

Accepted Manuscript

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PII: S0301-0511(17)30118-7
DOI: <http://dx.doi.org/doi:10.1016/j.biopsycho.2017.06.004>
Reference: BIOPSY 7389

To appear in:

Received date: 11-10-2016
Revised date: 12-6-2017
Accepted date: 25-6-2017

Please cite this article as: Goto, Nobuhiko, Mushtaq, Faisal, Shee, Dexter, Lim, Xue Li, Mortazavi, Matin, Watabe, Motoki, Schaefer, Alexandre, Neural signals of selective attention are modulated by subjective preferences and buying decisions in a virtual shopping task. *Biological Psychology* <http://dx.doi.org/10.1016/j.biopsycho.2017.06.004>

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Neural signals of selective attention are modulated by subjective preferences and buying decisions in a virtual shopping task.

Running Head: Brain Potentials and Consumer Preferences

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Acknowledgements

This study was supported by a grant from Monash University's "Socioeconomic Transformation in Asia" (SETA) platform, and a grant from Monash University's "Talent Enhancement Fund", awarded to A. Schaefer and M. Watabe. F. Mushtaq is supported by an academic fellowship from the University of Leeds.

Highlights

- Subjective preferences modulated positive slow waves in a virtual shopping task.
- Subjective preferences were also indexed by the N200 and the late positive potential.
- Subsequent buying decisions also modulated late positivities.
- These findings are discussed in relation to the Motivated Attention theory and working memory processes.

Abstract

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