

Aradhna Krishna

List of Publications by Year in descending order

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Version: 2024-02-01

89
papers

7,171
citations

66343

42
h-index

60623

81
g-index

92
all docs

92
docs citations

92
times ranked

3720
citing authors

#	ARTICLE	IF	CITATIONS
1	An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior. <i>Journal of Consumer Psychology</i> , 2012, 22, 332-351.	4.5	853
2	Sensory marketing, embodiment, and grounded cognition: A review and introduction. <i>Journal of Consumer Psychology</i> , 2014, 24, 159-168.	4.5	318
3	Vital Dimensions in Volume Perception: Can the Eye Fool the Stomach?. <i>Journal of Marketing Research</i> , 1999, 36, 313-326.	4.8	294
4	The "Visual Depiction Effect" in Advertising: Facilitating Embodied Mental Simulation through Product Orientation. <i>Journal of Consumer Research</i> , 2012, 38, 988-1003.	5.1	291
5	Does Touch Affect Taste? The Perceptual Transfer of Product Container Haptic Cues. <i>Journal of Consumer Research</i> , 2008, 34, 807-818.	5.1	286
6	The Skeptical Shopper: A Metacognitive Account for the Effects of Default Options on Choice. <i>Journal of Consumer Research</i> , 2004, 31, 529-539.	5.1	255
7	A meta-analysis of the impact of price presentation on perceived savings. <i>Journal of Retailing</i> , 2002, 78, 101-118.	6.2	223
8	The Effects of Advertising Copy on Sensory Thoughts and Perceived Taste. <i>Journal of Consumer Research</i> , 2010, 36, 748-756.	5.1	218
9	Do we care what others Get? A Behaviorist Approach to Targeted Promotions. <i>Journal of Marketing Research</i> , 2002, 39, 277-291.	4.8	213
10	Feminine to smell but masculine to touch? Multisensory congruence and its effect on the aesthetic experience. <i>Journal of Consumer Psychology</i> , 2010, 20, 410-418.	4.5	196
11	Vital Dimensions in Volume Perception: Can the Eye Fool the Stomach?. <i>Journal of Marketing Research</i> , 1999, 36, 313.	4.8	188
12	This Logo Moves Me: Dynamic Imagery from Static Images. <i>Journal of Marketing Research</i> , 2014, 51, 184-197.	4.8	178
13	Sensory Aspects of Package Design. <i>Journal of Retailing</i> , 2017, 93, 43-54.	6.2	175
14	Pizzas: € or Square? Psychophysical Biases in Area Comparisons. <i>Marketing Science</i> , 2001, 20, 405-425.	4.1	148
15	Impact of bundle type, price framing and familiarity on purchase intention for the bundle. <i>Journal of Business Research</i> , 1995, 33, 57-66.	10.2	139
16	Consumer Perceptions of Promotional Activity. <i>Journal of Marketing</i> , 1991, 55, 4.	11.3	138
17	Product Scent and Memory. <i>Journal of Consumer Research</i> , 2010, 37, 57-67.	5.1	126
18	Smellizing Cookies and Salivating: A Focus on Olfactory Imagery. <i>Journal of Consumer Research</i> , 2014, 41, 18-34.	5.1	121

