

# Felix Septianto

## List of Publications by Year in descending order

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Version: 2024-02-01

85  
papers

1,361  
citations

394421

19  
h-index

477307

29  
g-index

85  
all docs

85  
docs citations

85  
times ranked

589  
citing authors

#	ARTICLE	IF	CITATIONS
1	David and Goliath: When and Why Micro-Influencers Are More Persuasive Than Mega-Influencers. <i>Journal of Advertising</i> , 2021, 50, 584-602.	6.6	63
2	Thanks, but no thanks: The influence of gratitude on consumer awareness of food waste. <i>Journal of Cleaner Production</i> , 2020, 258, 120591.	9.3	60
3	The effects of different, discrete positive emotions on electronic word-of-mouth. <i>Journal of Retailing and Consumer Services</i> , 2018, 44, 1-10.	9.4	55
4	Distinct Effects of Pride and Gratitude Appeals on Sustainable Luxury Brands. <i>Journal of Business Ethics</i> , 2021, 169, 211-224.	6.0	52
5	The moderating role of construal level on the evaluation of emotional appeal vs. cognitive appeal advertisements. <i>Marketing Letters</i> , 2016, 27, 171-181.	2.9	50
6	LGBTQ Imagery in Advertising. <i>Journal of Advertising Research</i> , 2020, 60, 222-236.	2.1	47
7	Proud volunteers: the role of self- and vicarious-pride in promoting volunteering. <i>Marketing Letters</i> , 2018, 29, 501-519.	2.9	45
8	The distinct effects of gratitude and pride on donation choice and amount. <i>Journal of Retailing and Consumer Services</i> , 2020, 53, 101972.	9.4	42
9	The role of imagery in promoting organic food. <i>Journal of Business Research</i> , 2019, 101, 104-115.	10.2	39
10	The effects of political ideology and message framing on counterfeiting: The mediating role of emotions. <i>Journal of Business Research</i> , 2019, 99, 206-214.	10.2	37
11	The similar versus divergent effects of pride and happiness on the effectiveness of loyalty programs. <i>Journal of Business Research</i> , 2019, 99, 12-22.	10.2	37
12	The interactive effect of emotional appeals and past performance of a charity on the effectiveness of charitable advertising. <i>Journal of Retailing and Consumer Services</i> , 2019, 50, 189-198.	9.4	32
13	Authenticity and exclusivity appeals in luxury advertising: the role of promotion and prevention pride. <i>European Journal of Marketing</i> , 2020, 54, 1305-1323.	2.9	32
14	Do past scandals influence the present performance? The moderating role of consumer mindset. <i>Journal of Business Research</i> , 2020, 106, 75-81.	10.2	31
15	A smile “the key to everybody’s heart?”. <i>European Journal of Marketing</i> , 2019, 54, 261-281.	2.9	30
16	The Devil might wear Prada, but Narcissus wears counterfeit Gucci! How social adjustive functions influence counterfeit luxury purchases. <i>Journal of Retailing and Consumer Services</i> , 2020, 52, 101671.	9.4	28
17	Religious But Not Ethical: The Effects of Extrinsic Religiosity, Ethnocentrism and Self-righteousness on Consumers’ Ethical Judgments. <i>Journal of Business Ethics</i> , 2021, 171, 295-316.	6.0	27
18	The role of art infusion in enhancing pro-environmental luxury brand advertising. <i>Journal of Retailing and Consumer Services</i> , 2022, 64, 102780.	9.4	27

#	ARTICLE	IF	CITATIONS
19	Sharing is (Not) Caring? The Interactive Effects of Power and Psychological Distance on Tolerance of Unethical Behavior. <i>Australasian Marketing Journal</i> , 2020, 28, 42-49.	5.4	26
20	Anger punishes, compassion forgives: How discrete emotions mitigate double standards in consumer ethical judgment. <i>Journal of Retailing and Consumer Services</i> , 2020, 53, 101979.	9.4	23
21	The impact of gratitude (vs pride) on the effectiveness of cause-related marketing. <i>European Journal of Marketing</i> , 2021, 55, 1594-1623.	2.9	22
22	Emotional Responses to Plastic Waste: Matching Image and Message Framing in Encouraging Consumers to Reduce Plastic Consumption. <i>Australasian Marketing Journal</i> , 2020, 28, 18-29.	5.4	21
23	Condoms and bananas: Shock advertising explained through congruence theory. <i>Journal of Retailing and Consumer Services</i> , 2020, 57, 102228.	9.4	21
24	Being moral and doing good to others. <i>Marketing Intelligence and Planning</i> , 2017, 35, 180-191.	3.5	20
25	Hubristic pride & prejudice: The effects of hubristic pride on negative word-of-mouth. <i>International Journal of Research in Marketing</i> , 2020, 37, 621-643.	4.2	20
26	The Effects of Competence and Warmth Appeals on Luxury and Sustainable Brand Advertising: The Moderating Role of Construal Level. <i>Journal of Advertising</i> , 2022, 51, 369-384.	6.6	19
27	The interactive effect of numerical precision and message framing in increasing consumer awareness of food waste issues. <i>Journal of Retailing and Consumer Services</i> , 2021, 60, 102470.	9.4	19
28	The congruence effect between product emotional appeal and country-based emotion: The moderating role of country-of-origin. <i>Journal of Retailing and Consumer Services</i> , 2020, 52, 101916.	9.4	18
29	Committed to help: the effects of frequency of corporate donations on luxury brand evaluations. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2020, 32, 681-694.	3.2	18
30	The Role of Cultural Congruence in the Art Infusion Effect. <i>Journal of Consumer Psychology</i> , 2022, 32, 634-651.	4.5	18
31	Those prices are HOT! How temperature-related visual cues anchor expectations of price and value. <i>Journal of Retailing and Consumer Services</i> , 2018, 44, 178-181.	9.4	16
32	Authentically, proudly ethical. <i>European Journal of Marketing</i> , 2020, 54, 351-379.	2.9	15
33	The power of beauty? The interactive effects of awe and online reviews on purchase intentions. <i>Journal of Retailing and Consumer Services</i> , 2020, 54, 102066.	9.4	15
34	Cute brand logo enhances favorable brand attitude: The moderating role of hope. <i>Journal of Retailing and Consumer Services</i> , 2021, 63, 102734.	9.4	15
35	Sad but smiling? How the combination of happy victim images and sad message appeals increase prosocial behavior. <i>Marketing Letters</i> , 2021, 32, 91-110.	2.9	15
36	Hopefully thatâ€™s not wasted! The role of hope for reducing food waste. <i>Journal of Business Research</i> , 2022, 147, 59-70.	10.2	15

