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Blast From The Past: most cited JCP articles since 2009

What gets cited the most in consumer psychology?

Following up on the consumer psychology current trend review where we looked up the most cited articles from JCP since 2011, we've dug deeper into the archives to uncover the gems that have been inspiring researchers most in the past five years. Based on the stats, some of the megatrends have included...

- Structural equation modelling - a whopping 174 citations
- Sensory marketing - 83 citations
- Food consumption - 68 citations
- Goals and mindsets - 76 citations
- Creating intangible value - 60 citations
- Packaging research - 58 citations

Have a look through the articles below to see what you might have missed out and who's topping the charts!

Don't forget...

- The [call for papers for the 2nd International SCP Conference](#) in Vienna in June 2015 is still open. Deadline for symposium and competitive paper submissions is December 1st, 2014. (Full call for papers [here](#)).

Top 25 cited articles published since 2009 in Scopus

Citations since 2009 in brackets after title ([source](#))

1. Structural equations modeling: Fit Indices, sample size, and advanced topics (130)

Dawn Iacobucci

This article is the second of two parts intended to serve as a primer for structural equations models for the behavioral researcher. The first article introduced the basics: the measurement model, the structural model, and the combined, full structural equations model. In this second article, advanced issues are addressed, including fit indices and sample size, moderators, longitudinal data, mediation, and so forth.

[Volume 20, Issue 1, January 2010, Pages 90-98](#)

2. Consumer decision making and aging: Current knowledge and future direction (50)

Carolyn Yoon | Catherine A. Cole | Michelle P. Lee

We review existing knowledge about older consumers and decision making. We develop a conceptual framework that incorporates the notion of fit between individual characteristics, task demands and the contextual environment. When the fit is high, older consumers use their considerable knowledge and experience to compensate for the impact of any age-related changes in abilities and resources. When the fit is relatively low, older consumers feel increased need to adapt their decision making processes. We discuss these consumer adaptations and propose a number of research questions related to the processes underlying them in order to contribute to a better understanding of how they can lead to more effective consumer decision making for older adults. We further consider some pragmatic implications of the adaptations for marketing management and public policy.

[Volume 19, Issue 1, January 2009, Pages 2-16](#)

3. The habitual consumer (49)

Wendy Gibson Wood | David T. Neal

Consumers sometimes act like creatures of habit, automatically repeating past behavior with little regard to current goals and valued outcomes. To explain this phenomenon, we show that habits are a specific form of automaticity in which responses are directly cued by the contexts (e.g., locations, preceding actions) that consistently covaried with past performance. Habits are prepotent responses that are quick to activate in memory over alternatives and that have a slow-to-modify memory trace. In daily life, the tendency to act on habits is compounded by everyday demands, including time pressures, distraction, and self-control depletion.

However, habits are not immune to deliberative processes. Habits are learned largely as people pursue goals in daily life, and habits are broken through the strategic deployment of effortful self-control. Also, habits influence the post hoc inferences that people make about their behavior.

[Volume 19, Issue 4, October 2009, Pages 579-592](#)

4. Identity-based motivation: Implications for action-readiness, procedural-readiness, and consumer behavior (47)

Daphna Oyserman

Choices are often identity-based but the linkage to identity is not necessarily explicit or obvious for a number of reasons. First, identities feel stable but are highly sensitive to situational cues. Second, identities include not only content but also readiness to act and to use procedures congruent with the identity. Third, identities can be subtly cued without conscious awareness. Fourth, what an accessible identity means is dynamically constructed in the particular context in which it is cued. Because identities carry action- and procedural-readiness, the outcome of an identity-based motivation process may be similar to or different from the choices an individual would have made in another setting. Moreover, once an identity is formed, action and procedural-readiness can be cued without conscious awareness or systematic processing, resulting in beneficial or iatrogenic outcomes.

[Volume 19, Issue 3, July 2009, Pages 250-260](#)

5. Aesthetic package design: A behavioral, neural, and psychological investigation (39)

Martin Reimann | Judith Lynne Zaichkowsky | Carolin Neuhaus | Thomas Bender | Bernd P. Weber.

