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1. THE MARKETING ENVIRONMENT

1.1 Consumer Behavior


The Role of Affect in Attitude Formation: A Classical Conditioning Approach. John Kim, Jeen-Su Lim, and Mukesh Bhargava, Journal of the Academy of Marketing Science, 26 (Spring 1998), pp. 143-52. [Literature review. Hypotheses. Affect influences attitudes even in the absence of product beliefs and can play a more important role than the belief mechanism in attitude formation depending on the number of repetitions, Advertising implications.]

Behavioral Measures of Television Audience Appreciation. Peter J. Danaher and Jennifer M. Lawrie, Journal of Advertising Research, 38 (January/February 1998), pp. 54-65. [Literature review; People-meter data; Commitment scores, program type, and ratings for each program; Effects; Demographics; Assessment.]


Product Category Familiarity and Preference Construction. Eloise Coupey, Julie R. Irwin, and John W. Payne, Journal of Consumer Research, 24 (March 1998), pp. 459-68. [Literature review; In three studies, the authors examine the effect of familiarity in two preference-elicitation tasks. They provide evidence of an interaction between familiarity and response mode (choice or matching) in each study.]

Choosing to Avoid: Coping with Negatively Emotion-Laden Consumer Decisions. Mary Frances Luce, Journal of Consumer Research, 24 (March 1998), pp. 409–33. [Literature review, Hypotheses, Two experiments, Actual choice of an avoidant option results in less retrospective negative emotion while increased initial negative emotion results in increased choice of avoidant options, Mediation analysis.]

The Effect of Delay Type and Service Stage on Consumers’ Reactions to Waiting. Michael K. Hui, Mrugank V. Thakor, and Ravi Gill, Journal of Consumer Research, 24 (March 1998), pp. 469–79. [Literature review, Model presentation, Hypotheses, Experiment, The nature of the delay, in terms of whether it constitutes a threat to the successful completion of a task or not, moderates the impact of service stage (how close to the goal state the delay occurs) on consumers’ reactions to the wait, Canada.]

The Effects of Television Consumption on Social Perceptions: The Use of Priming Procedures to Investigate Psychological Processes. L.J. Shrum, Robert S. Wyer Jr., and Thomas C. O’Guinn, Journal of Consumer Research, 24 (March 1998), pp. 447–58. [Literature review, Two studies found evidence that heavy viewers’ beliefs about social reality are more consistent with the content of television programming than are those of light viewers, Implications.]


1.2 Legal, Political, and Economic Issues

See also 15, 20, 25, 32, 50, 113, 117, 136, 143, 156, 162, 167, 190, 201, 231


1.3 Ethics and Social Responsibility

See also 18, 82, 90, 100, 225


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Marketing's Integration with Other Departments. Kenneth B. Kahn and John T. Mentzer, Journal of Business Research, 42 (May 1998), pp. 53-62. [Literature review; Hypothesized framework; Survey of marketing, manufacturing, and R&D managers; Relationships between interaction, collaboration, and performance factors; Statistical analysis; Implications.]


Market-Level Effects of Information: Competitive Responses and Consumer Dynamics. Christine Moorman, Journal of Marketing Research, 35 (February 1998), pp. 82-98. [Literature review; Model presentation; Hypotheses; Longitudinal quasi-experiment; Nutrician Labeling and Education Act; Impacts on base brands, brand extensions, competitive rivalry, and consumer activism; Statistical analysis.]


An Exploration into Home-Based Businesses: Data from Textile Artists. Lorna Sanchez Soldressen, Susan S. Fiorito, and Yan He, Journal of Small Business Management, 36 (April 1998), pp. 33-44. [Survey, Demographic characteristics, Variables, Hours worked, Nonfamily member as employee, Sales at wholesale trade shows/craft shows, Business plan, Profit motive, Statistical analysis.]


Journal of Retailing, 74 (Spring 1998), pp. 15–105. [Four articles on economic perspectives on retailing, Models, Inventory control, Product assortment, Shelf-space allocation, Distribution services and economic power in a channel, Retail sales force scheduling based on store traffic forecasting, Retailing productivity assessment using data envelopment analysis.]