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37	Perceived Threat of COVID-19 Influences Product Preferences: The Moderating Role of Consumers'™ Mindset. <i>Australasian Marketing Journal</i> , 2021, 29, 78-86.	5.4	14
38	Awe in Advertising: The Mediating Role of an Abstract Mindset. <i>Journal of Advertising</i> , 2023, 52, 24-38.	6.6	14
39	The interactive effects of religiosity and recognition in increasing donation. <i>European Journal of Marketing</i> , 2021, 55, 1-26.	2.9	13
40	â€œChopinâ€ effect? An exploratory study on how musical tempo influence consumer choice of drink with different temperatures. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2016, 28, 765-779.	3.2	12
41	Every ending is a new beginning: Poignancy increases consumer preferences for self-made products. <i>International Journal of Research in Marketing</i> , 2021, 38, 732-748.	4.2	12
42	The interactive effects of emotions and numerical information in increasing consumer support to conservation efforts. <i>Journal of Business Research</i> , 2020, 110, 445-455.	10.2	12
43	The impact of socioeconomic status on preferences for sustainable luxury brands. <i>Psychology and Marketing</i> , 2022, 39, 1563-1578.	8.2	12
44	Everyday â€œlow priceâ€ or everyday â€œvalueâ€? The interactive effects of framing and construal level on consumer purchase intentions. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102317.	9.4	11
45	Mixed emotional appeal enhances positive word-of-mouth: The moderating role of narrative person. <i>Journal of Retailing and Consumer Services</i> , 2021, 62, 102618.	9.4	11
46	How scolding can encourage consumer engagement with plastic waste issue? The moderating role of consumers'™ mindset. <i>Journal of Retailing and Consumer Services</i> , 2021, 62, 102671.	9.4	11
47	The effects of age cues on preferences for organic food: The moderating role of message claim. <i>Journal of Retailing and Consumer Services</i> , 2021, 62, 102641.	9.4	10
48	The role of cool versus warm colors in B2B versus B2C firm-generated content for boosting positive eWOM. <i>Industrial Marketing Management</i> , 2022, 104, 212-225.	6.7	10
49	The effectiveness of advertising images in promoting experiential offerings: An emotional response approach. <i>Journal of Business Research</i> , 2021, 122, 344-352.	10.2	9
50	Mixed emotional appeal enhances advertising effectiveness of pro-environmental luxury brands: the mediating role of cognitive flexibility. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2022, 34, 175-189.	3.2	9
51	Grateful compliance: Gratitude effects on willingness to comply with responsible drinking messages. <i>Psychology and Marketing</i> , 2021, 38, 1460-1474.	8.2	9
52	Sharing luxury possessions in the age of digital experience economy: Consumption type and psychological entitlement. <i>Journal of Business Research</i> , 2022, 142, 875-885.	10.2	9
53	Too cute to be bad? Cute brand logo reduces consumer punishment following brand transgressions. <i>International Journal of Research in Marketing</i> , 2022, 39, 1108-1126.	4.2	9
54	Work more and indulge more: Exploring the self-licensing effect of hard work on likelihood to purchase hedonic products. <i>Journal of Retailing and Consumer Services</i> , 2017, 34, 235-239.	9.4	8

