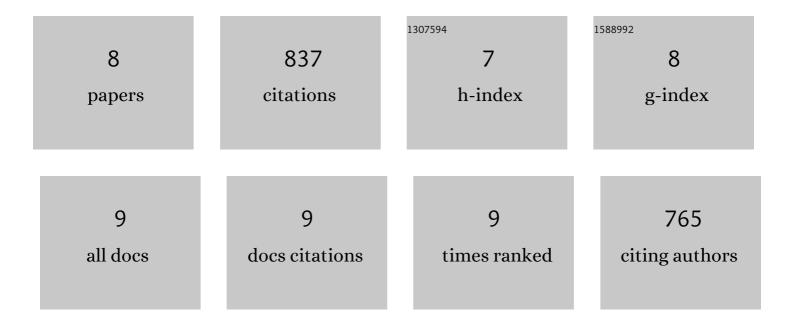
Keith Wilcox

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10397158/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Restraint That Blinds: Attention Narrowing and Consumers' Response to Numerosity in Self-Control Decisions. Journal of Consumer Research, 2019, 46, 371-387.	5.1	6
2	Consumers' Response to Commercials: When the Energy Level in the Commercial Conflicts with the Media Context. Journal of Marketing, 2015, 79, 1-18.	11.3	46
3	Are Close Friends the Enemy? Online Social Networks, Self-Esteem, and Self-Control. Journal of Consumer Research, 2013, 40, 90-103.	5.1	303
4	Indulgence or Self-Control: A Dual Process Model of the Effect of Incidental Pride on Indulgent Choice. Journal of Consumer Research, 2011, 38, 151-163.	5.1	132
5	Discrepant Fluency in Self-Customization. Journal of Marketing Research, 2011, 48, 729-740.	4.8	13
6	Choice, Rejection, and Elaboration on Preference-Inconsistent Alternatives. Journal of Consumer Research, 2011, 38, 229-241.	5.1	52
7	Leave Home without it? The Effects of Credit Card Debt and Available Credit on Spending. Journal of Marketing Research, 2011, 48, S78-S90.	4.8	49
8	Vicarious Goal Fulfillment: When the Mere Presence of a Healthy Option Leads to an Ironically Indulgent Decision. Journal of Consumer Research, 2009, 36, 380-393.	5.1	236