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*Thomas C O'Guinn is professor of advertising and research profes-sor at the Institute of Communications Research, University of Illinois at Urbana-Champaign, IL 61801 L J Shrum is assistant professor of marketing at Rutgers University, New Brunswick, NJ 08903 The au-thors thank the editor, the associate editor, and four reviewers for their

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Thomas O'Guinn is professor of marketing and AC Nielsen, Jr, Chair of Marketing Research, Wisconsin School of Business, University of Wisconsin-

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THOMAS C O'GUINN* Two studies investigated the extent to which heavy television viewing affects consumers' perceptions of social reality and the cognitive processes that underlie these effects Both studies found evidence that heavy viewers' beliefs about social reality are more consistent with the content of television programming than

Brand Community - JSTOR

Thomas C O'Guinn is professor of advertising and business administration, and professor of sociology, Uni-versity of Illinois, 119 Gregory Hall, Urbana, IL 61801 (t-oguinn@uiuc.edu) The authors would like to thank three reviewers, the associate editor, and the editor In addition they would like to express their

Thomas C. O'Guinn and Albert M. Muniz, Jr.

Thomas C O'Guinn and Albert M Muniz, Jr The vast majority of the marketing and consumer behavior literature emanating from American business schools is about one quasi-dyadic relationship: marketer and individual consumer In this literature, the why of consumption is typically explained in

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Thomas C O'Guinn Ahreum Maeng Robin J Tanner oguinn@wiscedu idea - People infer the social standing of others by, among many things, social density (people/m²), at least in American retail settings - They then extend this inference to the economic

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