

Digital

Marketing

DIGIMK.COM

University of Valencia

Research

Group

CONSUMER NEUROSCIENCE

PAPERS (2016-2025)

1. **Bigne, E.**; Boksem, M.; Casado-Aranda, L.A.; García-Madariaga, J.; Gier-Reinartz, N.R.; Guerreiro, J.; Loureiro, S.; Kakaria, S.; Smidts, A. & Wedel, M. (2025). How to Conduct Valuable Marketing Research With Neurophysiological Tools. *Psychology & Marketing*, JCI: Q1
2. Simonetti, A. & **Bigne, E.** (2025). Customer journey-based smart technology of new brands: A self-reported and eye-tracking study. *Journal of Consumer Marketing*; JCI: Q2
3. Simonetti, A.; **Bigne, E.** & Rico Navas, L.F. (2025). Consumer brand choice in the metaverse: Exploring personal and social factors. *Technological Forecasting & Social Change* 213,124033; JCI: Q1.
4. Lobo-Marques, A.; Silva, S.; Neto, A. & **Bigne, E.** (2024) Predicting consumer ad preferences: Leveraging a machine learning approach for EDA and FEA neurophysiological metrics. *Psychology & Marketing*. JCI: Q1
5. **Bigne, E.**; Ruiz, C. & Currás-Perez, R. (2024). Furnishing your home? The impact of voice assistant avatars in virtual reality shopping: A neurophysiological study. *Computers in Human Behavior* 153 (April), 108104; JCI: Q1
6. **Bigne, E.**; Ruiz, C. & Currás Perez, R. (2024). How consumers process online review types in familiar versus unfamiliar destinations. A self-reported and neuroscientific study. *Technological Forecasting & Social Change* 99(February), 123067; JCI: Q1
7. **Bigne, E.**; Currás-Pérez, R.; Ruiz, C. & Andreu, L. (2024). I want to travel to the past! The role of creative style and historical reconstructions as antecedents of informativeness in a virtual visit to a heritage tourist destination. *Current Issues in Tourism*; JCI: Q1
8. Dini, H.; Simonetti, A.; Bruni, L. E. & **Bigne, E.** (2024). Conscious and Non-conscious Responses to Branded Narrative Advertising: Investigating Narrativity Level and Device Type. *BRQ-Business Research Quarterly*; JCI: Q2.
9. **Bigne, E.**; Simonetti, A.; Guixeres, J. & Alcañiz, M. (2024). Visual Attention and Product Interaction: A Neuroscientific Study on Purchase Across Two Product Categories in a Virtual Store. *International Journal of Retail & Distribution Management*. JCI: Q2
10. Shi, D.; Simonetti, A. & **Bigne, E.** (2024). Exploring the Factors Influencing Blame Attribution and Attitudes Toward Brands with COVID-19 Semantical Associations: A Study During the Lockdown Period. *Corporate Reputation Review*
11. Kakaria, S.; Simonetti, A. & **Bigne, E.** (2024). Interaction between extrinsic and intrinsic online review cues: Perspectives from cue utilization theory. *Electronic Commerce Research*, 1-29; JCI: Q2
12. Simonetti, A. & **Bigne, E.** (2024). Does Banner Advertising Still Capture Attention? An Eye-Tracking Study. *Spanish Journal of Marketing* 28(1), 3-20; SRJ: Q2
13. Saffari, F.; Zarei, S.; Kakaria, S.; **Bigne, E.**; Bruni, L.E. & Ramsøy, T. (2023). The Role of Stimuli-Driven and Goal-Driven Attention in Shopping Decision-Making Behavior— An EEG

and VR Study. *Brain Sciences*, 13(6), 928; JCI: Q3. Awarded by the Neuromarketing Science & Business Association.

