

# Abhijit Biswas

## List of Publications by Year in descending order

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42  
papers

2,979  
citations

257450

24  
h-index

265206

42  
g-index

42  
all docs

42  
docs citations

42  
times ranked

1704  
citing authors

#	ARTICLE	IF	CITATIONS
1	Third-Party Organization Endorsement of Products: An Advertising Cue Affecting Consumer Prepurchase Evaluation of Goods and Services. <i>Journal of Advertising</i> , 2001, 30, 41-57.	6.6	369
2	The effects of discount level, price consciousness and sale proneness on consumers' price perception and behavioral intention. <i>Journal of Business Research</i> , 2002, 55, 775-783.	10.2	254
3	The Differential Effects of Celebrity and Expert Endorsements on Consumer Risk Perceptions. The Role of Consumer Knowledge, Perceived Congruency, and Product Technology Orientation. <i>Journal of Advertising</i> , 2006, 35, 17-31.	6.6	253
4	The diagnostic role of signals in the context of perceived risks in online shopping: Do signals matter more on the Web?. <i>Journal of Interactive Marketing</i> , 2004, 18, 30-45.	6.2	218
5	Contextual Effects of Reference Prices in Retail Advertisements. <i>Journal of Marketing</i> , 1991, 55, 1-12.	11.3	185
6	Contextual Effects of Reference Prices in Retail Advertisements. <i>Journal of Marketing</i> , 1991, 55, 1.	11.3	167
7	The Operation of Visual Imagery as a Mediator of Advertising Effects. <i>Journal of Advertising</i> , 1993, 22, 71-85.	6.6	141
8	Regret from Postpurchase Discovery of Lower Market Prices: Do Price Refunds Help?. <i>Journal of Marketing</i> , 2011, 75, 124-138.	11.3	126
9	Consumer Perceptions of Tensile Price Claims in Advertisements: An Assessment of Claim Types Across Different Discount Levels. <i>Journal of the Academy of Marketing Science</i> , 1993, 21, 217-229.	11.2	124
10	The moderating role of brand familiarity in reference price perceptions. <i>Journal of Business Research</i> , 1992, 25, 251-262.	10.2	113
11	Consumer Evaluation of Low Price Guarantees: The Moderating Role of Reference Price and Store Image. <i>Journal of Consumer Psychology</i> , 2002, 12, 107-118.	4.5	90
12	Consumer Evaluations of Sale Prices: Role of the Subtraction Principle. <i>Journal of Marketing</i> , 2013, 77, 49-66.	11.3	86
13	The influence of product knowledge and brand name on internal price standards and confidence. <i>Psychology and Marketing</i> , 1993, 10, 31-46.	8.2	83
14	Consumer Evaluation of Low Price Guarantees: The Moderating Role of Reference Price and Store Image. <i>Journal of Consumer Psychology</i> , 2002, 12, 107-118.	4.5	72
15	Effects of low price guarantees on consumer post-purchase search intention: The moderating roles of value consciousness and penalty level. <i>Journal of Retailing</i> , 2005, 81, 283-291.	6.2	71
16	Low price guarantees as signals of lowest price: The moderating role of perceived price dispersion. <i>Journal of Retailing</i> , 2006, 82, 245-257.	6.2	64
17	Reference pricing studies in marketing: A synthesis of research results. <i>Journal of Business Research</i> , 1993, 27, 239-256.	10.2	59
18	Reframing the Discount as a Comparison against the Sale Price: Does it Make the Discount More Attractive?. <i>Journal of Marketing Research</i> , 2018, 55, 339-351.	4.8	56

