Michel Laroche

List of Publications by Year
in descending order

70 papers	7,997 citations	117453 34 h-index	82410 72 g-index
74 all docs	74 docs citations	74 times ranked	5465 citing authors

#	Article	IF	Citations
1	Targeting consumers who are willing to pay more for environmentally friendly products. Journal of Consumer Marketing, 2001, 18, 503-520.	1.2	1,983
2	The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty. Computers in Human Behavior, 2012, 28, 1755-1767.	5.1	651
3	To be or not to be in social media: How brand loyalty is affected by social media?. International Journal of Information Management, 2013, 33, 76-82.	10.5	580
4	Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes. Journal of International Marketing, 2009, 17, 116-146.	2.5	429
5	Acculturaton to the global consumer culture: Scale development and research paradigm. Journal of Business Research, 2007, 60, 249-259.	5.8	416
6	The roles of brand community and community engagement in building brand trust on social media. Computers in Human Behavior, 2014, 37, 152-161.	5.1	355
7	Service Quality Perceptions and Customer Satisfaction: Evaluating the Role of Culture. Journal of International Marketing, 2004, 12, 58-85.	2.5	241
8	Brand communities based in social media: How unique are they? Evidence from two exemplary brand communities. International Journal of Information Management, 2014, 34, 123-132.	10.5	214
9	Online consumer behavior: Comparing Canadian and Chinese website visitors. Journal of Business Research, 2011, 64, 958-965.	5.8	186
10	What managers should know about the sharing economy. Business Horizons, 2017, 60, 113-121.	3.4	184
11	Materialism and the sharing economy: A cross-cultural study of American and Indian consumers. Journal of Business Research, 2018, 82, 364-372.	5.8	171
12	Identity, demographics, and consumer behaviors. International Marketing Review, 2011, 28, 244-266.	2.2	169
13	Pro-environmental behaviors for thee but not for me: Green giants, green Gods, and external environmental locus of control. Journal of Business Research, 2014, 67, 12-22.	5.8	157
14	Globalization, culture, religion, and values: Comparing consumption patterns of Lebanese Muslims and Christians. Journal of Business Research, 2013, 66, 958-967.	5.8	148
15	From Sharing to Exchange: An Extended Framework of Dual Modes of Collaborative Nonownership Consumption. Journal of the Association for Consumer Research, 2016, 1, 277-294.	1.0	124
16	Analyzing electronic word of mouth: A social commerce construct. International Journal of Information Management, 2017, 37, 202-213.	10.5	110
17	Acculturation and consumption: Textures of cultural adaptation. International Journal of Intercultural Relations, 2009, 33, 196-212.	1.0	109
18	Cultural Differences in Environmental Knowledge, Attitudes, and Behaviours of Canadian Consumers. Canadian Journal of Administrative Sciences, 2002, 19, 267-282.	0.9	107

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19	Identity, culture, dispositions and behavior: A cross-national examination of globalization and culture change. Journal of Business Research, 2016, 69, 1090-1102.	5.8	105
20	How Do Expressed Emotions Affect the Helpfulness of a Product Review? Evidence from Reviews Using Latent Semantic Analysis. International Journal of Electronic Commerce, 2015, 20, 76-111.	1.4	101
21	Antecedents of consumer relative preference for interpersonal information sources in pre-purchase search. Journal of Consumer Behaviour, 2005, 4, 307-318.	2.6	93
22	Testing an extended model of consumer behavior in the context of social media-based brand communities. Computers in Human Behavior, 2016, 62, 292-302.	5.1	82
23	A cross-cultural study of the persuasive effect of fear appeal messages in cigarette advertising: China and Canada. International Journal of Advertising, 2001, 20, 297-317.	4.2	79
24	The impact of materialism and anti-consumption lifestyles on personal debt and account balances. Journal of Business Research, 2015, 68, 654-664.	5.8	74
25	An Empirical Study of Multidimensional Ethnic Change. Journal of Cross-Cultural Psychology, 1996, 27, 114-131.	1.0	65
26	The type-of-internet-access digital divide and the well-being of ethnic minority and majority consumers: A multi-country investigation. Journal of Business Research, 2018, 82, 373-380.	5.8	65
27	Globalization, national identity, biculturalism and consumer behavior: A longitudinal study of Dutch consumers. Journal of Business Research, 2018, 82, 340-353.	5.8	62
28	Cross-linguistic validation of a unidimensional scale for cosmopolitanism. Journal of Business Research, 2014, 67, 268-277.	5.8	59
29	Using big data analytics to study brand authenticity sentiments: The case of Starbucks on Twitter. International Journal of Information Management, 2019, 48, 291-307.	10.5	55
30	Shame on You: When Materialism Leads to Purchase Intentions Toward Counterfeit Products. Journal of Business Ethics, 2019, 155, 479-494.	3.7	52
31	When Materialists Intend to Resist Consumption: The Moderating Role of Self-Control and Long-Term Orientation. Journal of Business Ethics, 2017, 143, 467-483.	3.7	50
32	Is beauty a premium? A study of the physical attractiveness effect in service encounters. Journal of Retailing and Consumer Services, 2019, 50, 215-225.	5.3	42
33	Improving customer website involvement through experiential marketing. Service Industries Journal, 2014, 34, 885-900.	5.0	41
34	The Intersection of Global Consumer Culture and National Identity and the Effect on Japanese Consumer Behavior. Journal of International Consumer Marketing, 2015, 27, 364-387.	2.3	41
35	The impact of social media on consumer acculturation: Current challenges, opportunities, and an agenda for research and practice. International Journal of Information Management, 2020, 51, 102026.	10.5	41
36	Investigating the Moderating Impact of Hedonism on Online Consumer Behavior. Journal of Global Academy of Marketing Science, 2010, 20, 123-134.	0.8	38

