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Methods. We conducted electronic keyword searches looking for original research articles with equally credited authors (ECAs) published between January 1, 2000 and December 31, 2009 in the five general medicine journals with the highest impact factors (New England Journal of Medicine, Journal of the American Medical Association, Lancet, Annals of Internal Medicine, and British Medical Journal).

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Consumer choice has been a focus of interest in the study of consumer behavior for over 50 years. Over time, however, the focus has widened to include not only the moment of purchase itself but also gradually a reflection on the consumer decision

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Avi Shankar – the University of Bath's research portal

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To summarize our contribution, we find that Greenlandic consumer acculturation is supportive of the postassimilationist model proposed in previous research. However, acculturative processes in the Danish context lead immigrants to adopt culturally particular identity positions somewhat different from those reported in previous postassimilationist consumer research.

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I am best known for my contributions to the marketplace cultures stream of CCT research, and as an interpretive consumer researcher. Fingerprint Dive into the research topics where Avi Shankar is active. ...
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128 JOURNAL OF CONSUMER RESEARCH an effective distracter." This line of reasoning implies that environmental factors that trigger feelings of pain can dis-sipate impulsive urges and thus curb impulsive purchases. We propose that mode of payment is one such environmental factor: pain of payment can reduce the pleasure of antici-

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