

Paul S Richardson

List of Publications by Year in descending order

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

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