

Situation variation in consumer benefit salience: theory and implications for consumer-firm interaction in the health domain

Citation for published version (APA):

Wendel, S. (2007). *Situation variation in consumer benefit salience: theory and implications for consumer-firm interaction in the health domain*. [Doctoral Thesis, Maastricht University]. Universiteit Maastricht.
<https://doi.org/10.26481/dis.20070426sw>

Document status and date:

Published: 01/01/2007

DOI:

[10.26481/dis.20070426sw](https://doi.org/10.26481/dis.20070426sw)

Document Version:

Publisher's PDF, also known as Version of record

Please check the document version of this publication:

- A submitted manuscript is the version of the article upon submission and before peer-review. There can be important differences between the submitted version and the official published version of record. People interested in the research are advised to contact the author for the final version of the publication, or visit the DOI to the publisher's website.
- The final author version and the galley proof are versions of the publication after peer review.
- The final published version features the final layout of the paper including the volume, issue and page numbers.

[Link to publication](#)

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal.

If the publication is distributed under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license above, please follow below link for the End User Agreement:

www.umlib.nl/taverne-license

Take down policy

If you believe that this document breaches copyright please contact us at:

repository@maastrichtuniversity.nl

providing details and we will investigate your claim.

Stellingen behorende bij het proefschrift

**Situation Variation in Consumer Benefit Salience:
Theory and Implications for Consumer-Firm Interaction in the
Health Domain**

van

Sonja Wendel

1. Companies that communicate via media channels that consumers do not use shouldn't be surprised if the information they send is not received.
(This dissertation, Chapter 2)
2. To date, a majority of empirical studies on situation have taken a black box approach. *(This dissertation, Chapter 3)*
3. A particular challenging aspect involving the adoption of personalized health recommendation systems relates to consumers' trade-off between the risk associated with providing detailed personal information and the usefulness of the advice received. *(This dissertation, Chapter 4)*
4. Enough! or too much*... information?
**William Blake, late 18th/early 19th century*
5. It is an art to find a balance between the power of written words and unwritten emotions.
6. Approaching each other enriches our lives.
7. Erasmus* proclaimed that *it is a good part of sagacity to have known the foolish desires of the crowd and their unreasonable notions*; and researchers pursue to decode these foolish desires of consumers and their at times unreasonable notions.
**Erasmus, 16th century*
8. The eminence of good communication lies only partly in being able to put yourself into the shoes of another person; more importantly, it requires the eagerness to do so.
9. The future of marketing lies in personalization.
10. From a data standpoint, almost anything in this world can be expressed in zeroes and ones.