In four experiments, this research sheds light on aesthetic experiences by rigorously investigating behavioral, neural, and psychological properties of package design. We find that aesthetic packages significantly increase the reaction time of consumers' choice responses; that they are chosen over products with well-known brands in standardized packages, despite higher prices; and that they result in increased activation in the nucleus accumbens and the ventromedial prefrontal cortex, according to functional magnetic resonance imaging (fMRI). The results suggest that reward value plays an important role in aesthetic product experiences. Further, a closer look at psychometric and neuroimaging data finds that a paper-and-pencil measure of affective product involvement correlates with aesthetic product experiences in the brain. Implications for future aesthetics research, package designers, and product managers are discussed.

[Volume 20, Issue 4, October 2010, Pages 431-441](#)

6. An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior (37)

Aradhna Krishna

I define "sensory marketing" as ". marketing that engages the consumers' senses and affects their perception, judgment and behavior." From a managerial perspective, sensory marketing can be used to create subconscious triggers that characterize consumer perceptions of abstract notions of the product (e.g., its sophistication or quality). Given the gamut of explicit marketing appeals made to consumers every day, subconscious triggers which appeal to the basic senses may be a more efficient way to engage consumers. Also, these sensory triggers may result in consumers' self-generation of (desirable) brand attributes, rather than those verbally provided by the advertiser. The understanding of these sensory triggers implies an understanding of sensation and perception as it applies to consumer behavior-this is the research perspective of sensory marketing. This review article presents an overview of research on sensory perception. The review also points out areas where little research has been done, so that each additional paper has a greater chance of making a bigger difference and sparking further research. It is quite apparent from the review that there still remains tremendous need for research within the domain of sensory marketing-research that can be very impactful.

[Volume 22, Issue 3, July 2012, Pages 332-351](#)

7. Engaging the consumer: The science and art of the value creation process (37)

E. Tory Higgins | Abigail A. Scholer

Regulatory engagement theory [Higgins, E. T. (2006). Value from hedonic experience and engagement. *Psychological Review*, 113, 439-460.] proposes that value is a motivational force of attraction to or repulsion from something, and that strength of engagement contributes to value intensity independent of hedonic and other sources of value direction. This paper reviews different sources of engagement strength, including dealing with challenges by opposing interfering forces and overcoming personal resistance, preparing for something that is likely to happen, and using "fit" or "proper" means of goal pursuit. We present evidence that each of these sources of engagement strength can intensify the value of something, and we show how stronger engagement can not only make something positive more positive but also make something negative more negative. We also discuss how these effects of stronger engagement on the value of something else are independent of actors' own personal experiences during goal pursuit. We then broaden regulatory engagement theory by describing the nature of these personal experiences from different sources of engagement strength-distinct positive experiences (e.g., feeling "pleasure" vs. feeling "right") and distinct negative experiences (e.g., feeling "tension" vs. feeling

"defiance")-and consider the science and art of combining them with engagement strength for maximal persuasion and influence.

[Volume 19, Issue 2, April 2009, Pages 100-114](#)

8. If money doesn't make you happy, then you probably aren't spending it right (32)

Elizabeth W. Dunn | Daniel T. Gilbert | Timothy D. Wilson

The relationship between money and happiness is surprisingly weak, which may stem in part from the way people spend it. Drawing on empirical research, we propose eight principles designed to help consumers get more happiness for their money. Specifically, we suggest that consumers should (1) buy more experiences and fewer material goods; (2) use their money to benefit others rather than themselves; (3) buy many small pleasures rather than fewer large ones; (4) eschew extended warranties and other forms of overpriced insurance; (5) delay consumption; (6) consider how peripheral features of their purchases may affect their day-to-day lives; (7) beware of comparison shopping; and (8) pay close attention to the happiness of others.

[Volume 21, Issue 2, April 2011, Pages 115-125](#)

9. The Dieter's Paradox (31)

Alexander Chernev

Despite the vast public policy efforts to promote the consumption of healthy foods and the public's growing concern with weight management, the proportion of overweight individuals continues to increase. An important factor contributing to this obesity trend is the misguided belief about the relationship between a meal's healthiness and its impact on weight gain, whereby people erroneously believe that eating healthy foods in addition to unhealthy ones can decrease a meal's calorie count. This research documents this misperception, showing that it is stronger among individuals most concerned with managing their weight—a striking result given that these individuals are more motivated to monitor their calorie intake. This finding has important public policy implications, suggesting that in addition to encouraging the adoption of a healthier lifestyle among overweight individuals, promoting the consumption of healthy foods might end up facilitating calorie overconsumption, leading to weight gain rather than weight loss.

