

Raquel Castañedo

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5064813/publications.pdf>

Version: 2024-02-01

19
papers

904
citations

840776

11
h-index

888059

17
g-index

20
all docs

20
docs citations

20
times ranked

755
citing authors

#	ARTICLE	IF	CITATIONS
1	Managing Consumer Uncertainty in the Adoption of New Products: Temporal Distance and Mental Simulation. <i>Journal of Marketing Research</i> , 2008, 45, 320-336.	4.8	204
2	How we relate to brands: Psychological and neurophysiological insights into consumer-brand relationships. <i>Journal of Consumer Psychology</i> , 2012, 22, 128-142.	4.5	170
3	Green consumer behavior in an emerging economy: confusion, credibility, and compatibility. <i>Journal of Consumer Marketing</i> , 2012, 29, 470-481.	2.3	139
4	Constructing identity through the consumption of counterfeit luxury goods. <i>Qualitative Market Research</i> , 2010, 13, 219-235.	1.5	111
5	Green Shades: A Segmentation Approach Based on Ecological Consumer Behavior in an Emerging Economy. <i>Journal of Marketing Theory and Practice</i> , 2015, 23, 287-302.	4.3	57
6	Metaphors and creativity: Direct, moderating, and mediating effects. <i>Journal of Consumer Psychology</i> , 2014, 24, 290-297.	4.5	39
7	Novel versus familiar brands: An analysis of neurophysiology, response latency, and choice. <i>Marketing Letters</i> , 2012, 23, 745-759.	2.9	35
8	A matter of love: consumers' relationships with original brands and their counterfeits. <i>Journal of Consumer Marketing</i> , 2014, 31, 475-482.	2.3	32
9	Embodiment in judgment and choice. <i>Journal of Neuroscience, Psychology, and Economics</i> , 2012, 5, 104-123.	1.0	28
10	When the green in green packaging backfires: Gender effects and perceived masculinity of environmentally friendly products. <i>International Journal of Consumer Studies</i> , 2022, 46, 925-943.	11.6	27
11	Brand-Aid. <i>Journal of Consumer Research</i> , 2017, 44, 673-691.	5.1	20
12	Cross-border shopping: family narratives. <i>Qualitative Market Research</i> , 2010, 13, 45-57.	1.5	10
13	Daily use of time, personal characteristics and experienced well-being. <i>Journal of Consumer Marketing</i> , 2017, 34, 96-107.	2.3	7
14	User intention and consumer needs of packaged mobile data services in Mexico. <i>International Journal of Business Competition and Growth</i> , 2010, 1, 129.	0.1	5
15	If I indulge first, I will eat less overall: The unexpected interaction effect of indulgence and presentation order on consumption. <i>Journal of Experimental Psychology: Applied</i> , 2019, 25, 162-176.	1.2	5
16	Understanding the Value of Street Art for Artists, Consumers, and Brands. <i>Journal of Current Issues and Research in Advertising</i> , 2022, 43, 155-164.	4.3	5
17	Shifting Consumption Experiences to the Digital World. <i>Advances in Business Strategy and Competitive Advantage Book Series</i> , 2018, , 235-244.	0.3	0
18	Consumer Relationships With Brands. , 2020, , 199-211.		0

#	ARTICLE	IF	CITATIONS
19	Social Group Influences. , 0, , 1493-1512.		0