

Hans Cm Van Trijp

List of Publications by Year in descending order

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Version: 2024-02-01

147
papers

9,833
citations

41258

49
h-index

39575

94
g-index

149
all docs

149
docs citations

149
times ranked

7038
citing authors

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 1 | âœMisalignments between users and designers as source of inspiration: A novel hybrid method for physical new product developmentâœ Technovation, 2022, 111, 102391. | 4.2 | 6 |
| 2 | A meaningful reminder on sustainability: When explicit and implicit packaging cues meet. Journal of Environmental Psychology, 2022, 79, 101724. | 2.3 | 16 |
| 3 | The price of sustainability: How consumers trade-off conventional packaging benefits against sustainability. Journal of Cleaner Production, 2022, 365, 132739. | 4.6 | 11 |
| 4 | Internally regulated eating style: a comprehensive theoretical framework. British Journal of Nutrition, 2021, 126, 138-150. | 1.2 | 8 |
| 5 | Market knowledge as a driver of sustainable use of common-pool resources: A lab-in-the-field study among pastoralists in Ethiopia. Ecological Economics, 2021, 185, 107039. | 2.9 | 7 |
| 6 | The effect of a brief mindfulness intervention on perception of bodily signals of satiation and hunger. Appetite, 2021, 164, 105280. | 1.8 | 9 |
| 7 | Stuck in the middle with you: The role of similarity information on categorizing cultured meat. Food Quality and Preference, 2021, 93, 104265. | 2.3 | 10 |
| 8 | Self-reported sensitivity to physiological signals of satiation and hunger: Assessment of construct validity. Personality and Individual Differences, 2021, 182, 111054. | 1.6 | 3 |
| 9 | When natural resources run out, market knowledge steps in: Lessons on natural resource deployment from a longitudinal study in a resourceâœscarce region of Ethiopia. Business Strategy and the Environment, 2021, 30, 1598-1609. | 8.5 | 2 |
| 10 | Positioning Strategies for AnimalâœFriendly Products: A Social Dilemma Approach. Journal of Consumer Affairs, 2020, 54, 100-129. | 1.2 | 7 |
| 11 | Using product popularity to stimulate choice for light products in supermarkets: An examination in virtual reality. Food Quality and Preference, 2020, 79, 103786. | 2.3 | 15 |
| 12 | From desktop to supermarket shelf: Eye-tracking exploration on consumer attention and choice. Food Quality and Preference, 2020, 81, 103839. | 2.3 | 46 |
| 13 | Food waste as the consequence of competing motivations, lack of opportunities, and insufficient abilities. Resources Conservation & Recycling X, 2020, 5, 100026. | 4.2 | 23 |
| 14 | Tell me what you imagine and I will tell you what you want: The effects of mental simulation on desire and food choice. Food Quality and Preference, 2020, 83, 103892. | 2.3 | 21 |
| 15 | Development and validation of the Multidimensional Internally Regulated Eating Scale (MIREs). PLoS ONE, 2020, 15, e0239904. | 1.1 | 6 |
| 16 | Hot or not? Conveying sensory information on food packaging through the spiciness-shape correspondence. Food Quality and Preference, 2019, 71, 197-208. | 2.3 | 21 |
| 17 | Heart rate, skin conductance, and explicit responses to juice samples with varying levels of expectation (dis)confirmation. Food Quality and Preference, 2019, 71, 320-331. | 2.3 | 17 |
| 18 | Living the African Dream: How Subsistence Entrepreneurs Move to Middle-Class Consumer Markets in Developing and Emerging Countries. Journal of Marketing & Public Policy, 2019, 38, 42-60. | 2.4 | 16 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Refining the smallholder market integration framework: A qualitative study of Ethiopian pastoralists. <i>Njas - Wageningen Journal of Life Sciences</i> , 2019, 88, 45-56. | 7.9 | 11 |
| 20 | Moving towards a healthier assortment in secondary and vocational school food environments. <i>British Food Journal</i> , 2019, 121, 2052-2066. | 1.6 | 7 |
| 21 | What do you mean by hot? Assessing the associations raised by the visual depiction of an image of fire on food packaging. <i>Food Quality and Preference</i> , 2019, 71, 384-394. | 2.3 | 9 |
| 22 | Modelling consumer choice through the random regret minimization model: An application in the food domain. <i>Food Quality and Preference</i> , 2019, 73, 97-109. | 2.3 | 20 |
| 23 | The impact of instructed mental simulation on wanting and choice between vice and virtue food products. <i>Food Quality and Preference</i> , 2019, 73, 182-191. | 2.3 | 30 |
| 24 | Cosmetic specifications in the food waste issue: Supply chain considerations and practices concerning suboptimal food products. <i>Journal of Cleaner Production</i> , 2018, 183, 698-709. | 4.6 | 69 |
| 25 | Heart rate and skin conductance responses to taste, taste novelty, and the (dis)confirmation of expectations. <i>Food Quality and Preference</i> , 2018, 65, 1-9. | 2.3 | 14 |
| 26 | The effect of a default-based nudge on the choice of whole wheat bread. <i>Appetite</i> , 2018, 121, 179-185. | 1.8 | 36 |
| 27 | Changes in the influence of affect and cognition over time on consumer attitude formation toward nanotechnology: A longitudinal survey study. <i>Public Understanding of Science</i> , 2018, 27, 168-184. | 1.6 | 17 |
| 28 | The interplay between regulatory focus and temporal distance in the health context. <i>British Journal of Health Psychology</i> , 2018, 23, 22-37. | 1.9 | 15 |
| 29 | Integrating Bottom-of-the-Pyramid Producers with High-Income Markets: Designing Institutional Arrangements for West African Shea Nut Butter Producers. <i>Journal of Public Policy and Marketing</i> , 2018, 37, 327-341. | 2.2 | 11 |
| 30 | Body image dissatisfaction and health-enhancing food choices. <i>British Food Journal</i> , 2018, 120, 2778-2792. | 1.6 | 9 |
| 31 | Methodological Challenges of Research in Nudging. , 2018, , 329-349. | | 15 |
| 32 | Effects of sustainable design strategies on consumer preferences for redesigned packaging. <i>Journal of Cleaner Production</i> , 2018, 205, 854-865. | 4.6 | 84 |
| 33 | Promoting healthy choices from vending machines: Effectiveness and consumer evaluations of four types of interventions. <i>Food Policy</i> , 2018, 79, 247-255. | 2.8 | 24 |
| 34 | Customer Evaluation of Supply Systems: The Case of Ethiopian Seed Supply Systems. <i>Journal of African Business</i> , 2018, 19, 550-570. | 1.3 | 5 |
| 35 | Determinants of stakeholders' attitudes towards a new technology: nanotechnology applications for food, water, energy and medicine. <i>Journal of Risk Research</i> , 2017, 20, 277-298. | 1.4 | 29 |
| 36 | External cues challenging the internal appetite control system: Overview and practical implications. <i>Critical Reviews in Food Science and Nutrition</i> , 2017, 57, 2825-2834. | 5.4 | 51 |

