

Stephen J Hoch

List of Publications by Year in descending order

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34
papers

8,561
citations

147726

31
h-index

377752

34
g-index

34
all docs

34
docs citations

34
times ranked

4009
citing authors

#	ARTICLE	IF	CITATIONS
1	Time-Inconsistent Preferences and Consumer Self-Control. Journal of Consumer Research, 1991, 17, 492.	3.5	1,034
2	Consumer Learning: Advertising and the Ambiguity of Product Experience. Journal of Consumer Research, 1986, 13, 221.	3.5	727
3	Shelf management and space elasticity. Journal of Retailing, 1994, 70, 301-326.	4.0	490
4	Managing What Consumers Learn from Experience. Journal of Marketing, 1989, 53, 1-20.	7.0	471
5	Why Store Brand Penetration Varies by Retailer. Marketing Science, 1997, 16, 208-227.	2.7	439
6	Managing What Consumers Learn from Experience. Journal of Marketing, 1989, 53, 1.	7.0	383
7	The Variety of an Assortment. Marketing Science, 1999, 18, 527-546.	2.7	383
8	Determinants of Store-Level Price Elasticity. Journal of Marketing Research, 1995, 32, 17-29.	3.0	367
9	Counterfactual reasoning and accuracy in predicting personal events.. Journal of Experimental Psychology: Learning Memory and Cognition, 1985, 11, 719-731.	0.7	343
10	Perceived consensus and predictive accuracy: The pros and cons of projection.. Journal of Personality and Social Psychology, 1987, 53, 221-234.	2.6	325
11	Low-Involvement Learning: Memory without Evaluation. Journal of Consumer Research, 1992, 19, 212.	3.5	308
12	Positioning of Store Brands. Marketing Science, 2002, 21, 378-397.	2.7	300
13	Product Experience Is Seductive. Journal of Consumer Research, 2002, 29, 448-454.	3.5	271
14	Determinants of Store-Level Price Elasticity. Journal of Marketing Research, 1995, 32, 17.	3.0	265
15	An Anchoring and Adjustment Model of Spousal Predictions. Journal of Consumer Research, 1986, 13, 25.	3.5	262
16	Effective category management depends on the role of the category's. Journal of Retailing, 2001, 77, 165-184.	4.0	259
17	EDLP, Hi-Lo, and Margin Arithmetic. Journal of Marketing, 1994, 58, 16-27.	7.0	231
18	An Anchoring and Adjustment Model of Purchase Quantity Decisions. Journal of Marketing Research, 1998, 35, 71-81.	3.0	231

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19	EDLP, Hi-Lo, and Margin Arithmetic. <i>Journal of Marketing</i> , 1994, 58, 16.	7.0	200
20	Availability and interference in predictive judgment.. <i>Journal of Experimental Psychology: Learning Memory and Cognition</i> , 1984, 10, 649-662.	0.7	172
21	A Psychological Approach to Decision Support Systems. <i>Management Science</i> , 1996, 42, 51-64.	2.4	156
22	Exploiting the installed base using cross-merchandising and category destination programs. <i>International Journal of Research in Marketing</i> , 1998, 15, 459-471.	2.4	122
23	Ambiguity, Processing Strategy, and Advertising-Evidence Interactions. <i>Journal of Consumer Research</i> , 1989, 16, 354.	3.5	121
24	Consumption Vocabulary and Preference Formation. <i>Journal of Consumer Research</i> , 1996, 23, 120.	3.5	120
25	Cherry-Picking. <i>Journal of Marketing</i> , 2005, 69, 46-62.	7.0	120
26	Who Do We Know: Predicting the Interests and Opinions of the American Consumer. <i>Journal of Consumer Research</i> , 1988, 15, 315.	3.5	93
27	Outcome feedback: Hindsight and information.. <i>Journal of Experimental Psychology: Learning Memory and Cognition</i> , 1989, 15, 605-619.	0.7	77
28	Low-Involvement Learning: Repetition and Coherence in Familiarity and Belief. <i>Journal of Consumer Psychology</i> , 2001, 11, 1-11.	3.2	75
29	Price Discrimination Using In-Store Merchandising. <i>Journal of Marketing</i> , 1996, 60, 17.	7.0	69
30	Logical knowledge and cue redundancy in deductive reasoning. <i>Memory and Cognition</i> , 1985, 13, 453-462.	0.9	65
31	Price Discrimination using in-Store Merchandising. <i>Journal of Marketing</i> , 1996, 60, 17-30.	7.0	48
32	Cue redundancy and extra logical inferences in a deductive reasoning task. <i>Memory and Cognition</i> , 1983, 11, 200-209.	0.9	19
33	Dynamics of price premiums in loyalty programs. <i>European Journal of Marketing</i> , 2014, 48, 617-640.	1.7	12
34	Modèles à base de données et intuition managériale: 50% modèle + 50% manager. <i>Recherche Et Applications En Marketing</i> , 1991, 6, 79-98.	0.2	3