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	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
2	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
3	Support for small businesses during a health crisis. Journal of Services Marketing, 2021, 35, 671-683.	1.7	3
4	Hofstede's individual-level indulgence dimension: Scale development and validation. Journal of Retailing and Consumer Services, 2021, 62, 102640.	5.3	20
5	Understanding Chinese consumers' and Chinese immigrants' purchase intentions toward global brands with Chinese elements. Journal of Product and Brand Management, 2021, 30, 1077-1093.	2.6	5
6	Connecting with consumers using ubiquitous technology: A new model to forecast consumer reaction. Journal of Business Research, 2020, 121, 448-460.	5.8	17
7	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
8	Digital innovations, impacts on marketing, value chain and business models: An introduction. Canadian Journal of Administrative Sciences, 2020, 37, 61-67.	0.9	33
9	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
10	A content analysis of fear appeal advertising in Canada, China, and France. Journal of Business Research, 2019, 103, 232-239.	5.8	14
11	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
12	Impact of acculturation, online participation and involvement on voting intentions. Government Information Quarterly, 2019, 36, 510-519.	4.0	21
13	What'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
14	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
15	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
16	Shame on You: When Materialism Leads to Purchase Intentions Toward Counterfeit Products. Journal of Business Ethics, 2019, 155, 479-494.	3.7	52
17	Creating the right customer experience online: The influence of culture. Journal of Marketing Communications, 2018, 24, 270-290.	2.7	36
18	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

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19	Consumer preferences for human uniqueness in marketing communications. Journal of Marketing Communications, 2018, 24, 506-517.	2.7	1
20	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
21	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
22	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
23	Globalization, national identity, biculturalism and consumer behavior: A longitudinal study of Dutch consumers. Journal of Business Research, 2018, 82, 340-353.	5.8	62
24	Advertising in the World of Social Media-Based Brand Communities. , 2018, , 545-556.		0
25	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
26	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
27	What managers should know about the sharing economy. Business Horizons, 2017, 60, 113-121.	3.4	184
28	Analyzing electronic word of mouth: A social commerce construct. International Journal of Information Management, 2017, 37, 202-213.	10.5	110
29	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
30	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
31	Connecting the dots: how personal need for structure produces false consumer pattern perceptions. Marketing Letters, 2016, 27, 337-350.	1.9	3
32	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
33	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
34	Recent Advances in Online Consumer Behavior. , 2016, , 1706-1723.		1
35	Effective factors of successful cloud marketing adoption by SMEs: the case of Iran. International Journal of Business Environment, 2015, 7, 415.	0.2	7
36	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

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37	Shopping online for goods vs. services: where do experiential features help more?. International Journal of Consumer Studies, 2015, 39, 172-179.	7.2	22
38	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
39	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
40	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
41	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
42	Improving customer website involvement through experiential marketing. Service Industries Journal, 2014, 34, 885-900.	5.0	41
43	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
44	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
45	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
46	Cross-linguistic validation of a unidimensional scale for cosmopolitanism. Journal of Business Research, 2014, 67, 268-277.	5.8	59
47	Globalization, culture, religion, and values: Comparing consumption patterns of Lebanese Muslims and Christians. Journal of Business Research, 2013, 66, 958-967.	5.8	148
48	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
49	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
50	Online consumer behavior: Comparing Canadian and Chinese website visitors. Journal of Business Research, 2011, 64, 958-965.	5.8	186
51	What's So Funny?. Journal of Advertising Research, 2011, 51, 404-416.	1.0	21
52	Identity, demographics, and consumer behaviors. International Marketing Review, 2011, 28, 244-266.	2.2	169
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	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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55	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
56	Cosmopolitanism, Consumer Ethnocentrism, and Materialism: An Eight-Country Study of Antecedents and Outcomes. Journal of International Marketing, 2009, 17, 116-146.	2.5	429
57	Acculturation and consumption: Textures of cultural adaptation. International Journal of Intercultural Relations, 2009, 33, 196-212.	1.0	109
58	Acculturaton to the global consumer culture: Scale development and research paradigm. Journal of Business Research, 2007, 60, 249-259.	5.8	416
59	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
60	The critical role of congruency in prototypical brand extensions. Journal of Strategic Marketing, 2006, 14, 193-210.	3.7	29
61	Antecedents of consumer relative preference for interpersonal information sources in pre-purchase search. Journal of Consumer Behaviour, 2005, 4, 307-318.	2.6	93
62	Service Quality Perceptions and Customer Satisfaction: Evaluating the Role of Culture. Journal of International Marketing, 2004, 12, 58-85.	2.5	241
63	A Cross-Cultural Comparison of Direct Mail Receptivity. Journal of International Consumer Marketing, 2002, 14, 5-24.	2.3	9
64	Cultural and language effects on Chinese bilinguals' and Canadians' responses to advertising. International Journal of Advertising, 2002, 21, 505-524.	4.2	12
65	Cultural Differences in Environmental Knowledge, Attitudes, and Behaviours of Canadian Consumers. Canadian Journal of Administrative Sciences, 2002, 19, 267-282.	0.9	107
66	Targeting consumers who are willing to pay more for environmentally friendly products. Journal of Consumer Marketing, 2001, 18, 503-520.	1.2	1,983
67	Consumer evaluation of net utility: Effects of competition on consumer brand selection processes. Japanese Psychological Research, 2001, 43, 168-182.	0.4	9
68	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
69	An Empirical Study of Multidimensional Ethnic Change. Journal of Cross-Cultural Psychology, 1996, 27, 114-131.	1.0	65
70	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