

# Harmen Oppewal

## List of Publications by Year in descending order

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Version: 2024-02-01

90  
papers

3,487  
citations

136950

32  
h-index

155660

55  
g-index

96  
all docs

96  
docs citations

96  
times ranked

2364  
citing authors

#	ARTICLE	IF	CITATIONS
1	In-store music and aroma influences on shopper behavior and satisfaction. <i>Journal of Business Research</i> , 2011, 64, 558-564.	10.2	249
2	Combining virtual reality and mobile eye tracking to provide a naturalistic experimental environment for shopper research. <i>Journal of Business Research</i> , 2019, 100, 445-458.	10.2	146
3	More choice is better: Effects of assortment size and composition on assortment evaluation. <i>International Journal of Research in Marketing</i> , 2005, 22, 45-60.	4.2	143
4	Relative importance of scenario information and frequency information in the judgment of risk. <i>Acta Psychologica</i> , 1989, 72, 41-63.	1.5	142
5	Place Attachment in Commercial Settings: A Gift Economy Perspective. <i>Journal of Consumer Research</i> , 2014, 40, 904-923.	5.1	141
6	A Multipurpose Shopping Trip Model to Assess Retail Agglomeration Effects. <i>Journal of Marketing Research</i> , 2005, 42, 109-115.	4.8	128
7	Assessing the effects of assortment and ambience: a choice experimental approach. <i>Journal of Retailing</i> , 1999, 75, 319-345.	6.2	105
8	Residential Choice Behaviour of Dual Earner Households: A Decompositional Joint Choice Model. <i>Environment and Planning A</i> , 1992, 24, 517-533.	3.6	92
9	Modeling Hierarchical Conjoint Processes with Integrated Choice Experiments. <i>Journal of Marketing Research</i> , 1994, 31, 92.	4.8	84
10	Why consumers hesitate to shop online. <i>International Journal of Retail and Distribution Management</i> , 2006, 34, 334-353.	4.7	83
11	Bundling and retail agglomeration effects on shopping behavior. <i>Journal of Retailing and Consumer Services</i> , 2004, 11, 61-74.	9.4	82
12	Modeling Hierarchical Conjoint Processes with Integrated Choice Experiments. <i>Journal of Marketing Research</i> , 1994, 31, 92-105.	4.8	81
13	Consumer perceptions of corporate social responsibility in town shopping centres and their influence on shopping evaluations. <i>Journal of Retailing and Consumer Services</i> , 2006, 13, 261-274.	9.4	80
14	Consumer Choice of Theme Parks: A Conjoint Choice Model of Seasonality Effects and Variety Seeking Behavior. <i>Leisure Sciences</i> , 2000, 22, 1-18.	3.1	76
15	Tourist destination and experience choice: A choice experimental analysis of decision sequence effects. <i>Tourism Management</i> , 2015, 48, 467-476.	9.8	76
16	Measuring perceived service quality using integrated conjoint experiments. <i>International Journal of Bank Marketing</i> , 2000, 18, 154-169.	6.4	73
17	Tourism and discretionary income allocation. Heterogeneity among households. <i>Tourism Management</i> , 2008, 29, 44-52.	9.8	70
18	Discretionary Expenditure and Tourism Consumption: Insights from a Choice Experiment. <i>Journal of Travel Research</i> , 2007, 45, 247-258.	9.0	65

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19	Understanding retail experiences - the case for ethnography. <i>International Journal of Market Research</i> , 2007, 49, 751-778.	3.8	64
20	Modelling the Effects of Shopping Centre Size and Store Variety on Consumer Choice Behaviour. <i>Environment and Planning A</i> , 1997, 29, 1073-1090.	3.6	62
21	Group-Based versus Individual-Based Conjoint Preference Models of Residential Preferences: A Comparative Test. <i>Environment and Planning A</i> , 1999, 31, 1935-1947.	3.6	51
22	Consumer decisions with artificially intelligent voice assistants. <i>Marketing Letters</i> , 2020, 31, 335-347.	2.9	51
23	The effects of in-store themed events on consumer store choice decisions. <i>Journal of Retailing and Consumer Services</i> , 2009, 16, 386-395.	9.4	50
24	Consumer responses to mobile coupons: The roles of shopping motivation and regulatory fit. <i>Journal of Business Research</i> , 2014, 67, 2447-2455.	10.2	50
25	Modeling Consumer Perception of Public Space in Shopping Centers. <i>Environment and Behavior</i> , 1999, 31, 45-65.	4.7	48
26	Predicting consumer response to new housing: A stated choice experiment. <i>Netherlands Journal of Housing and the Built Environment</i> , 1996, 11, 297-311.	0.4	47
27	Retailer self-perceived store image and competitive position. <i>International Review of Retail, Distribution and Consumer Research</i> , 1997, 7, 41-59.	2.0	46
28	Context effects and decompositional choice modeling. <i>Papers in Regional Science</i> , 1991, 70, 113-131.	1.9	44
29	Ratings-Based versus Choice-Based Latent Class Conjoint Models. <i>International Journal of Market Research</i> , 1998, 40, 1-11.	0.6	44
30	See How Much Weâ€™ve Sold Already! Effects of Displaying Sales and Stock Level Information on Consumersâ€™ Online Product Choices. <i>Journal of Retailing</i> , 2018, 94, 45-57.	6.2	42
31	Hypothetical bias in stated choice experiments: Part I. Macro-scale analysis of literature and integrative synthesis of empirical evidence from applied economics, experimental psychology and neuroimaging. <i>Journal of Choice Modelling</i> , 2021, 41, 100309.	2.3	38
32	Hypothetical bias in stated choice experiments: Part II. Conceptualisation of external validity, sources and explanations of bias and effectiveness of mitigation methods. <i>Journal of Choice Modelling</i> , 2021, 41, 100322.	2.3	37
33	The Validity of Hierarchical Information Integration Choice Experiments to Model Residential Preference and Choice. <i>Geographical Analysis</i> , 1998, 30, 254-272.	3.5	34
34	A Constraints-Induced Model of Park Choice. <i>Leisure Sciences</i> , 1999, 21, 145-158.	3.1	32
35	Did I Choose the Right University? How Post-Purchase Information Affects Cognitive Dissonance, Satisfaction and Perceived Service Quality. <i>Australasian Marketing Journal</i> , 2010, 18, 28-35.	5.4	32
36	The attraction effect is more pronounced for consumers who rely on intuitive reasoning. <i>Marketing Letters</i> , 2012, 23, 339-351.	2.9	32

