

Examining the influence of different levels of sexual-sti advertising effectiveness

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Determining the causal relationships that affect consumer-based brand equity. <i>Marketing Intelligence and Planning</i> , 2015, 33, 944-956.	2.1	21
2	Experiential liminoid consumption: the case of nightclubbing. <i>Journal of Marketing Management</i> , 2016, 32, 19-43.	1.2	24
3	Product versus region of origin: which wins in consumer persuasion?. <i>British Food Journal</i> , 2016, 118, 2157-2170.	1.6	26
4	Influence of gender stereotypes on advertising offensiveness and attitude toward advertising in general. <i>International Journal of Advertising</i> , 2016, 35, 846-863.	4.2	37
5	When sex doesn't sell to men: mortality salience, disgust and the appeal of products and advertisements featuring sexualized women. <i>Motivation and Emotion</i> , 2017, 41, 478-491.	0.8	7
6	Predicting high consumer-brand identification and high repurchase: Necessary and sufficient conditions. <i>Journal of Business Research</i> , 2017, 79, 52-65.	5.8	48
7	Escape, entitlement, and experience: liminoid motivators within commercial hospitality. <i>International Journal of Contemporary Hospitality Management</i> , 2017, 29, 1148-1166.	5.3	24
8	Understanding persuasive attributes of sports betting advertisements: A conjoint analysis of selected elements. <i>Journal of Behavioral Addictions</i> , 2017, 6, 658-668.	1.9	25
9	The Impact of the Great Recession on Financial Services Advertising: An Exploratory Study. <i>Services Marketing Quarterly</i> , 2017, 38, 170-186.	0.7	7
10	Consumer Responses to Explicit Sexual Stimuli in Advertising: Artistic vs Provocative Style. <i>International Business Research</i> , 2017, 11, 102.	0.2	0
11	Wine Marketing: Consumer Persuasion through the Region of Origin. <i>International Journal of Business and Management</i> , 2018, 13, 137.	0.1	0
12	Do high brand equity and very high brand equity require different conditions? An empirical study using fsQCA. <i>International Journal of Economics and Business Research</i> , 2018, 16, 263.	0.1	0
13	The impact of visual sexual appeals on attention allocation within advertisements: an eye-tracking study. <i>International Journal of Advertising</i> , 2020, , 1-25.	4.2	12
14	Can't take my eyes off of the model: the impact of sexual appeal and product involvement on selective attention to advertisements. <i>Journal of Marketing Theory and Practice</i> , 2021, 29, 162-174.	2.6	3
15	Consumer reactions to nudity in print advertising: Comparing same-gender and opposite-gender effects. <i>Psychology and Marketing</i> , 2021, 38, 819-833.	4.6	9
16	Consumer reactions towards femvertising: a netnographic study. <i>Corporate Communications</i> , 2021, 26, 605-621.	1.1	17
17	Too Hot or Not? Consumer Responses to Different Levels of Eroticism in Advertisements Depending on Consumer and Model Gender. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , 2015, 37, 24-41.	0.2	1
18	Defining the terrain for responsible management education. , 2017, , 98-121.		0

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19	Sexual stimuli in advertising: The opposite sex effect. <i>Mercati & CompetitivitÃ</i> , 2018, , 115-130.	0.1	0
21	Could humour make advertisements worse?. <i>The European Journal of Humour Research</i> , 2023, 10, 168-186.	0.2	0