Reaching the Aging Boomers. Susan Reda, Stores, 80 (March 1998), pp. 22–24, 26. [Survey, Target markets, Shopping behavior, Retail outlets, Market strategy, Services, Examples.]

Installations by Major Chains Highlight Growing Interest in Thin Client Systems. Julie Ritzer Ross, Stores, 80 (January 1998), pp. 36, 38. [Computer systems, Software packages; Information access; Relatively inexpensive, flexible deployment options; Examples.]

2.3 Channels of Distribution

See also 22, 54, 69, 70, 71, 83, 84, 85, 86, 88, 89, 91, 140, 145, 147, 148, 150, 157, 162, 169, 189, 196, 211

Latest No-No: Has Direct Become a Dirty Word? Laura Loro, Business Marketing, 83 (March 1998), pp. 1, 42. [Discussion, Terms, Confusion, Changes, Relationship and interactive marketing, Assessment.]

Preventing the Premature Death of Relationship Marketing. Susan Fournier, Susan Dobscha, and David Glen Mick, Harvard Business Review, 76 (January/February 1998), pp. 42–51. [Consumer attitudes (loss of control, vulnerability, stress), Regaining trust (new product development policies), Attaining intimacy (product satisfaction is linked to life satisfaction), Examples.]


Electronic Commerce: Three Emerging Strategies. Kenneth Berryman, Lorraine Harrington, Dennis Layton-Rodin, and Vincent Rorol, McKinsey Quarterly, (No. 1, 1998), pp. 52–59. [Discussion; Control by sellers, buyers, and neutral third parties; Transaction savings and benefits; Opportunities; Marketplace selection; Assessment.]


2.4 Physical Distribution

See also 22, 144, 148, 150, 196


product/service development, Strategic cost management, Limiting factors, Assessment.


Returns Gatekeeping Seen as Key to Efficient Reverse Logistics. Julie Ritzer Ross, *Stores*, 80 (February 1998), pp. 49–50. [Supplier–customer relations, Inventory management, Stringent monitoring of returns, Third-party or in-house returns processing center, Comprehensive training, POS terminals, Bar code scanning, Examples.]


2.5 Pricing

See also 71, 99, 111, 112, 199, 213


2.6 Product

See also 6, 7, 11, 31, 37, 43, 47, 48, 49, 51, 54, 59, 63, 66, 73, 75, 113, 116, 117, 119, 140, 146, 149, 155, 172, 196, 200, 208, 213, 214


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2.7 Sales Promotion

See also 115


Impact of Country-of-Origin Dimensions on Product Quality and Design Quality Perceptions. Paul Chao, *Journal of Business Research*, 42 (May 1998), pp. 1–6. [Literature review; Hypotheses; Experiment; Effects; Countries of assembly, design, and parts; Interactions; Assessment.]

Donations to Charity as Purchase Incentives: How Well They Work May Depend on What You Are Trying to Sell. Michal Straihleivitz and John G. Myers, *Journal of Consumer Research*, 24 (March 1998), pp. 434–46. [Literature review, Cause-related marketing campaigns, Hypotheses, Two experiments and one field study, Charity incentives are more effective in promotion frivolous products as opposed to practical products.]


2.8 Advertising

See also 3, 4, 12, 34, 92, 97, 99, 140, 166, 197, 207, 210, 212, 219


In the Driver's Seat. Brad Edmondson, *American Demographics*, 20 (March 1998), pp. 46–52. [Trends, Three decade surge in driving, Miles driven, Outdoor advertising, Cellular phones, Direct response, Messages, Demographic characteristics, Relaxation, Statistical data.]


Web Therapy. Len Strazewski, *Business Marketing*, 83 (February 1998), pp. 17–22. [Internet’s growth as a healthcare marketing tool; Communication; Impacts; Physicians, hospitals, pharmaceutical, and medical technology companies; Examples.]


