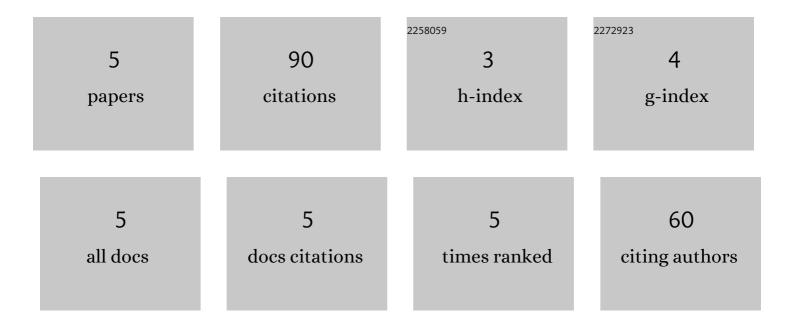
Yanfen You

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/479184/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	When and Why Saying "Thank You―Is Better Than Saying "Sorry―in Redressing Service Failures: The Role of Self-Esteem. Journal of Marketing, 2020, 84, 133-150.	11.3	57
2	Restrained by resources: The effect of scarcity cues and childhood socioeconomic status (SES) on consumer preference for feasibility. International Journal of Research in Marketing, 2020, 37, 557-571.	4.2	18
3	"We―are Different: Exploring the Diverse Effects of Friend and Family Accessibility on Consumers' Product Preferences. Journal of Consumer Psychology, 2020, 30, 543-550.	4.5	6
4	From Functional Efficiency to Temporal Efficiency: Multifunctional Products Increase Consumer Impatience. Journal of Consumer Psychology, 0, , .	4.5	5
5	Purchasing luck: The impact of scarcity cues on superstitious behavior. Journal of Consumer Behaviour, 2021, 20, 577-589.	4.2	4