

# Volume 54, Issue 1

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*Journal of Marketing Research: Looking Forward*

Rajdeep Grewal

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Identifying the Presence and Cause of Fashion Cycles in Data

Hema Yoganarasimhan

- Using a three-pronged framework to analyze fashions (algorithms for identifying cycles, statistical models for identifying cycles, and methods for examining the drivers of fashion cycles), this paper establishes the presence of fashion cycles in names choice decisions and show that the patterns of these cycles are consistent with Bourdieu's cultural capital signaling theory.
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Linking Customer Behaviors to Cash Flow Level and Volatility: Implications for Marketing Practices

Denish Shah, V. Kumar, Kihyun Hannah Kim, and Jeewon Brianna Choi

- *The study empirically links different recurring customer behaviors to the future level and volatility of a customer's cash flows. The results provide new insights into how firms can implement differentiated marketing efforts to better manage individual customer cash flows and, ultimately, overall firm value.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

How Does Team Composition Affect Effort in Contests? A Theoretical and Experimental Analysis

Hua Chen and Noah Lim

- *We study how the composition of a sales team and the contest metrics of a team contest affect salespeople's effort.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Clicks as a Healthy Alternative to Bricks: How Online Grocery Shopping Reduces Vice Purchases

Elke Huyghe, Julie Verstraeten, Maggie Geuens, and Anneleen Van Kerckhove

- *We show that consumers choose relatively fewer vices when shopping for groceries online (vs. offline) because the symbolic product presentation of the online channel decreases the products' vividness, which in turn diminishes consumers' desire to seek instant gratification and ultimately leads them to purchase fewer vices.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Repairing the Damage: The Effect of Price Knowledge and Gender on Auto Repair Price Quotes

Meghan R. Busse, Ayelet Israeli, and Florian Zettelmeyer

- *We find that auto repair shops alter their price quotes depending on how informed consumers appear to be about prices. Women are quoted higher prices than men when callers signal that they are uninformed about prices. These gender differences disappear when callers indicate a benchmark price.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Return on Service Amenities

Rebecca W. Hamilton, Roland T. Rust, Michel Wedel, and Chekitan S. Dev

- *We develop a return on investment (ROI) model to capture how offering service amenities to customers produces two sources of financial return for firms: increasing initial choice of the service and increasing revenues from repurchase.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Shining Light on Atmospherics: How Ambient Light Influences Food Choices

Dipayan Biswas, Courtney Szocs, Roger Chacko, and Brian Wansink

- *The results of a field experiment at a casual dining chain and multiple lab studies show that ambient light luminance (bright vs. dim) influences the extent to which consumers order healthy versus unhealthy foods. Ambient light also influences total calories purchased and consumed.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

The Influence of the Structure of Interdependence on the Response to Inequity in Buyer–Supplier Relationships

David A. Griffith, Jessica J. Hoppner, Hannah S. Lee, and Tobias Schoenherr

- *The findings of this study demonstrate that the reactions of suppliers to positive and negative inequity can vary depending on the nature of the structure of interdependence of the relationship and that positive and negative inequity differentially influence relationship performance.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

Introduction to the *Journal of Marketing Research* Special Section on Field Experiments

Robert Meyer

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Field Experimentation in Marketing Research

Ayelet Gneezy

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Does “Liking” Lead to Loving? The Impact of Joining a Brand’s Social Network on Marketing Outcomes

Leslie K. John, Oliver Emrich, Sunil Gupta, and Michael I. Norton

- *The mere act of “liking” a brand on Facebook does not cause consumers to view the brand more favorably; rather, this activity is simply a symptom of being fond of a brand.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)

“Mere Measurement Plus”: How Solicitation of Open-Ended Positive Feedback Influences Customer Purchase Behavior

Sterling A. Bone, Katherine N. Lemon, Clay M. Voorhees, Katie A. Liljenquist, Paul W. Fombelle, Kristen Bell Detienne, and R. Bruce Money

- *This research demonstrates that firms can increase customer spending by simply asking customers to “say something nice” about their experience.*
  - [\[Article Snapshot\]](#) [\[Full Article\]](#) [\[Google Scholar\]](#)