

# Journal Of Consumer Research By Melanie Dempsey And Andrew Mitchell



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## **Journal Of Consumer Research**

the purpose of this special issue is to encourage and feature cutting-edge research on the conceptual and practical implications of consumer behavior within the changing marketplace for brands and branding. we are interested in insightful, impactful research on brands in terms of their meaning and relationship to and influence on consumer ...

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658 journal of consumer research and opinions. embedded in the survey were items measuring self-perceptions on the focal personality traits and the implicit

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of consumer reward programs, consumers often sign up for ... miller 1944), and some of the modern research refers to it as the goal-looms-larger effect (brendl and higgins 1996; foster, higgins, and idson 1998). studies on this hypothesis ... goal. journal of consumer research.

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596 journal of consumer research paying (prelec and loewenstein 1998; rick, cryder, and loewenstein 2008) or the value of the marginal dollar (chandukala et al. 2007), may curb consumption too but

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288 the journal of consumer research all "waiting time before seating" data and all item- ized statement data collected from the time the restau- rant opened for dinner (5 p.m.) to closing (approx- imately 12:30 a.m.) were used in the analysis of each of the 16 nights of the experiment. this yielded a total of 1,392 customer groups.

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