14. Kakaria, S.; Saffari, F.; Ramsøy, T. & **Bigné, E.** (2023). Cognitive load during planned and unplanned virtual shopping: Evidence from a neurophysiological perspective. *International Journal of Information Management*, 72 102667; JCI: Q1. Awarded by the Neuromarketing Science & Business Association
15. Casado-Aranda, L.P.; Sánchez-Fernández, J.; **Bigne, E.** & Smidts, A. (2023). The application of neuromarketing tools in communication research: A comprehensive review of trends. *Psychology & Marketing*, 40(9), 689-1893 <https://doi.org/10.1002/mar.21832>; JCI: Q1
16. Dini, H.; Simonetti, A.; **Bigne, E.** & Bruni, L. (2023). Higher levels of narrativity lead to similar patterns of posterior EEG activity across individuals. *Frontiers in Human Neuroscience*, 17, 116098. <https://doi.org/10.3389/fnhum.2023.1160981>; JCI: Q2
17. **Bigne, E.** (2024). Neuroscience Goes Virtual: How to Measure Consumers' Responses in Extended Realities. *NIM Marketing Intelligence Review*
18. Saffari, F.; Kakaria, S.; **Bigne, E.**; Bruni, L.E.; Zarei, S. & Ramsøy, T. (2023). Motivation in the Metaverse: A Dual-Process Approach to Consumer Choices in A Virtual Reality Supermarket. *Frontiers in Neuroscience*, section *Decision Neuroscience*; JCI: Q2
19. **Bigne, E.**; Ruiz, C. & Badenes-Rocha, A. (2023). The influence of negative emotions on brand trust and intention to share cause-related posts: a neuroscientific study. *Journal of Business Research* 157, March, 113628; JCI: Q1
20. Badenes-Rocha A.; **Bigne, E.** & Ruiz, C. (2022). Visual attention paid to negative comments in cause-related posts: visual style and emotionality matter. *International Journal of Advertising* 41b(8), 1454-1476; JCI: Q1
21. Dini, H.; Simonetti, A.; **Bigne, E.**, & Bruni, L. E. (2022). EEG theta and N400 responses to congruent versus incongruent brand logos. *Scientific Reports*, 12(1), 1-11; JCI: Q1. Awarded as one of the 20 most relevant publications in 2022 by the Neuromarketing Science & Business Association (NMSBA)
22. Simonetti, A. & **Bigne, E.** (2022). How visual attention to social media cues impacts visit intention and liking expectation for restaurants. *International Journal of Contemporary Hospitality Management* 34 (6), 2049-2070; JCI: Q1.
23. Badenes-Rocha, A.; **Bigne, E.** & Ruiz-Mafe, C (2022). Impact of CRM on consumer advocacy and participation: a causal model based on self-reports and eye-tracking. *Psychology & Marketing* 39 (1), 214-226; JCI: Q1.
24. Kakaria, S.; **Bigne, E.**; Catambrone, V. & Valenza, G. (2022). Heart rate variability in marketing research: A systematic review and methodological perspectives. *Psychology & Marketing*, <https://doi.org/10.1002/mar.21734>; JCI: Q1
25. Ausin-Azofra, J.M.; **Bigne, E.**; Ruiz, C.; Marin-Morales, J.; Guixeres, J. & Alcañiz, M. (2021). Do You See What I See? Effectiveness of 360-Degree vs. 2D Video Ads Using a Neuroscience Approach. *Frontiers in Psychology* 12, 612717.
26. **Bigne, E.**; Simonetti, A.; Ruiz, C.; & Kakaria, S. (2021). How online advertising competes with user-generated content in TripAdvisor. A neuroscientific approach. *Journal of Business Research* 123(February), 279-288.

27. **Bigne**, E. ; Chatzipanagiotou, K. & Ruiz, C. (2020). Pictorial content, sequence of conflicting online reviews and consumer decision-making: The Stimulus-Organism-Response Model revisited. *Journal of Business Research* 115, 403-416.
28. Guixeres-Provinciale, J.; **Bigné**, E.; Colomer Granero, A.; Fuentes Hurtado, F.J.; Naranjo-Ornedo, V.; Ausin, J.M.; Alcañiz, M. (2017). Neuroscience-based metrics predict recall, liking and viewing rates in online advertising. *Frontiers in Psychology*, section Quantitative Psychology & Measurement. doi: 10.3389/fpsyg.2017.01808 (Q1 in Psychology)
29. Alcañiz, M.; **Bigné**, E. & Guixeres, J. (2017). Neuromarketing: midiendo en realidad y en realidad mixta. *Investigación y Marketing*, 134, 5-9
30. **Bigné**, E.; Llinares, C., & Torrecilla, C. (2016). Elapsed time on first buying triggers brand choices within a category: A virtual reality-based study. *Journal of Business Research*, 69(4) 1423-1427 doi:10.1016/j.jbusres.2015.10.119 (Q1)