

Wayne D Hoyer

List of Publications by Year in Descending Order

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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	The Moderating Effect of Buying Impulsivity on the Dynamics of Unplanned Purchasing Motivations. <i>Journal of Marketing Research</i> , 2020 , 57, 548-564	5.2	6
52	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	12.4	7
51	The Retirement Planning Crisis: Finding a Way Out with a Consumer Behavior Perspective. <i>Review of Marketing Research</i> , 2020 , 77-85	0.3	1
50	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	3.3	10
49	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	3.9	13
48	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	1.7	11
47	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	12.4	27
46	How Should Retailers Deal with Consumer Sabotage of a Manufacturer Brand?. <i>Journal of the Association for Consumer Research</i> , 2018 , 3, 379-395	1.7	2
45	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	
44	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	12.4	47
43	When Hostile Consumers Wreak Havoc on Your Brand: The Phenomenon of Consumer Brand Sabotage. <i>Journal of Marketing</i> , 2016 , 80, 25-41	11	118
42	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	1.7	37
41	Service Brand Relationship Quality: Hot or Cold?. <i>Journal of Service Research</i> , 2015 , 18, 90-106	6	51
40	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	12.4	49
39	Moderating Effects of the Relationship between Private Label Share and Store Loyalty. <i>Journal of Marketing</i> , 2014 , 78, 69-82	11	93
38	The role of aesthetic taste in consumer behavior. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 167-180	12.4	64
37	Implementing an intended brand personality: a dyadic perspective. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 728-744	12.4	58

36	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	5.2	173
35	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	12.4	146
34	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	11	666
33	Sales, Marketing, and Research-and-Development Cooperation Across New Product Development Stages: Implications for Success. <i>Journal of Marketing</i> , 2010 , 74, 80-92	11	121
32	Social Identity and the Service-Profit Chain. <i>Journal of Marketing</i> , 2009 , 73, 38-54	11	441
31	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	3	56
30	How to get lost customers back?. <i>Journal of the Academy of Marketing Science</i> , 2007 , 35, 461-474	12.4	72
29	Determinants of the variety of routes to market. <i>International Journal of Research in Marketing</i> , 2007 , 24, 17-29	5.5	62
28	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	11	732
27	The Role of Cognition and Affect in the Formation of Customer Satisfaction: A Dynamic Perspective. <i>Journal of Marketing</i> , 2006 , 70, 21-31	11	170
26	The Role of Cognition and Affect in the Formation of Customer Satisfaction: A Dynamic Perspective. <i>Journal of Marketing</i> , 2006 , 70, 21-31	11	246
25	Retail Assortment: More is Better 2006 , 225-238		18
24	The Real Men. Real Depression Campaign: Overview, Theoretical Implications, and Research Considerations.. <i>Psychology of Men and Masculinity</i> , 2005 , 6, 186-194	3.1	55
23	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	12.4	160
22	An attitude-behavior model of salespeople's customer orientation. <i>Journal of the Academy of Marketing Science</i> , 2005 , 33, 536-552	12.4	265
21	Marketing mental health to men: theoretical and practical considerations. <i>Journal of Clinical Psychology</i> , 2005 , 61, 675-84	2.8	43
20	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	11	980
19	The Customer Relationship Management Process: Its Measurement and Impact on Performance. <i>Journal of Marketing Research</i> , 2004 , 41, 293-305	5.2	970

18	Service Orientation of a Retailer's Business Strategy: Dimensions, Antecedents, and Performance Outcomes. <i>Journal of Marketing</i> , 2002 , 66, 86-101	11	316
17	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	6.3	80
16	Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction. <i>Journal of Marketing Research</i> , 1998 , 35, 166	5.2	242
15	Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction. <i>Journal of Marketing Research</i> , 1998 , 35, 166-176	5.2	268
14	Why Switch? Product Category: Level Explanations for True Variety-Seeking Behavior. <i>Journal of Marketing Research</i> , 1996 , 33, 281	5.2	237
13	Why Switch? Product Category Level Explanations for True Variety-Seeking Behavior. <i>Journal of Marketing Research</i> , 1996 , 33, 281-292	5.2	280
12	The Use of Humor in Asian and Western Television Advertising. <i>Journal of Asia-Pacific Business</i> , 1995 , 1, 3-24	1.1	9
11	An Integrative Framework for Understanding Two-Sided Persuasion. <i>Journal of Consumer Research</i> , 1994 , 20, 561	6.3	244
10	Promotion Signal: Proxy for a Price Cut?. <i>Journal of Consumer Research</i> , 1990 , 17, 74	6.3	331
9	Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product. <i>Journal of Consumer Research</i> , 1990 , 17, 141	6.3	496
8	Consumer decision making across product categories: The influence of task environment. <i>Psychology and Marketing</i> , 1988 , 5, 45-69	3.9	1
7	Direct observation of search behavior in the purchase of two nondurable products. <i>Psychology and Marketing</i> , 1985 , 2, 161-179	3.9	19
6	The Influence of Advertising at the Moment of Brand Choice. <i>Journal of Advertising</i> , 1985 , 14, 5-27	4.4	9
5	An Examination of Consumer Decision Making for a Common Repeat Purchase Product. <i>Journal of Consumer Research</i> , 1984 , 11, 822	6.3	478
4	Sources of Miscomprehension in Television Advertising. <i>Journal of Advertising</i> , 1984 , 13, 17-26	4.4	20
3	Corrective Advertising and Affirmative Disclosure Statements: Their Potential for Confusing and Misleading the Consumer. <i>Journal of Marketing</i> , 1982 , 46, 61-72	11	36
2	Viewer Miscomprehension of Televised Communication: Selected Findings. <i>Journal of Marketing</i> , 1982 , 46, 12-26	11	50
1	On Miscomprehending Televised Communication: A Rejoinder. <i>Journal of Marketing</i> , 1982 , 46, 35-43	11	11

