Accepted Manuscript

Measuring the Value of Information – Revealed Preferences for Country of Origin Information

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PII: S2214-8043(17)30109-X DOI: 10.1016/j.socec.2017.10.002

Reference: JBEE 305

To appear in: Journal of Behavioral and Experimental Economics

Received date: 3 March 2017 Revised date: 17 August 2017 Accepted date: 10 October 2017



Please cite this article as: Jenny Beiermann, Chian Jones Ritten, Linda Thunström, Mariah Ehmke, Measuring the Value of Information – Revealed Preferences for Country of Origin Information, *Journal of Behavioral and Experimental Economics* (2017), doi: 10.1016/j.socec.2017.10.002

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Highlights

- Information may improve decisions but also cause negative emotions.
- We examine revealed preferences for country of origin information.
- We find origin information benefits consumers and is not emotionally laden.
- The value of information increases as product origin becomes more important.

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