid advertisements instead of unmonetized hyperlinks, and we measure this effect in the context of the travel industry and Google Flight Search.*
 - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Measuring the Lifetime Value of a Customer in the Consumer Packaged Goods Industry

Sarang Sunder, V. Kumar, and Yi Zhao

- *This research attempts to provide the first steps in applying customer valuation and customer centric marketing in the CPG setting by applying a novel methodology to assess the CLV of a CPG consumer.*
 - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

The Calendar Mindset: Scheduling Takes the Fun Out and Puts the Work In

Gabriela N. Tonietto and Selin A. Malkoc

- *Scheduling can lead leisure activities to feel more like work, reducing excitement in anticipation of the activity as well as experienced enjoyment.*
 - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

When Remembering Disrupts Knowing: Blocking Implicit Price Memory

Ellie J. Kyung and Manoj Thomas

- *When shopping for items, consumers often compare new prices to old prices in memory. Most people think that explicit price recall helps memory-based comparisons, but our research shows that explicit price recall can actually hurt memory-based price comparisons.*
 - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Anticipation of Future Variety Reduces Satiation from Current Experiences

Julio Sevilla, Jiao Zhang, and Barbara E. Kahn

- *This research demonstrates that the act of anticipating what one will be consuming in the future in a given consumption domain influences satiation from a current experience.*
 - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Fairness Ideals in Distribution Channels

Tony Haitao Cui and Paola Mallucci

- *We sought to analytically and experimentally evaluate whether fairness concerns affect firms' decisions in a dyadic channel and how. We find that the exogenous channel structure has significant influence on firms' fairness perceptions and, therefore, on their decisions.*
 - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Signaling Through Price and Quality to Consumers with Fairness Concerns

Xiaomeng Guo and Baojun Jiang

- *We study how consumers' fairness concerns affect the firm's optimal pricing and product quality decisions; we show that consumers' fairness concerns may not necessarily be bad for the firm and good for the consumers.*
 - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Ask and You Shall (Not) Receive: Close Friends Prioritize Relational Signaling over Recipient Preferences in Their Gift Choices

Morgan K. Ward and Susan M. Broniarczyk

- *In gift registry contexts, close (vs. distant) givers are more likely to relationally signal by electing to diverge from recipients' explicitly selected gifts on the registry to freely chosen items that signal their relationship.*
 - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Choosing Variety for Joint Consumption

Jordan Etkin

- *When making choices for joint consumption with a relationship partner, the amount of variety consumers prefer depends on how much future time they perceive ahead in their relationship.*
 - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Selective Sensitization: Consuming a Food Activates a Goal to Consume Its Complements

Young Eun Huh, Joachim Vosgerau, and Carey K. Morewedge

- *We demonstrate a novel way that eating a food increases the desire to eat other foods: independent of more general drives like hunger, we find that eating a food activates a goal to consume other foods that one perceives to be complementary to that food (e.g., milk and cookies, cheese and crackers).*
 - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Belief in Free Will: Implications for Practice and Policy

Yanmei Zheng, Stijn M.J. Van Osselaer, and Joseph W. Alba

- *This article examines the resilience of people's belief in autonomy in the face of challenges posed by advances in the science of the mind.*
 - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)