

Frank R Kardes

List of Publications by Year in descending order

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Version: 2024-02-01

58
papers

8,493
citations

126708

33
h-index

155451

55
g-index

60
all docs

60
docs citations

60
times ranked

5497
citing authors

#	ARTICLE	IF	CITATIONS
1	On the automatic activation of attitudes.. Journal of Personality and Social Psychology, 1986, 50, 229-238.	2.6	1,861
2	Effects of Word-of-Mouth and Product-Attribute Information on Persuasion: An Accessibility-Diagnosticity Perspective. Journal of Consumer Research, 1991, 17, 454.	3.5	1,636
3	The Role of Customer Gratitude in Relationship Marketing. Journal of Marketing, 2009, 73, 1-18.	7.0	557
4	Consumer Inference: A Review of Processes, Bases, and Judgment Contexts. Journal of Consumer Psychology, 2004, 14, 230-256.	3.2	368
5	Toward a more nuanced understanding of the statistical properties of a median split. Journal of Consumer Psychology, 2015, 25, 652-665.	3.2	311
6	The median split: Robust, refined, and revived. Journal of Consumer Psychology, 2015, 25, 690-704.	3.2	268
7	The Effects of Physiological Arousal on Information Processing and Persuasion. Journal of Consumer Research, 1988, 15, 379.	3.5	263
8	Brand Retrieval, Consideration Set Composition, Consumer Choice, and the Pioneering Advantage. Journal of Consumer Research, 1993, 20, 62.	3.5	243
9	Spontaneous Inference Processes in Advertising: The Effects of Conclusion Omission and Involvement on Persuasion. Journal of Consumer Research, 1988, 15, 225.	3.5	238
10	The Role of Direction of Comparison, Attribute-Based Processing, and Attitude-Based Processing in Consumer Preference. Journal of Consumer Research, 1999, 25, 335-352.	3.5	230
11	The Role of Selective Information Processing in Price-Quality Inference: Table 1. Journal of Consumer Research, 2004, 31, 368-374.	3.5	196
12	Order-of-Entry Effects on Consumer Memory and Judgment: An Information Integration Perspective. Journal of Marketing Research, 1992, 29, 343-357.	3.0	183
13	Non-Conscious Influences on Consumer Choice. Marketing Letters, 2002, 13, 269-279.	1.9	173
14	The role of the social-identity function of attitudes in consumer innovativeness and opinion leadership. Journal of Economic Psychology, 2000, 21, 233-252.	1.1	167
15	The Timing of Repeat Purchases of Consumer Durable Goods: The Role of Functional Bases of Consumer Attitudes. Journal of Marketing Research, 2004, 41, 101-115.	3.0	160
16	Effects of Initial Product Judgments on Subsequent Memory-Based Judgments. Journal of Consumer Research, 1986, 13, 1.	3.5	144
17	Selective hypothesis testing. Psychonomic Bulletin and Review, 1998, 5, 197-220.	1.4	124
18	How Naive Theories Drive Opposing Inferences from the Same Information. Journal of Consumer Research, 2013, 39, 1185-1201.	3.5	113

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19	In Defense of Experimental Consumer Psychology. <i>Journal of Consumer Psychology</i> , 1996, 5, 279-296.	3.2	108
20	The role of prior knowledge and missing information in multiattribute evaluation. <i>Organizational Behavior and Human Decision Processes</i> , 1992, 51, 76-91.	1.4	105
21	Contextual Influences on Judgment Based on Limited Information. <i>Organizational Behavior and Human Decision Processes</i> , 1997, 69, 251-264.	1.4	85
22	Activating a mental simulation mind-set through generation of alternatives: Implications for debiasing in related and unrelated domains. <i>Journal of Experimental Social Psychology</i> , 2004, 40, 374-383.	1.3	85
23	A Selective Hypothesis Testing Perspective on Price-Quality Inference and Inference-Based Choice. <i>Journal of Consumer Psychology</i> , 2005, 15, 159-169.	3.2	84
24	Spontaneous Inference Processes in Advertising: Effects of Need for Cognition and Self-Monitoring on Inference Generation and Utilization. <i>Journal of Consumer Psychology</i> , 1992, 1, 125-142.	3.2	69
25	Overestimating the Importance of the Given Information in Multiattribute Consumer Judgment. <i>Journal of Consumer Psychology</i> , 2003, 13, 289-300.	3.2	58
26	Persistent Preferences for Product Attributes: The Effects of the Initial Choice Context and Uninformative Experience. <i>Journal of Consumer Research</i> , 2001, 28, 89-104.	3.5	55
27	Remembering less and inferring more: Effects of time of judgment on inferences about unknown attributes.. <i>Journal of Personality and Social Psychology</i> , 1991, 61, 546-554.	2.6	54
28	Direction of comparison, expected feature correlation, and the set-size effect in preference judgment. <i>Journal of Consumer Psychology</i> , 1993, 2, 39-54.	3.2	52
29	The Role of the Need for Cognitive Closure in the Effectiveness of the Disrupt-Then-Reframe Influence Technique: Table 1. <i>Journal of Consumer Research</i> , 2007, 34, 377-385.	3.5	52
30	Moderating effects of prior knowledge on the perceived diagnosticity of beliefs derived from implicit versus explicit product claims. <i>Journal of Business Research</i> , 1994, 29, 219-224.	5.8	47
31	Comparative Advertising: Effects of Structural Alignability on Target Brand Evaluations. <i>Journal of Consumer Psychology</i> , 2002, 12, 303-311.	3.2	46
32	Construal-level mind-sets and the perceived validity of marketing claims. <i>Marketing Letters</i> , 2012, 23, 253-261.	1.9	44
33	Consideration Set Overvaluation: When Impossibly Favorable Ratings of a Set of Brands Are Observed. <i>Journal of Consumer Psychology</i> , 2002, 12, 353-361.	3.2	33
34	When Should Consumers and Managers Trust Their Intuition?. <i>Journal of Consumer Psychology</i> , 2006, 16, 20-24.	3.2	25
35	Comparative Advertising: Effects of Structural Alignability on Target Brand Evaluations. <i>Journal of Consumer Psychology</i> , 2002, 12, 303-311.	3.2	21
36	Decision sidestepping: How the motivation for closure prompts individuals to bypass decision making.. <i>Journal of Personality and Social Psychology</i> , 2016, 111, 1-16.	2.6	18

