

# Wayne D Hoyer

## List of Publications by Year in descending order

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Version: 2024-02-01

53  
papers

11,494  
citations

87723

38  
h-index

182168

51  
g-index

53  
all docs

53  
docs citations

53  
times ranked

6667  
citing authors

#	ARTICLE	IF	CITATIONS
1	Do Satisfied Customers Really Pay More? A Study of the Relationship between Customer Satisfaction and Willingness to Pay. <i>Journal of Marketing</i> , 2005, 69, 84-96.	7.0	1,207
2	The Customer Relationship Management Process: Its Measurement and Impact on Performance. <i>Journal of Marketing Research</i> , 2004, 41, 293-305.	3.0	1,195
3	The Unhealthy = Tasty Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products. <i>Journal of Marketing</i> , 2006, 70, 170-184.	7.0	942
4	Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. <i>Journal of Marketing</i> , 2011, 75, 35-52.	7.0	857
5	Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product. <i>Journal of Consumer Research</i> , 1990, 17, 141.	3.5	650
6	An Examination of Consumer Decision Making for a Common Repeat Purchase Product. <i>Journal of Consumer Research</i> , 1984, 11, 822.	3.5	586
7	Social Identity and the Service-Profit Chain. <i>Journal of Marketing</i> , 2009, 73, 38-54.	7.0	532
8	Service Orientation of a Retailer's Business Strategy: Dimensions, Antecedents, and Performance Outcomes. <i>Journal of Marketing</i> , 2002, 66, 86-101.	7.0	388
9	Promotion Signal: Proxy for a Price Cut?. <i>Journal of Consumer Research</i> , 1990, 17, 74.	3.5	383
10	Why Switch? Product Categoryâ€Level Explanations for True Variety-Seeking Behavior. <i>Journal of Marketing Research</i> , 1996, 33, 281-292.	3.0	354
11	Consumersâ€™ Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction. <i>Journal of Marketing Research</i> , 1998, 35, 166-176.	3.0	349
12	An Attitude-Behavior Model of Salespeople's Customer Orientation. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 536-552.	7.2	329
13	An Integrative Framework for Understanding Two-Sided Persuasion. <i>Journal of Consumer Research</i> , 1994, 20, 561.	3.5	296
14	The Role of Cognition and Affect in the Formation of Customer Satisfaction: A Dynamic Perspective. <i>Journal of Marketing</i> , 2006, 70, 21-31.	7.0	293
15	Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction. <i>Journal of Marketing Research</i> , 1998, 35, 166.	3.0	278
16	Why Switch? Product Category: Level Explanations for True Variety-Seeking Behavior. <i>Journal of Marketing Research</i> , 1996, 33, 281.	3.0	255
17	Willingness to Pay for Cause-Related Marketing: The Impact of Donation Amount and Moderating Effects. <i>Journal of Marketing Research</i> , 2012, 49, 910-927.	3.0	249
18	The Role of Cognition and Affect in the Formation of Customer Satisfaction: A Dynamic Perspective. <i>Journal of Marketing</i> , 2006, 70, 21-31.	7.0	228