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|----|---|-----|-----------|
| 37 | The moderating effect of motivation on health-related decision-making. <i>Psychology and Health</i> , 2017, 32, 665-685. | 1.2 | 4 |
| 38 | Consumer response to packaging design: The role of packaging materials and graphics in sustainability perceptions and product evaluations. <i>Journal of Cleaner Production</i> , 2017, 162, 286-298. | 4.6 | 251 |
| 39 | The Transformation of African Smallholders into Customer Value Creating Businesses: A Conceptual Framework. <i>Journal of African Business</i> , 2017, 18, 299-319. | 1.3 | 8 |
| 40 | Moving Toward New Horizons for Marketing Education. <i>Journal of Marketing Education</i> , 2017, 39, 47-60. | 1.6 | 9 |
| 41 | Using a Virtual Store As a Research Tool to Investigate Consumer In-store Behavior. <i>Journal of Visualized Experiments</i> , 2017, , . | 0.2 | 5 |
| 42 | Beyond expectations: The responses of the autonomic nervous system to visual food cues. <i>Physiology and Behavior</i> , 2017, 179, 478-486. | 1.0 | 25 |
| 43 | Strategies for positioning animal welfare as personally relevant. <i>British Food Journal</i> , 2017, 119, 2062-2075. | 1.6 | 11 |
| 44 | Seed producer cooperatives in the Ethiopian seed sector and their role in seed supply improvement: A review. <i>Journal of Crop Improvement</i> , 2017, 31, 323-355. | 0.9 | 36 |
| 45 | Explicit and implicit attitude toward an emerging food technology: The case of cultured meat. <i>Appetite</i> , 2017, 108, 245-254. | 1.8 | 130 |
| 46 | The influence of market orientation on firm performance and members' livelihood in Ethiopian seed producer cooperatives. <i>Agrekon</i> , 2017, 56, 366-382. | 0.5 | 13 |
| 47 | Marketing Animal-Friendly Products: Addressing the Consumer Social Dilemma with Reinforcement Positioning Strategies. <i>Animals</i> , 2017, 7, 98. | 1.0 | 14 |
| 48 | Breakfast barriers and opportunities for children living in a Dutch disadvantaged neighbourhood. <i>Appetite</i> , 2016, 107, 372-382. | 1.8 | 9 |
| 49 | Can a virtual supermarket bring realism into the lab? Comparing shopping behavior using virtual and pictorial store representations to behavior in a physical store. <i>Appetite</i> , 2016, 107, 196-207. | 1.8 | 118 |
| 50 | Heterogeneity in barriers regarding the motivation, the opportunity and the ability to choose low-calorie snack foods and beverages: associations with real-life choices. <i>Public Health Nutrition</i> , 2016, 19, 1584-1597. | 1.1 | 8 |
| 51 | Tracing Attitude Expressions: An Eye-Tracking Study. <i>Journal of Behavioral Decision Making</i> , 2016, 29, 232-244. | 1.0 | 6 |
| 52 | Body and Mind: Mindfulness Helps Consumers to Compensate for Prior Food Intake by Enhancing the Responsiveness to Physiological Cues. <i>Journal of Consumer Research</i> , 2016, 42, 783-803. | 3.5 | 49 |
| 53 | Step-Change: Micro-Entrepreneurs' Entry into the Middle-Class Market. <i>Journal of African Business</i> , 2016, 17, 129-147. | 1.3 | 10 |
| 54 | Tasty but nasty? Exploring the role of sensory-liking and food appropriateness in the willingness to eat unusual novel foods like insects. <i>Food Quality and Preference</i> , 2016, 48, 293-302. | 2.3 | 191 |

