

LV

APRIL 2018

JMR

JOURNAL OF MARKETING RESEARCH

- When and How Managers' Responses to Online Reviews
Affect Subsequent Reviews
Yang Wang and Alexander Chaudhry 163
- Frontline Problem-Solving Effectiveness: A Dynamic
Analysis of Verbal and Nonverbal Cues
Detelina Marinova, Sunil K. Singh, and Jagdip Singh 178
- The Club Store Effect: Impact of Shopping in Warehouse
Club Stores on Consumers' Packaged Food Purchases
Kusum L. Ailawadi, Yu Ma, and Dhruv Grewal 193
- Are You Back for Good or Still Shopping Around?
Investigating Customers' Repeat Churn Behavior
V. Kumar, Agata Leszkiewicz, and Angeliki Herbst 208
- Double Mental Discounting: When a Single Price
Promotion Feels Twice as Nice
Andong Cheng and Cynthia Cryder 226
- The Asymmetric Impact of Context on Advantaged
Versus Disadvantaged Options
Ioannis Evangelidis, Jonathan Levav, and Itamar Simonson 239
- The Impact of Mergers and Acquisitions on
the Sales Force
*Raghu Bommaraju, Michael Ahearne, Zachary R. Hall,
Seshadri Tirunillai, and Son K. Lam* 254
- Making Warnings About Misleading Advertising
and Product Recalls More Effective: An Implicit
Attitude Perspective
Olivier Trendel, Marc Mazodier, and Kathleen D. Vohs 265
- How Deviations from Performance Norms Impact
Charitable Donations
Alexis M. Allen, Meike Eilert, and John Peloza 277
- The Influence of Time-Interval Descriptions
on Goal-Pursuit Decisions
Nira Munichor and Robyn A. LeBoeuf 291

AM>
AMERICAN MARKETING
ASSOCIATION