

Morris B Holbrook

List of Publications by Year in descending order

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Version: 2024-02-01

174
papers

28,322
citations

28274

55
h-index

5829

161
g-index

191
all docs

191
docs citations

191
times ranked

9649
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 1 | Commentary: Consumption experiences, customer value, subjective personal introspection, the photographic essay, and semiological/hermeneutic interpretation. <i>Journal of Global Scholars of Marketing Science</i> , 2021, 31, 663-675. | 2.0 | 2 |
| 2 | The past, present, and future of consumer research. <i>Marketing Letters</i> , 2020, 31, 137-149. | 2.9 | 36 |
| 3 | Is movie success a judgment device? When more is not better. <i>Psychology and Marketing</i> , 2018, 35, 881-890. | 8.2 | 6 |
| 4 | Essay on the origins, development and future of the consumption experience as a concept in marketing and consumer research. <i>Qualitative Market Research</i> , 2018, 21, 421-444. | 1.5 | 13 |
| 5 | A Subjective Personal Introspective Essay on the Evolution of Business Schools, the Fate of Marketing Education, and Aspirations toward a Great Society. <i>Australasian Marketing Journal</i> , 2018, 26, 70-78. | 5.4 | 7 |
| 6 | Morris B. Holbrook: an historical autoethnographic subjective personal introspection. <i>Journal of Historical Research in Marketing</i> , 2017, 9, 144-190. | 0.4 | 7 |
| 7 | A multidimensional service-value scale based on Holbrook's typology of customer value. <i>Journal of Service Management</i> , 2017, 28, 724-762. | 7.2 | 96 |
| 8 | Reflections on jazz training and marketing education. <i>Marketing Theory</i> , 2016, 16, 429-444. | 3.1 | 1 |
| 9 | Some reflections on psychoanalytic approaches to marketing and consumer research. <i>Marketing Theory</i> , 2015, 15, 13-16. | 3.1 | 12 |
| 10 | Dialogue on some concepts, definitions and issues pertaining to "consumption experiences". <i>Marketing Theory</i> , 2013, 13, 323-344. | 3.1 | 21 |
| 11 | The Greedy Bastard's Guide to Business. <i>Journal of Macromarketing</i> , 2013, 33, 369-385. | 2.6 | 4 |
| 12 | The value of value: Further excursions on the meaning and role of customer value. <i>Journal of Consumer Behaviour</i> , 2011, 10, 179-191. | 4.2 | 298 |
| 13 | Consuming the Vampire. <i>The American Journal of Semiotics</i> , 2011, 27, 1-45. | 0.2 | 5 |
| 14 | Modeling the appeal of movie features to demographic segments of theatrical demand. <i>Journal of Cultural Economics</i> , 2010, 34, 299-315. | 2.2 | 24 |
| 15 | Consumers' identification and beyond: Attraction, reverence, and escapism in the evaluation of films. <i>Psychology and Marketing</i> , 2010, 27, 821-845. | 8.2 | 37 |
| 16 | The Conceptualisation and Measurement of Consumer Value in Services. <i>International Journal of Market Research</i> , 2009, 51, 1-17. | 3.8 | 115 |
| 17 | The Paradoxical Relationships between Marketing and Vulnerability. <i>Journal of Public Policy and Marketing</i> , 2009, 28, 124-127. | 3.4 | 107 |
| 18 | A cinemusaliterary analysis of the American dream as represented by biographical jazz comedepictions in the golden age of Hollywood biopics: <i>Blow, Horatio, Blow; O, Jakie, O; Go, Tommy, Go; No, Artie, No</i> . <i>Marketing Theory</i> , 2009, 9, 259-313. | 3.1 | 6 |

