

# Wayne D Hoyer

## List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

53  
papers

9,097  
citations

36  
h-index

53  
g-index

53  
ext. papers

10,202  
ext. citations

7.5  
avg, IF

6.27  
L-index

#	Paper	IF	Citations
53	Do Satisfied Customers Really Pay More? A Study of the Relationship between Customer Satisfaction and Willingness to Pay. <i>Journal of Marketing</i> , <b>2005</b> , 69, 84-96	11	980
52	The Customer Relationship Management Process: Its Measurement and Impact on Performance. <i>Journal of Marketing Research</i> , <b>2004</b> , 41, 293-305	5.2	970
51	The Unhealthy = Tasty Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products. <i>Journal of Marketing</i> , <b>2006</b> , 70, 170-184	11	732
50	Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self. <i>Journal of Marketing</i> , <b>2011</b> , 75, 35-52	11	666
49	Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product. <i>Journal of Consumer Research</i> , <b>1990</b> , 17, 141	6.3	496
48	An Examination of Consumer Decision Making for a Common Repeat Purchase Product. <i>Journal of Consumer Research</i> , <b>1984</b> , 11, 822	6.3	478
47	Social Identity and the Service-Profit Chain. <i>Journal of Marketing</i> , <b>2009</b> , 73, 38-54	11	441
46	Promotion Signal: Proxy for a Price Cut?. <i>Journal of Consumer Research</i> , <b>1990</b> , 17, 74	6.3	331
45	Service Orientation of a Retailer's Business Strategy: Dimensions, Antecedents, and Performance Outcomes. <i>Journal of Marketing</i> , <b>2002</b> , 66, 86-101	11	316
44	Why Switch? Product Category-Level Explanations for True Variety-Seeking Behavior. <i>Journal of Marketing Research</i> , <b>1996</b> , 33, 281-292	5.2	280
43	Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction. <i>Journal of Marketing Research</i> , <b>1998</b> , 35, 166-176	5.2	268
42	An attitude-behavior model of salespeople's customer orientation. <i>Journal of the Academy of Marketing Science</i> , <b>2005</b> , 33, 536-552	12.4	265
41	The Role of Cognition and Affect in the Formation of Customer Satisfaction: A Dynamic Perspective. <i>Journal of Marketing</i> , <b>2006</b> , 70, 21-31	11	246
40	An Integrative Framework for Understanding Two-Sided Persuasion. <i>Journal of Consumer Research</i> , <b>1994</b> , 20, 561	6.3	244
39	Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction. <i>Journal of Marketing Research</i> , <b>1998</b> , 35, 166	5.2	242
38	Why Switch? Product Category: Level Explanations for True Variety-Seeking Behavior. <i>Journal of Marketing Research</i> , <b>1996</b> , 33, 281	5.2	237
37	Willingness to Pay for Cause-Related Marketing: The Impact of Donation Amount and Moderating Effects. <i>Journal of Marketing Research</i> , <b>2012</b> , 49, 910-927	5.2	173

