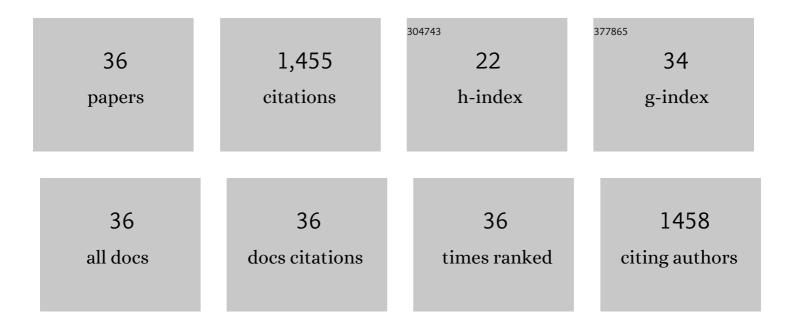
Polymeros Chrysochou

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/6178705/publications.pdf Version: 2024-02-01



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