#	ARTICLE	IF	CITATIONS
19	The Use of Blacks in Magazine and Television Advertising: 1946 to 1986. <i>The Journalism Quarterly</i> , 1990, 67, 547-553.	0.3	46
20	Low price signal default: an empirical investigation of its consequences. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 76-88.	11.2	45
21	Consumer Evaluation of Reference Price Advertisements: Effects of Other Brands' Prices and Semantic Cues. <i>Journal of Public Policy and Marketing</i> , 1999, 18, 52-65.	3.4	40
22	An experimental assessment of effects associated with alternative tensile price claims. <i>Journal of Business Research</i> , 1994, 29, 65-73.	10.2	35
23	Semantic cues in reference price advertisements: The moderating role of cue concreteness. <i>Journal of Retailing</i> , 2006, 82, 95-104.	6.2	30
24	Celebrity endorsements and women consumers in India: how generation-cohort affiliation and celebrity-product congruency moderate the benefits of chronological age congruency. <i>Marketing Letters</i> , 2015, 26, 363-376.	2.9	30
25	Representation, Roles, and Occupational Status of Black Models in Television Advertisements. <i>The Journalism Quarterly</i> , 1993, 70, 868-882.	0.3	27
26	Ambiguity and Exaggeration in Price Promotion: Perceptions of the Elder and Nonelder Consumer. <i>Journal of Consumer Affairs</i> , 1998, 32, 56-81.	2.3	21
27	Making judgments in a two-sequence cue environment: The effects of differential cue strengths, order sequence, and distraction. <i>Journal of Consumer Psychology</i> , 2009, 19, 88-97.	4.5	21
28	The role of attributions in consumer perceptions of retail advertisements promoting price discounts. <i>Marketing Letters</i> , 1994, 5, 131-140.	2.9	18
29	Individual effects of product quality signals in the presence versus absence of other signals: differential effects across brick-and-mortar and online settings. <i>Journal of Product and Brand Management</i> , 2009, 18, 487-496.	4.3	18
30	Can attempts to delight customers with surprise gains boomerang? A test using low-price guarantees. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 417-437.	11.2	18
31	Is a website known by the banner ads it hosts?. <i>International Journal of Advertising</i> , 2012, 31, 877-905.	6.7	17
32	Celebrity endorsements in emerging markets: Align endorsers with brands or with consumers?. <i>Journal of International Business Studies</i> , 2019, 50, 295-317.	7.3	16
33	Investigating the Pleasures of Sin: The Contingent Role of Arousal-Seeking Disposition in Consumers' Evaluations of Vice and Virtue Product Offerings. <i>Psychology and Marketing</i> , 2016, 33, 620-628.	8.2	11
34	Are Low Price and Price Matching Guarantees Equivalent? The Effects of Different Price Guarantees on Consumers' Evaluations. <i>Journal of Retailing</i> , 2019, 95, 99-108.	6.2	11
35	Reference prices in retail advertisements: moderating effects of market price dispersion and need for cognition on consumer value perception and shopping intention. <i>Journal of Product and Brand Management</i> , 2004, 13, 379-389.	4.3	11
36	An Empirical Analysis of the Joint Effects of Shoppers' Goals and Attribute Display on Shoppers' Evaluations. <i>Journal of Marketing</i> , 2018, 82, 142-156.	11.3	8

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37	The use of black models in specialty catalogs. <i>Journal of Direct Marketing</i> , 1995, 9, 47-56.	0.2	7
38	I Want to Buy the Advertised Product Only!: An Examination of the Effects of Additional Product Offers on Consumer Irritation in a Cross-Promotion Context. <i>Journal of Advertising</i> , 2009, 38, 123-136.	6.6	7
39	Overcoming the challenge of low familiarity: Can a weakly familiar brand signal quality with exceptionally strong warranty?. <i>Journal of Business Research</i> , 2022, 141, 737-754.	10.2	5
40	Effect of discounts on search and shopping intentions: the moderating role of shopping environment. <i>International Journal of Electronic Marketing and Retailing</i> , 2006, 1, 155.	0.2	3
41	The Role of Price in Consumer Quality Judgments for Professional Services. <i>Journal of Relationship Marketing</i> , 1995, 1, 45-56.	0.1	2
42	Should firms display the sale price using larger font?. <i>Journal of Retailing</i> , 2023, 99, 17-25.	6.2	1