| # | ARTICLE | IF | CITATIONS |
|----|--|------|-----------|
| 19 | Art versus commerce in the movie industry: a Two-Path Model of Motion-Picture Success. <i>Journal of Cultural Economics</i> , 2008, 32, 87-107. | 2.2 | 70 |
| 20 | Animal companions, consumption experiences, and the marketing of pets: Transcending boundaries in the animalâ€“human distinction. <i>Journal of Business Research</i> , 2008, 61, 377-381. | 10.2 | 41 |
| 21 | Pets and people: Companions in commerce?. <i>Journal of Business Research</i> , 2008, 61, 546-552. | 10.2 | 60 |
| 22 | Music meanings in movies: The case of the crimeâ€“plusâ€“jazz genre. <i>Consumption Markets and Culture</i> , 2008, 11, 307-327. | 2.1 | 10 |
| 23 | Must we have Muzak wherever we go? A critical consideration of the consumer culture. <i>Consumption Markets and Culture</i> , 2008, 11, 25-43. | 2.1 | 35 |
| 24 | Illustrating a systematic approach to selecting motion pictures for product placements and tie-ins. <i>International Journal of Advertising</i> , 2008, 27, 691-714. | 6.7 | 15 |
| 25 | Compromise is so â€ compromised: Goldilocks, go home. <i>European Business Review</i> , 2008, 20, 570-578. | 3.4 | 4 |
| 26 | The Consumption Experienceâ€“Something New, Something Old, Something Borrowed, Something Sold: Part 3. <i>Journal of Macromarketing</i> , 2007, 27, 173-183. | 2.6 | 14 |
| 27 | The Consumption Experienceâ€“Something New, Something Old, Something Borrowed, Something Sold: Part 2. <i>Journal of Macromarketing</i> , 2007, 27, 86-96. | 2.6 | 19 |
| 28 | Five Phases in a Personal Journey through the Troubled Waters of Academic Values in a World of Business: Where's the Beef?. <i>Journal of Public Policy and Marketing</i> , 2007, 26, 135-138. | 3.4 | 5 |
| 29 | Playing the Changes on the Jazz Metaphor: An Expanded Conceptualization of Music-, Management-, and Marketing-Related Themes. <i>Foundations and Trends in Marketing</i> , 2007, 2, 185-442. | 1.1 | 12 |
| 30 | Taste versus the Market: An Extension of Research on the Consumption of Popular Culture. <i>Journal of Consumer Research</i> , 2007, 34, 415-424. | 5.1 | 53 |
| 31 | Objective Characteristics, Subjective Evaluations, and Possible Distorting Biases in the Business-School Rankings: The Case of U.S. News & World Report. <i>Marketing Education Review</i> , 2007, 17, 1-12. | 1.3 | 8 |
| 32 | Cinemusical meanings in motion pictures: commerce, art, and Brando loyaltyâ€“â€“orâ€“â€“De Niro, My God, To Thee. <i>Journal of Consumer Behaviour</i> , 2007, 6, 398-418. | 4.2 | 5 |
| 33 | When bad things happen to great musicians. <i>Jazz Research Journal</i> , 2007, 1, 99-128. | 0.1 | 2 |
| 34 | Consumption experience, customer value, and subjective personal introspection: An illustrative photographic essay. <i>Journal of Business Research</i> , 2006, 59, 714-725. | 10.2 | 596 |
| 35 | Audience Judgments as the Potential Missing Link Between Expert Judgments and Audience Appeal: An Illustration Based on Musical Recordings of "My Funny Valentine". <i>Journal of the Academy of Marketing Science</i> , 2006, 34, 8-18. | 11.2 | 23 |
| 36 | The Consumption Experienceâ€“Something New, Something Old, Something Borrowed, Something Sold: Part 1. <i>Journal of Macromarketing</i> , 2006, 26, 259-266. | 2.6 | 27 |