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19	Interaction of Senses: The Effect of Vision versus Touch on the Elongation Bias. <i>Journal of Consumer Research</i> , 2006, 32, 557-566.	5.1	119
20	Computer Interfaces and the "Direct-Touch" Effect: Can iPads Increase the Choice of Hedonic Food?. <i>Journal of Marketing Research</i> , 2016, 53, 745-758.	4.8	118
21	Language Choice in Advertising to Bilinguals: Asymmetric Effects for Multinationals versus Local Firms. <i>Journal of Consumer Research</i> , 2008, 35, 692-705.	5.1	113
22	The power of sensory marketing in advertising. <i>Current Opinion in Psychology</i> , 2016, 10, 142-147.	4.9	111
23	Guiltless Gluttony: The Asymmetric Effect of Size Labels on Size Perceptions and Consumption. <i>Journal of Consumer Research</i> , 2011, 37, 1095-1112.	5.1	106
24	When Wal-Mart Enters: How Incumbent Retailers React and how this Affects their Sales Outcomes. <i>Journal of Marketing Research</i> , 2010, 47, 577-593.	4.8	104
25	Cause Marketing: Spillover Effects of Cause-Related Products in a Product Portfolio. <i>Management Science</i> , 2009, 55, 1469-1485.	4.1	102
26	The Optimal Choice of Promotional Vehicles: Front-Loaded or Rear-Loaded Incentives?. <i>Management Science</i> , 2000, 46, 348-362.	4.1	95
27	The Impact of Dealing Patterns on Purchase Behavior. <i>Marketing Science</i> , 1994, 13, 351-373.	4.1	86
28	Knowledge creation in consumer research: Multiple routes, multiple criteria. <i>Journal of Consumer Psychology</i> , 2012, 22, 473-485.	4.5	86
29	Effect of Dealing Patterns on Consumer Perceptions of Deal Frequency and Willingness to Pay. <i>Journal of Marketing Research</i> , 1991, 28, 441.	4.8	84
30	The Normative Impact of Consumer Price Expectations for Multiple Brands on Consumer Purchase Behavior. <i>Marketing Science</i> , 1992, 11, 266-286.	4.1	83
31	Can supporting a cause decrease donations and happiness? The cause marketing paradox. <i>Journal of Consumer Psychology</i> , 2011, 21, 338-345.	4.5	80
32	As the Crow Flies: Bias in Consumers' Map-Based Distance Judgments. <i>Journal of Consumer Research</i> , 1996, 23, 26.	5.1	74
33	Exploring the superadditive effects of scent and pictures on verbal recall: An extension of dual coding theory. <i>Journal of Consumer Psychology</i> , 2010, 20, 317-326.	4.5	73
34	Turning off the Lights: Consumers' Environmental Efforts Depend on Visible Efforts of Firms. <i>Journal of Marketing Research</i> , 2017, 54, 478-494.	4.8	70
35	A clearer spotlight on spotlight: Understanding, conducting and reporting. <i>Journal of Consumer Psychology</i> , 2016, 26, 315-324.	4.5	66
36	Short- or Long-Duration Coupons: The Effect of the Expiration Date on the Profitability of Coupon Promotions. <i>Management Science</i> , 1999, 45, 1041-1056.	4.1	63

