

4-30-2020

ASIA MARKETING JOURNAL Vol.22 No.1 목차

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



Part of the [Marketing Commons](#)

Recommended Citation

(2020) "ASIA MARKETING JOURNAL Vol.22 No.1 목차," *Asia Marketing Journal*: Vol. 22 : Iss. 1 , Article 5.
Available at: <https://doi.org/10.53728/2765-6500.1353>

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. 22 No. 01 April 2020

<Research Paper>

The Detrimental Effect of Customer Demotion on Customer Profitability
in Hierarchical Loyalty Programs ————— Woojung Chang — 1

Muscling My Way to My Positive Future:
Physical Exertion of Strength and Preference for Risk
————— Eunice Kim Cho · Hee-Kyung Ahn — 27

Effect of Social Norm on Consumer Demand: Multiple Constraint Approach
————— Sungjee Choi · Inwoo Nam · Jaehwan Kim — 41

Happiness from What We Have and What We Experience:
Attribute Non-alignability Increases Anticipated Satisfaction from Experiential Purchases
————— Minhee Kim · Hee-Kyung Ahn — 61