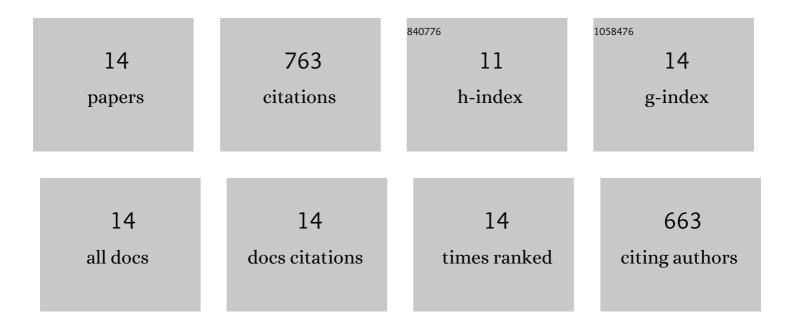
Caglar Irmak

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/10593935/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Lowering the Minimum Donation Amount Increases Consumer Purchase Likelihood of Products Associated with Cause-Related Marketing Campaigns. Journal of Marketing Research, 2020, 57, 755-770.	4.8	20
2	Product Entitativity: How the Presence of Product Replicates Increases Perceived and Actual Product Efficacy. Journal of Consumer Research, 2020, 47, 192-214.	5.1	17
3	The Effects of Rarity on Indulgent Consumption: Non-Impulsives Indulge When Low Frequency Is Salient. Journal of Consumer Research, 2018, 45, 383-402.	5.1	20
4	Choice under incomplete information on incumbents: Why consumers with stronger preferences are more likely to abandon their prior choices. Journal of Consumer Psychology, 2017, 27, 264-269.	4.5	2
5	Consumer reactions to business-nonprofit alliances: Who benefits and when?. Marketing Letters, 2015, 26, 29-42.	2.9	19
6	Efficacy Expectations and Adherence: Evidence of Consumer Biases and Heuristics in Pharmaceutical Marketing. International Series in Quantitative Marketing, 2014, , 315-344.	0.5	3
7	Licensing Indulgence in the Present by Distorting Memories of Past Behavior. Journal of Consumer Research, 2014, 41, 624-641.	5.1	51
8	Selling the Forest, Buying the Trees: The Effect of Construal Level on Seller-Buyer Price Discrepancy. Journal of Consumer Research, 2013, 40, 284-297.	5.1	55
9	The Endowment Effect as Self-Enhancement in Response to Threat. Journal of Consumer Research, 2013, 40, 460-476.	5.1	59
10	Choice of Cause in Cause-Related Marketing. Journal of Marketing, 2012, 76, 126-139.	11.3	243
11	The effect of a no-pain, no-gain lay theory on product efficacy perceptions. Marketing Letters, 2012, 23, 517-529.	2.9	34
12	The Impact of Product Name on Dieters' and Nondieters' Food Evaluations and Consumption. Journal of Consumer Research, 2011, 38, 390-405.	5.1	164
13	The out-of-region bias: Distance estimations based on geographic category membership. Marketing Letters, 2011, 22, 181-196.	2.9	8
14	The Placebo Effect in Marketing: Sometimes you Just Have to Want it to Work. Journal of Marketing Research, 2005, 42, 406-409.	4.8	68