

Vicki G Morwitz

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6216090/publications.pdf>

Version: 2024-02-01

25
papers

2,698
citations

471509

17
h-index

610901

24
g-index

25
all docs

25
docs citations

25
times ranked

2087
citing authors

#	ARTICLE	IF	CITATIONS
1	Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research. <i>Journal of Marketing</i> , 2005, 69, 1-14.	11.3	795
2	Does Measuring Intent Change Behavior?. <i>Journal of Consumer Research</i> , 1993, 20, 46.	5.1	361
3	When do purchase intentions predict sales?. <i>International Journal of Forecasting</i> , 2007, 23, 347-364.	6.5	275
4	Divide and Prosper: Consumers' Reactions to Partitioned Prices. <i>Journal of Marketing Research</i> , 1998, 35, 453.	4.8	165
5	Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which "Intenders" Actually Buy?. <i>Journal of Marketing Research</i> , 1992, 29, 391.	4.8	159
6	Sales forecasts for existing consumer products and services: Do purchase intentions contribute to accuracy?. <i>International Journal of Forecasting</i> , 2000, 16, 383-397.	6.5	135
7	Shopping Lists as an External Memory Aid for Grocery Shopping: Influences on List Writing and List Fulfillment. <i>Journal of Consumer Psychology</i> , 1999, 8, 343-375.	4.5	130
8	Stated intentions and purchase behavior: A unified model. <i>International Journal of Research in Marketing</i> , 2010, 27, 356-366.	4.2	104
9	The questionâ€ behavior effect: What we know and where we go from here. <i>Social Influence</i> , 2006, 1, 128-137.	1.6	101
10	Knowledge creation in consumer research: Multiple routes, multiple criteria. <i>Journal of Consumer Psychology</i> , 2012, 22, 473-485.	4.5	86
11	Consumers' Purchase Intentions and their Behavior. <i>Foundations and Trends in Marketing</i> , 2012, 7, 181-230.	1.1	72
12	The price does not include additional taxes, fees, and surcharges: A review of research on partitioned pricing. <i>Journal of Consumer Psychology</i> , 2016, 26, 105-124.	4.5	68
13	Why Consumers Don't Always Accurately Predict Their Own Future Behavior. <i>Marketing Letters</i> , 1997, 8, 57-70.	2.9	67
14	Methods for Forecasting from Intentions Data. <i>Profiles in Operations Research</i> , 2001, , 33-56.	0.4	39
15	Intentions. <i>Consumer Psychology Review</i> , 2021, 4, 26-41.	5.5	27
16	Managerial decision making in customer management: adaptive, fast and frugal?. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 436-455.	11.2	25
17	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
18	Spatial categorization and time perception: Why does it take less time to get home?. <i>Journal of Consumer Psychology</i> , 2011, 21, 192-198.	4.5	16

#	ARTICLE	IF	CITATIONS
19	Sensory variety in shape and color influences fruit and vegetable intake, liking, and purchase intentions in some subsets of adults: A randomized pilot experiment. <i>Food Quality and Preference</i> , 2019, 71, 301-310.	4.6	15
20	Consumer Reactions to Drip Pricing. <i>Marketing Science</i> , 2020, 39, 188-210.	4.1	14
21	The effect of survey measurement on respondent behaviour. <i>Applied Stochastic Models in Business and Industry</i> , 2005, 21, 451-455.	1.5	9
22	Does time fly when you're counting down? The effect of counting direction on subjective time judgment. <i>Journal of Consumer Psychology</i> , 2013, 23, 220-227.	4.5	9
23	Is it better to have loved and lost than never to have loved at all? The effect of changes in product features over time. <i>Marketing Letters</i> , 1996, 7, 225-235.	2.9	4
24	Choice bracketing and experience-based choice. <i>Journal of Behavioral Decision Making</i> , 2021, 34, 405-418.	1.7	1
25	How using a paper versus mobile calendar influences everyday planning and plan fulfillment. <i>Journal of Consumer Psychology</i> , 2023, 33, 115-122.	4.5	1