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37	How culture matters in children's purchase influence: a multi-level investigation. Journal of the Academy of Marketing Science, 2007, 35, 113-126.	7.2	37
38	Creating the right customer experience online: The influence of culture. Journal of Marketing Communications, 2018, 24, 270-290.	2.7	36
39	Digital innovations, impacts on marketing, value chain and business models: An introduction. Canadian Journal of Administrative Sciences, 2020, 37, 61-67.	0.9	33
40	Development of market Mavenism traits: Antecedents and moderating effects of culture, gender, and personal beliefs. Journal of Business Research, 2016, 69, 1120-1129.	5.8	32
41	The critical role of congruency in prototypical brand extensions. Journal of Strategic Marketing, 2006, 14, 193-210.	3.7	29
42	Ethnicity and acculturation of environmental attitudes and behaviors: A cross-cultural study with Brazilians in Canada. Journal of Business Research, 2018, 82, 300-309.	5.8	29
43	The Role of Language in Ethnic Identity Measurement: A Multitrait-Multimethod Approach to Construct Validation. Journal of Social Psychology, 2009, 149, 513-540.	1.0	22
44	Shopping online for goods vs. services: where do experiential features help more?. International Journal of Consumer Studies, 2015, 39, 172-179.	7.2	22
45	What's So Funny?. Journal of Advertising Research, 2011, 51, 404-416.	1.0	21
46	Impact of acculturation, online participation and involvement on voting intentions. Government Information Quarterly, 2019, 36, 510-519.	4.0	21
47	The differential roles of verbs, nouns, and adjectives in English and Chinese messages among bilingual consumers. Journal of Business Research, 2017, 72, 127-135.	5.8	20
48	Hofstede's individual-level indulgence dimension: Scale development and validation. Journal of Retailing and Consumer Services, 2021, 62, 102640.	5.3	20
49	How Would the E-Retailer's Website Personality Impact Customers' Attitudes toward the Site?. Journal of Marketing Theory and Practice, 2015, 23, 388-401.	2.6	18
50	Connecting with consumers using ubiquitous technology: A new model to forecast consumer reaction. Journal of Business Research, 2020, 121, 448-460.	5.8	17
51	From desire to help to taking action: Effects of personal traits and social media on market mavens' diffusion of information. Psychology and Marketing, 2019, 36, 1147-1161.	4.6	16
52	Development of an Index of Ethnicity Based on Communication Patterns Among English and French Canadians. Journal of International Consumer Marketing, 1990, 2, 43-60.	2.3	14
53	Ethnic Identity's Relationship to Materialism and Consumer Ethnocentrism: Contrasting Consumers in Developed and Emerging Economies. Journal of Global Academy of Marketing Science, 2011, 21, 55-71.	0.8	14
54	A content analysis of fear appeal advertising in Canada, China, and France. Journal of Business Research, 2019, 103, 232-239.	5.8	14

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55	Global consumer culture and national identity as drivers of materialism: an international study of convergence and divergence. International Marketing Review, 2022, 39, 207-241.	2.2	14
56	Cultural and language effects on Chinese bilinguals' and Canadians' responses to advertising. International Journal of Advertising, 2002, 21, 505-524.	4.2	12
57	Understanding the global consumer culture: Views from eastern and western scholars, an introduction to the special issue. Journal of Business Research, 2019, 103, 219-221.	5.8	11
58	Consumer evaluation of net utility: Effects of competition on consumer brand selection processes. Japanese Psychological Research, 2001, 43, 168-182.	0.4	9
59	A Cross-Cultural Comparison of Direct Mail Receptivity. Journal of International Consumer Marketing, 2002, 14, 5-24.	2.3	9
60	Effective factors of successful cloud marketing adoption by SMEs: the case of Iran. International Journal of Business Environment, 2015, 7, 415.	0.2	7
61	Understanding Cosmopolitanism and Brand Origin Recognition Accuracy: The Moderating Effect of Need for Cognition. Journal of Promotion Management, 2018, 24, 441-458.	2.4	7
62	Whatâ€™s the Big Deal? How Sales Promotions Displayed by Others Online Can Influence Online and Offline Purchase Intentions. Journal of Interactive Advertising, 2019, 19, 100-115.	3.0	5
63	Understanding Chinese consumersâ€™ and Chinese immigrantsâ€™ purchase intentions toward global brands with Chinese elements. Journal of Product and Brand Management, 2021, 30, 1077-1093.	2.6	5
64	Connecting the dots: how personal need for structure produces false consumer pattern perceptions. Marketing Letters, 2016, 27, 337-350.	1.9	3
65	Support for small businesses during a health crisis. Journal of Services Marketing, 2021, 35, 671-683.	1.7	3
66	What is this accent? Effects of accent and language in international advertising contexts. International Journal of Consumer Studies, 2022, 46, 1209-1222.	7.2	3
67	Consumer preferences for human uniqueness in marketing communications. Journal of Marketing Communications, 2018, 24, 506-517.	2.7	1
68	Recent Advances in Online Consumer Behavior. , 2016, , 1706-1723.		1
69	Advertising in the World of Social Media-Based Brand Communities. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2015, , 160-170.	0.7	1
70	Advertising in the World of Social Media-Based Brand Communities. , 2018, , 545-556.		0