

# JMR

AUGUST 2013

JOURNAL OF MARKETING RESEARCH

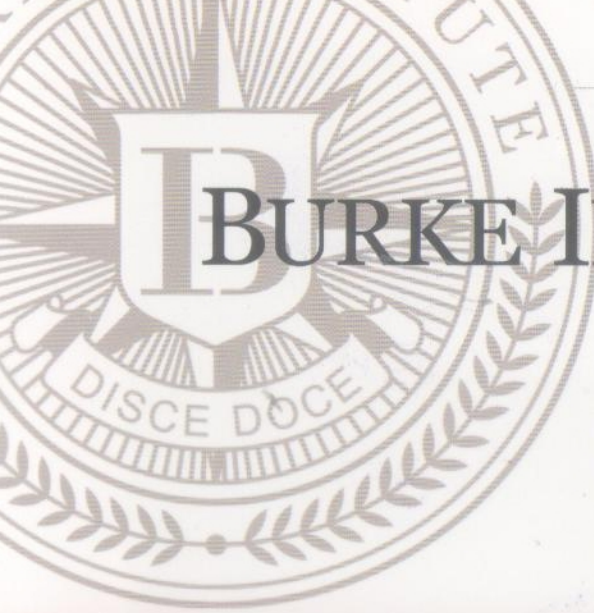
- On Brands and Word of Mouth  
*Mitchell J. Lovett, Renana Peres, and Ron Shachar* 427
- Deconstructing the "First Moment of Truth": Understanding  
Unplanned Consideration and Purchase Conversion Using  
In-Store Video Tracking  
*Sam K. Hui, Yanliu Huang, Jacob Suher, and J. Jeffrey Inman* 445
- Temporal Contiguity and Negativity Bias in the Impact of  
Online Word of Mouth  
*Zoey Chen and Nicholas H. Lurie* 463
- Look at Me! Look at Me! Conspicuous Brand Usage,  
Self-Brand Connection, and Dilution  
*Rosellina Ferraro, Amna Kirmani, and Ted Matherly* 477
- Advertising in a Competitive Market: The Role of Product  
Standards, Customer Learning, and Switching Costs  
*Eric T. Anderson and Duncan Simester* 489
- Comparing Apples to Apples or Apples to Oranges: The  
Role of Mental Representation in Choice Difficulty  
*Eunice Kim Cho, Uzma Khan, and Ravi Dhar* 505
- Comparing the Relative Effectiveness of Advertising  
Channels: A Case Study of a Multimedia Blitz Campaign  
*Peter J. Danaher and Tracey S. Dagger* 517
- Consumer Behavior in "Equilibrium": How Experiencing  
Physical Balance Increases Compromise Choice  
*Jeffrey S. Larson and Darron M. Billeter* 535
- Mental Representation and Perceived Similarity:  
How Abstract Mindset Aids Choice from Large Assortments  
*Jing Xu, Zixi Jiang, and Ravi Dhar* 548

3

9

4





# BURKE INSTITUTE

Since 1975, tens of thousands of research practitioners worldwide have turned to Burke Institute, the premier provider of marketing research training, for their professional development needs.

Learn best practices from industry experts by attending one of our highly acclaimed seminar offerings. These programs combine academic rigor with real-life practical expertise to make the content actionable for your day-to-day work.

	CORE SEMINARS	IN-DEPTH SEMINARS	SPECIALIZED SEMINARS
RESEARCH METHODS	<b>RM01</b> Practical Marketing Research <b>RM02</b> Shopper Marketing: Insights, Innovation & Implementation	<b>RM03</b> Designing Effective Questionnaires: A Step by Step Workshop	<b>RM04</b> Online Research Best Practices and Innovations <b>RM05<sup>1</sup></b> Linking Customer, Employee & Process Data to Drive Profitability
DATA ANALYSIS	<b>DA01</b> Data Analysis for Marketing Research: The Fundamentals	<b>DA02</b> Tools & Techniques of Data Analysis <b>DA03</b> Practical Multivariate Analysis	<b>DA04</b> Practical Conjoint Analysis & Discrete Choice Modeling
QUALITATIVE	<b>Q01</b> Focus Group Moderator Training	<b>Q02</b> Specialized Moderator Skills for Qualitative Research Applications	<b>Q03</b> Next Generation Qualitative Tools: Social Media, Online Communities & Virtual Research Platforms
RESEARCH APPLICATIONS	<b>RA01</b> Applications of Marketing Research		<b>RA02</b> New Product Research: Laying the Foundation for New Product Success <b>RA03</b> Market Segmentation and Positioning Research <b>RA04</b> Customer Satisfaction and Loyalty Research: Managing, Measuring, Analyzing and Interpreting
COMMUNICATION	<b>C01</b> Writing & Presenting Actionable Marketing Research Reports		

<sup>1</sup>Available for on-site presentation only

## CONTACT US:

800-543-8635 or 513-684-4999

Fax: 513-684-7733 | E-mail: [info@BurkeInstitute.com](mailto:info@BurkeInstitute.com)

[BurkeInstitute.com](http://BurkeInstitute.com)

*\*Please note that our course numbering system has recently changed. Contact us at 800.543.8635 if you have any questions.*