

Caglar Irmak

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10593935/publications.pdf>

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14
papers

763
citations

840776

11
h-index

1058476

14
g-index

14
all docs

14
docs citations

14
times ranked

663
citing authors

#	ARTICLE	IF	CITATIONS
1	Choice of Cause in Cause-Related Marketing. <i>Journal of Marketing</i> , 2012, 76, 126-139.	11.8	243
2	The Impact of Product Name on Dietersâ€™ and Nondietersâ€™ Food Evaluations and Consumption. <i>Journal of Consumer Research</i> , 2011, 38, 390-405.	5.1	164
3	The Placebo Effect in Marketing: Sometimes you Just Have to Want it to Work. <i>Journal of Marketing Research</i> , 2005, 42, 406-409.	4.8	68
4	The Endowment Effect as Self-Enhancement in Response to Threat. <i>Journal of Consumer Research</i> , 2013, 40, 460-476.	5.1	59
5	Selling the Forest, Buying the Trees: The Effect of Construal Level on Seller-Buyer Price Discrepancy. <i>Journal of Consumer Research</i> , 2013, 40, 284-297.	5.1	55
6	Licensing Indulgence in the Present by Distorting Memories of Past Behavior. <i>Journal of Consumer Research</i> , 2014, 41, 624-641.	5.1	51
7	The effect of a no-pain, no-gain lay theory on product efficacy perceptions. <i>Marketing Letters</i> , 2012, 23, 517-529.	2.9	34
8	The Effects of Rarity on Indulgent Consumption: Non-Impulsives Indulge When Low Frequency Is Salient. <i>Journal of Consumer Research</i> , 2018, 45, 383-402.	5.1	20
9	Lowering the Minimum Donation Amount Increases Consumer Purchase Likelihood of Products Associated with Cause-Related Marketing Campaigns. <i>Journal of Marketing Research</i> , 2020, 57, 755-770.	4.8	20
10	Consumer reactions to business-nonprofit alliances: Who benefits and when?. <i>Marketing Letters</i> , 2015, 26, 29-42.	2.9	19
11	Product Entitativity: How the Presence of Product Replicates Increases Perceived and Actual Product Efficacy. <i>Journal of Consumer Research</i> , 2020, 47, 192-214.	5.1	17
12	The out-of-region bias: Distance estimations based on geographic category membership. <i>Marketing Letters</i> , 2011, 22, 181-196.	2.9	8
13	Efficacy Expectations and Adherence: Evidence of Consumer Biases and Heuristics in Pharmaceutical Marketing. <i>International Series in Quantitative Marketing</i> , 2014, , 315-344.	0.5	3
14	Choice under incomplete information on incumbents: Why consumers with stronger preferences are more likely to abandon their prior choices. <i>Journal of Consumer Psychology</i> , 2017, 27, 264-269.	4.5	2