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37	Inferring Future Vacation Experience Preference from Past Vacation Choice. Journal of Travel Research, 2016, 55, 574-587.	9.0	32
38	Unit pricing matters more when consumers are under time pressure. European Journal of Marketing, 2016, 50, 1094-1114.	2.9	31
39	The influence of ethnic attributes on ethnic consumer choice of service outlet. European Journal of Marketing, 2013, 47, 877-898.	2.9	30
40	Unit Pricing Increases Price Sensitivity Even When Products are of Identical Size. Journal of Retailing, 2016, 92, 109-121.	6.2	30
41	How in-store educational and entertaining events influence shopper satisfaction. Journal of Retailing and Consumer Services, 2015, 23, 9-20.	9.4	29
42	Determinants of franchise conversion: a franchisee perspective. European Journal of Marketing, 2013, 47, 1554-1575.	2.9	28
43	Mobile coupons: what to offer, to whom, and where?. European Journal of Marketing, 2015, 49, 851-873.	2.9	28
44	Analyzing heterogeneity in conjoint estimates of residential preferences. Journal of Housing and the Built Environment, 2001, 16, 267-284.	1.8	26
45	How the layout of a unit price label affects eye-movements and product choice: An eye-tracking investigation. Journal of Business Research, 2020, 111, 102-116.	10.2	26
46	Effects of Package Holiday Information Presentation on Destination Choice. Journal of Travel Research, 2008, 47, 127-136.	9.0	24
47	Modeling Constrained Choice Behaviour in Regulated Housing Markets by Means of Discrete Choice Experiments and Universal Logit Models: An Application to the Residential Choice Behaviour of Divorcees. Environment and Planning A, 1996, 28, 1095-1112.	3.6	23
48	Leisure Market Segmentation:. Journal of Travel and Tourism Marketing, 1996, 5, 161-185.	7.0	23
49	The Impact of Store-Price Signals on Consumer Search and Store Evaluation. Journal of Retailing, 2011, 87, 127-141.	6.2	23
50	Title is missing!. Marketing Letters, 2000, 11, 165-175.	2.9	21
51	Scarcity tactics in marketing: A meta-analysis of product scarcity effects on consumer purchase intentions. Journal of Retailing, 2022, 98, 741-758.	6.2	21
52	Adaptive choice behaviour of motorists in congested shopping centre parking lots. Transportation, 1993, 20, 395-408.	4.0	20
53	Modeling Group Preferences Using a Decompositional Preference Approach. Group Decision and Negotiation, 1997, 6, 339-350.	3.3	20
54	Experimental analysis of consumer channel-mix use. Journal of Business Research, 2013, 66, 2226-2233.	10.2	20

