Competing for Attention: The Effects of Jealousy on Preference for Attention-Grabbing Products

Xun (Irene) Huang, Ping Dong, Robert S. Wyer Jr

PII: S1057-7408(16)30104-8
Reference: JCPS 567

To appear in: *Journal of Consumer Psychology*

Received date: 25 November 2015
Revised date: 8 December 2016
Accepted date: 13 December 2016


This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.
Competing for Attention:
The Effects of Jealousy on Preference for Attention-Grabbing Products

Xun (Irene) Huang
Ping Dong
Robert S. Wyer, Jr.

* Xun (Irene) Huang (huangxun@ntu.edu.sg) is assistant professor of marketing at Nanyang Business School, Nanyang Technological University, 50 Nanyang Avenue, 639798 Singapore, and an ACI Fellow at the Institute on Asian Consumer Insight, hosted by Nanyang Technological University; Ping Dong (ping.dong12@rotman.utoronto.ca) is a doctoral candidate in Marketing at Rotman School of Management, University of Toronto, 105 St. George Street, Toronto ON M5S 3E6, Canada; Robert S. Wyer Jr. (mkwyer@ust.hk) is visiting professor of Marketing at CUHK Business School, The Chinese University of Hong Kong, Shatin, Hong Kong. The preparation of this manuscript was supported by NTU Start-Up Grant (M4081651.010) awarded to the first author and Hong Kong SAR RGC research grant (GRF 640011, GRF 452813 and GRF 493113) awarded to the third author.
دریافت فوری متن کامل مقاله

امکان دانلود نسخه تمام متن مقالات انگلیسی
امکان دانلود نسخه ترجمه شده مقالات
پذیرش سفارش ترجمه تخصصی
امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
امکان دانلود رایگان ۲ صفحه اول هر مقاله
امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
دانلود فوری مقاله پس از پرداخت آنلاین
پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات