

4-30-2019

## ASIA MARKETING JOURNAL Vol. 21 No. 1 목차

Follow this and additional works at: <https://amj.kma.re.kr/journal>



Part of the [Marketing Commons](#)

### Recommended Citation

(2019) "ASIA MARKETING JOURNAL Vol. 21 No. 1 목차," *Asia Marketing Journal*: Vol. 21 : Iss. 1 , Article 7.  
Available at: <https://doi.org/10.53728/2765-6500.1331>

This Article is brought to you for free and open access by Asia Marketing Journal. It has been accepted for inclusion in Asia Marketing Journal by an authorized editor of Asia Marketing Journal.

# ASIA MARKETING JOURNAL

Vol. 21 No. 01 April 2019

## <Research Paper>

- The Effect of Rating Dispersion on Purchase of Experience Goods based on the Korean Movie Box Office Data  
 ————— Lian Chen · Kang Jun Choi · Jae Young Lee — 1
- Genesis Standing Alone as a Luxury Sedan Brand in the U.S. Market:  
 Barriers against the Market Performance  
 ————— Hyerin Ryu · Sunkyu Jun — 23
- The Effect of Inclusion versus Exclusion on Consideration Set Size:  
 The Moderating Role of Chronic Indecisiveness  
 ————— Sarah Heeju Lee · Se-Bum Park — 45
- The Effects of Variety and Visual Cue on Perceived Quantity and  
 Consumer Attitude toward Participation into Sales Promotion Events  
 ————— Changyun Lee · Youngchan Kim — 65
- Social Identity and Regulatory Focus:  
 Can Collective Orientation Influences Consumers' Message Evaluation?  
 ————— Sangwoo Park · Dakyeong Heo · Dongwoo Shin — 89