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37	The Effect of Self-Construal on Spatial Judgments. <i>Journal of Consumer Research</i> , 2008, 35, 337-348.	5.1	63
38	A Sign of Things to Come: Behavioral Change through Dynamic Iconography. <i>Journal of Consumer Research</i> , 2015, 41, 1426-1446.	5.1	58
39	Something to Chew On: The Effects of Oral Haptics on Mastication, Orosensory Perception, and Calorie Estimation. <i>Journal of Consumer Research</i> , 2014, 41, 261-273.	5.1	54
40	Effects of Extreme-Priced Products on Consumer Reservation Prices. <i>Journal of Consumer Psychology</i> , 2006, 16, 176-190.	4.5	49
41	Retailer Dynamic Pricing and Ordering Decisions: Category Management versus Brand-by-Brand Approaches. <i>Journal of Retailing</i> , 2010, 86, 172-183.	6.2	48
42	Sound and safety: The effect of ambient sound on the perceived safety of public spaces. <i>International Journal of Research in Marketing</i> , 2015, 32, 343-353.	4.2	48
43	Behavioral Public Finance: Tax Design as Price Presentation. <i>International Tax and Public Finance</i> , 2003, 10, 189-203.	1.0	47
44	Research Note "Improving the Efficiency of Course Bidding at Business Schools: Field and Laboratory Studies. <i>Marketing Science</i> , 2008, 27, 262-282.	4.1	45
45	Estimating the effects of higher coupon face values on the timing of redemptions, the mix of coupon redeemers, and purchase quantity. <i>Psychology and Marketing</i> , 1992, 9, 453-467.	8.2	44
46	A Review of Sensory Imagery for Consumer Psychology. <i>Journal of Consumer Psychology</i> , 2022, 32, 293-315.	4.5	38
47	Rejecting Responsibility: Low Physical Involvement in Obtaining Food Promotes Unhealthy Eating. <i>Journal of Marketing Research</i> , 2017, 54, 589-604.	4.8	37
48	The manufacturer-retailer-consumer triad: differing perceptions regarding price promotions. <i>Journal of Retailing</i> , 2001, 77, 547-569.	6.2	34
49	Imagining thin: Why vanity sizing works. <i>Journal of Consumer Psychology</i> , 2012, 22, 565-572.	4.5	34
50	A Review of Consumer Embarrassment as a Public and Private Emotion. <i>Journal of Consumer Psychology</i> , 2019, 29, 492-516.	4.5	33
51	The Effect of Deal Knowledge on Consumer Purchase Behavior. <i>Journal of Marketing Research</i> , 1994, 31, 76.	4.8	30
52	Advertising a Desired Change: When Process Simulation Fosters (vs. Hinders) Credibility and Persuasion. <i>Journal of Marketing Research</i> , 2020, 57, 489-508.	4.8	27
53	Timeshare Exchange Mechanisms. <i>Management Science</i> , 2006, 52, 1223-1237.	4.1	26
54	Consumer perceptions of deals: Biasing effects of varying deal prices.. <i>Journal of Experimental Psychology: Applied</i> , 1996, 2, 187-206.	1.2	25

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55	Wetting the bed at twentyâ€šone: Embarrassment as a private emotion. <i>Journal of Consumer Psychology</i> , 2015, 25, 473-486.	4.5	25
56	Take It or Leave It: How Choosing versus Rejecting Alternatives Affects Information Processing. <i>Journal of Consumer Research</i> , 2016, 43, 614-635.	5.1	25
57	Does Red Bull give wings to vodka? Placebo effects of marketing labels on perceived intoxication and risky attitudes and behaviors. <i>Journal of Consumer Psychology</i> , 2017, 27, 456-465.	4.5	25
58	The role of market expansion on equilibrium bundling strategies. <i>Managerial and Decision Economics</i> , 1999, 20, 365-377.	2.5	24
59	Brand-Level Effects of Stockkeeping Unit Reductions. <i>Journal of Marketing Research</i> , 2007, 44, 545-559.	4.8	24
60	A focus on partisanship: How it impacts voting behaviors and political attitudes. <i>Journal of Consumer Psychology</i> , 2017, 27, 537-545.	4.5	23
61	A review of the cognitive and sensory cues impacting taste perceptions and consumption. <i>Consumer Psychology Review</i> , 2021, 4, 121-134.	5.5	21
62	Enticing for me but unfair to her: Can targeted pricing evoke socially conscious behavior?. <i>Journal of Consumer Psychology</i> , 2012, 22, 433-442.	4.5	20
63	A Quiet Disquiet: Anxiety and Risk Avoidance due to Nonconscious Auditory Priming. <i>Journal of Consumer Research</i> , 2019, 46, 159-179.	5.1	20
64	Is scentâ€šenhanced memory immune to retroactive interference?. <i>Journal of Consumer Psychology</i> , 2011, 21, 354-361.	4.5	19
65	Positioning Rationality and Emotion: Rationality Is Up and Emotion Is Down. <i>Journal of Consumer Research</i> , 0, , ucw046.	5.1	19
66	Embodied Cognition, Sensory Marketing, and the Conceptualization of Consumersâ€™ Judgment and Decision Processes: Introduction to the Issue. <i>Journal of the Association for Consumer Research</i> , 2017, 2, 377-381.	1.7	19
67	The effect of line configuration on perceived numerosity of dotted lines. <i>Memory and Cognition</i> , 1997, 25, 492-507.	1.6	16
68	Price-Matching Guarantees with Endogenous Search: A Market Experiment Approach. <i>Journal of Retailing</i> , 2011, 87, 182-193.	6.2	15
69	Pricing of mall services in the presence of sales leakage. <i>Journal of Retailing</i> , 2008, 84, 95-117.	6.2	13
70	Out of proportion? The role of leftovers in eating-related affect and behavior. <i>Journal of Experimental Social Psychology</i> , 2019, 81, 15-26.	2.2	13
71	Should Price Increases Be Targeted?â€šPricing Power and Selective vs. Across-the-Board Price Increases. <i>Management Science</i> , 2007, 53, 1407-1422.	4.1	12
72	Outsourcing Responsibility for Indulgent Food Consumption to Prevent Negative Affect. <i>Journal of the Association for Consumer Research</i> , 2019, 4, 136-146.	1.7	12