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|----|--|-----|-----------|
| 55 | The role of health-related claims and health-related symbols in consumer behaviour: Design and conceptual framework of the CLYMBOL project and initial results. <i>Nutrition Bulletin</i> , 2015, 40, 66-72. | 0.8 | 46 |
| 56 | Consumer Acceptance of Population-Level Intervention Strategies for Healthy Food Choices: The Role of Perceived Effectiveness and Perceived Fairness. <i>Nutrients</i> , 2015, 7, 7842-7862. | 1.7 | 37 |
| 57 | Affect and Cognition in Attitude Formation toward Familiar and Unfamiliar Attitude Objects. <i>PLoS ONE</i> , 2015, 10, e0141790. | 1.1 | 28 |
| 58 | How does thinking in Black and White terms relate to eating behavior and weight regain?. <i>Journal of Health Psychology</i> , 2015, 20, 638-648. | 1.3 | 26 |
| 59 | Sustainability labelling as a challenge to legitimacy: spillover effects of organic Fairtrade coffee on consumer perceptions of mainstream products and retailers. <i>Journal of Consumer Marketing</i> , 2015, 32, 422-431. | 1.2 | 18 |
| 60 | Examining heterogeneity in elderly consumers' acceptance of carriers for protein-enriched food: A segmentation study. <i>Food Quality and Preference</i> , 2015, 42, 130-138. | 2.3 | 50 |
| 61 | Insects as food: Exploring cultural exposure and individual experience as determinants of acceptance. <i>Food Quality and Preference</i> , 2015, 42, 78-89. | 2.3 | 349 |
| 62 | Assessment of the cross-national validity of an End-anchored 9-point hedonic product liking scale. <i>Quality and Quantity</i> , 2015, 49, 1267-1286. | 2.0 | 5 |
| 63 | Different shades of grey: Compromise products to encourage animal friendly consumption. <i>Food Quality and Preference</i> , 2015, 45, 87-99. | 2.3 | 51 |
| 64 | Exploiting the Spur of the Moment to Enhance Healthy Consumption: Verbal Prompting to Increase Fruit Choices in a Self-Service Restaurant. <i>Applied Psychology: Health and Well-Being</i> , 2015, 7, 149-166. | 1.6 | 27 |
| 65 | Buyer social responsibility: a general concept and its implications for marketing management. <i>Journal of Marketing Management</i> , 2015, 31, 1428-1448. | 1.2 | 26 |
| 66 | Integrating Producers at the Base of the Pyramid with Global Markets: A Market Learning Approach. <i>Journal of International Marketing</i> , 2015, 23, 44-63. | 2.5 | 20 |
| 67 | How to position "mildly sustainable" products: The joint impact of assortment display and price setting. <i>Food Quality and Preference</i> , 2015, 46, 26-32. | 2.3 | 14 |
| 68 | How do I look? Focusing attention on the outside body reduces responsiveness to internal signals in food intake. <i>Journal of Experimental Social Psychology</i> , 2015, 56, 207-213. | 1.3 | 9 |
| 69 | Understanding heterogeneity among elderly consumers: an evaluation of segmentation approaches in the functional food market. <i>Nutrition Research Reviews</i> , 2014, 27, 159-171. | 2.1 | 61 |
| 70 | The Adaptability of Marketing Systems to Interventions in Developing Countries: Evidence from the Pineapple System in Benin. <i>Journal of Public Policy and Marketing</i> , 2014, 33, 159-172. | 2.2 | 21 |
| 71 | Understanding Consumer Evaluations of Personalised Nutrition Services in Terms of the Privacy Calculus: A Qualitative Study. <i>Public Health Genomics</i> , 2014, 17, 127-140. | 0.6 | 23 |
| 72 | Attention mediates the effect of nutrition label information on consumers' choice. Evidence from a choice experiment involving eye-tracking. <i>Appetite</i> , 2014, 76, 66-75. | 1.8 | 133 |

