

Rajeev Batra

List of Publications by Citations

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Version: 2024-04-27

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

46
papers

9,481
citations

30
h-index

49
g-index

49
ext. papers

10,595
ext. citations

5
avg, IF

6.33
L-index

#	Paper	IF	Citations
46	Measuring the hedonic and utilitarian sources of consumer attitudes. <i>Marketing Letters</i> , 1991 , 2, 159-170.	6.3	1112
45	Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising. <i>Journal of Consumer Research</i> , 1987 , 14, 404	6.3	1013
44	Brand Love. <i>Journal of Marketing</i> , 2012 , 76, 1-16	11	829
43	Affective Responses Mediating Acceptance of Advertising. <i>Journal of Consumer Research</i> , 1986 , 13, 234	6.3	688
42	How perceived brand globalness creates brand value. <i>Journal of International Business Studies</i> , 2003 , 34, 53-65	8.5	663
41	Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries. <i>Journal of Consumer Psychology</i> , 2000 , 9, 83-95	3.1	663
40	Brand Positioning through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture. <i>Journal of Marketing</i> , 1999 , 63, 75-87	11	588
39	Consumer-level factors moderating the success of private label brands. <i>Journal of Retailing</i> , 2000 , 76, 175-191	6.5	366
38	Consumer Responses to Advertising: The Effects of Ad Content, Emotions, and Attitude toward the Ad on Viewing Time. <i>Journal of Consumer Research</i> , 1991 , 17, 440	6.3	358
37	The Role of Mood in Advertising Effectiveness. <i>Journal of Consumer Research</i> , 1990 , 17, 203	6.3	353
36	Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture. <i>Journal of Marketing</i> , 1999 , 63, 75	11	338
35	Consumer attitudes toward marketplace globalization: Structure, antecedents and consequences. <i>International Journal of Research in Marketing</i> , 2006 , 23, 227-239	5.5	318
34	When Corporate Image Affects Product Evaluations: The Moderating Role of Perceived Risk. <i>Journal of Marketing Research</i> , 2004 , 41, 197-205	5.2	255
33	Situational Effects of Advertising Repetition: The Moderating Influence of Motivation, Ability, and Opportunity to Respond. <i>Journal of Consumer Research</i> , 1986 , 12, 432	6.3	233
32	Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. <i>Journal of Marketing</i> , 2016 , 80, 122-145	11	211
31	The effect of consumer price consciousness on private label purchase. <i>International Journal of Research in Marketing</i> , 1999 , 16, 237-251	5.5	208
30	The Situational Impact of Brand Image Beliefs. <i>Journal of Consumer Psychology</i> , 2004 , 14, 318-330	3.1	168

29	Brand love: development and validation of a practical scale. <i>Marketing Letters</i> , 2017 , 28, 1-14	2.3	115
28	An Extended Model of Preference Formation between Global and Local Brands: The Roles of Identity Expressiveness, Trust, and Affect. <i>Journal of International Marketing</i> , 2015 , 23, 50-71	3.9	114
27	Brand Extension Strategy Planning: Empirical Estimation of Brand-Category Personality Fit and Atypicality. <i>Journal of Marketing Research</i> , 2010 , 47, 335-347	5.2	95
26	Values, Susceptibility to Normative Influence, and Attribute Importance Weights: A Nomological Analysis. <i>Journal of Consumer Psychology</i> , 2001 , 11, 115-128	3.1	95
25	Developing a typology of affective responses to advertising. <i>Psychology and Marketing</i> , 1990 , 7, 11-25	3.9	92
24	Encoding and Retrieval of Ad Affect in Memory. <i>Journal of Marketing Research</i> , 1991 , 28, 232-239	5.2	71
23	Brand Coolness. <i>Journal of Marketing</i> , 2019 , 83, 36-56	11	57
22	Attitudinal effects of ad-evoked moods and emotions: The moderating role of motivation. <i>Psychology and Marketing</i> , 1994 , 11, 199-215	3.9	56
21	Encoding and Retrieval of Ad Affect in Memory. <i>Journal of Marketing Research</i> , 1991 , 28, 232	5.2	55
20	Product Touch and Consumers' Online and Offline Buying: The Role of Mental Representation. <i>Journal of Retailing</i> , 2017 , 93, 369-381	6.5	45
19	Social Values, Conformity, and Dress. <i>Journal of Applied Social Psychology</i> , 1994 , 24, 1501-1519	2.1	40
18	Psychometric vs. C-OAR-SE measures of brand love: A reply to Rossiter. <i>Marketing Letters</i> , 2014 , 25, 235-243	3.3	33
17	A global brand management roadmap. <i>International Journal of Research in Marketing</i> , 2012 , 29, 1-4	5.5	32
16	Cynicism and Conformity as Correlates of Trust in Product Information Sources. <i>Journal of Current Issues and Research in Advertising</i> , 1993 , 15, 71-79	1.5	26
15	The moderating role of dialecticism in consumer responses to product information. <i>Journal of Consumer Psychology</i> , 2016 , 26, 381-394	3.1	24
14	Creating Brand Meaning: A Review and Research Agenda. <i>Journal of Consumer Psychology</i> , 2019 , 29, 535-546	3.1	21
13	Modeling the Response Pattern to Direct Marketing Campaigns. <i>Journal of Marketing Research</i> , 1995 , 32, 204	5.2	18
12	ADSPLIT: A Multi-Brand Advertising Budget Allocation Model. <i>Journal of Advertising</i> , 1988 , 17, 44-51	4.4	16

11	Regulatory goals in a globalized world. <i>Journal of Consumer Psychology</i> , 2017 , 27, 270-277	3.1	15
10	Pride of Ownership: An Identity-Based Model. <i>Journal of the Association for Consumer Research</i> , 2018 , 3, 216-228	1.7	13
9	Positioning Multicountry Brands: The Impact of Variation in Cultural Values and Competitive Set. <i>Journal of Marketing Research</i> , 2017 , 54, 914-931	5.2	12
8	Increasing Cognitive Response Sensitivity. <i>Journal of Advertising</i> , 1994 , 23, 65-75	4.4	12
7	Falsifying laboratory results through field tests: A time-series methodology and some results. <i>Journal of Business Research</i> , 1988 , 16, 281-300	8.7	10
6	Uncertainty Evokes Consumers' Preference for Brands Incongruent with their Global/Local Citizenship Identity. <i>Journal of Marketing Research</i> , 2021 , 58, 400-415	5.2	10
5	Economic versus Personal Future-Oriented Attitudes as Consumer Shopping Indicators. <i>Journal of Euromarketing</i> , 2003 , 12, 35-54		4
4	Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries. <i>Journal of Consumer Psychology</i> , 2000 , 9, 83-95	3.1	4
3	Attitudinal Effects of Character-Based Versus Competence-Based Negative Political Communications. <i>Journal of Consumer Psychology</i> , 1994 , 3, 163-185	3.1	2
2	Consumption attitudes and behaviors in Asia: a 'discovery-oriented' fresh look. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2021 , ahead-of-print,	3.2	1
1	Comment on 'Consumer cultural identity' global citizenship and reactance. <i>International Marketing Review</i> , 2019 , 36, 628-632	4.4	