FEBRUARY 2013

JOURNAL OF MARKETING RESEARCH

Paul Green, Journal of Marketing Research, and the Challenges Facing Marketing

Robert Meyer

44

55

70

111

143

Does Price Elasticity Vary with Economic Growth?
A Cross-Category Analysis

Brett R. Gordon, Avi Goldfarb, and Yang Li

Why We Do What We Do: A Model of Activity Consumption

Lan Luo, Brian T. Ratchford, and Botao Yang

Lan Luo, Brian T. Ratchford, and Botao Yang
Having Versus Consuming: Failure to Estimate Usage

Frequency Makes Consumers Prefer Multifeature Products

Joseph K. Goodman and Caglar Irmak

(De)marketing to Manage Consumer Quality Inferences

Jeanine Miklós-Thal and Juanjuan Zhang

Estimating Causal Installed-Base Effects: A Bias-Correction Approach

Sridhar Narayanan and Harikesh S. Nair

The Impact of Sampling and Network Topology on the Estimation of Social Intercorrelations

Xinlei (Jack) Chen, Yuxin Chen, and Ping Xiao 95

Conditional Projection: How Own Evaluations Influence Beliefs About Others Whose Choices Are Known A. Yeşim Orhun and Oleg Urminsky

Decoding Customer–Firm Relationships: How Attachment Styles Help Explain Customers' Preferences for Closeness, Repurchase Intentions, and Changes in Relationship Breadth

Martin Mende, Ruth N. Bolton, and Mary Jo Bitner 125

Recovering Hidden Buyer–Seller Relationship States to Measure the Return on Marketing Investment in Business-to-Business Markets

Anita Luo and V. Kumar



