

Ritesh Saini

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3878059/publications.pdf>

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6
papers

64
citations

2258059

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1872680

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6
all docs

6
docs citations

6
times ranked

69
citing authors

#	ARTICLE	IF	CITATIONS
1	The psychological underpinnings of relative thinking in price comparisons. <i>Journal of Consumer Psychology</i> , 2010, 20, 185-192.	4.5	25
2	How Anxiety Leads to Suboptimal Decisions Under Risky Choice Situations. <i>Risk Analysis</i> , 2015, 35, 1789-1800.	2.7	15
3	Suckers in the morning, skeptics in the evening: Time-of-Day effects on consumersâ€™ vigilance against manipulation. <i>Marketing Letters</i> , 2014, 25, 109-121.	2.9	14
4	Consumer self-uncertainty increases price dependency. <i>Journal of Business Research</i> , 2022, 140, 40-48.	10.2	5
5	Color darkness and hierarchy perceptions: How consumers associate darker colors with higher hierarchy. <i>Psychology and Marketing</i> , 2022, 39, 820-837.	8.2	3
6	What makes products look premium? The impact of product convenience on premiumness perception. <i>Psychology and Marketing</i> , 2022, 39, 875-891.	8.2	2