Attribute Upgrading Through Across-Class, Within-Category Comparison Advertising. Stuart Van Auker and Arthur J. Adams, *Journal of Advertising Research*, 38 (March/April 1998), pp. 6–16. [Literature review, Hypotheses, Consumer survey, Across-class positioning using a nonsuggestive name of the sponsor for the repurposed store or brand resulted in a unique and superior subtype position for the sponsor relative to its within-class rivals.]


Interactive Functions and Their Impacts on the Appeal of Internet Presence Sites. Sanjoy Ghose and Wenyu Dou, *Journal of Advertising Research*, 38 (March/April 1998), pp. 29–43. [Discussion, Logit models, Hypothesis, Content analysis, Usage frequency of different interactive functions, Site goals versus forms of interactive functions, Assessment, Managerial implications.]


recognition, false recognition, affect, familiar meaning), Design guidelines, Statistical analysis. Examples.]

**Destination Marketing: Targeting Different Brochure Users.** Zongqing Zhou, *Journal of Segmentation in Marketing*, 2 (No. 1, 1998), pp. 131–41. [Literature review, Survey of information-inquirers, Brochures have more influence on those users who have no prior experience of the destination than on those who have, Target marketing implications.]

**Promoting Physician Referral Services.** Betsy D. Gelb and Marilyn Y. Jones, *Marketing Health Services*, 17 (Fall 1997), pp. 22–25. [Data collection (health poll), Familiarity, Recognition and recall, Length of residence, Type of insurance coverage, Interest in receiving a referral, Assessment.]

**The Impact of Public Health Media Campaigns on Drug Users.** Isaac D. Montoya, Roberto A. Trevino, and Ali N. Aatabadi, *Marketing Health Services*, 17 (Winter 1997), pp. 20–27. [Data collection (National Institute on Drug Abuse), Media consumption, Participants who recalled media interventions reported greater levels of positive behavior change than those who did not recall such messages.]

### 2.9 Personal Selling

*See also 79, 135, 139, 141, 231*


### 2.10 Sales Management

*See also 24, 25, 79, 108, 132, 133, 173, 191, 231*


**Getting People to Use Your Forecasts.** Charles W. Chase Jr., *Journal of Business Forecasting*, 17 (Spring 1998), pp. 2, 30, 40. [Discussion, Rationale for dissatisfaction, Technical and credibility issues, Assessment, Guidelines.]


**Getting into Their Heads.** Sarah Lorge, *Sales and Marketing Management*, (February 1998), pp. 58–60, 62, 64, 66–67. [Sales training programs, Motivation, Adults learn when they see a reason to learn, Determining needs, Assessment process, Maintaining attention, Reinforcement, Guidelines.]

### 3. SPECIAL MARKETING APPLICATIONS

#### 3.1 Industrial

*See also 46, 61, 76, 77, 84, 85, 86, 87, 98, 139, 165, 172, 173, 190, 200, 214, 218*


[Survey of executives, Attitudes, Crisis, Need for national system, Coverage, Responsibility, Separate facilities for noninsured, Changes, Assessment, Managerial implications.] 187


4. MARKETING RESEARCH

4.1 Theory and Philosophy of Science

See also 1, 70, 93, 101, 112, 158, 160, 165, 182, 202, 210, 215


Deterrence, Reputations, and Competitive Cognition. Bruce H. Clark and David B. Montgomery, Management Science, 44 (January 1998), pp. 62–82. [Literature review, Hypotheses, Markstrat 2 simulation game, Patterns of marketplace activity, Previous success can lead to perceptions of a competitor as a credible defender, Statistical analysis.] 195


Network Competition and the Timing of Commercials. Gil S. Epstein, Management Science, 44 (March 1998), pp. 370–87. [Literature review, Model presentation, Monopolistic competition, Propositions, Survey, In equilibrium all networks broadcast commercial breaks at the same time, Length of commercial breaks increases and interval between breaks decreases as the program progresses, Statistical analysis.] 197


