

Frank R Kardes

List of Publications by Year in descending order

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Version: 2024-02-01

58
papers

8,493
citations

126858

33
h-index

155592

55
g-index

60
all docs

60
docs citations

60
times ranked

5497
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|--|-----|-----------|
| 1 | 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 |
| 2 | 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 |
| 3 | 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 |
| 4 | 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 |
| 5 | 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 |
| 6 | The Median Split: Robust, Refined, and Revived. <i>SSRN Electronic Journal</i> , 2015, , . | 0.4 | 0 |
| 7 | Toward a more nuanced understanding of the statistical properties of a median split. <i>Journal of Consumer Psychology</i> , 2015, 25, 652-665. | 3.2 | 311 |
| 8 | The median split: Robust, refined, and revived. <i>Journal of Consumer Psychology</i> , 2015, 25, 690-704. | 3.2 | 268 |
| 9 | No product is perfect: The positive influence of acknowledging the negative. <i>Thinking and Reasoning</i> , 2014, 20, 500-512. | 2.1 | 3 |
| 10 | Effects of Construal Level on Omission Detection and Multiattribute Evaluation. <i>Psychology and Marketing</i> , 2014, 31, 992-1007. | 4.6 | 17 |
| 11 | Using imagine instructions to induce consumers to generate ad-supporting content. <i>Journal of Business Research</i> , 2014, 67, 1567-1572. | 5.8 | 7 |
| 12 | Selective versus comparative processing. <i>Journal of Consumer Psychology</i> , 2013, 23, 150-153. | 3.2 | 17 |
| 13 | How Naive Theories Drive Opposing Inferences from the Same Information. <i>Journal of Consumer Research</i> , 2013, 39, 1185-1201. | 3.5 | 113 |
| 14 | Consumer Information Processing. , 2013, , . | | 3 |
| 15 | Construal-level mind-sets and the perceived validity of marketing claims. <i>Marketing Letters</i> , 2012, 23, 253-261. | 1.9 | 44 |
| 16 | Whither the alternatives: Determinants and consequences of selective versus comparative judgemental processing. <i>Thinking and Reasoning</i> , 2011, 17, 367-386. | 2.1 | 11 |
| 17 | The role of idiosyncratic attribute evaluation in mass customization. <i>Journal of Consumer Psychology</i> , 2010, 20, 369-380. | 3.2 | 14 |
| 18 | Effects of accuracy motivation and need to evaluate on mode of attitude formation and attitudeâ€“behavior consistency†. <i>Journal of Consumer Psychology</i> , 2010, 20, 274-281. | 3.2 | 16 |

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|----|--|-----|-----------|
| 19 | 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 |
| 20 | The Role of Customer Gratitude in Relationship Marketing. <i>Journal of Marketing</i> , 2009, 73, 1-18. | 7.0 | 557 |
| 21 | 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 |
| 22 | Approach and avoidance motivations in online auctions. <i>International Journal of Internet Marketing and Advertising</i> , 2006, 3, 318. | 0.1 | 2 |
| 23 | When Should Consumers and Managers Trust Their Intuition?. <i>Journal of Consumer Psychology</i> , 2006, 16, 20-24. | 3.2 | 25 |
| 24 | Contextual Influences on Omission Neglect in the Fault Tree Paradigm. <i>Journal of Consumer Psychology</i> , 2005, 15, 117-126. | 3.2 | 12 |
| 25 | 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 |
| 26 | Blissful Insularity: When Brands are Judged in Isolation from Competitors. <i>Marketing Letters</i> , 2005, 16, 87-97. | 1.9 | 17 |
| 27 | The Timing of Repeat Purchases of Consumer Durable Goods: The Role of Functional Bases of Consumer Attitudes. <i>Journal of Marketing Research</i> , 2004, 41, 101-115. | 3.0 | 160 |
| 28 | The Role of Selective Information Processing in Price-Quality Inference: Table 1. <i>Journal of Consumer Research</i> , 2004, 31, 368-374. | 3.5 | 196 |
| 29 | Consumer Inference: A Review of Processes, Bases, and Judgment Contexts. <i>Journal of Consumer Psychology</i> , 2004, 14, 230-256. | 3.2 | 368 |
| 30 | 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 |
| 31 | Overestimating the Importance of the Given Information in Multiattribute Consumer Judgment. <i>Journal of Consumer Psychology</i> , 2003, 13, 289-300. | 3.2 | 58 |
| 32 | Comparative Advertising: Effects of Structural Alignability on Target Brand Evaluations. <i>Journal of Consumer Psychology</i> , 2002, 12, 303-311. | 3.2 | 46 |
| 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 | Comparative Advertising: Effects of Structural Alignability on Target Brand Evaluations. <i>Journal of Consumer Psychology</i> , 2002, 12, 303-311. | 3.2 | 21 |
| 35 | 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 |
| 36 | Non-Conscious Influences on Consumer Choice. <i>Marketing Letters</i> , 2002, 13, 269-279. | 1.9 | 173 |

