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.
In: Journal of Business Research, 17.01.2019.

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

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.

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.
Inferring future vacation experience preference from past vacation choice: A latent class analysis. / Crouch, Geoffrey I; Huybers, Twan; Oppewal, Harmen.

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.

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

Mobile coupons: What to offer, to whom, and where? / Khajehzadeh, Saman; Oppewal, Harmen; Tojib, Dewi Rooslani.
In: European Journal of Marketing, Vol. 49, No. 5-6, 2015, p. 851 - 873.

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.

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.

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.

Effects of package holiday information presentation on destination choice. / Rewtrakunphaiboon, Walaiporn; Oppewal, Harmen.

Research in action: Enquiry and debate. / Oppewal, Harmen.

Tourism and discretionary income allocation. Heterogeneity among households. / Dolnicar, Sara; Crouch, G; Devinney, Tim; Huybers, Twan; Louviere, Jordan; Oppewal, Harmen.
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.

Holiday packaging and tourist decision making. / Rewtrakunphaiboon, Walaiporn; Oppewal, Harmen.
In: Tourism Analysis, Vol. 8, No. 2-4, 01.01.2003, p. 193-196.

A new medium for data collection: Online news discussions. / Poria, Yaniv; Oppewal, Harmen.

Mapping out the landscape of marketing journals. A comment. / Oppewal, Harmen.
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. In: Journal of Travel Research, Vol. 41, No. 4, 2003, p. 375 - 384.


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. In: Marketing Letters, Vol. 11, No. 2, 01.01.2000, p. 165-175.


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