

# Ronald A Clark

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11913701/publications.pdf>

Version: 2024-02-01

18  
papers

1,223  
citations

567281

15  
h-index

794594

19  
g-index

20  
all docs

20  
docs citations

20  
times ranked

796  
citing authors

#	ARTICLE	IF	CITATIONS
1	The roles of consumer entitlement, persuasion knowledge, and perceived product knowledge on perceptions of sales pressure. <i>Journal of Marketing Theory and Practice</i> , 2021, 29, 435-447.	4.3	2
2	Social Influence on Green Consumerism: Country and Gender Comparisons between China and the United States. <i>Journal of International Consumer Marketing</i> , 2019, 31, 177-190.	3.7	35
3	Examining the Dimensionality in Global Attitudes Toward Advertising: A Comparison of Perceptions of Chinese and United States Consumers. <i>Journal of International Consumer Marketing</i> , 2018, 30, 85-97.	3.7	10
4	An offer you can't refuse: consumer perceptions of sales pressure. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 806-821.	11.2	25
5	The etiology of the frugal consumer. <i>Journal of Retailing and Consumer Services</i> , 2014, 21, 175-184.	9.4	81
6	Materialistic, brand engaged and status consuming consumers and clothing behaviors. <i>Journal of Fashion Marketing and Management</i> , 2012, 16, 102-119.	2.2	80
7	Materialism, Status Consumption, and Consumer Independence. <i>Journal of Social Psychology</i> , 2012, 152, 43-60.	1.5	117
8	Motivators of market mavenism in the retail environment. <i>Journal of Retailing and Consumer Services</i> , 2012, 19, 390-397.	9.4	32
9	Materialism and brand engagement as shopping motivations. <i>Journal of Retailing and Consumer Services</i> , 2011, 18, 278-284.	9.4	69
10	Market mavenism and consumer self-confidence. <i>Journal of Consumer Behaviour</i> , 2008, 7, 239-248.	4.2	62
11	An analysis of factors affecting fashion opinion leadership and fashion opinion seeking. <i>Journal of Fashion Marketing and Management</i> , 2008, 12, 308-322.	2.2	114
12	Status consumption and role-relaxed consumption: A tale of two retail consumers. <i>Journal of Retailing and Consumer Services</i> , 2007, 14, 45-59.	9.4	115
13	INTENTION TO OPPOSE ANIMAL RESEARCH: THE ROLE OF INDIVIDUAL DIFFERENCES IN NONCONFORMITY. <i>Social Behavior and Personality</i> , 2006, 34, 955-964.	0.6	6
14	Interpersonal influence and consumer innovativeness. <i>International Journal of Consumer Studies</i> , 2006, 30, 34-43.	11.6	109
15	Extending the psychological profile of market mavenism. <i>Journal of Consumer Behaviour</i> , 2006, 5, 411-419.	4.2	86
16	Global Innovativeness and Consumer Susceptibility to Interpersonal Influence. <i>Journal of Marketing Theory and Practice</i> , 2006, 14, 275-285.	4.3	37
17	Market mavens: Psychological influences. <i>Psychology and Marketing</i> , 2005, 22, 289-312.	8.2	209
18	Tendency to Conform: A New Measure and its Relationship to Psychological Reactance. <i>Psychological Reports</i> , 2005, 96, 591-594.	1.7	30