

Catherine A Armstrong Soule

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/7763093/publications.pdf>

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7
papers

246
citations

1478505

6
h-index

1872680

6
g-index

7
all docs

7
docs citations

7
times ranked

153
citing authors

#	ARTICLE	IF	CITATIONS
1	Less is more: is a green demarketing strategy sustainable?. Journal of Marketing Management, 2015, 31, 1403-1427.	2.3	65
2	Green Demarketing in Advertisements: Comparing "Buy Green" and "Buy Less" Appeals in Product and Institutional Advertising Contexts. Journal of Advertising, 2016, 45, 441-458.	6.6	58
3	Anchors and norms in anonymous pay-what-you-want pricing contexts. Journal of Behavioral and Experimental Economics, 2015, 57, 167-175.	1.2	53
4	Conspicuous anticonsumption: When green demarketing brands restore symbolic benefits to anticonsumers. Psychology and Marketing, 2020, 37, 278-290.	8.2	36
5	Preaching to the middle of the road. British Food Journal, 2019, 121, 157-171.	2.9	16
6	Signaling Nothing: Motivating the Masses with Status Signals That Encourage Anti-Consumption. Journal of Macromarketing, 0, , 027614672210932.	2.6	10
7	Buying Unicorns: The Impact of Consumer-to-Consumer Branded Buy/Sell/Trade Communities on Traditional Retail Buying Behavior. Journal of the Association for Consumer Research, 2018, 3, 260-276.	1.7	8