

Accepted Manuscript

Consumer power and choice deferral: The role of anticipated regret

Mehdi Mourali, Frank Pons, Derek Hassay, Zhiyong Yang

PII: S0167-8116(17)30068-X  
DOI: [doi:10.1016/j.ijresmar.2017.09.004](https://doi.org/10.1016/j.ijresmar.2017.09.004)  
Reference: IJRM 1229

To appear in: *International Journal of Research in Marketing*

Received date: 17 October 2016

Please cite this article as: Mehdi Mourali, Frank Pons, Derek Hassay, Zhiyong Yang , Consumer power and choice deferral: The role of anticipated regret. The address for the corresponding author was captured as affiliation for all authors. Please check if appropriate. *Ijrm*(2017), doi:[10.1016/j.ijresmar.2017.09.004](https://doi.org/10.1016/j.ijresmar.2017.09.004)

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.



**Consumer Power and Choice Deferral: The Role of Anticipated Regret**

MEHDI MOURALI (Corresponding Author)

FRANK PONS

DEREK HASSAY

ZHIYONG YANG\*

## =====

**ARTICLE INFO*****Article history:***

First received on October 17, 2016 and was under review for 5 months.

Senior Editor: Cait Lamberton

=====

\* Mehdi Mourali (mehdi.mourali@haskayne.ucalgary.ca) is the Haskayne Research Professor of Marketing, and Associate Professor at the Haskayne School of Business, University of Calgary. Frank Pons (frank.pons@fsa.ulaval.ca) is Professor of Marketing at the Faculté des Sciences de l'Administration, Université Laval. Derek Hassay (derek.hassay@haskayne.ucalgary.ca) is the RBC Teaching Professor of Entrepreneurship at the Haskayne School of Business, University of Calgary. Zhiyong Yang (zyang@uta.edu) is Associate Professor of Marketing at the College of Business, the University of Texas at Arlington.

**Acknowledgments:**

This research was supported by Social Sciences and Humanities Research Council of Canada Grant 410-2010-0626 awarded to the first author. We thank Madelynn Matthews, Alysha Rozon, and Rachel Gabel for assistance with data collection.

متن کامل مقاله

دریافت فوری ←

**ISI**Articles

مرجع مقالات تخصصی ایران

- ✓ 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