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| 73 | Knowledge, perceptions and preferences of elderly regarding protein-enriched functional food. <i>Appetite</i> , 2014, 80, 16-22. | 1.8 | 76 |
| 74 | Inferring product healthfulness from nutrition labelling. The influence of reference points. <i>Appetite</i> , 2014, 72, 138-149. | 1.8 | 36 |
| 75 | What determines ingredient awareness of consumers? A study on ten functional food ingredients. <i>Food Quality and Preference</i> , 2014, 32, 330-339. | 2.3 | 77 |
| 76 | The unit size effect of indulgent food: How eating smaller sized items signals impulsivity and makes consumers eat less. <i>Psychology and Health</i> , 2014, 29, 1081-1103. | 1.2 | 33 |
| 77 | Effect of Physical Damage and Storage of Pineapple Fruits on their Suitability for Juice Production. <i>Journal of Food Quality</i> , 2014, 37, 268-273. | 1.4 | 8 |
| 78 | Heterogeneity in consumer perceptions of the animal friendliness of broiler production systems. <i>Food Policy</i> , 2014, 49, 174-185. | 2.8 | 19 |
| 79 | Consumers on the Internet: ethical and legal aspects of commercialization of personalized nutrition. <i>Genes and Nutrition</i> , 2013, 8, 349-355. | 1.2 | 37 |
| 80 | Meeting Heterogeneity in Consumer Demand for Animal Welfare: A Reflection on Existing Knowledge and Implications for the Meat Sector. <i>Journal of Agricultural and Environmental Ethics</i> , 2013, 26, 629-661. | 0.9 | 74 |
| 81 | Consumers' intention to use health recommendation systems to receive personalized nutrition advice. <i>BMC Health Services Research</i> , 2013, 13, 126. | 0.9 | 26 |
| 82 | Nutrigenomics-based personalised nutritional advice: in search of a business model?. <i>Genes and Nutrition</i> , 2013, 8, 153-163. | 1.2 | 47 |
| 83 | Conducting field research in subsistence markets, with an application to market orientation in the context of Ethiopian pastoralists. <i>International Journal of Research in Marketing</i> , 2013, 30, 83-97. | 2.4 | 56 |
| 84 | Understanding consumer acceptance of intervention strategies for healthy food choices: a qualitative study. <i>BMC Public Health</i> , 2013, 13, 1073. | 1.2 | 37 |
| 85 | Bringing the voice of consumers into plant breeding with Bayesian modelling. <i>Euphytica</i> , 2013, 189, 365-378. | 0.6 | 6 |
| 86 | Relevant or determinant: Importance in certified sustainable food consumption. <i>Food Quality and Preference</i> , 2013, 30, 93-101. | 2.3 | 45 |
| 87 | Effects of nutrition label format and product assortment on the healthfulness of food choice. <i>Appetite</i> , 2013, 71, 63-74. | 1.8 | 116 |
| 88 | Standing out in the crowd: The effect of information clutter on consumer attention for front-of-pack nutrition labels. <i>Food Policy</i> , 2013, 41, 65-74. | 2.8 | 84 |
| 89 | Regulatory fit effects for injunctive versus descriptive social norms: Evidence from the promotion of sustainable products. <i>Marketing Letters</i> , 2013, 24, 191-203. | 1.9 | 48 |
| 90 | The impact of broiler production system practices on consumer perceptions of animal welfare. <i>Poultry Science</i> , 2013, 92, 3080-3095. | 1.5 | 55 |