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|----|---|------|-----------|
| 37 | Reply to Bradshaw, McDonagh, and Marshall: Turn Off the Bubble Machine. <i>Journal of Macromarketing</i> , 2006, 26, 84-87. | 2.6 | 16 |
| 38 | Ambi-Diegetic Music in the Movies: The Crosby Duets in <i>High Society</i> . <i>Consumption Markets and Culture</i> , 2005, 8, 153-182. | 2.1 | 11 |
| 39 | Marketing Education as Bad Medicine for Society: The Gorilla Dances. <i>Journal of Public Policy and Marketing</i> , 2005, 24, 143-145. | 3.4 | 22 |
| 40 | The Eye of the Beholder. <i>Review of Marketing Research</i> , 2005, , 35-100. | 0.2 | 2 |
| 41 | The Role of Ordinary Evaluations in the Market for Popular Culture: Do Consumers Have "Good Taste"? <i>Marketing Letters</i> , 2005, 16, 75-86. | 2.9 | 51 |
| 42 | Art versus Commerce as a Macromarketing Theme in Three Films from the Young-Man-with-a-Horn Genre. <i>Journal of Macromarketing</i> , 2005, 25, 22-31. | 2.6 | 35 |
| 43 | Marketing Miseducation and the MBA Mind: Bullshit Happens. <i>Marketing Education Review</i> , 2005, 15, 1-5. | 1.3 | 76 |
| 44 | Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection. <i>Journal of Business Research</i> , 2005, 58, 45-61. | 10.2 | 239 |
| 45 | Class-Related Distinctions in American Cultural Tastes. <i>Empirical Studies of the Arts</i> , 2004, 22, 91-115. | 1.7 | 6 |
| 46 | Ambi-Diegetic Music in Films as a Product Design and -Placement Strategy: The Sweet Smell of Success. <i>Marketing Theory</i> , 2004, 4, 171-185. | 3.1 | 24 |
| 47 | Gratitude in Graduate MBA Attitudes: Re-Examining the Business Week Poll. <i>Journal of Education for Business</i> , 2004, 80, 25-28. | 1.6 | 14 |
| 48 | Nostalgia for early experience as a determinant of consumer preferences. <i>Psychology and Marketing</i> , 2003, 20, 275-302. | 8.2 | 222 |
| 49 | Nostalgic bonding: exploring the role of nostalgia in the consumption experience. <i>Journal of Consumer Behaviour</i> , 2003, 3, 107-127. | 4.2 | 198 |
| 50 | The Millennial Consumer Enters the Age of Exhibitionism—a Book-review Essay: Part 2. <i>Consumption Markets and Culture</i> , 2002, 5, 113-151. | 2.1 | 3 |
| 51 | Elegy on the death of marketing. <i>European Journal of Marketing</i> , 2002, 36, 706-732. | 2.9 | 43 |
| 52 | The Netvertising Image: Netvertising Image Communication Model (NICM) and Construct Definition. <i>Journal of Advertising</i> , 2002, 31, 15-27. | 6.6 | 91 |
| 53 | Title is missing!. <i>Marketing Letters</i> , 2002, 13, 345-357. | 2.9 | 49 |
| 54 | The Millennial Consumer in the Texts of Our Times: Exhibitionism. <i>Journal of Macromarketing</i> , 2001, 21, 81-95. | 2.6 | 24 |

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|----|---|------|-----------|
| 55 | The Role of Myth in Creative Advertising Design: Theory, Process and Outcome. <i>Journal of Advertising</i> , 2001, 30, 1-25. | 6.6 | 93 |
| 56 | Remembrance: John A. Howard (1915â€“1999). <i>Journal of Consumer Research</i> , 2001, 28, 337-338. | 5.1 | 5 |
| 57 | On the conceptual link between mass customisation and experiential consumption: an explosion of subjectivity. <i>Journal of Consumer Behaviour</i> , 2001, 1, 50-66. | 4.2 | 467 |
| 58 | Market clustering goes graphic: The Weiss trilogy and a proposed extension. <i>Psychology and Marketing</i> , 2001, 18, 67-85. | 8.2 | 14 |
| 59 | Times Square, Disneyphobia, Hegemickey, the Ricky Principle, and the Downside of the Entertainment Economy. <i>Marketing Theory</i> , 2001, 1, 139-163. | 3.1 | 16 |
| 60 | The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. <i>Journal of Marketing</i> , 2001, 65, 81-93. | 11.3 | 4,146 |
| 61 | The millennial consumer enters the age of exhibitionismâ€” a bookâ€™review essay: Part 1. <i>Consumption Markets and Culture</i> , 2001, 4, 383-437. | 2.1 | 3 |
| 62 | The Millennial Consumer in the Texts of Our Times: Evangelizing. <i>Journal of Macromarketing</i> , 2001, 21, 181-198. | 2.6 | 25 |
| 63 | The Influence of Anxiety: Ephebes, ÎpÃ©es, Posterity, and Preposterity in the World of Stephen Brown. <i>Journal of Marketing</i> , 2000, 64, 84-86. | 11.3 | 5 |
| 64 | Illustrating a dynamic model of the mood-updating process in consumer behavior. <i>Psychology and Marketing</i> , 2000, 17, 165-194. | 8.2 | 48 |
| 65 | Beyond market orientation: A conceptualization of market evolution. <i>Journal of Interactive Marketing</i> , 2000, 14, 50-66. | 6.2 | 26 |
| 66 | The Millennial Consumer in the Texts of Our Times: Experience and Entertainment. <i>Journal of Macromarketing</i> , 2000, 20, 178-192. | 2.6 | 255 |
| 67 | Marketing and the Tragedy of the Commons: A Synthesis, Commentary, and Analysis for Action. <i>Journal of Public Policy and Marketing</i> , 1999, 18, 218-229. | 3.4 | 190 |
| 68 | Popular Appeal Versus Expert Judgments of Motion Pictures. <i>Journal of Consumer Research</i> , 1999, 26, 144-155. | 5.1 | 249 |
| 69 | Marketing Applications of Three-Dimensional Stereography. <i>Marketing Letters</i> , 1998, 9, 51-64. | 2.9 | 13 |
| 70 | The Dangers of Educational and Cultural Populism: Three Vignettes on the Problemsâ€™of Aesthetic Insensitivity, the Pitfalls of Pandering, and the Virtues of Artistic Integrity. <i>Journal of Consumer Affairs</i> , 1998, 32, 394-423. | 2.3 | 14 |
| 71 | Collective stereographic photo essays: an integrated approach to probing consumption experiences in depth. <i>International Journal of Research in Marketing</i> , 1998, 15, 201-221. | 4.2 | 26 |
| 72 | How Motivation Moderates the Effects of Emotions on the Duration of Consumption. <i>Journal of Business Research</i> , 1998, 42, 241-252. | 10.2 | 33 |

