

Manoj Thomas

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10439705/publications.pdf>

Version: 2024-02-01

24
papers

1,253
citations

623188

14
h-index

839053

18
g-index

24
all docs

24
docs citations

24
times ranked

847
citing authors

#	ARTICLE	IF	CITATIONS
1	Penny Wise and Pound Foolish: The Left-Digit Effect in Price Cognition. <i>Journal of Consumer Research</i> , 2005, 32, 54-64.	3.5	291
2	How Credit Card Payments Increase Unhealthy Food Purchases: Visceral Regulation of Vices. <i>Journal of Consumer Research</i> , 2011, 38, 126-139.	3.5	208
3	The Price Precision Effect: Evidence from Laboratory and Market Data. <i>Marketing Science</i> , 2010, 29, 175-190.	2.7	112
4	Will I Spend More in 12 Months or a Year? The Effect of Ease of Estimation and Confidence on Budget Estimates. <i>Journal of Consumer Research</i> , 2008, 35, 245-256.	3.5	87
5	The Ease-of-Computation Effect: The Interplay of Metacognitive Experiences and Naive Theories in Judgments of Price Differences. <i>Journal of Marketing Research</i> , 2009, 46, 81-91.	3.0	81
6	Psychological Distance and Subjective Experience: How Distancing Reduces the Feeling of Difficulty. <i>Journal of Consumer Research</i> , 2012, 39, 324-340.	3.5	72
7	When Internal Reference Prices and Price Expectations Diverge: The Role of Confidence. <i>Journal of Marketing Research</i> , 2007, 44, 401-409.	3.0	71
8	When Does Feeling of Fluency Matter?. <i>Psychological Science</i> , 2011, 22, 348-354.	1.8	61
9	The malleable morality of conspicuous consumption.. <i>Journal of Personality and Social Psychology</i> , 2020, 118, 562-583.	2.6	45
10	Heuristics in Numerical Cognition: Implications for Pricing. , 2009, , .		43
11	The Role of Numbers in the Customer Journey. <i>Journal of Retailing</i> , 2020, 96, 138-154.	4.0	34
12	Consumer substitution decisions: an integrative framework. <i>Marketing Letters</i> , 2014, 25, 305-317.	1.9	33
13	Personal Relevance and Mental Simulation Amplify the Duration Framing Effect. <i>Journal of Marketing Research</i> , 2013, 50, 194-206.	3.0	30
14	The Left-Digit Bias: When and Why Are Consumers Penny Wise and Pound Foolish?. <i>Journal of Marketing Research</i> , 2020, 57, 771-788.	3.0	28
15	Slider Scale or Text Box: How Response Format Shapes Responses. <i>Journal of Consumer Research</i> , 2019, 45, 1274-1293.	3.5	18
16	Why Do Cashless Payments Increase Unhealthy Consumption? The Decision-Risk Inattention Hypothesis. <i>Journal of the Association for Consumer Research</i> , 2021, 6, 21-32.	1.0	12
17	Commentary on behavioral price research: the role of subjective experiences in price cognition. <i>AMS Review</i> , 2013, 3, 141-145.	1.1	7
18	When Remembering Disrupts Knowing: Blocking Implicit Price Memory. <i>Journal of Marketing Research</i> , 2016, 53, 937-953.	3.0	6

#	ARTICLE	IF	CITATIONS
19	When Bigger Is Better (and When It Is Not): Implicit Bias in Numeric Judgments. <i>Journal of Consumer Research</i> , 0, , ucw079.	3.5	5
20	The Precision Effect: How Numerical Precision Influences Everyday Judgments. <i>SSRN Electronic Journal</i> , 0, , .	0.4	4
21	Are Conservatives Less Likely Than Liberals to Accept Welfare? The Psychology of Welfare Politics. <i>Journal of the Association for Consumer Research</i> , 2022, 7, 305-315.	1.0	2
22	Experiential and Analytical Price Evaluations: How Experiential Product Description Affects Prices. <i>Journal of Consumer Research</i> , 2022, 49, 574-594.	3.5	2
23	Why People (Don't) Buy. , 2015, , .		1
24	Commentary on Behavioral Price Research: The Role of Subjective Experiences in Price Cognition. <i>SSRN Electronic Journal</i> , 0, , .	0.4	0