Literature Review

Anja Lambrecht, Catherine Tucker (2012): the authors suggest that rather than evaluating multiperiod service contracts at the contract level, customers use period-level bracketing. customers evaluate the distinct per-period loss or gain they incur from choosing this contract. this has important consequences when benefits vary over the course of the contract—for example, due to “hassle costs.” if customers use period-level bracketing, they will value a lower price more in periods during which they have hassle than in other periods. the authors explore this using data from a field experiment for web hosting services.

Arul Mishra & Himanshu Mishra (2010): In this article, the authors find that type of food consumed can also influence impulsive choice. Specifically, food that enhances the levels of the neurotransmitter serotonin can reduce impulsive choice. To test the hypotheses on the influence of serotonin on post consumption impulsive choice, the authors collected data on the eve of Thanksgiving. The occasion of Thanksgiving dinner provides a naturalistic setting in which people consume a tryptophan-rich meal.

Asthana A K (2012): IFFCO is a multi-product, multi-business enterprise. The fertilizer product line of IFFCO needs to be analysed to assess the cash consumption and cash generation position of the product. This analysis will help to determine the continuity of the product in the future and protect its market leader position.

Athanasios Kristallis, Klaus G Grunert, Marcia D de Barcellos, Taula Perrea, & Wim Verbeke (2012): This study aims to analyse
citizens' sustainability attitudes towards food production in the EU, Brazil, and China, using pork as an exemplary production system. The objective is to map citizens' attitudes towards sustainable characteristics of pig production systems, and investigate whether these attitudes coincide with people's general attitudes towards sustainability, on one hand, and their consumption of specific pork products, on the other.

Babu P George & Manoj Edward (2009): The authors suggest that cognitive dissonance and purchase involvement which happen when customers have a discrepancy between what they believe and what are the information they call to question. It is high in high involvement products and so is critical to marketers.

Benedict GC Dellaert, Gerald Hauble (2012): This article examines how a common form of decision assistance—recommendations that present products in order of their predicted attractiveness to a consumer—transforms decision processes during product search. Such recommendations induce a shift in consumers' decision orientation in search from being directed at whether additional alternatives should be inspected to identifying the best alternative among those already encountered.

Blair Kidwell, David M Hardesty, Brian R Murtha, Shilin Sheng (2011): This research examines how sales professionals use emotions in marketing exchanges to facilitate positive outcomes for their firms, themselves, and their customers. The authors conduct three field studies to examine the impact of emotional intelligence (EI) in marketing exchanges on sales performance and customer relationships.
Chandan Goswami, & Pradip C Bhuyan (2012): The study was carried out in Sonitpur district of Assam to find out the segmental variation of fish consumption patterns based on demographic and geographic profiles. A total of 132 respondents covering four different communities from both rural and urban areas had been selected following quota and judgment sampling.

Che Aniza Binti Che Wel & Jamil Bojei (2009): The authors discuss about the dimensions of relationship marketing instruments that are appropriate in managing customer relations. It advises to move to personal touch.

Ernst C Osinga, Peter SH Leeflang, Shuba Sreenivasan, Jaap E Wereinga (2011): Marketing managers increasingly recognize the need to measure and communicate the impact of their actions on shareholder returns. This study focuses on the shareholder value effects of pharmaceutical direct-to-consumer advertising (DTCA) and direct-to-physician (DTP) marketing efforts.

Figen Ebren (2009): The study contrasts status seeking and role relaxed customers spread across social influence and personal factors. Concepts of social and functional benefits found in buying process is age old.

Gyi Huang, Vincent R Nijs, Karsten Hansen, Eric T Anderson (2012): Little is known, however, about Wal-Mart's influence on suppliers' performance. Manufacturers suggest that Wal-Mart uses its power to squeeze their profits. In this article, the authors study the validity of this claim. They investigate the underlying mechanisms that may cause changes in manufacturer profits following Wal-Mart market entry. The data contain information on supplier interactions with retail stores, including Wal-Mart, for a
period of five years. They find that postentry supplier profits increased by 18% on average, whereas profits derived from incumbent retailers decreased only marginally Walmart’s impact on supplier profit.