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|----|---|------|-----------|
| 73 | Personal appearance and consumption in popular culture: A framework for descriptive and prescriptive analysis. <i>Consumption Markets and Culture</i> , 1998, 2, 1-55. | 2.1 | 16 |
| 74 | Stereo 3D representations in postmodern marketing research. <i>Marketing Intelligence and Planning</i> , 1998, 16, 298-310. | 3.5 | 8 |
| 75 | Romanticism, introspection, and the roots of experiential consumption: Morris the Epicurean. <i>Consumption Markets and Culture</i> , 1997, 1, 97-163. | 2.1 | 36 |
| 76 | Reviews and Communications. <i>Journal of Macromarketing</i> , 1997, 17, 138-143. | 2.6 | 1 |
| 77 | Reviews and Communications. <i>Journal of Macromarketing</i> , 1997, 17, 96-112. | 2.6 | 9 |
| 78 | Stereographic Visual Displays and the Three-Dimensional Communication of Findings in Marketing Research. <i>Journal of Marketing Research</i> , 1997, 34, 526. | 4.8 | 7 |
| 79 | Stereographic Visual Displays and the Three-Dimensional Communication of Findings in Marketing Research. <i>Journal of Marketing Research</i> , 1997, 34, 526-536. | 4.8 | 14 |
| 80 | Market segmentation based on age and attitude toward the past: Concepts, methods, and findings concerning nostalgic influences on customer tastes. <i>Journal of Business Research</i> , 1996, 37, 27-39. | 10.2 | 166 |
| 81 | An Updating Model of Salary Adjustments in Major League Baseball: How Much Is a Home Run Worth?. <i>Journal of Sport Management</i> , 1996, 10, 131-148. | 1.4 | 9 |
| 82 | Market success as a criterion for assessing player contributions in sports businesses via a regression-based approach using adjusted performance measures and quasi-dummy variables. <i>Marketing Letters</i> , 1996, 7, 341-353. | 2.9 | 6 |
| 83 | Reflections on Rocky. <i>Society and Animals</i> , 1996, 4, 147-168. | 0.2 | 13 |
| 84 | Mrs. Cage. <i>Journal of Marketing</i> , 1996, 60, 139. | 11.3 | 5 |
| 85 | Romanticism and wanderlust: An effect of personality on consumer preferences. <i>Psychology and Marketing</i> , 1995, 12, 207-222. | 8.2 | 25 |
| 86 | The four faces of commodification in the development of marketing knowledge. <i>Journal of Marketing Management</i> , 1995, 11, 641-654. | 2.3 | 27 |
| 87 | The Three Faces of Elitism: Postmodernism, Political Correctness, and Popular Culture. <i>Journal of Macromarketing</i> , 1995, 15, 128-165. | 2.6 | 22 |
| 88 | An Empirical Approach to Representing Patterns of Consumer Tastes, Nostalgia, and Hierarchy in the Market for Cultural Products. <i>Empirical Studies of the Arts</i> , 1995, 13, 55-71. | 1.7 | 21 |
| 89 | Does an absence of brand equity generalize across product classes?. <i>Journal of Business Research</i> , 1995, 34, 125-131. | 10.2 | 74 |
| 90 | Age, Sex, and Attitude toward the past as Predictors of Consumers'™ Aesthetic Tastes for Cultural Products. <i>Journal of Marketing Research</i> , 1994, 31, 412-422. | 4.8 | 183 |

