

Stephen J Hoch

List of Publications by Year in descending order

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Version: 2024-02-01

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 | Dynamics of price premiums in loyalty programs. <i>European Journal of Marketing</i> , 2014, 48, 617-640. | 1.7 | 12 |
| 2 | Cherry-Picking. <i>Journal of Marketing</i> , 2005, 69, 46-62. | 7.0 | 120 |
| 3 | Positioning of Store Brands. <i>Marketing Science</i> , 2002, 21, 378-397. | 2.7 | 300 |
| 4 | Product Experience Is Seductive. <i>Journal of Consumer Research</i> , 2002, 29, 448-454. | 3.5 | 271 |
| 5 | Low-Involvement Learning: Repetition and Coherence in Familiarity and Belief. <i>Journal of Consumer Psychology</i> , 2001, 11, 1-11. | 3.2 | 75 |
| 6 | Effective category management depends on the role of the category. <i>Journal of Retailing</i> , 2001, 77, 165-184. | 4.0 | 259 |
| 7 | The Variety of an Assortment. <i>Marketing Science</i> , 1999, 18, 527-546. | 2.7 | 383 |
| 8 | 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 |
| 9 | An Anchoring and Adjustment Model of Purchase Quantity Decisions. <i>Journal of Marketing Research</i> , 1998, 35, 71-81. | 3.0 | 231 |
| 10 | Why Store Brand Penetration Varies by Retailer. <i>Marketing Science</i> , 1997, 16, 208-227. | 2.7 | 439 |
| 11 | Price Discrimination using in-Store Merchandising. <i>Journal of Marketing</i> , 1996, 60, 17-30. | 7.0 | 48 |
| 12 | A Psychological Approach to Decision Support Systems. <i>Management Science</i> , 1996, 42, 51-64. | 2.4 | 156 |
| 13 | Price Discrimination Using In-Store Merchandising. <i>Journal of Marketing</i> , 1996, 60, 17. | 7.0 | 69 |
| 14 | Consumption Vocabulary and Preference Formation. <i>Journal of Consumer Research</i> , 1996, 23, 120. | 3.5 | 120 |
| 15 | Determinants of Store-Level Price Elasticity. <i>Journal of Marketing Research</i> , 1995, 32, 17-29. | 3.0 | 367 |
| 16 | Determinants of Store-Level Price Elasticity. <i>Journal of Marketing Research</i> , 1995, 32, 17. | 3.0 | 265 |
| 17 | EDLP, Hi-Lo, and Margin Arithmetic. <i>Journal of Marketing</i> , 1994, 58, 16-27. | 7.0 | 231 |
| 18 | EDLP, Hi-Lo, and Margin Arithmetic. <i>Journal of Marketing</i> , 1994, 58, 16. | 7.0 | 200 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Shelf management and space elasticity. <i>Journal of Retailing</i> , 1994, 70, 301-326. | 4.0 | 490 |
| 20 | Low-Involvement Learning: Memory without Evaluation. <i>Journal of Consumer Research</i> , 1992, 19, 212. | 3.5 | 308 |
| 21 | 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 |
| 22 | Time-Inconsistent Preferences and Consumer Self-Control. <i>Journal of Consumer Research</i> , 1991, 17, 492. | 3.5 | 1,034 |
| 23 | Managing What Consumers Learn from Experience. <i>Journal of Marketing</i> , 1989, 53, 1-20. | 7.0 | 471 |
| 24 | Managing What Consumers Learn from Experience. <i>Journal of Marketing</i> , 1989, 53, 1. | 7.0 | 383 |
| 25 | Ambiguity, Processing Strategy, and Advertising-Evidence Interactions. <i>Journal of Consumer Research</i> , 1989, 16, 354. | 3.5 | 121 |
| 26 | Outcome feedback: Hindsight and information.. <i>Journal of Experimental Psychology: Learning Memory and Cognition</i> , 1989, 15, 605-619. | 0.7 | 77 |
| 27 | 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 |
| 28 | Perceived consensus and predictive accuracy: The pros and cons of projection.. <i>Journal of Personality and Social Psychology</i> , 1987, 53, 221-234. | 2.6 | 325 |
| 29 | An Anchoring and Adjustment Model of Spousal Predictions. <i>Journal of Consumer Research</i> , 1986, 13, 25. | 3.5 | 262 |
| 30 | Consumer Learning: Advertising and the Ambiguity of Product Experience. <i>Journal of Consumer Research</i> , 1986, 13, 221. | 3.5 | 727 |
| 31 | Counterfactual reasoning and accuracy in predicting personal events.. <i>Journal of Experimental Psychology: Learning Memory and Cognition</i> , 1985, 11, 719-731. | 0.7 | 343 |
| 32 | Logical knowledge and cue redundancy in deductive reasoning. <i>Memory and Cognition</i> , 1985, 13, 453-462. | 0.9 | 65 |
| 33 | Availability and interference in predictive judgment.. <i>Journal of Experimental Psychology: Learning Memory and Cognition</i> , 1984, 10, 649-662. | 0.7 | 172 |
| 34 | Cue redundancy and extra logical inferences in a deductive reasoning task. <i>Memory and Cognition</i> , 1983, 11, 200-209. | 0.9 | 19 |