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73	The power of consumption-imagery in communicating retail-store deals. <i>Journal of Retailing</i> , 2019, 95, 116-127.	6.2	12
74	Dynamic Influences on Individual Choice Behavior. <i>Marketing Letters</i> , 1997, 8, 349-360.	2.9	10
75	The relationship between top trading cycles mechanism and top trading cycles and chains mechanism. <i>Journal of Economic Theory</i> , 2007, 132, 539-547.	1.1	10
76	Do Firm Cues Impact Product Perceptions? When Small is Natural. <i>Journal of Consumer Psychology</i> , 2021, 31, 350-359.	4.5	10
77	Contraction with Unpacking: When Unpacking Leads to Lower Calorie Budgets. <i>Journal of Consumer Research</i> , 2020, 46, 853-870.	5.1	8
78	Privacy is a Concern: An Introduction to the Dialogue on Privacy. <i>Journal of Consumer Psychology</i> , 2020, 30, 733-735.	4.5	8
79	The Need for Synergy in Academic Policies: An Introduction to the Dialogue on Pre-Registration. <i>Journal of Consumer Psychology</i> , 2021, 31, 146-150.	4.5	8
80	Experiments on strategic choices and markets. <i>Marketing Letters</i> , 2008, 19, 417-429.	2.9	7
81	When Bigger Is Better (and When It Is Not): Implicit Bias in Numeric Judgments. <i>Journal of Consumer Research</i> , 0, , ucw079.	5.1	5
82	How Brands Acquire Cultural Meaning: Introduction. <i>Journal of Consumer Psychology</i> , 2019, 29, 517-518.	4.5	3
83	Pick Your Poison: Attribute Trade-Offs in Unattractive Consideration Sets. <i>Journal of Consumer Psychology</i> , 2021, 31, 319-328.	4.5	3
84	How does regulatory monitoring of cause marketing affect firm behavior and donations to charity?. <i>International Journal of Research in Marketing</i> , 2022, , .	4.2	2
85	Pain scales as placebos: Can pain scales change reported pain across measurements?. <i>Journal of Experimental Social Psychology</i> , 2020, 88, 103961.	2.2	1
86	A Commentary on "The Senses in Anthropological and Marketing Research: Investigating a Consumer-Brand Ritual Holistically". <i>Journal of Business Anthropology</i> , 2015, 4, 31.	0.2	1
87	The impact of imagery-evoking category labels on perceived variety. <i>Seeing and Perceiving</i> , 2012, 25, 189.	0.3	0
88	Corrigendum to "Imagining thin: Why vanity sizing works" [Journal of Consumer Psychology 22 (2012) 565-572]. <i>Journal of Consumer Psychology</i> , 2014, 24, 452-452.	4.5	0
89	Introduction to the Research Dialogue on Children and Persuasion. <i>Journal of Consumer Psychology</i> , 2019, 29, 306-308.	4.5	0