**Selected Quotes**

**Modeling Variation in Brand Preference:
The Roles of Objective Environment and Motivating Conditions, 2002**

* “Our results imply that the unit of analysis for marketing is properly a person-activity occasion.” p. 14
* “The relevant universe is enumerated in person-activity occasions rather than in respondents.” p. 14
* “The objective environment comprises aspects of the setting in which activity takes place that can be publicly verified.” p. 15
* “ . . . if the motivating conditions and brand preference for an individual change across environments, then firms may want to view the different environments as distinct markets in which they face materially distinct competition.” p. 15
* “Prior research on heterogeneity in brand preference {cf. Allenby and Rossi 1999) has documented the importance of capturing personal descriptors but has tended not to acknowledge the importance of the objective environment and motivation.” p. 24
* “An extended model of choice would begin with demand-creating conditions {i.e., motivations), and include constructs such as desired attributes, brand beliefs, consideration sets, and cost worthiness prior to arriving at the concept of brand preference.” p. 24
* “While models of extended choice have been proposed in the literature {e.g., Ben-Akiva et al. 1999, McFadden 1986), they have not examined the specific roles of objective environment and motivation on brand preference.” p. 24
* “ . . . suggests that the motivational variables provide a more fine-grained explanation of the origin of brand preference than the respondent and environmental effects.” p. 24
* “This study is a first step toward including independent variables that reflect personal and environmental conditions present in the context for the tasks and interests of everyday life, for which goods/services are created and used (Fennell 1978)” p. 28

Yang, S., Allenby, G. M., & Fennell, G. (2002). Modeling variation in brand preference: The roles of objective environment and motivating conditions. Marketing science, 21(1), 14-31.