[Volume 21, Issue 2, April 2011, Pages 178-183](#)

10. The role of behavioral mind-sets in goal-directed activity: Conceptual underpinnings and empirical evidence (27)

Robert S. Wyer | Alisonjing Xu

The cognitive and motor behavior that people perform in the course of pursuing a goal can induce a mind-set that persists to influence the strategy they use to attain very different goals in unrelated situations. Although the strategies governed by a mind-set are typically applied consciously and deliberately, they are performed without awareness of the reasons for their selection. Research in both social psychology and consumer behavior exemplifies the impact of mind-sets on comprehension, judgments, and decision making, thus providing evidence of the scope and diversity of their effects.

[Volume 20, Issue 2, April 2010, Pages 107-125](#)

11. Managing sensory expectations concerning products and brands: Capitalizing on the potential of sound and shape symbolism (25)

Charles J. Spence

In this article, the evidence demonstrating the existence of a variety of robust crossmodal correspondences between both sounds (phonetic speech sounds, tones, and other parameters of musical expression) and shapes, and the sensory attributes (specifically the taste, flavor, aroma, and oral-somatosensory attributes) of various foods and beverages is reviewed. The available research now clearly suggests that marketers can enhance their consumers' product experiences by ensuring that the sound symbolism of the brand name, as well as any shape symbolism of/on the labeling, and even the very shape of the packaging itself, sets up the right (i.e., congruent) product-related sensory expectations in the mind of the consumer. In this review, the rapidly-growing literature on the topic of sound and shape symbolism is critically evaluated. Potential caveats, limitations, and problems of interpretation with previous studies are highlighted. The question of whether this approach to sensory marketing should be considered as implicit (or functionally subconscious) is also addressed. Finally, some of the relative strengths and weaknesses of this approach to modulating a consumer's product-related expectations (relative to various other approaches) are considered.

[Volume 22, Issue 1, January 2012, Pages 37-54](#)

12. Use does not wear ragged the fabric of friendship: Thinking of objects as alive makes people less willing to replace them (25)

Jesse J. Chandler | Norbert Schwarz

Anthropomorphic beliefs about objects lead people to treat them as if they were alive. Two experiments test how anthropomorphic thought affects consumers' product replacement intentions. Consumers induced to think about their car in anthropomorphic terms (i) were less willing to replace it and (ii) gave less weight to its quality when making replacement decisions. Instead, they (iii) attended to (experimentally induced connotations of) the car's "warmth," a feature usually considered relevant in the interpersonal domain. While anthropomorphic beliefs about

brands are often seen as advantageous by marketers because they increase brand loyalty, similar beliefs about products may be less desirable.

[Volume 20, Issue 2, April 2010, Pages 138-145](#)

13. The IKEA effect: When labor leads to love (23)

Michael I. Norton | Daniel Mochon | Dan Ariely

In four studies in which consumers assembled IKEA boxes, folded origami, and built sets of Legos, we demonstrate and investigate boundary conditions for the IKEA effect—the increase in valuation of self-made products. Participants saw their amateurish creations as similar in value to experts' creations, and expected others to share their opinions. We show that labor leads to love only when labor results in successful completion of tasks; when participants built and then destroyed their creations, or failed to complete them, the IKEA effect dissipated. Finally, we show that labor increases valuation for both "do-it-yourselfers" and novices.

[Volume 22, Issue 3, July 2012, Pages 453-460](#)

14. The broad embrace of luxury: Hedonic potential as a driver of brand extendibility (22)

Henrik Hagtvædt | Vanessa M. Patrick

This research proposes a feelings-based account of brand extension evaluation and demonstrates that the promise of pleasure (hedonic potential) associated with luxury brands is a key driver of brand extendibility. In four studies, we contrast a luxury brand with a value brand. Both brand concepts lead to equally favorable brand evaluations, but the luxury brand concept results in more favorable brand extension evaluations due to the hedonic potential inherent in this concept. However, the luxury brand is shown to be sensitive to inconsistent brand cues, leading to diminished hedonic potential and consequently decreased brand and brand extension evaluations.