Assessing the Importance of Design Through Product Archaeology. Karl T. Ulrich and Scott Pearson, Management Science, 44 (March 1998), pp. 352–69. [Hypothesis testing, Manufacturing content (attributes of design that drive cost), Model presentation, Product development, Sources of variation (quality differences, trade-offs with respect to factor prices, time effects, product design capability), Application, Coffee makers.] 200

4.2 Research Methodology

See also 1, 2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 23, 26, 35, 39, 47, 48, 50, 51, 53, 61, 69, 70, 77, 78, 92, 93, 95, 101, 102, 103, 106, 111, 114, 118, 119, 120, 122, 123, 124, 125, 126, 127, 128, 129, 130, 137, 172, 173, 174, 175, 176, 179, 180, 181, 184, 186, 194, 218, 224, 230


Tuning in to Talk. Rebecca Piirto Heath, American Demographics, 20 (February 1998), pp. 48–53. [Talk programming, Radio, Television, Internet, Demographic characteristics, Market segments, Interview dial-in formats, Subjects, Statistical data.] 203


Marketers Prepare for Switch from SIC Codes. Jay Winchester, Business Marketing, 83 (February 1998), pp. 1, 34. [Discussion, Problems, Information on technology and services, Confusing results, North American Industry Classification System, Advantages, Comparability with International Industrial Classification System, Process versus product, Data element for calculating lifetime value of customers.] 205

Cost-Effectiveness of Follow-Up Strategies in Improving the Response Rate of Mail Surveys. Christine M. Fox, K. Lynne Robinson, and Debora Boardley, Industrial Marketing Management, 27 (March 1998), pp. 127–33. [Literature review, Data collection, Nonrespondents from a national mailing, Conditions, Postcard reminders, Second mailings, Telephone reminders, Combination of all three, Assessment.] 206

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Introducing C.A.R.T. to the Forecasting Process. Jeff Morrison, *Journal of Business Forecasting*, 17 (Spring 1998), pp. 9–10, 12. [Classification and regression trees, Data interpretation, Used at the individual consumer or account level at a single point in time, Example, Health club membership.] 209


Market Orientation in the Hospital Industry. Shahid N. Bhuijan and Abdullah Abdul-Gader, *Marketing Health Services*, 17 (Winter 1997), pp. 36–45. [Discussion; Scale development; Survey of hospital administrators; Measures; Values; Intelligence generation, dissemination, and responsiveness; Assessment of validity; Statistical analysis.] 216


5. OTHER TOPICS

5.1 Educational and Professional Issues

See also 17, 57, 74, 115, 168


Probing a Constituency. E.L. Deckinger, Kevin Bergin, and William J. Donnelly, *Journal of Advertising Research*, 38 (January/February 1998), pp. 66–70. [Survey, American Association of Advertising Agencies; Human resource directors; Attitudes; Student course emphasis; They recommend more advertising preparation for media planning applicants, greater liberal arts experience for potential account managers, and more marketing understanding for future copywriters.] 219


Forecasting Coverage in the Finance Curriculum. Peter A. Vanderberg, *Journal of Business Forecasting*, 17 (Spring 1998), pp. 13–20. [Survey of business schools, Topical coverage, Software used, Course characteristics and content, Formal coverage as part of another course, Where forecasting typically is taught, Student preparation, Reasons for not having more coverage, Statistical analysis.] 223

Career Research Productivity Patterns of Marketing Academicians. Thomas L. Powers, John E. Swan, Theodore Bos, and John Frank Patton, *Journal of Business Research*, 42 (May 1998), pp. 75–86. [Numerical taxonomy; Low, medium, high, and nonproducers; Placement categories; First, second, and third period speakers; Learners; Midcareer decliners and increasers; Recovered initial producers; Assessment.] 224


A Customer Value-Based Approach to MBA Marketing Education. Mark A. Moon, John T. Mentzer, Richard C. Reizenstein, and Robert B. Woodruff, *Journal of Marketing Education*, 20 (Spring 1998), pp. 53–62. [Discussion; Curriculum content; Customer learning, strategic thinking, and action-oriented skills; Integration; Benefits; Challenges; Opportunities for future refinement.]


5.2 General Marketing

See also 46, 58, 227


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