

Ulrich R Orth

List of Publications by Year in descending order

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Version: 2024-02-01

47
papers

2,566
citations

257450

24
h-index

265206

42
g-index

47
all docs

47
docs citations

47
times ranked

1722
citing authors

#	ARTICLE	IF	CITATIONS
1	Holistic Package Design and Consumer Brand Impressions. Journal of Marketing, 2008, 72, 64-81.	11.3	391
2	Holistic Package Design and Consumer Brand Impressions. Journal of Marketing, 2008, 72, 64-81.	11.3	227
3	Consumer loyalty to family versus non-family business: The roles of store image, trust and satisfaction. Journal of Retailing and Consumer Services, 2009, 16, 248-259.	9.4	180
4	Store-evoked affect, personalities, and consumer emotional attachments to brands. Journal of Business Research, 2010, 63, 1202-1208.	10.2	131
5	Brand Attachment and Consumer Emotional Response to Unethical Firm Behavior. Psychology and Marketing, 2012, 29, 869-884.	8.2	131
6	Consumer Processing of Interior Service Environments. Journal of Service Research, 2014, 17, 296-309.	12.2	126
7	Dimensions of wine region equity and their impact on consumer preferences. Journal of Product and Brand Management, 2005, 14, 88-97.	4.3	113
8	Emphasizing brand heritage: Does it work? And how?. Journal of Business Research, 2016, 69, 936-943.	10.2	102
9	Is Beauty in the Aisles of the Retailer? Package Processing in Visually Complex Contexts. Journal of Retailing, 2014, 90, 524-537.	6.2	99
10	Formation of Consumer Price Expectation Based on Package Design: Attractive and Quality Routes. Journal of Marketing Theory and Practice, 2010, 18, 23-40.	4.3	95
11	Healthy by design, but only when in focus: Communicating non-verbal health cues through symbolic meaning in packaging. Food Quality and Preference, 2016, 52, 106-119.	4.6	88
12	Using attribution theory to explain tourists' attachments to place-based brands. Journal of Business Research, 2012, 65, 1321-1327.	10.2	68
13	Package Design as a Communications Vehicle in Cross-Cultural Values Shopping. Journal of International Marketing, 2009, 17, 30-57.	4.4	62
14	Consumer Response to Unethical Corporate Behavior: A Re-Examination and Extension of the Moral Decoupling Model. Journal of Business Ethics, 2017, 140, 161-173.	6.0	58
15	Effects of package visuals and haptics on brand evaluations. European Journal of Marketing, 2013, 47, 198-217.	2.9	57
16	Intrapersonal Variation in Consumer Susceptibility to Normative Influence: Toward a Better Understanding of Brand Choice Decisions. Journal of Social Psychology, 2008, 148, 423-448.	1.5	54
17	Consumer personality and other factors in situational brand choice variation. Journal of Brand Management, 2005, 13, 115-133.	3.5	52
18	Ambient scent and consumer exploratory behaviour: A causal analysis. Journal of Wine Research, 2005, 16, 137-150.	1.5	47

#	ARTICLE	IF	CITATIONS
19	Verticality in product labels and shelves as a metaphorical cue to quality. <i>Journal of Retailing and Consumer Services</i> , 2017, 37, 195-203.	9.4	45
20	Advancing the aesthetic middle principle: Trade-offs in design attractiveness and strength. <i>Journal of Business Research</i> , 2014, 67, 1154-1161.	10.2	40
21	Servicescape interior design and consumers' personality impressions. <i>Journal of Services Marketing</i> , 2012, 26, 194-203.	3.0	38
22	The influence of nostalgic memories on consumer exploratory tendencies: Echoes from scents past. <i>Journal of Retailing and Consumer Services</i> , 2008, 15, 277-287.	9.4	37
23	CONSUMER RESPONSE TO SEX ROLE PORTRAYALS IN ADVERTISEMENTS: Effects of Incongruity and Prejudices on Emotions and Attitudes. <i>Journal of Advertising</i> , 2003, 32, 77-89.	6.6	34
24	Nostalgic brands as mood boosters. <i>Journal of Brand Management</i> , 2012, 19, 666-679.	3.5	29
25	The Accuracy of Design-based Judgments: A Constructivist Approach. <i>Journal of Retailing</i> , 2012, 88, 421-436.	6.2	24
26	Consumer lay theories on healthy nutrition: A Q methodology application in Germany. <i>Appetite</i> , 2018, 120, 145-157.	3.7	24
27	Design Antecedents of Telepresence in Virtual Service Environments. <i>Journal of Service Research</i> , 2019, 22, 202-218.	12.2	23
28	Moral decoupling feels good and makes buying counterfeits easy. <i>Journal of Business Research</i> , 2019, 98, 117-125.	10.2	22
29	Shopping experiences in visually complex environments: a self-regulation account. <i>Journal of Service Management</i> , 2016, 27, 194-217.	7.2	21
30	Shaping up: How package shape and consumer body conspire to affect food healthiness evaluation. <i>Food Quality and Preference</i> , 2019, 75, 209-219.	4.6	21
31	Preservation, rejuvenation, or confusion? Changing package designs for heritage brands. <i>Psychology and Marketing</i> , 2019, 36, 831-843.	8.2	20
32	Disentangling the influence of attachment anxiety and attachment security in consumer formation of attachments to brands. <i>Journal of Consumer Behaviour</i> , 2013, 12, 318-326.	4.2	17
33	Persuasive Mechanisms of Nostalgic Brand Packages. <i>Applied Cognitive Psychology</i> , 2014, 28, 161-173.	1.6	16
34	Through the lens of self-construal. <i>International Marketing Review</i> , 2018, 35, 429-457.	3.6	12
35	Designing for the genders: The role of visual harmony. <i>International Journal of Research in Marketing</i> , 2020, 37, 697-713.	4.2	11
36	Brand narratives: Content and consequences among heritage brands. <i>Psychology and Marketing</i> , 2021, 38, 1867-1880.	8.2	11

#	ARTICLE	IF	CITATIONS
37	Sports teams heritage: Measurement and application in sponsorship. Journal of Business Research, 2021, 124, 759-769.	10.2	9
38	Vanishing Boycott Impetus: Why and How Consumer Participation in a Boycott Decreases Over Time. Journal of Business Ethics, 2023, 182, 1129-1154.	6.0	8
39	Endurance of Advertising-Evoked Brand Image Beliefs in the Face of Product Trial. Journal of Food Products Marketing, 2007, 13, 31-44.	3.3	7
40	Seeing faces: The role of brand visual processing and social connection in brand liking. European Journal of Social Psychology, 2017, 47, 348-361.	2.4	6
41	The reverse Napoleon effect: The brand appreciation of looking up by tall people. Psychology and Marketing, 2020, 37, 1194-1211.	8.2	3
42	Symbolic Meaning in Beverage Packaging and Consumer Response. , 2019, , 73-104.		2
43	Agreement by design: The effect of visual harmony on responses to surveys. Journal of Consumer Behaviour, 2020, 19, 196-207.	4.2	2
44	Multisensory Packaging Design across Cultures. , 2019, , 287-315.		1
45	Weinkonsumentenverhalten " Der aktuelle Stand der Forschung und Ausblick. , 2011, , 3-33.		1
46	Understanding German Consumers' Intention to Adopt COVID-19 Infection Prevention Measures: A Moral Decoupling Perspective. Business and Society, 0, , 000765032210868.	6.4	1
47	Ambient Temperature in Online Service Environments. Journal of Service Research, 2023, 26, 155-172.	12.2	0