## Accepted Manuscript



Choice Under Incomplete Information on Incumbents: Why Consumers with Stronger Preferences Are More Likely to Abandon Their Prior Choices

Caglar Irmak, Thomas Kramer, Sankar Sen

PII: S1057-7408(16)30047-X DOI: doi: 10.1016/j.jcps.2016.06.002

Reference: JCPS 546

To appear in: Journal of Consumer Psychology

Received date: 21 June 2015 Revised date: 30 May 2016 Accepted date: 9 June 2016



Please cite this article as: Irmak, C., Kramer, T. & Sen, S., Choice Under Incomplete Information on Incumbents: Why Consumers with Stronger Preferences Are More Likely to Abandon Their Prior Choices, *Journal of Consumer Psychology* (2016), doi: 10.1016/j.jcps.2016.06.002

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.

**ACCEPTED MANUSCRIPT** 

**BOLSTER OR ABANDON** 

2

Running head: BOLSTER OR ABANDON

Choice Under Incomplete Information on Incumbents: Why Consumers with Stronger

Preferences Are More Likely to Abandon Their Prior Choices

Caglar Irmak

University of Miami

Thomas Kramer

University of California, Riverside

Sankar Sen

Baruch College

## **Author Note**

Caglar Irmak is associate professor of marketing at the School of Business

Administration, University of Miami. Thomas Kramer is associate professor of marketing at the School of Business Administration, University of California, Riverside. Sankar Sen is a professor of marketing at the Department of Marketing and International Business, Zicklin School of Business, Baruch College, CUNY. Correspondence concerning this article should be addressed to Caglar Irmak; University of Miami; P.O. Box 248027; Coral Gables, FL 33124. Email: irmak@miami.edu.

## Download English Version:

## https://daneshyari.com/en/article/5034246

Download Persian Version:

https://daneshyari.com/article/5034246

<u>Daneshyari.com</u>