

# Arjun Chaudhuri

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10663770/publications.pdf>

Version: 2024-02-01

19  
papers

5,197  
citations

687363

13  
h-index

794594

19  
g-index

19  
all docs

19  
docs citations

19  
times ranked

2985  
citing authors

#	ARTICLE	IF	CITATIONS
1	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
2	How Brand Reputation Affects the Advertising-Brand Equity Link. <i>Journal of Advertising Research</i> , 2002, 42, 33-43.	2.1	143
3	Consumption Emotion and Perceived Risk: A Macro-Analytic Approach. <i>Journal of Business Research</i> , 1997, 39, 81-92.	10.2	120
4	A Macro Analysis of the Relationship of Product Involvement and Information Search: The Role of Risk. <i>Journal of Marketing Theory and Practice</i> , 2000, 8, 1-15.	4.3	111
5	Does Brand Loyalty Mediate Brand Equity Outcomes?. <i>Journal of Marketing Theory and Practice</i> , 1999, 7, 136-146.	4.3	109
6	Product class effects on perceived risk: The role of emotion. <i>International Journal of Research in Marketing</i> , 1998, 15, 157-168.	4.2	108
7	Consequences of Value in Retail Markets. <i>Journal of Retailing</i> , 2009, 85, 406-419.	6.2	103
8	Emotion and reason in persuasion. <i>Journal of Business Research</i> , 2004, 57, 647-656.	10.2	60
9	Affect, Reason, and Persuasion Advertising Strategies That Predict Affective and Analytic-Cognitive Responses. <i>Human Communication Research</i> , 1995, 21, 422-441.	3.4	59
10	Emotional Responses on Initial Exposure to a Hedonic or Utilitarian Description of a Radical Innovation. <i>Journal of Marketing Theory and Practice</i> , 2010, 18, 339-359.	4.3	55
11	Media differences in rational and emotional responses to advertising. <i>Journal of Broadcasting and Electronic Media</i> , 1995, 39, 109-125.	1.5	54
12	A study of emotion and reason in products and services. <i>Journal of Consumer Behaviour</i> , 2002, 1, 267-279.	4.2	51
13	The moderating roles of shopper experience and store type on the relationship between perceived merchandise value and willingness to pay a higher price. <i>Journal of Retailing and Consumer Services</i> , 2012, 19, 249-258.	9.4	38
14	Can Hedonic Store Environments Help Retailers Overcome Low Store Accessibility?. <i>Journal of Marketing Theory and Practice</i> , 2010, 18, 249-262.	4.3	11
15	The effect of hedonic and utilitarian verbal descriptions and pictures on willingness to try an innovation: Do emotions matter?. <i>Journal of Marketing Communications</i> , 2014, 20, 307-324.	4.0	7
16	The relationship of attitudes, habit and loyalty to market share in relation to a staple good in a local grocery store: An exploratory study. <i>Journal of Business and Psychology</i> , 1996, 11, 265-274.	4.0	6
17	The effect of AIDS awareness on condom use intention among truck drivers in India: the role of beliefs, feelings and perceived vulnerability. <i>Journal of Marketing Communications</i> , 2004, 10, 17-33.	4.0	6
18	An exploratory study of emotional attributes in radio commercials. <i>Journal of Marketing Communications</i> , 1995, 1, 61-70.	4.0	5

#	ARTICLE	IF	CITATIONS
19	Communication, cognition and involvement: a theoretical framework for advertising. Journal of Marketing Communications, 1997, 3, 111-125.	4.0	5