[Volume 19, Issue 4, October 2009, Pages 608-618](#)

15. Everything you always wanted to know about SEM (structural equations modeling) but were afraid to ask (22)

Dawn Iacobucci

This article is intended to serve as a primer for structural equations models for the behavioral researcher. The technique is not mysterious—it is a natural extension of factor analysis and regression. The measurement part of a structural equations model is essentially a confirmatory factor analysis, and the structural part of the model is like a regression but vastly more flexible in the types of theoretical models that may be tested. The models and notation are introduced and the syntax is provided to replicate the analyses in the paper. Part II of this article will appear in the next issue of the *Journal of Consumer Psychology*, and it covers advanced issues, including fit indices, sample size, moderators, longitudinal data, mediation, and so forth.

[Volume 19, Issue 4, October 2009, Pages 673-680](#)

16. Structural equation models are modelling tools with many ambiguities: Comments acknowledging the need for caution and humility in their use (22)

Richard P. Bagozzi

My goal is to provide background and perspective on the use and interpretation of structural equation models (SEMs). SEMs are complex procedures with many assumptions, intricacies, and pitfalls. I hope to give a commentary that complements the primers done by Iacobucci and deepen the users' knowledge of the procedures. But I acknowledge that this effort is at best an incomplete introduction into SEMs and cannot do justice to the many issues (and controversies) associated with it.

[Volume 20, Issue 2, April 2010, Pages 208-214](#)

17. Feminine to smell but masculine to touch? Multisensory congruence and its effect on the aesthetic experience (21)

Aradhna Krishna | Ryan S. Elder | Cindy Caldara

We draw upon literature examining cross-modal sensory interactions and congruence to explore the impact of smell on touch. In line with our predictions, two experiments show that smell can impact touch in meaningful ways. Specifically, we show that multisensory semantic congruence between smell and touch properties of a stimulus enhances haptic perception and product evaluation. We explore this relationship in the context of two properties of touch, namely texture and temperature, and demonstrate that both smell and touch can have semantic associations, which can affect haptic perception and product evaluation depending on whether they match or not. In study 1, we focus on the semantic association of smell and touch (texture) with gender and in study 2 with temperature. Our results extend prior work on smell and touch within consumer behavior, and further contribute to emerging literature on multisensory interactions.

[Volume 20, Issue 4, October 2010, Pages 410-418](#)

18. Effects of product unit image on consumption of snack foods (19)

Adriana V. Madzharov | Lauren Goldberg Block

Across a series of three studies, we demonstrate that the number of product units displayed on a package biases consumers' perceptions of product quantity (i.e., the number of snack items the package contains) and actual consumption. Specifically, we demonstrate that consumers use an anchoring heuristic to infer that packages that display a greater number of product units (e.g., 15 pretzels vs. 3 pretzels) have

a higher product quantity inside. Importantly, we demonstrate that actual consumption of the food product follows this anchor judgment. The studies demonstrate that these effects are moderated by level of visual processing and that they are robust even in the presence of verbal information.

[Volume 20, Issue 4, October 2010, Pages 398-409](#)

19. Indulgence as self-reward for prior shopping restraint: A justification-based mechanism (19)

Anirban Mukhopadhyay | Gita Venkataramani Johar

This research investigates the effects of refraining from a purchase temptation at one point in time on choices made at a subsequent opportunity to purchase or consume a tempting product. Four experiments involving scenarios and real decisions demonstrate that the salience of restraint at a prior impulse buying opportunity causes consumers to reward themselves subsequently by choosing indulgence over non-indulgence. We show that indulgence is likely to increase only when prior restraint is salient and hence can be used as a justification. As expected, an index of reasons for vs. against buying mediates the relationship between prior impulse purchase decision and indulgent choice. In further support of the mechanism, we find that prior indulgence can have the same effect as prior restraint, if the prior indulgence is made justifiable. Finally, we show that prior shopping restraint can increase indulgence without a corresponding increase in self-esteem. These findings extend our understanding of self-regulation and demonstrate that everyday consumer decisions such as responses to impulse buying opportunities can have consequential downstream effects.

[Volume 19, Issue 3, July 2009, Pages 334-345](#)

20. Might an overweight waitress make you eat more? How the body type of others is sufficient to alter our food consumption (18)

Brent McFerran | Darren W. Dahl | Gavan J. Fitzsimons | Andrea C. Morales

This paper investigates how people's food choices can be shaped by the body type of others around them. Using a professionally constructed obesity prosthesis, we show that the body type of a (confederate) server in a taste test study was sufficient to alter both the quantity (Experiment 1) and specific choices (Experiment 2) participants made but that chronic dieters and non-dieters exhibited opposite effects. While non-dieters ate more snacks when the server was thin, dieters ate more when the server was heavy. Dieters were also more persuaded by a heavy (vs. a thin) server, choosing both a healthy and unhealthy snack more often when she recommended it to them. We suggest these results may be attributable to identification with the server.

