

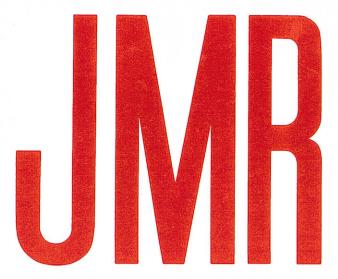
AUGUST 2017

525

540

572

589



JOURNAL OF MARKETING RESEARCH

Journal of marketing research HG版: N54-0123A

Incentives Versus Reciprocity: Insights from a Field Experiment Doug J. Chung and Das Narayandas

511

The Value of Marketing Crowdsourced New Products as Such: Evidence from Two Randomized Field Experiments

Hidehiko Nishikawa, Martin Schreier, Christoph Fuchs, and Susumu Ogawa

Who's Driving This Conversation? Systematic Biases in the Content of Online Consumer Discussions Rebecca W. Hamilton, Ann Schlosser, and Yu-Jen Chen

Comparison Neglect in Upgrade Decisions

Aner Sela and Robyn A. LeBoeuf 556

How Language Shapes Word of Mouth's Impact Grant Packard and Jonah Berger

Rejecting Responsibility: Low Physical Involvement in Obtaining Food Promotes Unhealthy Eating Linda Hagen, Aradhna Krishna, and Brent McFerran

The Charity Beauty Premium: Satisfying Donors' "Want" Versus "Should" Desires

> Cynthia Cryder, Simona Botti, and Yvetta Simonyan 605

Exploring the Relationship Between Varieties of Variety and Weight Loss: When More Variety Can Help People Lose Weight

Kelly L. Haws, Peggy J. Liu, Joseph P. Redden, and Heidi J. Silver 619

> Do Costly Options Lead to Better Outcomes? How the Protestant Work Ethic Influences the Cost-Benefit Heuristic in Goal Pursuit

Yimin Cheng, Anirban Mukhopadhyay, and Rom Y. Schrift 636

Mobility of Top Marketing and Sales Executives in Business-to-Business Markets: A Social **Network Perspective**

> Rui Wang, Aditya Gupta, and Rajdeep Grewal 650

> > AMERICAN MARKETING **ASSOCIATION**