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.

Surprising adaptivity to set size changes in multi-attribute repeated choice tasks. / Meißner, Martin; Oppewal, Harmen; Huber, Joel.
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How the layout of a unit price label affects eye-movements and product choice : an eye-tracking investigation. / Bogomolova, Svetlana; Oppewal, Harmen; Cohen, Justin; Yao, Jun.

See how much we've sold already! Effects of displaying sales and stock level information on consumers' online product choices. / He, Yongfu; Oppewal, Harmen.

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Unit pricing matters more when consumers are under time pressure. / Yao, Jun; Oppewal, Harmen.
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Unit pricing increases price sensitivity even when products are of identical size. / Yao, Jun; Oppewal, Harmen.

Citations as a currency: Every performance measure creates its own behaviour. Commentary on the Soutar, Wilkinson, & Young article. / 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.

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

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Tourism and discretionary income allocation. Heterogeneity among households. / Dolnicar, Sara; Crouch, G; Devinney, Tim; Huybers, Twan; Louviere, Jordan; Oppewal, Harmen.
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A multipurpose shopping trip model to assess retail agglomeration effects. / Arentze, Theo A; Oppewal, Harmen; Timmermans, Harry J P. 

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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. 

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Predicting the duration of theme park visitors’ activities: an ordered logit model using conjoint choice data. / Kemperman, Astrid D; Borgers, Aloys W; Oppewal, Harmen; Timmermans, Harry J.

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


Student preferences for room attributes at university halls of residence: An application of the willingness to pay technique. / Poria, Yaniv; Oppewal, Harmen.

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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.

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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; 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