Biography

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.

Surprising adaptivity to set size changes in multi-attribute repeated choice tasks. / Meißner, Martin; Oppewal, Harmen; Huber, Joel.
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Unit pricing increases price sensitivity even when products are of identical size. / Yao, Jun; Oppewal, Harmen.

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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.


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 Rijnsover, Frank; Oppewal, Harmen.

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

In-store music and aroma influences on shopper behavior and satisfaction. / Morrison, Michael; Gan, Sarah; Dubelaar, Peter; Oppewal, Harmen.
In: Journal of Business Research, Vol. 64, No. 6, 2011, p. 558 - 564.

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

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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.

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

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

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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.

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Activities