

Polymeros Chrysochou

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6178705/publications.pdf>

Version: 2024-02-01

36
papers

1,455
citations

304743

22
h-index

377865

34
g-index

36
all docs

36
docs citations

36
times ranked

1458
citing authors

#	ARTICLE	IF	CITATIONS
1	The role of price as a product attribute in the organic food context: An exploration based on actual purchase data. <i>Food Quality and Preference</i> , 2014, 37, 52-60.	4.6	175
2	Health-related ad information and health motivation effects on product evaluations. <i>Journal of Business Research</i> , 2014, 67, 1209-1217.	10.2	90
3	Stories vs. facts: triggering emotion and action-taking on climate change. <i>Climatic Change</i> , 2019, 154, 19-36.	3.6	86
4	The effects of service brand dimensions on brand loyalty. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 139-147.	9.4	84
5	Traceability information carriers. The technology backgrounds and consumers' perceptions of the technological solutions. <i>Appetite</i> , 2009, 53, 322-331.	3.7	79
6	Emotional responses towards food packaging: A joint application of self-report and physiological measures of emotion. <i>Food Quality and Preference</i> , 2015, 42, 48-55.	4.6	63
7	Drink to get drunk or stay healthy? Exploring consumers' perceptions, motives and preferences for light beer. <i>Food Quality and Preference</i> , 2014, 31, 156-163.	4.6	59
8	Social discourses of healthy eating. A market segmentation approach. <i>Appetite</i> , 2010, 55, 288-297.	3.7	53
9	Consumer involvement and knowledge influence on wine choice cue utilisation. <i>British Food Journal</i> , 2017, 119, 830-844.	2.9	53
10	Types of value and cost in consumer's "green brands relationship and loyalty behaviour. <i>Journal of Consumer Behaviour</i> , 2018, 17, e101.	4.2	52
11	European Consumers' Perceptions, Definitions and Expectations of Traceability and the Importance of Labels, and the Differences in These Perceptions by Product Type. <i>Sociologia Ruralis</i> , 2007, 47, 400-416.	3.4	50
12	Food health branding: The role of marketing mix elements and public discourse in conveying a healthy brand image. <i>Journal of Marketing Communications</i> , 2010, 16, 69-85.	4.0	49
13	One size does (obviously not) fit all: Using product attributes for wine market segmentation. <i>Wine Economics and Policy</i> , 2017, 6, 98-106.	0.9	49
14	Generation Y preferences for wine. <i>British Food Journal</i> , 2012, 114, 516-528.	2.9	48
15	Quality assurance labels as drivers of customer loyalty in the case of traditional food products. <i>Food Quality and Preference</i> , 2012, 25, 156-162.	4.6	46
16	Implicit communication of food product healthfulness through package design: A content analysis. <i>Journal of Consumer Behaviour</i> , 2018, 17, 461-476.	4.2	45
17	Human decision-making biases in the moral dilemmas of autonomous vehicles. <i>Scientific Reports</i> , 2019, 9, 13080.	3.3	42
18	The effect of fat content on visual attention and choice of red meat and differences across gender. <i>Food Quality and Preference</i> , 2016, 52, 42-51.	4.6	33

#	ARTICLE	IF	CITATIONS
19	What drives Greek consumer preferences for cask wine?. British Food Journal, 2012, 114, 1072-1084.	2.9	31
20	The impact of product innovation attributes on brand equity. Journal of Consumer Marketing, 2015, 32, 245-254.	2.3	29
21	Health claims as communication tools that enhance brand loyalty: The case of low-fat claims within the dairy food category. Journal of Marketing Communications, 2011, 17, 213-228.	4.0	27
22	Do Health Claims and Prior Awareness Influence Consumers' Preferences for Unhealthy Foods? The Case of Functional Children's Snacks. Agribusiness, 2012, 28, 86-102.	3.4	26
23	Brand loyalty evolution and the impact of category characteristics. Marketing Letters, 2019, 30, 57-73.	2.9	24
24	An exploration of loyalty determinants in Greek wine varieties. EuroMed Journal of Business, 2010, 5, 124-137.	3.2	22
25	A content analysis of organic product package designs. Journal of Consumer Marketing, 2019, 36, 441-448.	2.3	21
26	Are food brands that carry light claims different?. Journal of Brand Management, 2014, 21, 325-341.	3.5	18
27	A cross-cultural study on consumer preferences for olive oil. Food Quality and Preference, 2022, 97, 104460.	4.6	17
28	Consumer Behavior Research Methods. , 2017, , 409-428.		16
29	Optimistic vs. pessimistic endings in climate change appeals. Humanities and Social Sciences Communications, 2020, 7, .	2.9	14
30	A Retrospective View on Designation of Origin Labeled Foods in Europe. Journal of International Food and Agribusiness Marketing, 2017, 29, 217-233.	2.1	13
31	The impact of product assortment size and attribute quantity on information searches. Journal of Consumer Marketing, 2017, 34, 191-201.	2.3	12
32	Effectiveness of environmental health and loss framing on household pharmaceutical take-back schemes. Waste Management, 2022, 143, 61-68.	7.4	11
33	Consumer response to food labels in an emerging market: the case of Romania. International Journal of Consumer Studies, 2014, 38, 166-174.	11.6	10
34	The reporting of food hazards by the media: The case of Greece. Social Science Journal, 2007, 44, 721-733.	1.5	4
35	Harmonisation of Pharmaceutical Take-Back Systems in the EU. European Journal of Health Law, 2021, 28, 1-27.	0.2	4
36	Public sensemaking of active packaging technologies: A feature-based perspective. Public Understanding of Science, 2021, 30, 096366252110158.	2.8	0