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| 91 | Detecting the Differences, Indeed. Empirical Studies of the Arts, 1994, 12, 59-61. | 1.7 | 3 |
| 92 | Reviews and Communications. Journal of Macromarketing, 1994, 14, 83-88. | 2.6 | 1 |
| 93 | Age, Sex, and Attitude toward the past as Predictors of Consumers' Aesthetic Tastes for Cultural Products. Journal of Marketing Research, 1994, 31, 412. | 4.8 | 199 |
| 94 | Reflections on Jazz and Teaching: Benny and Gene, Woody and We. European Journal of Marketing, 1994, 28, 133-144. | 2.9 | 10 |
| 95 | The Nature of Customer Value: An Axiology of Services in the Consumption Experience. , 1994, , 21-71. | | 705 |
| 96 | The role of actors and actresses in the success of films: how much is a movie star worth?. Journal of Cultural Economics, 1993, 17, 1-27. | 2.2 | 205 |
| 97 | Gratitudes and latitudes in M.B.A. attitudes: Customer orientation and the Business Week poll. Marketing Letters, 1993, 4, 267-278. | 2.9 | 5 |
| 98 | An approach to investigating the emotional determinants of consumption durations: Why do people consume what they consume for as long as they consume it?. Journal of Consumer Psychology, 1993, 2, 123-142. | 4.5 | 79 |
| 99 | Critical periods in the development of men's and women's tastes in personal appearance. Psychology and Marketing, 1993, 10, 549-564. | 8.2 | 53 |
| 100 | Rereading the encyclopedias of Jazz: Analyses of data on the tastes of readers, critics, and musicians from 1955 to 1970. Popular Music and Society, 1993, 17, 83-104. | 0.6 | 6 |
| 101 | The Intellectual Structure of Consumer Research: A Bibliometric Study of Author Cocitations in the First 15 Years of the Journal of Consumer Research. Journal of Consumer Research, 1993, 19, 505. | 5.1 | 193 |
| 102 | Nostalgia and Consumption Preferences: Some Emerging Patterns of Consumer Tastes. Journal of Consumer Research, 1993, 20, 245. | 5.1 | 527 |
| 103 | Reviews and Communications: POSTMODERNISM & SOCIAL THEORY Steven Seidman and David G. Wagner, editors Cambridge, MA: Basil Blackwell, 1992. Journal of Macromarketing, 1993, 13, 69-75. | 2.6 | 7 |
| 104 | Permissible Puffery versus Actionable Warranty in Advertising and Salestalk: An Empirical Investigation. Journal of Public Policy and Marketing, 1993, 12, 216-233. | 3.4 | 11 |
| 105 | The Semiotics of Consumption. , 1993, , . | | 75 |
| 106 | An Approach to Investigating the Emotional Determinants of Consumption Durations. Journal of Consumer Psychology, 1993, 2, 123-142. | 4.5 | 10 |
| 107 | The Effects of Situation, Sequence, and Features on Perceptual and Affective Responses to Product Designs: The Case of Aesthetic Consumption. Empirical Studies of the Arts, 1992, 10, 19-31. | 1.7 | 15 |
| 108 | Product quality, attributes, and brand name as determinants of price: The case of consumer electronics. Marketing Letters, 1992, 3, 71-83. | 2.9 | 63 |