[Volume 20, Issue 2, April 2010, Pages 146-151](#)

21. The role of network centrality in the flow of consumer influence (18)

Seung Hwan (Mark) Lee | June Cotte | Theodore J. Noseworthy

The authors find that a consumer's position in a social network is related to both opinion leadership and susceptibility to influence. Using two field network studies, the authors show that people see themselves as opinion leaders when they perceive that they are popular (i.e., central) in the network. However, these self-assessments are sometimes at odds with the perceptions of the rest of the network. Counter-intuitively, the authors demonstrate that consumers who are central in networks are quite susceptible to others' influences. The findings extend the field's knowledge by demonstrating how network centrality is associated with consumer influence.

[Volume 20, Issue 1, January 2010, Pages 66-77](#)

22. Sales and sincerity: The role of relational framing in word-of-mouth marketing (18)

Mirjam A. Tuk | Peeter W J Verlegh | Ale Smidts | Daniël H J Wigboldus

In word-of-mouth marketing, marketers often provide financial rewards for referrals. These rewards introduce a financial motive into an interaction among friends or acquaintances, which may harm the perceived sincerity of the referring customer. We show that this negative effect can be mitigated by disclosing the presence of financial motives, but also by the activation of a market pricing ('sales') relationship norm. However, such a norm has a negative effect on compliance with the referral. The effects of relationship norms are strongest when cognitive capacity is impaired, which suggests that the influence of relationship norms occurs outside the awareness of consumers. Conversely, the impact of disclosures is stronger when consumers have full cognitive capacity available.

[Volume 19, Issue 1, January 2009, Pages 38-47](#)

23. Elaboration and numerical anchoring: Implications of attitude theories for consumer judgment and decision making (17)

Duane T. Wegener | Richard E. Petty | Kevin L. Blankenship | Brian T. Detweiler-Bedell

Researchers across many domains have examined the impact of externally presented numerical anchors on perceiver judgments. In the traditional paradigm, "anchored" judgments are typically explained as a result of elaborate thinking (i.e., confirmatory hypothesis testing that selectively activates anchor-consistent information in memory). Consistent with a long tradition in attitude change, we suggest that the same judgments can result from relatively thoughtful or non-thoughtful processes, with more thoughtful processes resulting in judgments that have more lasting impact. We review recent anchoring research consistent with this elaboration-based perspective and discuss implications for past anchoring results and theory in judgment and decision making.

[Volume 20, Issue 1, January 2010, Pages 5-16](#)

24. The benefits of "sleeping on things": Unconscious thought leads to

automatic weighting (17)*Maarten W. Bos | Ap P. Dijksterhuis | Rick B. Van Baaren*

We tested and confirmed the hypothesis that unconscious thought leads to an automatic weighting process whereby important decision attributes receive more weight, and unimportant decision attributes receive less weight. In three experiments, participants chose between cars with few important positive attributes and many unimportant negative attributes ("Quality cars"), and cars with many unimportant positive attributes and few important negative attributes ("Frequency cars"). In all experiments, unconscious thinkers showed a stronger preference for Quality cars than immediate decision makers, showing that unconscious thought indeed evokes an automatic weighting process. An alternative explanation is refuted and implications are discussed.

[Volume 21, Issue 1, January 2011, Pages 4-8](#)

25. Branding the brain: A critical review and outlook (17)*Hilke Plabmann | Thomas Zoëga Ramsøy | Milica Milosavljevic*

The application of neuroscience to marketing, and in particular to the consumer psychology of brands, has gained popularity over the past decade in the academic and the corporate world. In this paper, we provide an overview of the current and previous research in this area and explain why researchers and practitioners alike are excited about applying neuroscience to the consumer psychology of brands. We identify critical issues of past research and discuss how to address these issues in future research. We conclude with our vision of the future potential of research at the intersection of neuroscience and consumer psychology.

[Volume 22, Issue 1, January 2012, Pages 18-36](#)



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