#	ARTICLE	IF	CITATIONS
19	Customers' Reactions to Price Increases: Do Customer Satisfaction and Perceived Motive Fairness Matter?. <i>Journal of the Academy of Marketing Science</i> , 2005, 33, 36-49.	7.2	197
20	Sales, Marketing, and Research-and-Development Cooperation Across New Product Development Stages: Implications for Success. <i>Journal of Marketing</i> , 2010, 74, 80-92.	7.0	193
21	Customer relationship management and company performance—the mediating role of new product performance. <i>Journal of the Academy of Marketing Science</i> , 2011, 39, 290-306.	7.2	193
22	When Hostile Consumers Wreak Havoc on Your Brand: The Phenomenon of Consumer Brand Sabotage. <i>Journal of Marketing</i> , 2016, 80, 25-41.	7.0	179
23	Moderating Effects of the Relationship between Private Label Share and Store Loyalty. <i>Journal of Marketing</i> , 2014, 78, 69-82.	7.0	107
24	Descriptive Characteristics of Memory-Based Consideration Sets: Influence of Usage Occasion Frequency and Usage Location Familiarity. <i>Journal of Consumer Research</i> , 2000, 27, 309-323.	3.5	97
25	The role of aesthetic taste in consumer behavior. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 167-180.	7.2	93
26	How to get lost customers back?. <i>Journal of the Academy of Marketing Science</i> , 2007, 35, 461-474.	7.2	85
27	Service Brand Relationship Quality. <i>Journal of Service Research</i> , 2015, 18, 90-106.	7.8	84
28	Determinants of the variety of routes to market. <i>International Journal of Research in Marketing</i> , 2007, 24, 17-29.	2.4	79
29	Implementing an intended brand personality: a dyadic perspective. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 728-744.	7.2	76
30	The Real Men. Real Depression Campaign: Overview, Theoretical Implications, and Research Considerations.. <i>Psychology of Men and Masculinity</i> , 2005, 6, 186-194.	1.0	72
31	When will price increases associated with company donations to charity be perceived as fair?. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 608-626.	7.2	70
32	Nonlinear and asymmetric returns on customer satisfaction: do they vary across situations and consumers?. <i>Journal of the Academy of Marketing Science</i> , 2014, 42, 242-263.	7.2	66
33	Consumer advisors revisited: What drives those with market mavenism and opinion leadership tendencies and why?. <i>Journal of Consumer Behaviour</i> , 2009, 8, 100-115.	2.6	63
34	Do life events always lead to change in purchase? The mediating role of change in consumer innovativeness, the variety seeking tendency, and price consciousness. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 516-536.	7.2	57
35	Marketing mental health to men: Theoretical and practical considerations. <i>Journal of Clinical Psychology</i> , 2005, 61, 675-684.	1.0	56
36	Viewer Miscomprehension of Televised Communication: Selected Findings. <i>Journal of Marketing</i> , 1982, 46, 12-26.	7.0	53

#	ARTICLE	IF	CITATIONS
37	Eating Healthy or Feeling Empty? How the "Healthy = Less Filling" Intuition Influences Satiety. <i>Journal of the Association for Consumer Research</i> , 2016, 1, 26-40.	1.0	50
38	Corrective Advertising and Affirmative Disclosure Statements: Their Potential for Confusing and Misleading the Consumer. <i>Journal of Marketing</i> , 1982, 46, 61-72.	7.0	44
39	The role of brand prominence and extravagance of product design in luxury brand building: What drives consumers' preferences for loud versus quiet luxury?. <i>Journal of Brand Management</i> , 2020, 27, 195-210.	2.0	31
40	Sources of Miscomprehension in Television Advertising. <i>Journal of Advertising</i> , 1984, 13, 17-26.	4.1	27
41	Retail Assortment: More is Better. , 2006, , 225-238.		23
42	Direct observation of search behavior in the purchase of two nondurable products. <i>Psychology and Marketing</i> , 1985, 2, 161-179.	4.6	19
43	The Janus Face of Ideal Self-Congruence: Benefits for the Brand versus Emotional Distress for the Consumer. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 163-174.	1.0	17
44	What if something unexpected happens to my brand? Spillover effects from positive and negative events in a co-branding partnership. <i>Psychology and Marketing</i> , 2019, 36, 758-772.	4.6	17
45	The impact of value-related crises on price and product-performance elasticities. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 776-794.	7.2	15
46	The Moderating Effect of Buying Impulsivity on the Dynamics of Unplanned Purchasing Motivations. <i>Journal of Marketing Research</i> , 2020, 57, 548-564.	3.0	15
47	On Miscomprehending Televised Communication: A Rejoinder. <i>Journal of Marketing</i> , 1982, 46, 35-43.	7.0	13
48	The Influence of Advertising at the Moment of Brand Choice. <i>Journal of Advertising</i> , 1985, 14, 5-27.	4.1	11
49	The Use of Humor in Asian and Western Television Advertising:. <i>Journal of Asia-Pacific Business</i> , 1995, 1, 3-24.	0.8	11
50	How Should Retailers Deal with Consumer Sabotage of a Manufacturer Brand?. <i>Journal of the Association for Consumer Research</i> , 2018, 3, 379-395.	1.0	5
51	The Retirement Planning Crisis: Finding a Way Out with a Consumer Behavior Perspective. <i>Review of Marketing Research</i> , 2020, , 77-85.	0.2	3
52	Consumer decision making across product categories: The influence of task environment. <i>Psychology and Marketing</i> , 1988, 5, 45-69.	4.6	2
53	Let Your Customer Be King: The Impact of Participative Pricing on Monetary and Behavioral Outcomes and Mediating Effects (An Extended Abstract). <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2017, , 497-502.	0.1	0