

Pierre Chandon

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3299232/publications.pdf>

Version: 2024-02-01

57
papers

7,289
citations

159585

30
h-index

223800

46
g-index

61
all docs

61
docs citations

61
times ranked

4984
citing authors

#	ARTICLE	IF	CITATIONS
1	A Benefit Congruency Framework of Sales Promotion Effectiveness. <i>Journal of Marketing</i> , 2000, 64, 65-81.	11.3	1,586
2	Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research. <i>Journal of Marketing</i> , 2005, 69, 1-14.	11.3	795
3	The Biasing Health Halos of Fast-Food Restaurant Health Claims: Lower Calorie Estimates and Higher Side-Dish Consumption Intentions. <i>Journal of Consumer Research</i> , 2007, 34, 301-314.	5.1	611
4	Can "Low-Fat" Nutrition Labels Lead to Obesity?. <i>Journal of Marketing Research</i> , 2006, 43, 605-617.	4.8	594
5	Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation at the Point of Purchase. <i>Journal of Marketing</i> , 2009, 73, 1-17.	11.3	543
6	Does food marketing need to make us fat? A review and solutions. <i>Nutrition Reviews</i> , 2012, 70, 571-593.	5.8	314
7	Which Healthy Eating Nudges Work Best? A Meta-Analysis of Field Experiments. <i>Marketing Science</i> , 2020, 39, 465-486.	4.1	243
8	Getting Ahead of the Joneses: When Equality Increases Conspicuous Consumption among Bottom-Tier Consumers. <i>Journal of Consumer Research</i> , 2011, 38, 27-41.	5.1	212
9	Is Obesity Caused by Calorie Underestimation? A Psychophysical Model of Meal Size Estimation. <i>Journal of Marketing Research</i> , 2007, 44, 84-99.	4.8	200
10	When Are Stockpiled Products Consumed Faster? A Convenience "Salience Framework of Postpurchase Consumption Incidence and Quantity. <i>Journal of Marketing Research</i> , 2002, 39, 321-335.	4.8	179
11	Pleasure as a Substitute for Size: How Multisensory Imagery Can Make People Happier with Smaller Food Portions. <i>Journal of Marketing Research</i> , 2016, 53, 847-864.	4.8	179
12	How Package Design and Package-Based Marketing Claims Lead to Overeating. <i>Applied Economic Perspectives and Policy</i> , 2013, 35, 7-31.	5.6	165
13	Supersize in One Dimension, Downsize in Three Dimensions: Effects of Spatial Dimensionality on Size Perceptions and Preferences. <i>Journal of Marketing Research</i> , 2009, 46, 739-753.	4.8	135
14	Meal Size, Not Body Size, Explains Errors in Estimating the Calorie Content of Meals. <i>Annals of Internal Medicine</i> , 2006, 145, 326.	3.9	126
15	Effects of front-of-pack labels on the nutritional quality of supermarket food purchases: evidence from a large-scale randomized controlled trial. <i>Journal of the Academy of Marketing Science</i> , 2021, 49, 119-138.	11.2	120
16	Slim by design: Redirecting the accidental drivers of mindless overeating. <i>Journal of Consumer Psychology</i> , 2014, 24, 413-431.	4.5	115
17	Pleasure as an ally of healthy eating? Contrasting visceral and Epicurean eating pleasure and their association with portion size preferences and wellbeing. <i>Appetite</i> , 2016, 104, 52-59.	3.7	101
18	Internal and External Cues of Meal Cessation: The French Paradox Redux?. <i>Obesity</i> , 2007, 15, 2920-2924.	3.0	92

#	ARTICLE	IF	CITATIONS
19	From Fan to Fat? Vicarious Losing Increases Unhealthy Eating, but Self-Affirmation Is an Effective Remedy. <i>Psychological Science</i> , 2013, 24, 1936-1946.	3.3	90
20	The Short- and Long-Term Effects of Measuring Intent to Repurchase. <i>Journal of Consumer Research</i> , 2004, 31, 566-572.	5.1	84
21	Is Food Marketing Making us Fat? A Multi-Disciplinary Review. <i>Foundations and Trends in Marketing</i> , 2010, 5, 113-196.	1.1	80
22	Healthy Through Presence or Absence, Nature or Science?: A Framework for Understanding Front-of-Package Food Claims. <i>Journal of Public Policy and Marketing</i> , 2019, 38, 172-191.	3.4	78
23	How Biased Household Inventory Estimates Distort Shopping and Storage Decisions. <i>Journal of Marketing</i> , 2006, 70, 118-135.	11.3	69
24	Moralities in food and health research. <i>Journal of Marketing Management</i> , 2014, 30, 1800-1832.	2.3	66
25	Sensory Marketing. , 0, , .		62
26	Predicting and Managing Consumers' Package Size Impressions. <i>Journal of Marketing</i> , 2013, 77, 123-137.	11.3	55
27	Measuring the Value of Point-of-Purchase Marketing with Commercial Eye-Tracking Data. <i>SSRN Electronic Journal</i> , 2006, , .	0.4	50
28	Viewpoint: Effectiveness or consumer acceptance? Tradeoffs in selecting healthy eating nudges. <i>Food Policy</i> , 2019, 85, 1-6.	6.0	49
29	The acuity of vice: Attitude ambivalence improves visual sensitivity to increasing portion sizes. <i>Journal of Consumer Psychology</i> , 2014, 24, 177-187.	4.5	45
30	In the eye of the beholder: Visual biases in package and portion size perceptions. <i>Appetite</i> , 2016, 103, 450-457.	3.7	44
31	The interplay of health claims and taste importance on food consumption and self-reported satiety. <i>Appetite</i> , 2013, 71, 349-356.	3.7	42
32	Does Red Bull give wings to vodka? Placebo effects of marketing labels on perceived intoxication and risky attitudes and behaviors. <i>Journal of Consumer Psychology</i> , 2017, 27, 456-465.	4.5	25
33	When Does the Past Repeat Itself? The Interplay of Behavior Prediction and Personal Norms. <i>Journal of Consumer Research</i> , 2011, 38, 420-430.	5.1	20
34	Obesity and Responsiveness to Food Marketing Before and After Bariatric Surgery. <i>Journal of Consumer Psychology</i> , 2022, 32, 57-68.	4.5	18
35	Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation at the Point of Purchase. <i>SSRN Electronic Journal</i> , 2009, , .	0.4	12
36	Which Healthy Eating Nudges Work Best? A Meta-Analysis of Field Experiments. <i>SSRN Electronic Journal</i> , 0, , .	0.4	12

