

CEIBS Institutional Repository

Title: When and How Brands Affect Attribute Weights in

Consumer Decision Processes

Author(s): Park, Hyun Young & Chang, Sue Ryung

Journal: European Journal of Marketing

Year: 2021

This Author's Accepted Manuscript version is available from CEIBS Institutional Repository at https://repository.ceibs.edu/en/publications/when-and-how-brands-affect-attribute-weights-in-consumer-decision.

© Emerald Publishing Limited

Note: an Author's Accepted Manuscript (AAM), also called "Post-print", is the version of peer-review and author acceptance but prior to the Publisher's copyediting and typesetting and does not include Publisher's branding and formatting. This is not the final published version that appears on the Publisher's website or in the publication.

This AAM version is for your personal study only, and reuse is restricted to non-commercial and no derivative uses. It may not be used for any commercial purpose without the permission of the copyright holder(s).