Ingrid Moonsa & Patrick De Pelsmackreb (2012) : The authors have stated that emotions and the attitude towards the electric car are the strongest determinants of usage intention, followed by the subjective norm. Reflective emotions towards car driving and perceived behavioural control factors also play a significant role. Differences in the relative importance of the determinants of usage intention between subgroups based on environmental concern and behaviour and social values are also studied. In general, people in segments that are more inclined to use the electric car are less driven by emotions towards the electric car and more by reflective emotions towards car driving, and take more perceived behavioural concerns into account.

James F Devlin (2011) : Evaluative Cues & services : The purpose of this paper is to provide an insight into the use of evaluative cues by consumers in a services context. In particular, the paper investigates the extent to which consumers' familiarity and objective/subjective expertise affect the degree to which functional and non-functional cues are used in evaluating investment products. The methodology for the study is quantitative, involving a random telephone sample of 1002 respondents broadly representative of the UK population.

Jan Benedict EM Steenkampf, Herald J van Herdee, Inge Geinskins (2010) : The growing sales of private labels (PLs) pose significant challenges for national brands (NBs) around the world. A major question is whether consumers continue to be willing to
pay a price premium for NBs over PLs. Using consumer survey data from 22,623 respondents from 23 countries in Asia, Europe, and the Americas across, on average, 63 consumer packaged goods categories per country, this article studies how marketing and manufacturing factors affect the price premium a consumer is willing to pay.

Jesper H Neilsen, Stewart A Shapiro, Charlotte H Mason (2010): In this article, the authors demonstrate that certain semantic characteristics of nonfocal advertising elements may similarly attract attention when consumers are focused on a primary task elsewhere in the visual field. In three experiments, the authors investigate how orienting attention responses to highly emotional advertising elements influence ad and brand awareness in cluttered environments.

Jie Zhang, Els Breugelmans (2012): The authors conduct an empirical investigation of a new retail loyalty program (LP), called an item-based loyalty program (IBLP), in which price discounts are replaced by reward point promotions that need to be accumulated and redeemed later. The main objective is to examine its impact on various aspects of consumer purchase behavior and a retailer's sales revenue. They find that after a retailer switched from a conventional LP to the IBLP, consumers became more responsive to reward point promotions than to price discounts of the same monetary value, were no longer responsive to competitors' reward point promotions, and exhibited stronger cumulative reward point effects. In addition, the new LP had a significantly different impact on “current” LP members and nonmembers (defined by their status right before the switch),
resulting in decreased (increased) total spending by the former (latter) group, under the retailer's current promotion.

JiHoonJhang, Susan Jung Grant, Margaret C Campbell (2012) The current research addresses the challenge faced by new products that are extremely different from existing offerings by drawing on theory regarding the evaluation of schema incongruity. The authors posit that consumers' acceptance of extremely incongruent products will increase when firms use strategies that facilitate cognitive flexibility and thus the likelihood that consumers will be able to make sense of the same.

Kelly Goldsmith, On Amir (2010) : Many consumer promotions involve uncertainty (e.g., purchase incentives offering the chance to receive one of several rewards). Despite retailers' heavy reliance on such promotions, much academic research on uncertainty has demonstrated examples of consumers avoiding and/or disliking uncertainty, implying that promotions involving uncertainty may not be as effective for retailers as promotions offering certain rewards. In an effort to reconcile the prevalence of uncertain promotions with the existing research, this article explores the conditions under which uncertain promotions may be effective for retailers. The article concludes with a discussion of the theoretical and practical implications for these findings.

Kunter Gunasti, William T Ross, (2010): This research develops a taxonomy of alphanumeric brand names (ABs) based on the alignment between the brand names and their links to products and attributes. Five empirical studies reveal that ABs have systematic effects on consumers' product choices, moderated by consumers' need for cognition, the availability of product attribute information, and the taxonomic category of the AB. In an identical choice set,
the choice share of a product option whose brand name takes a higher versus lower numeric portion (e.g., X-200 versus X-100) increases, and it is preferred more even when it is objectively inferior to other choice alternatives.

