## **Contents**

## **Editorial**

Market research: A state of the nation review  Ray Poynter	403
Research Note	
Comparing respondents who passed versus failed an Instructional Manipulation Check: A case study about support for climate change policies  Maria Rubio Juan and Melanie Revilla	408
Articles	
Maximizing participation from online survey panel members Kylie Brosnan, Astrid Kemperman and Sara Dolnicar	416
How collectivistic values affect online word-of-mouth  Todd Pezzuti and James M Leonhardt	436
The role of shopping mission in retail customer segmentation  Ondřej Sokol and Vladimír Holý	454
Examining manufacturer concentration metrics in consumer packaged goods  Arry Tanusondjaja, Steven Dunn and Christopher Miari	471
How do self-brand connections affect ad responses among South Korean consumers? The roles of reference groups and message construals  Dong Hoo Kim, Yoon Hi Sung, So Young Lee and Chan Yun Yoo	494
Can firm innovativeness affect performance? The role of external involvement  Yi Li, Gang Li, Ying Zhang and Jinpeng Xu	514