APRIL 2013

161

JOURNAL OF MARKETING RESEARCH

Decomposing the Value of Word-of-Mouth Seeding Programs: Acceleration Versus Expansion Barak Libai, Eitan Muller, and Renana Peres

> Price and Advertising Effectiveness over the **Business Cycle**

Harald J. van Heerde, Maarten J. Gijsenberg, Marnik G. Dekimpe, and Jan-Benedict E.M. Steenkamp 177

Personal Relevance and Mental Simulation Amplify the **Duration Framing Effect**

194 Gülden Ülkümen and Manoj Thomas

Wish Versus Worry: Ownership Effects on Motivated Judgment

Xianchi Dai and Christopher K. Hsee 207

Low-Stakes Opportunism

216 Sandy D. Jap, Diana C. Robertson, Aric Rindfleisch, and Ryan Hamilton

When Disfluency Signals Competence: The Effect of Processing Difficulty on Perceptions of Service Agents

228 Debora V. Thompson and Elise Chandon Ince

Differentiated Bidders and Bidding Behavior in **Procurement Auctions**

241 Ernan Haruvy and Sandy D. Jap

Service Innovativeness and Firm Value

259 Thomas Dotzel, Venkatesh Shankar, and Leonard L. Berry

Tutorial

277

Spotlights, Floodlights, and the Magic Number Zero: Simple Effects Tests in Moderated Regression

Stephen A. Spiller, Gavan J. Fitzsimons, John G. Lynch Jr.,

and Gary H. McClelland

3