Laura Salciuviene, Pervez N Ghauri, Ruth Salomea Streder, & Claudio D Matos (2010): This study examines the effects of brand names in a foreign language, country of origin, and the incongruence between the two on brand perceptions of services. Employing congruity and categorisation theory as a theoretical foundation, this study empirically tests a number of hypotheses. The findings suggest that services with a French brand name are perceived as more hedonic.

Maciej Szymanowski, ElsGijsbrechts (2012): The authors investigate whether consumers generalize knowledge from product experience across PLs of different retail chains and whether such cross-brand learning depends on the PL brands' link with the chain name or on their quality differences. The proposed brand choice model captures cross-brand learning through quality perception spillovers (consumers adjust beliefs about PL quality on the basis of consumption experience) and familiarity spillovers (uncertainty about a PL diminishes with rival PL consumption)

Marco Bertini, Luc Wathieu, Sheena S Iyengar (2012): The authors propose that a crowded product space motivates consumers to better discriminate between options of different quality. Specifically, this article reports evidence from three controlled experiments and one natural experiment that people are prepared to pay more for high-quality products and less for low-quality products when they are considered in the context of a dense, as opposed to a sparse, set of alternatives. To explain this effect,
authors argue that consumers uncertain about the importance of quality learn from observing market outcomes.

Michael K Brady, Clay M Voorhees, Michael J Brusco (2012): This research is the first to examine service sweethearting, an illicit behavior that costs firms billions of dollars annually in lost revenues. Sweethearting occurs when frontline workers give unauthorized free or discounted goods and services to customer conspirators.

Nevena T Koukova, Kannan PK, Amna Kirmani (2012): The authors investigate the impact of usage situations, relative attribute quality levels of the formats and their interactions on the perception of the formats as perfect or imperfect substitutes or complements, and the purchase likelihood of the bundle of formats. The study demonstrates that when formats have equivalent quality on a salient attribute, consumers perceive the formats as more complementary and are more likely to buy the bundle. This happens because consumers consider more usage situations for the formats and view the bundle as providing greater flexibility for future usages.

Phil Megicks, Juliet Memery & Robert J Angell (2012): Analysing shopping in the local food sector is an area of contemporary consumer research that has received considerable interest in recent times. The significance of the topic relates not only to underlying consumer behaviour theory, but also to the perceived role of local food in environmentally responsible purchasing practices, and consequently sustainable food policies. However, previous empirical investigation of local food buying behaviour is limited, and this research extends current work
through adopting a mixed methods approach that comprised qualitative focus groups with an online survey of consumers. Multivariate analysis techniques were utilised to identify a set of drivers of and inhibitors to local food buying.

Philip Crowther & Leah Donlan (2011): This paper provides a new conceptual contribution to our understanding of the value of events, examining their potential through the lens of service dominant logic. Through a conceptual analysis and discussion, augmented by a small-scale and exploratory empirical study using semi-structured interviews, it evaluates the growing resonance of events in modern-day marketing.

Philipp Schmitt, Berndt Skeira, Christophe Van Den Bulte (2011): Referral programs have become a popular way to acquire customers. Yet there is no evidence to date that customers acquired through such programs are more valuable than other customers. The authors address this gap and investigate the extent to which referred customers are more profitable and more loyal.

Pradeep Racheria, Munir Mandviwalla, & Daniel J Connolly (2012): In this study, we apply the uncertainty reduction theory from communication to delineate the antecedents of consumers' trust in online product reviews. We test the competing effects of information content (argument quality) and social component (perceived background similarity) on consumers' trust in reviews.

Rajani Kambhoj (2012) The case examines a detailed account of Nestlé's promotion and advertising strategies for creating a noodles market from scratch. This case looks at the various phases in the product life cycle of Maggi noodles in India. It talks about the
various measures taken by NIL to keep the Maggi brand fresh in the minds of the Indian consumers and reposition Maggi as a 'Health product'.

Ravi Dhar, Klaus Wertenbroch (2012): The authors propose that temptation entails not only costs but also benefits for consumers. These arise from self-signaling effects of how consumers handle tempting choice options. Succumbing to temptation is a (costly) self-signal of weak willpower, whereas resisting temptation is a (beneficial) self-signal of strong willpower. Five experiments demonstrate that these self-signaling costs and benefits of temptation depend not only on the chosen item but also on the temptation from the nonchosen options.