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55	Modifying Conjoint Methods to Model Managers' Reactions to Business Environmental Trends. <i>Journal of Business Research</i> , 2000, 50, 245-257.	10.2	18
56	Conjoint modeling of residential group preferences: A comparison of the internal validity of hierarchical information integration approaches. <i>Journal of Geographical Systems</i> , 2002, 4, 343-358.	3.1	17
57	Predicting early adoption of successive video player generations. <i>Technological Forecasting and Social Change</i> , 2012, 79, 558-569.	11.6	17
58	Consumer Satisfaction with Local Retail Diversity in the UK: Effects of Supermarket Access, Brand Variety, and Social Deprivation. <i>Environment and Planning A</i> , 2012, 44, 1896-1911.	3.6	15
59	Surprising adaptivity to set size changes in multi-attribute repeated choice tasks. <i>Journal of Business Research</i> , 2020, 111, 163-175.	10.2	15
60	Cheaper and smaller or more expensive and larger: how consumers respond to unit price increase tactics that simultaneously change product price and package size. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 1075-1094.	11.2	15
61	Segmenting consumers based on how they spend a tax rebate: An analysis of the Australian stimulus payment. <i>Journal of Economic Psychology</i> , 2010, 31, 510-519.	2.2	13
62	Pairwise Conjoint Analysis of Activity Engagement Choice. <i>Environment and Planning A</i> , 2000, 32, 805-816.	3.6	11
63	A three-person ultimatum game to investigate effects of differences in need, sharing rules and observability on bargaining behaviour. <i>Journal of Economic Psychology</i> , 1992, 13, 203-213.	2.2	10
64	AN EXAMINATION OF THE BRAND RELATIONSHIP QUALITY SCALE IN THE EVALUATION OF RESTAURANT BRANDS. <i>Advances in Hospitality and Leisure</i> , 0, , 189-197.	0.2	10
65	How mindset and store familiarity impact online stockout responses. <i>International Journal of Retail and Distribution Management</i> , 2020, 48, 326-347.	4.7	10
66	Anticipated embarrassment due to social presence withholds consumers from purchasing products that feature a lucky charm. <i>European Journal of Marketing</i> , 2017, 51, 1612-1630.	2.9	9
67	Determining the Importance of Stopover Destination Attributes: Integrating Stated Importance, Choice Experiment, and Eye-Tracking Measures. <i>Journal of Hospitality and Tourism Research</i> , 2022, 46, 125-146.	2.9	9
68	High Expectations: How Tourists Cope With Disappointing Vacation Experiences. <i>Journal of Travel Research</i> , 2023, 62, 989-1009.	9.0	9
69	HOLIDAY PACKAGING AND TOURIST DECISION MAKING. <i>Tourism Analysis</i> , 2003, 8, 193-1896.	0.9	8
70	Student Preferences for University Accommodation: An Application of the Stated Preference Approach. , 2017, , 113-124.		7
71	A stated choice approach to developing multi-faceted models of activity behavior. <i>Transportation Research, Part A: Policy and Practice</i> , 2000, 34, 625-643.	4.2	6
72	Accessibility and the role of the Consideration Set in Spatial Choice Modelling: A Simulation Study. <i>Journal of Choice Modelling</i> , 2012, 5, 46-63.	2.3	6

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73	Channel Management Strategy in the eCommerce Environment - A Portfolio Management Approach. , 2002, , 17-26.		6
74	A review of conjoint software. Journal of Retailing and Consumer Services, 1995, 2, 55-61.	9.4	5
75	A review of choice-based conjoint software: CBC and MINT. Journal of Retailing and Consumer Services, 1995, 2, 259-264.	9.4	5
76	Exploring Attitudes and Affiliation Intentions toward Consumers Who Engage in Socially Shared Superstitious Behaviors: A Study of Students in the East and the West. Psychology and Marketing, 2014, 31, 203-213.	8.2	5
77	Assessing the Impact of School Marketing: Conjoint Choice Experiments Incorporating Availability and Substitution Effects. Environment and Planning A, 1999, 31, 1949-1964.	3.6	4
78	Student Preferences for Room Attributes at University Halls of Residence: An Application of the Willingness to Pay Technique. Tourism and Hospitality Research, 2002, 4, 116-129.	3.8	4
79	How the Layout of a Price Label Influences Unit Price Visual Attention and Choice During Grocery Shopping. SSRN Electronic Journal, 0, , .	0.4	4
80	A trial engagement? Innovative free and other service trials. Journal of Services Marketing, 2018, 32, 46-56.	3.0	4
81	Preference Stability: Modeling how Consumer Preferences Shift after Receiving New Product Information. , 2010, , 499-516.		3
82	Where to refuel: Modeling on-the-way choice of convenience outlet. Journal of Retailing and Consumer Services, 2021, 61, 102572.	9.4	3
83	Discrete Choice Modelling: Basic Principles and Application to Parking Policy Assessment. Advances in Spatial Science, 2001, , 97-114.	0.6	3
84	Effects of holiday packaging on tourist decision making: some preliminary results.. , 2004, , 181-188.		3
85	Mapping Out the Landscape of Marketing Journals. A comment. Journal of Marketing Management, 2003, 19, 905-908.	2.3	0
86	CONTEXT EFFECTS AND DECOMPOSITIONAL CHOICE MODELING. Papers in Regional Science, 1991, 70, 113-131. 1.9	1.9	0
87	Research in Action: Enquiry and Debate. Australasian Marketing Journal, 2008, 16, 88-93.	5.4	0
88	Understanding and Predicting Customer Choices. Handbooks in Transport, 2008, , 293-310.	0.1	0
89	Citations as a Currency: Every Performance Measure Creates Its Own Behaviour. Australasian Marketing Journal, 2015, 23, 162-164.	5.4	0
90	Collective ideological work for an alternative to consumerism: How an intentional community balances ideals and practice. Journal of Consumer Behaviour, 2020, 19, 99-107.	4.2	0