

# Paul S Richardson

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10551229/publications.pdf>

Version: 2024-02-01

5  
papers

1,718  
citations

1684188

5  
h-index

2053705

5  
g-index

5  
all docs

5  
docs citations

5  
times ranked

820  
citing authors

#	ARTICLE	IF	CITATIONS
1	Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality. Journal of Marketing, 1994, 58, 28-36.	11.3	664
2	Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality. Journal of Marketing, 1994, 58, 28.	11.3	524
3	Household store brand proneness: A framework. Journal of Retailing, 1996, 72, 159-185.	6.2	409
4	Are store brands perceived to be just another brand?. Journal of Product and Brand Management, 1997, 6, 388-404.	4.3	84
5	The Relationship Between Warranty and Product Reliability. Journal of Consumer Affairs, 1996, 30, 421-443.	2.3	37