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| 91 | Potential benefits of satiety to the consumer: scientific considerations. <i>Nutrition Research Reviews</i> , 2013, 26, 22-38. | 2.1 | 76 |
| 92 | Consumer understanding, interpretation and perceived levels of personal responsibility in relation to satiety-related claims. <i>Appetite</i> , 2012, 59, 912-920. | 1.8 | 26 |
| 93 | The role of familiarity in front-of-pack label evaluation and use: A comparison between the United Kingdom and The Netherlands. <i>Food Quality and Preference</i> , 2012, 26, 22-34. | 2.3 | 46 |
| 94 | Healthy snacks at the checkout counter: A lab and field study on the impact of shelf arrangement and assortment structure on consumer choices. <i>BMC Public Health</i> , 2012, 12, 1072. | 1.2 | 122 |
| 95 | Front-of-pack nutrition labels. Their effect on attention and choices when consumers have varying goals and time constraints. <i>Appetite</i> , 2011, 57, 148-160. | 1.8 | 262 |
| 96 | An efficient methodology for assessing attention to and effect of nutrition information displayed front-of-pack. <i>Food Quality and Preference</i> , 2011, 22, 592-601. | 2.3 | 126 |
| 97 | Information context matters in detection and identification of information: Reply to. <i>Food Quality and Preference</i> , 2011, 22, 786-787. | 2.3 | 1 |
| 98 | Cognitive and motivational structure of sustainability. <i>Journal of Economic Psychology</i> , 2011, 32, 726-741. | 1.1 | 62 |
| 99 | To think or not to think: The effect of cognitive deliberation on the influence of injunctive versus descriptive social norms. <i>Psychology and Marketing</i> , 2011, 28, 709-729. | 4.6 | 54 |
| 100 | Systemic policies towards a healthier and more responsible food system. <i>Journal of Epidemiology and Community Health</i> , 2011, 65, 737-739. | 2.0 | 10 |
| 101 | Consumer Confidence in the Safety of Food and Newspaper Coverage of Food Safety Issues: A Longitudinal Perspective. <i>Risk Analysis</i> , 2010, 30, 125-142. | 1.5 | 54 |
| 102 | A-priori and post-hoc segmentation in the design of healthy eating campaigns. <i>Journal of Marketing Communications</i> , 2010, 16, 21-45. | 2.7 | 34 |
| 103 | The SAFE FOODS framework for improved risk analysis of foods. <i>Food Control</i> , 2010, 21, 1566-1587. | 2.8 | 45 |
| 104 | What determines consumer attention to nutrition labels?. <i>Food Quality and Preference</i> , 2010, 21, 1042-1051. | 2.3 | 166 |
| 105 | Social marketing approaches to obesity prevention. , 2010, , 380-394. | | 2 |
| 106 | Consumers' images regarding genomics as a tomato breeding technology: 'maybe it can provide a more tasty tomato'. <i>Euphytica</i> , 2008, 159, 207-216. | 0.6 | 15 |
| 107 | Newness, value and new product performance. <i>Trends in Food Science and Technology</i> , 2008, 19, 562-573. | 7.8 | 82 |
| 108 | Consumer confidence in the safety of food in Canada and the Netherlands: The validation of a generic framework. <i>Food Quality and Preference</i> , 2008, 19, 439-451. | 2.3 | 80 |

