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

Combining virtual reality and mobile eye tracking to provide a naturalistic experimental environment for shopper research. / Meißner, Martin; Pfeiffer, Jella; Pfeiffer, Thies; Oppewal, Harmen. In: Journal of Business Research, Vol. 100, 07.2019, p. 445-458.


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

The attraction effect is more pronounced for consumers who rely on intuitive reasoning. / Mao, Wen; Oppewal, Harmen.

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The impact of store-price signals on consumer search and store evaluation. / Ho, Hillbun; Ganesan, Shankar; Oppewal, Harmen.

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

Preference stability: Modeling how consumer preferences shift after receiving new product information. / Oppewal, Harmen; Morrison, Mark; Wang, Paul; Waller, David.

Segmenting consumers based on how they spend a tax rebate: An analysis of the Australian stimulus payment. / Oppewal, Harmen; Paas, Leonard; Crouch, Geoffrey; Huybers, Twan.

Orchestrating the experience: Authorship of the soul. The case of Mag Nation Melbourne. / Healy, Michael John; Beverland, Michael Bryan; Oppewal, Harmen.

The effects of in-store themed events on consumer store choice decisions. / Sands, Sean James; Oppewal, Harmen; Beverland, Michael Bryan.

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Discretionary expenditure and tourism consumption: Insights from a choice experiment. / Crouch, G; Oppewal, Harmen; Huybers, Twan; Dolnicar, Sara; Louviere, Jordan; Devinney, Tim.
Understanding retail experiences - The case for ethnography. / Healy, Michael John; Beverland, Michael Bryan; Oppewal, Harmen; Sands, Sean James.

Consumer perceptions of corporate social responsibility in town shopping centres and their influence on shopping evaluations. / Oppewal, Harmen; Alexander, Andrew; Sullivan, Pauline.

Why consumers hesitate to shop online: an experimental choice analysis of grocery shopping and the role of delivery fees. / Huang, Yan; Oppewal, Harmen.

A multipurpose shopping trip model to assess retail agglomeration effects. / Arentze, Theo A; Oppewal, Harmen; Timmermans, Harry J P.

An examination of the brand relationship quality scale in the evaluation of restaurant brands. / Ekinci, Yuksel; Yoon, Tae-Hwan; Oppewal, Harmen.

More choice is better: effects of assortment size and composition on assortment evaluation. / Oppewal, Harmen; Koelemeijer, Kitty.

Student preferences for university accommodation: an application of the stated preference approach. / Oppewal, Harmen; Poria, Yaniv; Ravenscroft, Neil; Speller, Gerda.

Bundling and retail agglomeration effects on shopping behavior. / Oppewal, Harmen; Holyoake, Belinda.

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

Effects of holiday packaging on tourist decision making: some preliminary results. / Rewtrakunphaiboon, Walaiporn; Oppewal, Harmen.

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Channel management strategy in the eCommerce environment - A portfolio management approach. / Jung, Timothy H; Louviere, Panos; Oppewal, Harmen.

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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Analyzing heterogeneity in conjoint estimates of residential preferences. / Molin, Eric J E; 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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A constraints-induced model of park choice. / Stemerding, Marc; Oppewal, Harmen; Timmermans, Harry.

Assessing the effects of assortment and ambience : A choice experimental approach. / Koelemeijer, Kitty; Oppewal, Harmen.
Assessing the impact of school marketing: Conjoint choice experiments incorporating availability and substitution effects. / Borgers, A.; Oppewal, H.; Ponjé, M.; Timmermans, H.

Group-based versus individual-based conjoint preference models of residential preferences: A comparative test. / Molin, E.; Oppewal, H.; Timmermans, H.

Modeling consumer perception of public space in shopping centers. / Oppewal, Harmen; Timmermans, Harry.

Ratings-based versus choice-based latent class conjoint models - An empirical comparison. / Vriens, Marco; Oppewal, Harmen; Wedel, Michel.

The validity of hierarchical information integration choice experiments to model residential preference and choice. / Van De Vyvere, Yves; Oppewal, Harmen; Timmermans, Harry.

Modeling Group Preferences Using a Decompositional Preference Approach. / Molin, Eric J.E.; Oppewal, Harmen; Timmermans, Harry J.P.

Modelling the effects of shopping centre size and store variety on consumer choice behaviour. / Oppewal, H.; Timmermans, H. J.P.; Louviere, J. J.

Leisure Market Segmentation:: An Integrated Preference/Constraints-Based Approach. / Stemerding, Marcus P.; Oppewal, Harmen; Beckers, Theo A.M.; Timmermans, Harry J.P.

Modeling constrained choice behaviour in regulated housing markets by means of discrete choice experiments and universal logit models: An application to the residential choice behaviour of divorcees. / Timmermans, H.; Van Noortwijk, L.; Oppewal, H.; Van Der Waerden, P.

Predicting consumer response to new housing: a stated choice experiment. / Molin, Eric; Oppewal, Harmen; Timmermans, Harry.

Combining revealed and stated preferences data. / Ben-Akiva, M.; Bradley, M.; Morikawa, T.; Benjamin, J.; Novak, T.; Oppewal, H.; Rao, V.

Modeling Hierarchical Conjoint Processes with Integrated Choice Experiments. / Oppewal, Harmen; Louviere, Jordan J.; Timmermans, Harry J.P.

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.

Residential choice behaviour of dual earner households: a decompositional joint choice model. / Timmermans, H.; Borgers, A.; Van Dijk, J.; Oppewal, H.

Context effects and decompositional choice modeling. / Oppewal, Harmen; Timmermans, Harry.

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

Activities