

# Caglar Irmak

## List of Publications by Year in descending order

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

Version: 2024-02-01

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  | 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        |
| 2  | 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        |
| 3  | 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        |
| 4  | 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         |
| 5  | Consumer reactions to business-nonprofit alliances: Who benefits and when?. <i>Marketing Letters</i> , 2015, 26, 29-42.   | 2.9  | 19        |
| 6  | 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         |
| 7  | Licensing Indulgence in the Present by Distorting Memories of Past Behavior. <i>Journal of Consumer Research</i> , 2014, 41, 624-641.   | 5.1  | 51        |
| 8  | 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        |
| 9  | The Endowment Effect as Self-Enhancement in Response to Threat. <i>Journal of Consumer Research</i> , 2013, 40, 460-476.  | 5.1  | 59        |
| 10 | Choice of Cause in Cause-Related Marketing. <i>Journal of Marketing</i> , 2012, 76, 126-139.  | 11.3 | 243       |
| 11 | 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        |
| 12 | 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       |
| 13 | The out-of-region bias: Distance estimations based on geographic category membership. <i>Marketing Letters</i> , 2011, 22, 181-196.   | 2.9  | 8         |
| 14 | 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        |