

# Maggie Geuens

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/734748/publications.pdf>

Version: 2024-02-01

17  
papers

818  
citations

759233

12  
h-index

839539

18  
g-index

18  
all docs

18  
docs citations

18  
times ranked

726  
citing authors

#	ARTICLE	IF	CITATIONS
1	Planning and Conducting Experimental Advertising Research and Questionnaire Design. <i>Journal of Advertising</i> , 2017, 46, 83-100.	6.6	141
2	Environmentally Sustainable Food Consumption: A Review and Research Agenda From a Goal-Directed Perspective. <i>Frontiers in Psychology</i> , 2020, 11, 1603.	2.1	128
3	Clicks as a Healthy Alternative to Bricks: How Online Grocery Shopping Reduces Vice Purchases. <i>Journal of Marketing Research</i> , 2017, 54, 61-74.	4.8	124
4	Relationship Quality and Purchase Intention and Behavior: The Moderating Impact of Relationship Strength. <i>Journal of Business and Psychology</i> , 2010, 25, 87-98.	4.0	109
5	Same but Different: Using Anthropomorphism in the Battle Against Food Waste. <i>Journal of Public Policy and Marketing</i> , 2019, 38, 232-245.	3.4	65
6	Different Positive Feelings Leading to Different Ad Evaluations: The Case of Coziness, Excitement, and Romance. <i>Journal of Advertising</i> , 2006, 35, 129-142.	6.6	55
7	Developing a Short Affect Intensity Scale. <i>Psychological Reports</i> , 2002, 91, 657-670.	1.7	49
8	The Influence of the Self-Regulatory Focus on the Effectiveness of Stop-Smoking Campaigns for Young Smokers. <i>Journal of Consumer Affairs</i> , 2011, 45, 275-305.	2.3	33
9	A Match Made in Heaven or Down Under? The Effectiveness of Matching Visual and Verbal Horizons in Advertising. <i>Journal of Consumer Psychology</i> , 2019, 29, 411-427.	4.5	24
10	Cross-national investigation of the drivers of obesity: Re-assessment of past findings and avenues for the future. <i>Appetite</i> , 2017, 114, 360-367.	3.7	19
11	Look at that body! How anthropomorphic package shapes systematically appeal to consumers. <i>International Journal of Advertising</i> , 2018, 37, 698-717.	6.7	19
12	“My lips are sealed”™ - The impact of package resealability on the consumption of tempting foods. <i>Appetite</i> , 2017, 117, 143-151.	3.7	18
13	Animals Like Us: Leveraging the Negativity Bias in Anthropomorphism to Reduce Beef Consumption. <i>Foods</i> , 2021, 10, 2147.	4.3	9
14	The effect of perspectives in food pictures on unhealthy food choices. <i>Food Quality and Preference</i> , 2021, 89, 104140.	4.6	7
15	Investigating the effectiveness of simplified labels for safe use communication: The case of household detergents. <i>International Journal of Consumer Studies</i> , 2021, 45, 1410-1424.	11.6	6
16	Take a Bite! The Effect of Bitten Food in Pictures on Product Attitudes, Purchase Intentions, and Willingness to Pay. <i>Foods</i> , 2021, 10, 2096.	4.3	5
17	A Temporal Model of Perceived Control to Explain Service Failures. <i>BAR - Brazilian Administration Review</i> , 2019, 16, .	0.8	2