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for estimating consumer demand cycles (Sun ). In this study, we conduct a field experiment to offer new perspectives on the effectiveness of information framing in repeated decision processes on both consumer engagement and consumption behavior.

Previous research on consumer behavior has found that consumers employ information search strategies which can be distinguished by the amount of external search effort and decision time. Early efforts to identify distinct groups of consumers characterized by differing information search strategies used unidimensional measures of aggregate search activity (Katona and Mueller , Newman and .

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