

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	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
2	Choice bracketing and experience-based choice. <i>Journal of Behavioral Decision Making</i> , 2021, 34, 405-418.	1.7	1
3	Intentions. <i>Consumer Psychology Review</i> , 2021, 4, 26-41.	5.5	27
4	Consumer Reactions to Drip Pricing. <i>Marketing Science</i> , 2020, 39, 188-210.	4.1	14
5	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
6	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
7	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
8	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
9	Consumers' Purchase Intentions and their Behavior. <i>Foundations and Trends in Marketing</i> , 2012, 7, 181-230.	1.1	72
10	Knowledge creation in consumer research: Multiple routes, multiple criteria. <i>Journal of Consumer Psychology</i> , 2012, 22, 473-485.	4.5	86
11	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
12	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
13	Stated intentions and purchase behavior: A unified model. <i>International Journal of Research in Marketing</i> , 2010, 27, 356-366.	4.2	104
14	When do purchase intentions predict sales?. <i>International Journal of Forecasting</i> , 2007, 23, 347-364.	6.5	275
15	The question of "behavior effect: What we know and where we go from here. <i>Social Influence</i> , 2006, 1, 128-137.	1.6	101
16	The effect of survey measurement on respondent behaviour. <i>Applied Stochastic Models in Business and Industry</i> , 2005, 21, 451-455.	1.5	9
17	Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research. <i>Journal of Marketing</i> , 2005, 69, 1-14.	11.3	795
18	Methods for Forecasting from Intentions Data. <i>Profiles in Operations Research</i> , 2001, , 33-56.	0.4	39

#	ARTICLE	IF	CITATIONS
19	Sales forecasts for existing consumer products and services: Do purchase intentions contribute to accuracy?. International Journal of Forecasting, 2000, 16, 383-397.	6.5	135
20	Shopping Lists as an External Memory Aid for Grocery Shopping: Influences on List Writing and List Fulfillment. Journal of Consumer Psychology, 1999, 8, 343-375.	4.5	130
21	Divide and Prosper: Consumers' Reactions to Partitioned Prices. Journal of Marketing Research, 1998, 35, 453.	4.8	165
22	Why Consumers Don't Always Accurately Predict Their Own Future Behavior. Marketing Letters, 1997, 8, 57-70.	2.9	67
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. Marketing Letters, 1996, 7, 225-235.	2.9	4
24	Does Measuring Intent Change Behavior?. Journal of Consumer Research, 1993, 20, 46.	5.1	361
25	Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which "Intenders" Actually Buy?. Journal of Marketing Research, 1992, 29, 391.	4.8	159