

# 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 effect of hedonic and utilitarian verbal descriptions and pictures on willingness to try an innovation: Do emotions matter?. Journal of Marketing Communications, 2014, 20, 307-324.	4.0	7
2	The moderating roles of shopper experience and store type on the relationship between perceived merchandise value and willingness to pay a higher price. Journal of Retailing and Consumer Services, 2012, 19, 249-258.	9.4	38
3	Can Hedonic Store Environments Help Retailers Overcome Low Store Accessibility?. Journal of Marketing Theory and Practice, 2010, 18, 249-262.	4.3	11
4	Emotional Responses on Initial Exposure to a Hedonic or Utilitarian Description of a Radical Innovation. Journal of Marketing Theory and Practice, 2010, 18, 339-359.	4.3	55
5	Consequences of Value in Retail Markets. Journal of Retailing, 2009, 85, 406-419.	6.2	103
6	The effect of AIDS awareness on condom use intention among truck drivers in India: the role of beliefs, feelings and perceived vulnerability. Journal of Marketing Communications, 2004, 10, 17-33.	4.0	6
7	Emotion and reason in persuasion. Journal of Business Research, 2004, 57, 647-656.	10.2	60
8	How Brand Reputation Affects the Advertising-Brand Equity Link. Journal of Advertising Research, 2002, 42, 33-43.	2.1	143
9	A study of emotion and reason in products and services. Journal of Consumer Behaviour, 2002, 1, 267-279.	4.2	51
10	The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. Journal of Marketing, 2001, 65, 81-93.	11.3	4,146
11	A Macro Analysis of the Relationship of Product Involvement and Information Search: The Role of Risk. Journal of Marketing Theory and Practice, 2000, 8, 1-15.	4.3	111
12	Does Brand Loyalty Mediate Brand Equity Outcomes?. Journal of Marketing Theory and Practice, 1999, 7, 136-146.	4.3	109
13	Product class effects on perceived risk: The role of emotion. International Journal of Research in Marketing, 1998, 15, 157-168.	4.2	108
14	Communication, cognition and involvement: a theoretical framework for advertising. Journal of Marketing Communications, 1997, 3, 111-125.	4.0	5
15	Consumption Emotion and Perceived Risk: A Macro-Analytic Approach. Journal of Business Research, 1997, 39, 81-92.	10.2	120
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. Journal of Business and Psychology, 1996, 11, 265-274.	4.0	6
17	Affect, Reason, and Persuasion Advertising Strategies That Predict Affective and Analytic-Cognitive Responses. Human Communication Research, 1995, 21, 422-441.	3.4	59
18	An exploratory study of emotional attributes in radio commercials. Journal of Marketing Communications, 1995, 1, 61-70.	4.0	5

#	ARTICLE	IF	CITATIONS
19	Media differences in rational and emotional responses to advertising. Journal of Broadcasting and Electronic Media, 1995, 39, 109-125.	1.5	54