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| 109 | The emergent demand chain management: key features and illustration from the beef business. <i>Supply Chain Management</i> , 2008, 13, 104-115. | 3.7 | 36 |
| 110 | Consumer preferences for front-of-pack calories labelling. <i>Public Health Nutrition</i> , 2008, 11, 203-213. | 1.1 | 122 |
| 111 | Benefitâ€feature segmentation: a tool for the design of supplyâ€chain strategy. <i>Marketing Intelligence and Planning</i> , 2007, 25, 511-533. | 2.1 | 11 |
| 112 | Consumer understanding of nutrition and health claims: sources of evidence. <i>British Journal of Nutrition</i> , 2007, 98, 474-484. | 1.2 | 130 |
| 113 | Consumer perceptions of nutrition and health claims. <i>Appetite</i> , 2007, 48, 305-324. | 1.8 | 239 |
| 114 | Linking product offering to consumer needs; inclusion of credence attributes and the influences of product features. <i>Food Quality and Preference</i> , 2007, 18, 296-304. | 2.3 | 35 |
| 115 | The quest for the ideal product: Comparing different methods and approaches. <i>Food Quality and Preference</i> , 2007, 18, 729-740. | 2.3 | 63 |
| 116 | The validity of attribute-importance measurement: A review. <i>Journal of Business Research</i> , 2007, 60, 1177-1190. | 5.8 | 108 |
| 117 | Consumers' Appreciation of Regional Certification Labels: A Pan-European Study. <i>Journal of Agricultural Economics</i> , 2007, 58, 1-23. | 1.6 | 147 |
| 118 | Understanding Consumer Confidence in the Safety of Food: Its Twoâ€Dimensional Structure and Determinants. <i>Risk Analysis</i> , 2007, 27, 729-740. | 1.5 | 143 |
| 119 | Consumer acceptance of personalised nutrition. <i>Genes and Nutrition</i> , 2007, 2, 85-87. | 1.2 | 17 |
| 120 | A Marketing and Consumer Behavior Perspective on Personalized Nutrition. , 2007, , 185-204. | | 5 |
| 121 | Understanding consumers of food products. , 2007, , . | | 7 |
| 122 | Why preferences change: Beliefs become more salient through provided (genomics) information. <i>Appetite</i> , 2006, 47, 343-351. | 1.8 | 8 |
| 123 | Internal versus external preference analysis: An exploratory study on end-user evaluation. <i>Food Quality and Preference</i> , 2006, 17, 387-399. | 2.3 | 96 |
| 124 | Consumer research in the early stages of new product development: a critical review of methods and techniques. <i>Food Quality and Preference</i> , 2005, 16, 181-201. | 2.3 | 447 |
| 125 | Reply to commentaries on: Van Kleef, Van Trijp, and Luning, â€Consumer research in the early stages of new product development: a critical review of methods and techniquesâ€™. <i>Food Quality and Preference</i> , 2005, 16, 223-226. | 2.3 | 8 |
| 126 | Functional foods: health claim-food product compatibility and the impact of health claim framing on consumer evaluation. <i>Appetite</i> , 2005, 44, 299-308. | 1.8 | 300 |

