

**The Research Centre of the Faculty of Economics**  
cordially invites you to a research seminar  
on **Tuesday, 2<sup>nd</sup> October 2018**  
at **1 p.m.** in room **P-119**  
at the **Faculty of Economics, University of Ljubljana**

Author:

**Prof. Dr. Arnd Florack, University of Vienna**

will present the article:

### **“The Impact of Selective Attention on Consumer Choice”**

“In a medium size supermarket in Europe, consumers are exposed to more than 10.000 different products. To find products and make choices in such a vast array of options, consumers’ attention has to be selective. Consumers have to focus on selected products and neglect others and they have to selectively attend to attributes on product packages to make choices fast and efficient. However, standard experimental approaches often neglect the processes of selective attention. For example, despite a long tradition of country-of-origin research surprisingly little is known about whether, when, and how consumers attend to COO cues on product packages. Moreover, knowledge is scarce about whether selectively attending to some products and neglecting others has effects on choice in subsequent contexts that go beyond mere exposure effects. The presentation will illustrate with examples from recent studies and eye-tracking experiments the relevance of selective attention on consumer choice. The findings show that attention is an important gate keeper of information used by consumers and that the pure process of attention already shapes consumer preferences.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:  
[research.seminars@ef.uni-lj.si](mailto:research.seminars@ef.uni-lj.si) by Monday, 1<sup>st</sup> October 2018.

You can find all information regarding future research seminars on following link:  
[http://www.ef.uni-lj.si/raziskovanje/seminarji\\_in\\_konference](http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference)

**We look forward to seeing you!**

