

Arjun Chaudhuri

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.

19
papers

3,935
citations

13
h-index

19
g-index

19
ext. papers

4,427
ext. citations

4.2
avg, IF

5.64
L-index

#	Paper	IF	Citations
19	The effect of hedonic and utilitarian verbal descriptions and pictures on willingness to try an innovation: Do emotions matter?. <i>Journal of Marketing Communications</i> , 2014 , 20, 307-324	2.2	3
18	The moderating roles of shopper experience and store type on the relationship between perceived merchandise value and willingness to pay a higher price. <i>Journal of Retailing and Consumer Services</i> , 2012 , 19, 249-258	8.5	23
17	Can Hedonic Store Environments Help Retailers Overcome Low Store Accessibility?. <i>Journal of Marketing Theory and Practice</i> , 2010 , 18, 249-262	2.2	8
16	Emotional Responses on Initial Exposure to a Hedonic or Utilitarian Description of a Radical Innovation. <i>Journal of Marketing Theory and Practice</i> , 2010 , 18, 339-359	2.2	39
15	Consequences of Value in Retail Markets. <i>Journal of Retailing</i> , 2009 , 85, 406-419	6.5	77
14	The effect of AIDS awareness on condom use intention among truck drivers in India: the role of beliefs, feelings and perceived vulnerability. <i>Journal of Marketing Communications</i> , 2004 , 10, 17-33	2.2	5
13	Emotion and reason in persuasion. <i>Journal of Business Research</i> , 2004 , 57, 647-656	8.7	49
12	How Brand Reputation Affects the Advertising-Brand Equity Link. <i>Journal of Advertising Research</i> , 2002 , 42, 33-43	2.1	94
11	A study of emotion and reason in products and services. <i>Journal of Consumer Behaviour</i> , 2002 , 1, 267-279	3	42
10	The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. <i>Journal of Marketing</i> , 2001 , 65, 81-93	11	3124
9	A Macro Analysis of the Relationship of Product Involvement and Information Search: The Role of Risk. <i>Journal of Marketing Theory and Practice</i> , 2000 , 8, 1-15	2.2	86
8	Does Brand Loyalty Mediate Brand Equity Outcomes?. <i>Journal of Marketing Theory and Practice</i> , 1999 , 7, 136-146	2.2	88
7	Product class effects on perceived risk: The role of emotion. <i>International Journal of Research in Marketing</i> , 1998 , 15, 157-168	5.5	88
6	Communication, cognition and involvement: a theoretical framework for advertising. <i>Journal of Marketing Communications</i> , 1997 , 3, 111-125	2.2	3
5	Consumption Emotion and Perceived Risk: A Macro-Analytic Approach. <i>Journal of Business Research</i> , 1997 , 39, 81-92	8.7	104
4	The relationship of attitudes, habit and loyalty to market share in relation to a staple good in a local grocery store: An exploratory study. <i>Journal of Business and Psychology</i> , 1996 , 11, 265-274	4.9	4
3	Affect, Reason, and Persuasion Advertising Strategies That Predict Affective and Analytic-Cognitive Responses. <i>Human Communication Research</i> , 1995 , 21, 422-441	3.5	50

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| 2 | An exploratory study of emotional attributes in radio commercials. <i>Journal of Marketing Communications</i> , 1995 , 1, 61-70 | 2.2 | 4 |
| 1 | Media differences in rational and emotional responses to advertising. <i>Journal of Broadcasting and Electronic Media</i> , 1995 , 39, 109-125 | 1.6 | 44 |