

Richard J Lutz

List of Publications by Year in descending order

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Version: 2024-02-01

23
papers

6,989
citations

471509

17
h-index

642732

23
g-index

24
all docs

24
docs citations

24
times ranked

2722
citing authors

#	ARTICLE	IF	CITATIONS
1	An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. <i>Journal of Marketing</i> , 1989, 53, 48-65.	11.3	1,564
2	The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. <i>Journal of Marketing Research</i> , 1986, 23, 130-143.	4.8	1,390
3	The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. <i>Journal of Marketing Research</i> , 1986, 23, 130.	4.8	1,094
4	An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. <i>Journal of Marketing</i> , 1989, 53, 48.	11.3	972
5	Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions. <i>Journal of Marketing</i> , 2009, 73, 77-91.	11.3	866
6	Changing Brand Attitudes Through Modification of Cognitive Structure. <i>Journal of Consumer Research</i> , 1975, 1, 49.	5.1	236
7	Children, Advertising, and Product Experiences: A Multimethod Inquiry. <i>Journal of Consumer Research</i> , 2000, 27, 31-48.	5.1	186
8	THE FUNCTION OF FORMAT: Consumer Responses to Six On-line Advertising Formats. <i>Journal of Advertising</i> , 2006, 35, 53-63.	6.6	142
9	An Experimental Investigation of Causal Relations among Cognitions, Affect, and Behavioral Intention. <i>Journal of Consumer Research</i> , 1977, 3, 197.	5.1	117
10	Cognitive Algebra in Multi-Attribute Attitude Models. <i>Journal of Marketing Research</i> , 1975, 12, 151-164.	4.8	84
11	Multiple endorsers and multiple endorsements: The influence of message repetition, source congruence and involvement on brand attitudes. <i>Journal of Consumer Psychology</i> , 2012, 22, 249-259.	4.5	79
12	Cognitive Algebra in Multi-Attribute Attitude Models. <i>Journal of Marketing Research</i> , 1975, 12, 151.	4.8	62
13	A Model and Methodology for the Development of Consumer Information Programs. <i>Journal of Marketing</i> , 1979, 43, 58-67.	11.3	35
14	The Typicality and Accessibility of Consumer Attitudes Toward Television Advertising: Implications for the Measurement of Attitudes Toward Advertising in General. <i>Journal of Advertising</i> , 2013, 42, 343-357.	6.6	31
15	First-Order and Second-Order Cognitive Effects in Attitude Change. <i>Communication Research</i> , 1975, 2, 289-299.	5.9	24
16	From Super Mario to Skyrim: A framework for the evolution of video game consumption. <i>Journal of Consumer Behaviour</i> , 2017, 16, 101-120.	4.2	19
17	Decision Plans and Consumer Choice Dynamics. <i>Journal of Marketing Research</i> , 1982, 19, 108-115.	4.8	16
18	How and when taking pictures undermines the enjoyment of experiences. <i>Psychology and Marketing</i> , 2019, 36, 520-529.	8.2	12

#	ARTICLE	IF	CITATIONS
19	The Marketing of Consumer Information. <i>Journal of Marketing</i> , 1983, 47, 108-112.	11.3	11
20	Information Processing in Attitude Formation and Change. <i>Communication Research</i> , 1975, 2, 267-278.	5.9	9
21	Web users' perceptions of and attitudes toward online advertising formats. <i>International Journal of Internet Marketing and Advertising</i> , 2008, 4, 281.	0.2	9
22	Affirmative Disclosure In Home Purchasing. <i>Journal of Consumer Affairs</i> , 1979, 13, 297-310.	2.3	4
23	Editorship of Harper W. Boyd Jr. (1975â€“1978). <i>Journal of Marketing Research</i> , 2014, 51, 101-104.	4.8	0