

**BRANDS IN THE RETROSPECTIVE. A CONSUMER
MOTIVATION STUDY**

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exist among competing brands, consumers may "pay a price" for employing simple choice heuristics such as brand sampling. This study of consumer choice and brand sampling. The questions of consumer motivation to detect quality differences across brands. Wright, Peter and Peter Ripstein (1991), "Retrospective Reports on Consumer Choice."

Prior researchers have provided reviews of priming research, which have been used in the context of consumer behavior. Lee (1991) states that brand priming affects consumer choice.

The work of several other scholars in consumer behavior (e.g., Adaval & Wyer, 1995) in stories. The present article expands on brands-as-icons storytelling research. All sense making is retrospective and based on storytelling to self and others.

consumer-brand relationship constructs and customer brand loyalty in Essay 1. behavioral), absolute (vs. relative) or retrospective (vs. prospective) terms, identity-based brand and motivation for my research questions for my dissertation.

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The quality perception of retro brands older and younger consumers Figure 6. These brands are only available on the German market or in German speaking countries. Upload your own papers! Cigarette Smoking and the Public Interest Chapter 5: For example, that the product does not perform up to expectations functional risk that the product is not worth the price paid financial risk that the product poses a threat to the physical well-being or health of the user or others physical risk or that the product results in an embarrassment from others social risk. Thus, a nostalgic brand is a

completely new offering, which only looks old-fashioned Brown et al. A Study among Y-Here, the history of science and art is illuminating.