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|-----|---|-----|-----------|
| 127 | Monitoring consumer confidence in food safety: an exploratory study. <i>British Food Journal</i> , 2004, 106, 837-849. | 1.6 | 108 |
| 128 | Consumer-oriented functional food development: how well do functional disciplines reflect the "voice of the consumer"? <i>Trends in Food Science and Technology</i> , 2002, 13, 93-101. | 7.8 | 94 |
| 129 | Effects of variety and repeated in-home consumption on product acceptance. <i>Appetite</i> , 2000, 35, 113-119. | 1.8 | 112 |
| 130 | Laboratory hedonic ratings as predictors of consumption. <i>Food Quality and Preference</i> , 1999, 10, 411-418. | 2.3 | 61 |
| 131 | Branding fresh food products: Exploratory empirical evidence from the Netherlands. <i>European Review of Agricultural Economics</i> , 1998, 25, 228-242. | 1.5 | 22 |
| 132 | Attribute Elicitation in Marketing Research: A Comparison of Three Procedures. <i>Marketing Letters</i> , 1997, 8, 153-165. | 1.9 | 78 |
| 133 | Task experience and validity in perceptual mapping A comparison of two consumer-adaptive techniques. <i>International Journal of Research in Marketing</i> , 1996, 13, 265-276. | 2.4 | 16 |
| 134 | Quality guidance: A consumer-based approach to food quality improvement using partial least squares. <i>European Review of Agricultural Economics</i> , 1996, 23, 195-215. | 1.5 | 165 |
| 135 | Why Switch? Product Category "Level Explanations for True Variety-Seeking Behavior. <i>Journal of Marketing Research</i> , 1996, 33, 281-292. | 3.0 | 354 |
| 136 | SENSORY ANALYSIS IN MARKETING PRACTICE: COMPARISON AND INTEGRATION. <i>Journal of Sensory Studies</i> , 1995, 10, 127-147. | 0.8 | 65 |
| 137 | Perceived quality: A market driven and consumer oriented approach. <i>Food Quality and Preference</i> , 1995, 6, 177-183. | 2.3 | 252 |
| 138 | Hedonic responses, variety-seeking tendency and expressed variety in sandwich choices. <i>Appetite</i> , 1995, 24, 139-151. | 1.8 | 44 |
| 139 | Perceptual Mapping Based on Idiosyncratic Sets of Attributes. <i>Journal of Marketing Research</i> , 1994, 31, 15-27. | 3.0 | 56 |
| 140 | Product-Related Determinants of Variety-Seeking Behavior for Foods. <i>Appetite</i> , 1994, 22, 1-10. | 1.8 | 47 |
| 141 | Consumer perceptions of, and preferences for, beverage containers. <i>Food Quality and Preference</i> , 1994, 5, 253-261. | 2.3 | 27 |
| 142 | Consumers' variety seeking tendency with respect to foods: Measurement and managerial implications. <i>European Review of Agricultural Economics</i> , 1992, 19, 181-195. | 1.5 | 203 |
| 143 | Variety seeking in the consumption of spread and cheese. <i>Appetite</i> , 1992, 18, 155-164. | 1.8 | 53 |
| 144 | The use of LISREL in validating marketing constructs. <i>International Journal of Research in Marketing</i> , 1991, 8, 283-299. | 2.4 | 1,370 |

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|-----|---|-----|-----------|
| 145 | An investigation into the validity of measures for variation in consumption used in economics and marketing ¹ . <i>European Review of Agricultural Economics</i> , 1990, 17, 19-41. | 1.5 | 22 |
| 146 | A Methodology for Estimating the Maximum Price Consumers Are willing to Pay in Relation to Perceived Quality and Consumer Characteristics. <i>Journal of International Food and Agribusiness Marketing</i> , 1989, 1, 7-24. | 1.0 | 12 |
| 147 | Taste interaction between glucose and fructose assessed by functional measurement. <i>Perception & Psychophysics</i> , 1987, 41, 383-392. | 2.3 | 66 |