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| 109 | Consumer Responses to Advertising: The Effects of Ad Content, Emotions, and Attitude toward the Ad on Viewing Time. <i>Journal of Consumer Research</i> , 1991, 17, 440. | 5.1 | 438 |
| 110 | Conjoint Analysis on Objects with Environmentally Correlated Attributes: The Questionable Importance of Representative Design. <i>Journal of Consumer Research</i> , 1990, 16, 490. | 5.1 | 50 |
| 111 | A Reexamination of Self-Monitoring and Judgments of Furniture Designs. <i>Home Economics Research Journal</i> , 1990, 19, 6-16. | 0.1 | 5 |
| 112 | Developing a typology of affective responses to advertising. <i>Psychology and Marketing</i> , 1990, 7, 11-25. | 8.2 | 116 |
| 113 | The convergent validity of dichotic listening and hemispheric priming as methods for studying lateralized differences in affective responses. <i>Marketing Letters</i> , 1990, 1, 199-208. | 2.9 | 3 |
| 114 | Effects of Tempo and Situational Arousal on the Listener's Perceptual and Affective Responses to Music. <i>Psychology of Music</i> , 1990, 18, 150-162. | 1.6 | 133 |
| 115 | Reinterpretation of Mere Exposure or Exposure of Mere Reinterpretation?. <i>Journal of Consumer Research</i> , 1990, 17, 242. | 5.1 | 7 |
| 116 | Some Exploratory Findings on the Development of Musical Tastes. <i>Journal of Consumer Research</i> , 1989, 16, 119. | 5.1 | 414 |
| 117 | Assessing the validity of emotional typologies. <i>Psychology and Marketing</i> , 1989, 6, 97-112. | 8.2 | 29 |
| 118 | Using connoisseurs to predict mass tastes. <i>Marketing Letters</i> , 1989, 1, 47-54. | 2.9 | 20 |
| 119 | Consumption Symbolism and Meaning in Works of Art: A Paradigmatic Case. <i>European Journal of Marketing</i> , 1988, 22, 19-36. | 2.9 | 57 |
| 120 | Review Section and Communications. <i>Journal of Macromarketing</i> , 1988, 8, 54-59. | 2.6 | 12 |
| 121 | Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs. <i>Journal of Marketing Research</i> , 1988, 25, 25. | 4.8 | 11 |
| 122 | The Formation of Affective Judgments: The Cognitive-Affective Model Versus the Independence Hypothesis. <i>Journal of Consumer Research</i> , 1988, 15, 386. | 5.1 | 142 |
| 123 | On the Scientific Status of Consumer Research and the Need for an Interpretive Approach to Studying Consumption Behavior. <i>Journal of Consumer Research</i> , 1988, 15, 398. | 5.1 | 117 |
| 124 | Assessing the Real-to-Artificial Generalizability of Multiattribute Attitude Models in Tests of New Product Designs. <i>Journal of Marketing Research</i> , 1988, 25, 25-35. | 4.8 | 15 |
| 125 | Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising. <i>Journal of Consumer Research</i> , 1987, 14, 404. | 5.1 | 1,230 |
| 126 | A Stochastic Three-Way Unfolding Model for Asymmetric Binary Data. <i>Applied Psychological Measurement</i> , 1987, 11, 397-418. | 1.0 | 7 |

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| 127 | Mirror, Mirror, on the Wall, What's Unfair in the Reflections on Advertising?. Journal of Marketing, 1987, 51, 95. | 11.3 | 107 |
| 128 | What is Consumer Research?. Journal of Consumer Research, 1987, 14, 128. | 5.1 | 184 |
| 129 | The Study of Signs in Consumer Esthetics: An Egocentric Review. , 1987, , 73-122. | | 17 |
| 130 | Mirror, Mirror, on the Wall, What's Unfair in the Reflections on Advertising?. Journal of Marketing, 1987, 51, 95-103. | 11.3 | 136 |
| 131 | A Note on Sadomasochism in the Review Process: I hate when that Happens. Journal of Marketing, 1986, 50, 104-108. | 11.3 | 48 |
| 132 | A Note on Sadomasochism in the Review Process: I Hate When That Happens. Journal of Marketing, 1986, 50, 104. | 11.3 | 32 |
| 133 | The Varieties of Consumption Experience: Comparing Two Typologies of Emotion in Consumer Behavior. Journal of Consumer Research, 1986, 13, 394. | 5.1 | 550 |
| 134 | Aims, Concepts, and Methods for the Representation of Individual Differences in Esthetic Responses to Design Features. Journal of Consumer Research, 1986, 13, 337. | 5.1 | 302 |
| 135 | The Semiology of Cinematic Consumption: Symbolic Consumer Behavior in Out of Africa. Journal of Consumer Research, 1986, 13, 374. | 5.1 | 156 |
| 136 | Using versus Choosing: The Relationship of the Consumption Experience to Reasons for Purchasing. European Journal of Marketing, 1986, 20, 49-62. | 2.9 | 38 |
| 137 | A Dynamic Spatial Analysis of Changes in Aesthetic Responses. Empirical Studies of the Arts, 1986, 4, 47-61. | 1.7 | 7 |
| 138 | Expanding the Ontology and Methodology of Research on the Consumption Experience. , 1986, , 213-251. | | 79 |
| 139 | Nonisomorphism, Shadow Features and Imputed Preferences. Marketing Science, 1985, 4, 215-233. | 4.1 | 22 |
| 140 | Marketing Strategy and the Structure of Aggregate, Segment-specific, and Differential Preferences. Journal of Marketing, 1984, 48, 62-67. | 11.3 | 18 |
| 141 | Marketing Strategy and the Structure of Aggregate, Segment-Specific, and Differential Preferences. Journal of Marketing, 1984, 48, 62. | 11.3 | 11 |
| 142 | Play as a Consumption Experience: The Roles of Emotions, Performance, and Personality in the Enjoyment of Games. Journal of Consumer Research, 1984, 11, 728. | 5.1 | 428 |
| 143 | The role of emotion in advertising. Psychology and Marketing, 1984, 1, 45-64. | 8.2 | 195 |
| 144 | Detecting the Differences in Jazz: A Comparison of Methods for Assessing Perceptual Veridicality in Applied Aesthetics. Empirical Studies of the Arts, 1983, 1, 35-53. | 1.7 | 13 |

