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(SAMPLE TITLE PAGE)

The Effect of Discount Frequency and Depth on Consumer Price Judgments

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(SAMPLE AUTHOR FOOTNOTE PAGE)

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(SAMPLE ABSTRACT PAGE)

100 words only

Although technological products are unavoidable in contemporary life, studies focusing on them in the consumer behavior field have been few. We investigate consumers' perspectives of technological products, emphasizing interviews with 29 households. We draw on literatures spanning from technology, paradox, and postmodernism to social psychology, and combine them with analysis in the spirit of grounded theory. The outcome is a conceptual framework on the paradoxes of technological products and their influences on coping strategies. We discuss the findings in terms of implications for theories of technology, innovation diffusion, and coping, and an expanded role for the paradox construct in consumer research.

EMPIRICAL FINDINGS

In this section we recount outcomes from a large amount of research on meta-knowledge. The extent to which these outcomes are firmly supported versus merely suggested varies widely across phenomena. Consistent with the objectives of this paper, we favor comprehensiveness; however, we also note the degree of empirical support for any given phenomenon. Temporal characteristics of the paradigms employed in this research serve as a convenient and intuitive organizational device. In some situations consumer decisions ...

Memory for Statements of Facts

The most direct assessment of knowledge calibration is simply to ask an individual to estimate the probability that a recalled piece of information is valid. In fact, there is an extensive literature on exactly this task that uses the subjective probability paradigm. A set of general knowledge questions with unambiguous answers is first assembled (e.g., the populations of cities, the dates of historical events, the prices of consumer products). For each question, subjects either report the probability ...

The Hard-Easy Effect. The paradox of the hard-easy effect and calibration curves—that is, maximum overconfidence when confidence is high and maximum underconfidence when problems are easy (and confidence is therefore high on average)—is almost certainly due in large...

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FIGURE 1

EXAMPLES OF THE VISUAL RHETORIC MANIPULATION

NOTE.—For each pair the illustration on the left shows the visual figure present (treatment), while the one on the right shows the corresponding control.

FIGURE 2

**ATTITUDE TOWARD THE AD: INTERACTION BETWEEN CULTURAL COMPETENCY AND
SCHEME VERSUS TROPE DISTINCTION**

NOTE.—The analysis focuses on the relative size of the treatment versus control differences across conditions and populations.

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- Market Segmentation
- Memory
- Minority Issues
- Motivation/Desires/Goals
- Organizational/Industrial Buying
- Packaging
- Perceived Risk
- Perceptual Processes
- Personality
- Persuasion
- Phenomenology
- Philosophy of Science
- Point of Purchase Displays
- Postmodernism/Poststructuralism
- Preferences
- Pricing
- Product Design and Perceptions
- Promotions (Sales, Coupons)
- Public Policy Issues
- Retailing and Store Image
- Satisfaction
- Self-concept
- Services
- Sex roles/Gender Issues
- Shopping Behavior
- Situation/Context Issues
- Social Class
- Social Cognition
- Sociological Theories/Analysis
- Source Effects
- Symbolic Consumption/Semiotics
- Theory Construction/Testing
- Time
- Values
- Variety Seeking/Product Trial
- Word-of-Mouth/Opinion Leadership

Methods

- Archival Data
- Bayesian Inference
- Case Study
- Causal Modeling
- Cluster Analysis/3-way Scaling
- Conjoint Analysis
- Content Analysis
- Depth/Long Interviews
- Econometrics
- Ethnography
- Event Analysis
- Experimental Design and Analysis (ANOVA)
- Factor Analysis
- Focus Groups
- Grounded Theory
- Hierarchical Models
- Historical Analysis
- Literature Review
- Mathematical Models
- Measures of Association
- Meta-Analysis
- Multi-dimensional Scaling
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