

Deborah Roedder John

List of Publications by Year in descending order

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43
papers

5,438
citations

172457

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254184

43
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43
all docs

43
docs citations

43
times ranked

2661
citing authors

#	ARTICLE	IF	CITATIONS
1	Diluting Brand Beliefs: When Do Brand Extensions Have a Negative Impact?. Journal of Marketing, 1993, 57, 71-84.	11.3	553
2	The Development of Self-Brand Connections in Children and Adolescents. Journal of Consumer Research, 2005, 32, 119-129.	5.1	402
3	Growing up in a Material World: Age Differences in Materialism in Children and Adolescents. Journal of Consumer Research, 2007, 34, 480-493.	5.1	395
4	Diluting Brand Beliefs: When Do Brand Extensions Have a Negative Impact?. Journal of Marketing, 1993, 57, 71.	11.3	315
5	Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking. Journal of Consumer Research, 2007, 33, 529-536.	5.1	313
6	Brand Concept Maps: A Methodology for Identifying Brand Association Networks. Journal of Marketing Research, 2006, 43, 549-563.	4.8	296
7	The Negative Impact of Extensions: Can Flagship Products be Diluted?. Journal of Marketing, 1998, 62, 19-32.	11.3	286
8	Consumer Learning by Analogy: A Model of Internal Knowledge Transfer. Journal of Consumer Research, 1997, 24, 266-284.	5.1	280
9	Age Differences in Information Processing: Understanding Deficits in Young and Elderly Consumers. Journal of Consumer Research, 1986, 13, 297.	5.1	200
10	Got to Get You into My Life: Do Brand Personalities Rub Off on Consumers?. Journal of Consumer Research, 2010, 37, 655-669.	5.1	196
11	The effects of scarcity on consumer decision journeys. Journal of the Academy of Marketing Science, 2019, 47, 532-550.	11.2	194
12	When does negative brand publicity hurt? The moderating influence of analytic versus holistic thinking. Journal of Consumer Psychology, 2008, 18, 320-332.	4.5	166
13	Interpersonal influences on adolescent materialism: A new look at the role of parents and peers. Journal of Consumer Psychology, 2010, 20, 176-184.	4.5	166
14	Consumer response to brand extensions: Construal level as a moderator of the importance of perceived fit. Journal of Consumer Psychology, 2008, 18, 116-126.	4.5	153
15	The Meaning of Brand Names to Children: A Developmental Investigation. Journal of Consumer Psychology, 2003, 13, 205-219.	4.5	142
16	What Makes Brands Elastic? The Influence of Brand Concept and Styles of Thinking on Brand Extension Evaluation. Journal of Marketing, 2010, 74, 80-92.	11.3	133
17	Poverty and Materialism: A Look at Impoverished versus Affluent Children. Journal of Public Policy and Marketing, 2014, 33, 78-92.	3.4	129
18	What Makes Brands Elastic? The Influence of Brand Concept and Styles of Thinking on Brand Extension Evaluation. Journal of Marketing, 2010, 74, 80-92.	11.3	112

#	ARTICLE	IF	CITATIONS
19	Knowledge Bases and Salesperson Effectiveness: A Script-Theoretic Analysis. <i>Journal of Marketing Research</i> , 1989, 26, 164.	4.8	100
20	Capitalizing on brand personalities in advertising: The influence of implicit self-theories on ad appeal effectiveness. <i>Journal of Consumer Psychology</i> , 2012, 22, 424-432.	4.5	91
21	Sampling Data for Covariation Assessment: The Effect of Prior Beliefs on Search Patterns. <i>Journal of Consumer Research</i> , 1986, 13, 38.	5.1	81
22	The Development of Consumer Knowledge in Children: A Cognitive Structure Approach. <i>Journal of Consumer Research</i> , 1986, 12, 406.	5.1	73
23	Covariation Assessment by Consumers. <i>Journal of Consumer Research</i> , 1986, 13, 316.	5.1	70
24	Age Differences in Product Categorization. <i>Journal of Consumer Research</i> , 1990, 16, 452.	5.1	66
25	I Think I Can, I Think I Can: Brand Use, Self-Efficacy, and Performance. <i>Journal of Marketing Research</i> , 2014, 51, 233-247.	4.8	64
26	Are Young Children Adaptive Decision Makers? A Study of Age Differences in Information Search Behavior. <i>Journal of Consumer Research</i> , 1995, 21, 567.	5.1	62
27	More than meets the eye: The influence of implicit and explicit self-esteem on materialism. <i>Journal of Consumer Psychology</i> , 2011, 21, 73-87.	4.5	58
28	The impact of gratitude on adolescent materialism and generosity. <i>Journal of Positive Psychology</i> , 2019, 14, 502-511.	4.0	44
29	Counterfeit Luxury Consumption in a Social Context: The Effects on Females' Moral Disengagement and Behavior. <i>Journal of Consumer Psychology</i> , 2019, 29, 207-225.	4.5	36
30	Age Differences in Children's Choice Behavior: The Impact of Available Alternatives. <i>Journal of Marketing Research</i> , 1992, 29, 216-226.	4.8	30
31	Mindsets matter: Implications for branding research and practice. <i>Journal of Consumer Psychology</i> , 2016, 26, 153-160.	4.5	28
32	Up, Up, and Away: Upgrading as a Response to Dissimilar Brand Users. <i>Journal of Marketing Research</i> , 2019, 56, 142-157.	4.8	28
33	Developing Brand Relationships after a Brand Transgression: The Role of Implicit Theories of Relationships. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 175-187.	1.7	25
34	Judging a Book by its Cover: The Influence of Implicit Self-Theories on Brand User Perceptions. <i>Journal of Consumer Psychology</i> , 2018, 28, 56-76.	4.5	25
35	Does the devil wear Prada? Luxury product experiences can affect prosocial behavior. <i>International Journal of Research in Marketing</i> , 2021, 38, 104-119.	4.2	21
36	The Secrecy Effect: Secret Consumption Increases Women's Product Evaluations and Choice. <i>Journal of Consumer Research</i> , 2020, 46, 1093-1109.	5.1	20

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37	Children's use of perceptual cues in product categorization. <i>Psychology and Marketing</i> , 1990, 7, 277-294.	8.2	18
38	What Children Can Tell Us. <i>Journal of Marketing Research</i> , 1991, 28, 499.	4.8	18
39	Building Brands for the Emerging Bicultural Market: The Appeal of Paradox Brands. <i>Journal of Consumer Research</i> , 2021, 48, 633-650.	5.1	15
40	Value instantiation: how to overcome the value conflict in promoting luxury brands with CSR initiatives. <i>Marketing Letters</i> , 2019, 30, 307-319.	2.9	14
41	Children's Understanding of the Instrumental Value of Products and Brands. <i>Journal of Consumer Psychology</i> , 2019, 29, 328-335.	4.5	9
42	Covariation assessment in rank order data. <i>Journal of Behavioral Decision Making</i> , 1988, 1, 239-254.	1.7	7
43	Customer-based strategic brand management: past progress and future challenges. <i>AMS Review</i> , 2016, 6, 17-22.	2.5	4