

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

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**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.