

# Mark J Arnold

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10611538/publications.pdf>

Version: 2024-02-01

15  
papers

4,639  
citations

687363

13  
h-index

996975

15  
g-index

15  
all docs

15  
docs citations

15  
times ranked

3058  
citing authors

#	ARTICLE	IF	CITATIONS
1	Hedonic shopping motivations. <i>Journal of Retailing</i> , 2003, 79, 77-95.	6.2	1,510
2	Understanding the Customer Base of Service Providers: An Examination of the Differences between Switchers and Stayers. <i>Journal of Marketing</i> , 2000, 64, 65-87.	11.3	794
3	Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes. <i>Journal of Business Research</i> , 2006, 59, 974-981.	10.2	704
4	Toward a theory of customer engagement marketing. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 312-335.	11.2	614
5	Customer delight in a retail context: investigating delightful and terrible shopping experiences. <i>Journal of Business Research</i> , 2005, 58, 1132-1145.	10.2	313
6	Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation and Regulatory Focus. <i>Journal of Retailing</i> , 2009, 85, 308-320.	6.2	157
7	Approach and Avoidance Motivation: Investigating Hedonic Consumption in a Retail Setting. <i>Journal of Retailing</i> , 2012, 88, 399-411.	6.2	132
8	Transformational Relationship Events. <i>Journal of Marketing</i> , 2015, 79, 39-62.	11.3	103
9	Technology readiness and usage: a global-identity perspective. <i>Journal of the Academy of Marketing Science</i> , 2009, 37, 250-265.	11.2	97
10	Chinese consumer decision-making styles: A comparison between the coastal and inland regions. <i>Journal of Business Research</i> , 2010, 63, 45-51.	10.2	92
11	Hedonic shopping motivations in collectivistic and individualistic consumer cultures. <i>International Journal of Research in Marketing</i> , 2014, 31, 335-338.	4.2	56
12	Exploring consumers' attitude towards relationship marketing. <i>Journal of Services Marketing</i> , 2015, 29, 188-199.	3.0	36
13	Regulatory Focus Intensity and Evaluations of Retail Experiences. <i>Psychology and Marketing</i> , 2014, 31, 958-975.	8.2	14
14	Consumer legitimacy: conceptualization and measurement scales. <i>Journal of Consumer Marketing</i> , 2020, 37, 385-397.	2.3	12
15	Brand outcomes in sales channel relationships: a guanxi theory perspective. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 1191-1212.	3.0	5