Biography

Bio
Harmen Oppewal is a Professor of Marketing in the Monash Business School. Harmen teaches consumer behaviour and research methods at postgraduate levels. His research focuses on consumer behaviour in retail and related services contexts, using experimental, modelling and/or interpretative methods. Prior to taking up his appointment at Monash in 2002 he was Professor of Retail Management at the University of Surrey (UK), Senior Lecturer in Marketing at the University of Sydney, and Assistant Professor and Research Fellow in Urban Planning at the Eindhoven University of Technology in the Netherlands. He holds a PhD from the Eindhoven University of Technology and degrees in geography and social psychology from the University of Groningen. From 2012 to 2018 he was Head of the Department of Marketing in the Faculty of Business and Economics/Monash Business School at Monash.

Qualifications

Employment

Research output

Cheaper and smaller or more expensive and larger: how consumers respond to unit price increase tactics that simultaneously change product price and package size. / Yao, Jun; Oppewal, Harmen; Wang, Di.

Combining virtual reality and mobile eye tracking to provide a naturalistic experimental environment for shopper research. / Meißner, Martin; Pfeiffer, Jella; Pfeiffer, Thies; Oppewal, Harmen.

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A trial engagement? Innovative free and other service trials. / Bednall, David H.B.; Oppewal, Harmen; Laochumnanvanit, Krongjit; Nguyen, Cuc.

Anticipated embarrassment due to social presence withholds consumers from purchasing products that feature a lucky charm. / Wang, Di; Oppewal, Harmen; Thomas, Dominic.
Unit pricing matters more when consumers are under time pressure. / Yao, Jun; Oppewal, Harmen.
In: European Journal of Marketing, Vol. 50, No. 5-6, 09.05.2016, p. 1094-1114.

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Unit pricing increases price sensitivity even when products are of identical size. / Yao, Jun; Oppewal, Harmen.

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How in-store educational and entertaining events influence shopper satisfaction. / Sands, Sean James; Oppewal, Harmen; Beverland, Michael Bryan.

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Tourist destination and experience choice: A choice experimental analysis of decision sequence effects. / Oppewal, Harmen; Huybers, Twan; Crouch, Geoffrey I.

Consumer responses to mobile coupons: The roles of shopping motivation and regulatory fit. / Khajehzadeh, Saman; Oppewal, Harmen; Tojib, Dewi Rooslani.

Exploring attitudes and affiliation intentions toward consumers who engage in socially shared superstitious behaviors: A study of students in the east and the west. / Wang, Di; Oppewal, Harmen; Thomas, Dominic.

Place attachment in commercial settings: A gift economy perspective. / Debenedetti, Alain; Oppewal, Harmen; Arsel, Zeynep.

Determinants of franchise conversion. / Hodge, Cori Lucas; Oppewal, Harmen; Leckie, Civilai.

Experimental analysis of consumer channel-mix use. / Oppewal, Harmen; Tojib, Dewi Rooslani; Louvieris, Panos.

The influence of ethnic attributes on ethnic consumer choice of service outlet. / Huang, Yan; Oppewal, Harmen; Mavondo, Felix Tinoziva.

Workshop report: Mental representations and discrete choice behaviour: State-of-the-art and avenues for future research. / Dellaert, Benedict D C; Arentze, Theo A; Chorus, Caspar G; Oppewal, Harmen; Wets, Geert.
Accessibility and the role of the consideration set in spatial choice modelling: A simulation study. / Pramono, Ari; Oppewal, Harmen. 

Consumer satisfaction with local retail diversity in the UK: Effects of supermarket access, brand variety, and social deprivation. / Clarke, Ian; Kirkup, Malcolm; Oppewal, Harmen. 

Predicting early adoption of successive video player generations. / van Rijnsoever, Frank; Oppewal, Harmen. 

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Did I choose the right university? How post-purchase information affects cognitive dissonance, satisfaction and perceived service quality. / Mao, Wen; Oppewal, Harmen. 

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Channel benefits portfolio management in the eBusiness era. / Louvieris, Panos; Oppewal, Harmen.

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Conjoint modeling of residential group preferences: A comparison of the internal validity of hierarchical information integration approaches. / Molin, Eric J E; Oppewal, Harmen; Timmermans, Harry.

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Discrete choice modelling: Basic principles and application to parking policy assessment. / Oppewal, Harmen; Timmermans, Harry.

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A stated choice approach to developing multi-faceted models of activity behavior. / Wang, Donggen; Borgers, Aloys; Oppewal, Harmen; Timmermans, Harry.

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Adaptive choice behavior of motorists in congested shopping center parking lots. / Waerden, Peter Van Der; Oppewal, Harmen; Timmermans, Harry.

Adaptive choice behaviour of motorists in congested shopping centre parking lots. / Van Der Waerden, Peter; Oppewal, Harmen; Timmermans, Harry.

A three-person ultimatum game to investigate effects of differences in need, sharing rules and observability on bargaining behaviour. / Oppewal, Harmen; Tougareva, Elena.

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Relative importance of scenario information and frequency information in the judgment of risk. / Hendrickx, Laurie; Vlek, Charles; Oppewal, Harmen.

Activities