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37	Blissful Insularity: When Brands are Judged in Isolation from Competitors. <i>Marketing Letters</i> , 2005, 16, 87-97.	1.9	17
38	Selective versus comparative processing. <i>Journal of Consumer Psychology</i> , 2013, 23, 150-153.	3.2	17
39	Effects of Construal Level on Omission Detection and Multiattribute Evaluation. <i>Psychology and Marketing</i> , 2014, 31, 992-1007.	4.6	17
40	Down the Garden Path: The Role of Conditional Inference Processes in Self-Persuasion. <i>Journal of Consumer Psychology</i> , 2001, 11, 159-168.	3.2	16
41	Consideration Set Overvaluation: When Impossibly Favorable Ratings of a Set of Brands Are Observed. <i>Journal of Consumer Psychology</i> , 2002, 12, 353-361.	3.2	16
42	Effects of accuracy motivation and need to evaluate on mode of attitude formation and attitude-behavior consistency†. <i>Journal of Consumer Psychology</i> , 2010, 20, 274-281.	3.2	16
43	Profits and halos: The role of firm profitability information in consumer inference. <i>Journal of Consumer Psychology</i> , 2010, 20, 327-337.	3.2	16
44	Correction Processes in Consumer Choice. <i>Marketing Letters</i> , 1999, 10, 107-112.	1.9	14
45	The role of idiosyncratic attribute evaluation in mass customization. <i>Journal of Consumer Psychology</i> , 2010, 20, 369-380.	3.2	14
46	Contextual Influences on Omission Neglect in the Fault Tree Paradigm. <i>Journal of Consumer Psychology</i> , 2005, 15, 117-126.	3.2	12
47	Is unnatural unhealthy? Think about it: Overcoming negative halo effects from food labels. <i>Psychology and Marketing</i> , 2021, 38, 1280-1292.	4.6	12
48	Whither the alternatives: Determinants and consequences of selective versus comparative judgemental processing. <i>Thinking and Reasoning</i> , 2011, 17, 367-386.	2.1	11
49	Circumventing resistance to novel information: Piquing curiosity through strategic information revelation. <i>Journal of Experimental Social Psychology</i> , 2018, 76, 81-87.	1.3	9
50	Using imagine instructions to induce consumers to generate ad-supporting content. <i>Journal of Business Research</i> , 2014, 67, 1567-1572.	5.8	7
51	Consumer Inference. , 0, , .		6
52	A Multistage, Multiprocess Analysis of Consumer Judgment: A Selective Review and Conceptual Framework. <i>Journal of Consumer Psychology</i> , 2020, 30, 339-364.	3.2	5
53	Consumer Information Processing. , 2013, , .		3
54	No product is perfect: The positive influence of acknowledging the negative. <i>Thinking and Reasoning</i> , 2014, 20, 500-512.	2.1	3

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55	The effect of message credibility, need for cognitive closure, and information sufficiency on thought-induced attitude change. <i>Marketing Letters</i> , 2019, 30, 193-205.	1.9	3
56	Approach and avoidance motivations in online auctions. <i>International Journal of Internet Marketing and Advertising</i> , 2006, 3, 318.	0.1	2
57	Consideration Set Overvaluation: When Impossibly Favorable Ratings of a Set of Brands Are Observed. <i>Journal of Consumer Psychology</i> , 2002, 12, 353-361.	3.2	1
58	The Median Split: Robust, Refined, and Revived. <i>SSRN Electronic Journal</i> , 2015, , .	0.4	0