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55	Luxury customization and self-authenticity: Implications for consumer wellbeing. <i>Journal of Business Research</i> , 2022, 141, 243-252.	10.2	8
56	The persuasiveness of metaphor in advertising. <i>Psychology and Marketing</i> , 2022, 39, 951-961.	8.2	8
57	Effects of Power and Implicit Theories on Donation. <i>Australasian Marketing Journal</i> , 2020, 28, 98-107.	5.4	7
58	Proud powerful, grateful powerless: the interactive effect of power and emotion on gift giving. <i>European Journal of Marketing</i> , 2020, 54, 1703-1729.	2.9	7
59	The benefits and pitfalls of humblebragging in social media advertising: the moderating role of the celebrity versus influencer. <i>International Journal of Advertising</i> , 2021, 40, 1294-1319.	6.7	7
60	Art infusion and functional theories of attitudes toward luxury brands: The mediating role of feelings of self-inauthenticity. <i>Journal of Business Research</i> , 2022, 150, 538-552.	10.2	7
61	The Role of Authentic (vs. Hubristic) Pride in Leveraging the Effectiveness of Cost Transparency. <i>Journal of Business Ethics</i> , 2021, 174, 423-439.	6.0	5
62	Turning narcissists into prosocial agents: explaining young people's online donation behavior. <i>Young Consumers</i> , 2020, 21, 369-388.	3.5	5
63	The interaction effect of country-of-origin positioning and cultural distance on international advertising effectiveness: a construal level perspective. <i>International Marketing Review</i> , 2022, 39, 931-954.	3.6	5
64	Mixed Feelings Enhance the Effectiveness of Luxury Advertising. <i>Australasian Marketing Journal</i> , 2022, 30, 28-34.	5.4	4
65	Disgust predicts charitable giving: The role of empathy. <i>Journal of Business Research</i> , 2022, 142, 946-956.	10.2	4
66	“Open to Give”: Mindfulness Improves Evaluations of Charity Appeals that are Incongruent with the Consumer's Political Ideology. <i>Journal of the Association for Consumer Research</i> , 0, , .	1.7	4
67	The Role of Implicit Theories in Motivating Donations in Response to Threat-Based Awe. <i>Journal of Public Policy and Marketing</i> , 2022, 41, 72-88.	3.4	3
68	When I'm First, I Can Use More: The Divergent Effects of Joint Appeals on Likelihood of Purchasing Sustainable Products. <i>Australasian Marketing Journal</i> , 2023, 31, 228-238.	5.4	3
69	The effects of organizational positioning and donation recognition on charitable giving: insights from moral foundations theory. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2023, 35, 1093-1111.	3.2	3
70	The allure of starting afresh: the effects of mortality-related sadness on the effectiveness of fresh start appeals. <i>European Journal of Marketing</i> , 2021, 55, 517-542.	2.9	2
71	The differential effects of integral pride and gratitude on divergent moral judgment for the self versus others. <i>Australian Journal of Management</i> , 2022, 47, 579-594.	2.2	2
72	The role of threat-based awe and construal level in charitable advertising. <i>European Journal of Marketing</i> , 2022, 56, 1532-1555.	2.9	2

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73	The impact of social media visual features on acceptance of meat substitute. <i>International Journal of Market Research</i> , 2022, 64, 756-772.	3.8	2
74	Personalized giving: Configurational approach in examining demographics, morality, and prosocial intentions. <i>Journal of Global Scholars of Marketing Science</i> , 2019, 29, 330-342.	2.0	1
75	The Expression of Anger Enhances Perceived Competence Following Corporate Social Irresponsibility. <i>Australasian Marketing Journal</i> , 0, , 183933492199888.	5.4	1
76	Slogans With Negationsâ€™ Effect on Sustainable Luxury Brand. <i>Australasian Marketing Journal</i> , 2023, 31, 97-111.	5.4	1
77	The interactive effect of insight andÂcuteness in driving purchase likelihood: a lay belief of creativity. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2022, 34, 1145-1157.	3.2	1
78	Emotional Cuesâ€™ Effects on Grotesque Advertising. <i>Australasian Marketing Journal</i> , 0, , 183933492110563.	5.4	1
79	The interactive effects of moral identity and humor on advertising evaluations: the mediating role of disgust. <i>International Journal of Advertising</i> , 0, , 1-19.	6.7	1
80	Whatâ€™s in a (First) Name? Personalized Advertising Messages Enhance Consumer Perceived Ethicality. <i>Journal of Advertising</i> , 0, , 1-14.	6.6	1
81	Consumersâ€™ responses to moral controversies of religiously positioned brands: the effects of religiosity on brand loyalty. <i>European Journal of Marketing</i> , 2022, 56, 1398-1433.	2.9	1
82	Anxiety, Sadness, and Emotion Specificity: The Role of Music in Consumer Emotion and Advertisement Evaluation. <i>Asean Marketing Journal</i> , 2014, 5, .	0.1	0
83	Lay Beliefs About the World Affect Preferences for Sustainable Hotel Offerings. <i>Australasian Marketing Journal</i> , 0, , 183933492199947.	5.4	0
84	Negative Effect of Roundup Requests on Repurchase Intentions. <i>Australasian Marketing Journal</i> , 0, , 183933492110025.	5.4	0
85	The organizational framing effect on consumer evaluations of corporate donations. <i>European Journal of Marketing</i> , 2021, ahead-of-print, .	2.9	0