36	The Role of Cognition and Affect in the Formation of Customer Satisfaction: A Dynamic Perspective. <i>Journal of Marketing</i> , <b>2006</b> , 70, 21-31	11	170
35	Customers' reactions to price increases: Do customer satisfaction and perceived motive fairness matter?. <i>Journal of the Academy of Marketing Science</i> , <b>2005</b> , 33, 36-49	12.4	160
34	Customer relationship management and company performance: the mediating role of new product performance. <i>Journal of the Academy of Marketing Science</i> , <b>2011</b> , 39, 290-306	12.4	146
33	Sales, Marketing, and Research-and-Development Cooperation Across New Product Development Stages: Implications for Success. <i>Journal of Marketing</i> , <b>2010</b> , 74, 80-92	11	121
32	When Hostile Consumers Wreak Havoc on Your Brand: The Phenomenon of Consumer Brand Sabotage. <i>Journal of Marketing</i> , <b>2016</b> , 80, 25-41	11	118
31	Moderating Effects of the Relationship between Private Label Share and Store Loyalty. <i>Journal of Marketing</i> , <b>2014</b> , 78, 69-82	11	93
30	Descriptive Characteristics of Memory-Based Consideration Sets: Influence of Usage Occasion Frequency and Usage Location Familiarity. <i>Journal of Consumer Research</i> , <b>2000</b> , 27, 309-323	6.3	80
29	How to get lost customers back?. <i>Journal of the Academy of Marketing Science</i> , <b>2007</b> , 35, 461-474	12.4	72
28	The role of aesthetic taste in consumer behavior. <i>Journal of the Academy of Marketing Science</i> , <b>2012</b> , 40, 167-180	12.4	64
27	Determinants of the variety of routes to market. <i>International Journal of Research in Marketing</i> , <b>2007</b> , 24, 17-29	5.5	62
26	Implementing an intended brand personality: a dyadic perspective. <i>Journal of the Academy of Marketing Science</i> , <b>2012</b> , 40, 728-744	12.4	58
25	Consumer advisors revisited: What drives those with market mavenism and opinion leadership tendencies and why?. <i>Journal of Consumer Behaviour</i> , <b>2009</b> , 8, 100-115	3	56
24	The Real Men. Real Depression Campaign: Overview, Theoretical Implications, and Research Considerations.. <i>Psychology of Men and Masculinity</i> , <b>2005</b> , 6, 186-194	3.1	55
23	Service Brand Relationship Quality: Hot or Cold?. <i>Journal of Service Research</i> , <b>2015</b> , 18, 90-106	6	51
22	Viewer Miscomprehension of Televised Communication: Selected Findings. <i>Journal of Marketing</i> , <b>1982</b> , 46, 12-26	11	50
21	Nonlinear and asymmetric returns on customer satisfaction: do they vary across situations and consumers?. <i>Journal of the Academy of Marketing Science</i> , <b>2014</b> , 42, 242-263	12.4	49
20	When will price increases associated with company donations to charity be perceived as fair?. <i>Journal of the Academy of Marketing Science</i> , <b>2016</b> , 44, 608-626	12.4	47
19	Marketing mental health to men: theoretical and practical considerations. <i>Journal of Clinical Psychology</i> , <b>2005</b> , 61, 675-84	2.8	43

18	Eating Healthy or Feeling Empty? How the Healthy = Less Filling Intuition Influences Satiety. <i>Journal of the Association for Consumer Research</i> , <b>2016</b> , 1, 26-40	1.7	37
17	Corrective Advertising and Affirmative Disclosure Statements: Their Potential for Confusing and Misleading the Consumer. <i>Journal of Marketing</i> , <b>1982</b> , 46, 61-72	11	36
16	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> , <b>2018</b> , 46, 516-536	12.4	27
15	Sources of Miscomprehension in Television Advertising. <i>Journal of Advertising</i> , <b>1984</b> , 13, 17-26	4.4	20
14	Direct observation of search behavior in the purchase of two nondurable products. <i>Psychology and Marketing</i> , <b>1985</b> , 2, 161-179	3.9	19
13	Retail Assortment: More is Better <b>2006</b> , 225-238		18
12	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> , <b>2019</b> , 36, 758-772	3.9	13
11	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> , <b>2018</b> , 3, 163-174	1.7	11
10	On Miscomprehending Televised Communication: A Rejoinder. <i>Journal of Marketing</i> , <b>1982</b> , 46, 35-43	11	11
9	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> , <b>2020</b> , 27, 195-210	3.3	10
8	The Use of Humor in Asian and Western Television Advertising:. <i>Journal of Asia-Pacific Business</i> , <b>1995</b> , 1, 3-24	1.1	9
7	The Influence of Advertising at the Moment of Brand Choice. <i>Journal of Advertising</i> , <b>1985</b> , 14, 5-27	4.4	9
6	The impact of value-related crises on price and product-performance elasticities. <i>Journal of the Academy of Marketing Science</i> , <b>2020</b> , 48, 776-794	12.4	7
5	The Moderating Effect of Buying Impulsivity on the Dynamics of Unplanned Purchasing Motivations. <i>Journal of Marketing Research</i> , <b>2020</b> , 57, 548-564	5.2	6
4	How Should Retailers Deal with Consumer Sabotage of a Manufacturer Brand?. <i>Journal of the Association for Consumer Research</i> , <b>2018</b> , 3, 379-395	1.7	2
3	Consumer decision making across product categories: The influence of task environment. <i>Psychology and Marketing</i> , <b>1988</b> , 5, 45-69	3.9	1
2	The Retirement Planning Crisis: Finding a Way Out with a Consumer Behavior Perspective. <i>Review of Marketing Research</i> , <b>2020</b> , 77-85	0.3	1
1	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> , <b>2017</b> , 497-502	0.1	

