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

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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Collective ideological work for an alternative to consumerism: How an intentional community balances ideals and practice. / Binay, Itir; Brace-Govan, Jan; Oppewal, Harmen.

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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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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 management strategy in the eCommerce environment - A portfolio management approach. / Jung, Timothy H; Louvieris, 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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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 Comparison of Full Profile and Hierarchical Information Integration Conjoint Methods to Modeling Group Preferences. / Molin, Eric J.E.; Oppewal, Harmen; Timmermans, Harry J.P.  
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In: Journal of Business Research, Vol. 50, No. 3, 01.01.2000, p. 245-257.
Pairwise conjoint analysis of activity engagement choice. / Wang, Donggen; Oppewal, Harmen; Timmermans, Harry.

A constraints-induced model of park choice. / Stemerding, Marc; Oppewal, Harmen; Timmermans, Harry.

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Assessing the impact of school marketing: Conjoint choice experiments incorporating availability and substitution effects. / Borgers, A.; Oppewal, H.; Ponjé, M.; Timmermans, H.

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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.

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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; Touareva, Elena.

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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