

Ulrich R Orth

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7724290/publications.pdf>

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	Vanishing Boycott Impetus: Why and How Consumer Participation in a Boycott Decreases Over Time. <i>Journal of Business Ethics</i> , 2023, 182, 1129-1154.	6.0	8
2	Ambient Temperature in Online Service Environments. <i>Journal of Service Research</i> , 2023, 26, 155-172.	12.2	0
3	Sports teams heritage: Measurement and application in sponsorship. <i>Journal of Business Research</i> , 2021, 124, 759-769.	10.2	9
4	Brand narratives: Content and consequences among heritage brands. <i>Psychology and Marketing</i> , 2021, 38, 1867-1880.	8.2	11
5	Agreement by design: The effect of visual harmony on responses to surveys. <i>Journal of Consumer Behaviour</i> , 2020, 19, 196-207.	4.2	2
6	The reverse Napoleon effect: The brand appreciation of looking up by tall people. <i>Psychology and Marketing</i> , 2020, 37, 1194-1211.	8.2	3
7	Designing for the genders: The role of visual harmony. <i>International Journal of Research in Marketing</i> , 2020, 37, 697-713.	4.2	11
8	Symbolic Meaning in Beverage Packaging and Consumer Response. , 2019, , 73-104.		2
9	Moral decoupling feels good and makes buying counterfeits easy. <i>Journal of Business Research</i> , 2019, 98, 117-125.	10.2	22
10	Preservation, rejuvenation, or confusion? Changing package designs for heritage brands. <i>Psychology and Marketing</i> , 2019, 36, 831-843.	8.2	20
11	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
12	Multisensory Packaging Design across Cultures. , 2019, , 287-315.		1
13	Design Antecedents of Telepresence in Virtual Service Environments. <i>Journal of Service Research</i> , 2019, 22, 202-218.	12.2	23
14	Through the lens of self-construal. <i>International Marketing Review</i> , 2018, 35, 429-457.	3.6	12
15	Consumer lay theories on healthy nutrition: A Q methodology application in Germany. <i>Appetite</i> , 2018, 120, 145-157.	3.7	24
16	Consumer Response to Unethical Corporate Behavior: A Re-Examination and Extension of the Moral Decoupling Model. <i>Journal of Business Ethics</i> , 2017, 140, 161-173.	6.0	58
17	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
18	Seeing faces: The role of brand visual processing and social connection in brand liking. <i>European Journal of Social Psychology</i> , 2017, 47, 348-361.	2.4	6

#	ARTICLE	IF	CITATIONS
19	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
20	Shopping experiences in visually complex environments: a self-regulation account. Journal of Service Management, 2016, 27, 194-217.	7.2	21
21	Emphasizing brand heritage: Does it work? And how?. Journal of Business Research, 2016, 69, 936-943.	10.2	102
22	Is Beauty in the Aisles of the Retailer? Package Processing in Visually Complex Contexts. Journal of Retailing, 2014, 90, 524-537.	6.2	99
23	Persuasive Mechanisms of Nostalgic Brand Packages. Applied Cognitive Psychology, 2014, 28, 161-173.	1.6	16
24	Advancing the aesthetic middle principle: Trade-offs in design attractiveness and strength. Journal of Business Research, 2014, 67, 1154-1161.	10.2	40
25	Consumer Processing of Interior Service Environments. Journal of Service Research, 2014, 17, 296-309.	12.2	126
26	Disentangling the influence of attachment anxiety and attachment security in consumer formation of attachments to brands. Journal of Consumer Behaviour, 2013, 12, 318-326.	4.2	17
27	Effects of package visuals and haptics on brand evaluations. European Journal of Marketing, 2013, 47, 198-217.	2.9	57
28	Servicescape interior design and consumers' personality impressions. Journal of Services Marketing, 2012, 26, 194-203.	3.0	38
29	Nostalgic brands as mood boosters. Journal of Brand Management, 2012, 19, 666-679.	3.5	29
30	Brand Attachment and Consumer Emotional Response to Unethical Firm Behavior. Psychology and Marketing, 2012, 29, 869-884.	8.2	131
31	Using attribution theory to explain tourists' attachments to place-based brands. Journal of Business Research, 2012, 65, 1321-1327.	10.2	68
32	The Accuracy of Design-based Judgments: A Constructivist Approach. Journal of Retailing, 2012, 88, 421-436.	6.2	24
33	Weinkonsumentenverhalten " Der aktuelle Stand der Forschung und Ausblick. , 2011, , 3-33.		1
34	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
35	Store-evoked affect, personalities, and consumer emotional attachments to brands. Journal of Business Research, 2010, 63, 1202-1208.	10.2	131
36	Package Design as a Communications Vehicle in Cross-Cultural Values Shopping. Journal of International Marketing, 2009, 17, 30-57.	4.4	62

#	ARTICLE	IF	CITATIONS
37	Consumer loyalty to family versus non-family business: The roles of store image, trust and satisfaction. <i>Journal of Retailing and Consumer Services</i> , 2009, 16, 248-259.	9.4	180
38	Intrapersonal Variation in Consumer Susceptibility to Normative Influence: Toward a Better Understanding of Brand Choice Decisions. <i>Journal of Social Psychology</i> , 2008, 148, 423-448.	1.5	54
39	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
40	Holistic Package Design and Consumer Brand Impressions. <i>Journal of Marketing</i> , 2008, 72, 64-81.	11.3	227
41	Holistic Package Design and Consumer Brand Impressions. <i>Journal of Marketing</i> , 2008, 72, 64-81.	11.3	391
42	Endurance of Advertising-Evoked Brand Image Beliefs in the Face of Product Trial. <i>Journal of Food Products Marketing</i> , 2007, 13, 31-44.	3.3	7
43	Consumer personality and other factors in situational brand choice variation. <i>Journal of Brand Management</i> , 2005, 13, 115-133.	3.5	52
44	Ambient scent and consumer exploratory behaviour: A causal analysis. <i>Journal of Wine Research</i> , 2005, 16, 137-150.	1.5	47
45	Dimensions of wine region equity and their impact on consumer preferences. <i>Journal of Product and Brand Management</i> , 2005, 14, 88-97.	4.3	113
46	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
47	Understanding German Consumers' Intention to Adopt COVID-19 Infection Prevention Measures: A Moral Decoupling Perspective. <i>Business and Society</i> , 0, , 000765032210868.	6.4	1