Rebecca J Slotegraff, Kwaku Atuahene Gima (2011): Innovation scholars have long touted the value of cross-functional teams, and though firms have embraced a cross-functional design in their new product development (NPD) teams, these teams continue to face challenges. The authors develop a process-based model that examines the extent to which stability influences certain decision-making processes, which in turn influence new product advantage.

Ruth Rettie, Kevin Burchell, & Debra Riley (2012): This paper develops a new approach to sustainability marketing: repositioning activities as normal, or not normal, to encourage the adoption of more sustainable consumer practices. The paper is grounded in theories of social normalisation, conformity, and social practice theory. Previous qualitative work by the authors suggests that some sustainable behaviours are not adopted because they are perceived to be not normal, and that some unsustainable behaviours persist because they are seen as normal.
Sanjay Puligadda, William T Ross, Rajdeep Grewal (2012): This research uses schema theory to build the theoretical groundwork for brand schematicity and reports seven studies conducted to measure, validate, and establish the nature of the construct. Studies 1 and 2 pertain to a scale developed to measure brand schematicity, Study 3 measures the construct using response times, and Study 4 situates the construct in a nomological network of associated constructs. Studies 5 and 6 test the predictive validity of the brand schematicity construct, and Study 7 uses memory clustering to provide evidence of the schematic nature of the construct that represents an inherent difference in the way consumers organize and utilize brand information.

Stephanie Slater & Mirella Yani – de- Soriano (2010) : The paper presents a critical review of the main studies in cross-cultural consumer behaviour and marketing research, and identifies the methodological issues that frequently undermine the quality of research in this area. The paper offers suggestions for addressing these issues, which are becoming even more complex due to growing Internet-based marketing research and increasingly multicultural societies.

Svetlana Bogomolova & Olga Grudinina (2011) : Research on brand switching has indicated that consumers switch for a variety of reasons, including ‘other’, ‘personal’, or ‘consumer-driven’. While these ‘uncontrollable’ reasons cause substantial customer loss, they rarely get into marketers' focus, and often considered outside the range. In 39 in-depth interviews, researchers qualitatively explore consumers' entire lifetime of brand experiences with all brands in six product categories.
Thomas. T. Thomas (2012): Rural India is still a mystery, with perspectives varying with the researchers. The large share of population residing in these areas with diverse cultures, aspirations and needs make it a challenging proposition for both academics and industrialists. This paper looks at the scenario and explores opportunities for the corporates to take advantage of a market that holds almost three-fourths of all Indians.

Tom Meyvis, Kelly Goldsmith, Ravi Dhar (2012): The authors propose that the relative importance of these two factors is influenced by two key features of a typical shopping environment: the presence of visual information and the availability of comparison brands. In particular, the authors demonstrate that adding pictures and enabling brand comparisons shift consumers' preference from extensions of better-fitting brands to extensions of higher-quality brands. The authors propose that this occurs because pictures and brand comparisons create a more concrete representation of the extension, which in turn increases the importance of parent brand quality relative to brand–extension fit. They provide support for this underlying mechanism and discuss the practical implications of their findings.

Xueming Luo, Christian Homburg, Jan Weisike (2010): Although managers are interested in the financial value of customers and researchers have pointed out the importance of stock analysts who advise investors, no studies to date have explored the implications of customer satisfaction for analyst stock recommendations. Using a large-scale longitudinal data set, the authors find that positive changes in customer satisfaction not only improve analyst recommendations but also lower dispersion in those recommendations for the firm.
Zheyin Gu, Sha Yang (2010): The authors propose a modeling framework composed of a demand-side model and a supply-side model. The empirical results suggest that quantity-discount-induced gains or losses have a significant impact on consumer buying behavior. The authors also find a substantial amount of structural heterogeneity; that is, some consumers perceive quantity discounts as gains, whereas others perceive quantity discounts as losses. Conversely, the supply-side analysis suggests that manufacturers in the empirical application do not consider quantity-discount effects.