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| 145 | Using a Structural Model of Halo Effect to Assess Perceptual Distortion Due to Affective Overtones. <i>Journal of Consumer Research</i> , 1983, 10, 247. | 5.1 | 90 |
| 146 | Hedonic Consumption: Emerging Concepts, Methods and Propositions. <i>Journal of Marketing</i> , 1982, 46, 92. | 11.3 | 1,587 |
| 147 | The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. <i>Journal of Consumer Research</i> , 1982, 9, 132. | 5.1 | 5,480 |
| 148 | On the Predictive Validity of Joint-Space Models in Consumer Evaluations of New Concepts. <i>Journal of Consumer Research</i> , 1982, 9, 206. | 5.1 | 24 |
| 149 | Constructing Joint Spaces from Pick-Any Data: A New Tool for Consumer Analysis. <i>Journal of Consumer Research</i> , 1982, 9, 99. | 5.1 | 60 |
| 150 | Estimating temporal trends in preferences measured by graded paired comparisons. <i>Journal of Business Research</i> , 1982, 10, 459-473. | 10.2 | 5 |
| 151 | Importance, elicitation order, and expectancy \bar{A} - value. <i>Journal of Business Research</i> , 1982, 10, 309-317. | 10.2 | 11 |
| 152 | Modeling Decision-Specific Stress: Some Methodological Considerations. <i>Administrative Science Quarterly</i> , 1982, 27, 243. | 6.9 | 6 |
| 153 | Decision-Specific Conflict in Organizational Buyer Behavior. <i>Journal of Marketing</i> , 1982, 46, 62-68. | 11.3 | 15 |
| 154 | Using Canonical Correlation to Construct Product Spaces for Objects with Known Feature Structures. <i>Journal of Marketing Research</i> , 1982, 19, 87-98. | 4.8 | 14 |
| 155 | Hedonic Consumption: Emerging Concepts, Methods and Propositions. <i>Journal of Marketing</i> , 1982, 46, 92-101. | 11.3 | 3,125 |
| 156 | Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments. <i>Journal of Marketing Research</i> , 1981, 18, 13-28. | 4.8 | 109 |
| 157 | Perceptual Veridicality in Esthetic Communication: A Model, General Procedure, and Illustration. <i>Communication Research</i> , 1981, 8, 387-424. | 5.9 | 22 |
| 158 | Feature Interactions in Consumer Judgments of Verbal versus Pictorial Presentations. <i>Journal of Consumer Research</i> , 1981, 8, 103. | 5.1 | 230 |
| 159 | Allocating Discretionary Time: Complementarity among Activities. <i>Journal of Consumer Research</i> , 1981, 7, 395. | 5.1 | 81 |
| 160 | Integrating Compositional and Decompositional Analyses to Represent the Intervening Role of Perceptions in Evaluative Judgments. <i>Journal of Marketing Research</i> , 1981, 18, 13. | 4.8 | 79 |
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