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|----|--|-----|-----------|
| 37 | 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 |
| 38 | 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 |
| 39 | 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 |
| 40 | The role of the social-identity function of attitudes in consumer innovativeness and opinion leadership. <i>Journal of Economic Psychology</i> , 2000, 21, 233-252. | 1.1 | 167 |
| 41 | Correction Processes in Consumer Choice. <i>Marketing Letters</i> , 1999, 10, 107-112. | 1.9 | 14 |
| 42 | The Role of Direction of Comparison, Attribute-Based Processing, and Attitude-Based Processing in Consumer Preference. <i>Journal of Consumer Research</i> , 1999, 25, 335-352. | 3.5 | 230 |
| 43 | Selective hypothesis testing. <i>Psychonomic Bulletin and Review</i> , 1998, 5, 197-220. | 1.4 | 124 |
| 44 | Contextual Influences on Judgment Based on Limited Information. <i>Organizational Behavior and Human Decision Processes</i> , 1997, 69, 251-264. | 1.4 | 85 |
| 45 | In Defense of Experimental Consumer Psychology. <i>Journal of Consumer Psychology</i> , 1996, 5, 279-296. | 3.2 | 108 |
| 46 | 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 |
| 47 | 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 |
| 48 | Brand Retrieval, Consideration Set Composition, Consumer Choice, and the Pioneering Advantage. <i>Journal of Consumer Research</i> , 1993, 20, 62. | 3.5 | 243 |
| 49 | Order-of-Entry Effects on Consumer Memory and Judgment: An Information Integration Perspective. <i>Journal of Marketing Research</i> , 1992, 29, 343-357. | 3.0 | 183 |
| 50 | 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 |
| 51 | 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 |
| 52 | 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 |
| 53 | Effects of Word-of-Mouth and Product-Attribute Information on Persuasion: An Accessibility-Diagnosticity Perspective. <i>Journal of Consumer Research</i> , 1991, 17, 454. | 3.5 | 1,636 |
| 54 | The Effects of Physiological Arousal on Information Processing and Persuasion. <i>Journal of Consumer Research</i> , 1988, 15, 379. | 3.5 | 263 |

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|----|--|-----|-----------|
| 55 | Spontaneous Inference Processes in Advertising: The Effects of Conclusion Omission and Involvement on Persuasion. <i>Journal of Consumer Research</i> , 1988, 15, 225. | 3.5 | 238 |
| 56 | Effects of Initial Product Judgments on Subsequent Memory-Based Judgments. <i>Journal of Consumer Research</i> , 1986, 13, 1. | 3.5 | 144 |
| 57 | On the automatic activation of attitudes.. <i>Journal of Personality and Social Psychology</i> , 1986, 50, 229-238. | 2.6 | 1,861 |
| 58 | Consumer Inference. , 0, , . | | 6 |