#	ARTICLE	IF	CITATIONS
37	The accuracy of less: Natural bounds explain why quantity decreases are estimated more accurately than quantity increases.. Journal of Experimental Psychology: General, 2017, 146, 250-268.	2.1	11
38	Plaisir Â©picurien, plaisir viscÂ©ral et prÂ©fÂ©rence de tailles de portions alimentaires. Cahiers De Nutrition Et De Dietetique, 2018, 53, 77-85.	0.3	9
39	Percentage Cost Discounts Always Beat Percentage Benefit Bonuses: Helping Consumers Evaluate Nominally Equivalent Percentage Changes. Journal of Marketing Behavior, 2015, 1, 75-107.	0.4	8
40	Portion size selection in children: Effect of sensory imagery for snacks varying in energy density. Appetite, 2020, 150, 104656.	3.7	8
41	Effects of snack portion size on anticipated and experienced hunger, eating enjoyment, and perceived healthiness among children. International Journal of Behavioral Nutrition and Physical Activity, 2020, 17, 70.	4.6	7
42	Effects of Front-of-Pack Labels on the Nutritional Quality of Supermarket Food Purchases: Evidence From a Large-Scale Randomized Controlled Trial. SSRN Electronic Journal, 0, , .	0.4	6
43	Is Food Marketing Making Us Fat? A Multi-Disciplinary Review. SSRN Electronic Journal, 2011, , .	0.4	5
44	Examining Eating: Bridging the Gap between â€œLab Eatingâ€ and â€œFree-Living Eatingâ€ Journal of the Association for Consumer Research, 2022, 7, 403-418.	1.7	5
45	How Package Design and Packaged-Based Marketing Claims Lead to Overeating. SSRN Electronic Journal, 2012, , .	0.4	3
46	Slim by Design: Redirecting the Accidental Drivers of Mindless Overeating. SSRN Electronic Journal, 2014, , .	0.4	3
47	Healthy in the wrong way: Mismatching of marketersâ€™ food claim use and consumersâ€™ preferences in the United States but not France. Journal of the Academy of Marketing Science, 0, , .	11.2	3
48	Slim by Design or by willpower? Replies to Herman and Polivy and to Roberto, Pomeranz, and Fisher. Journal of Consumer Psychology, 2014, 24, 446-451.	4.5	2
49	Downsize in 3D, Supersize in 1D: Effects of the Dimensionality of Package and Portion Size Changes on Size Estimations, Consumption, and Quantity Discount Expectations. SSRN Electronic Journal, 2008, , .	0.4	1
50	Removing This (or Not), Adding That (or Not): A Classification of 'Healthy Food' Claims. SSRN Electronic Journal, 0, , .	0.4	1
51	Les effets du marketing sur les comportements alimentaires. Cahiers De Nutrition Et De Dietetique, 2015, 50, 6S69-6S74.	0.3	0
52	The Accuracy of Less: Natural Bounds Explain Why Quantity Decreases Are Estimated More Accurately Than Quantity Increases. SSRN Electronic Journal, 2016, , .	0.4	0
53	O35. Understanding the Motivational Side of Placebo Effects: Placebos Enhance Reward Sensitivity on the Neural and Behavioral Level. Biological Psychiatry, 2018, 83, S122-S123.	1.3	0
54	Healthy Through Presence or Absence, Nature or Science? A Framework for Understanding Front-of-Package Food Claims. SSRN Electronic Journal, 2018, , .	0.4	0

#	ARTICLE	IF	CITATIONS
55	Healthy Through Presence or Absence, Nature or Science? A Framework for Understanding Front-of-Package Food Claims. SSRN Electronic Journal, 2018, , .	0.4	0
56	Judging the Size of Food Portions and Packages: Errors and Remedies. , 2017, , .		0
57	Drivers, Consequences, and Remedies of Biased Size Perceptions in Marketing *. , 2017, , 65-81.		0