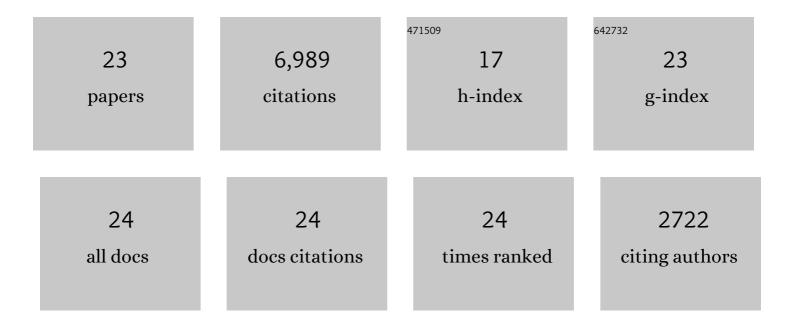
Richard J Lutz

List of Publications by Year in descending order

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RICHARD LLUTZ

#	Article	IF	CITATIONS
1	How and when taking pictures undermines the enjoyment of experiences. Psychology and Marketing, 2019, 36, 520-529.	8.2	12
2	From Super Mario to Skyrim: A framework for the evolution of video game consumption. Journal of Consumer Behaviour, 2017, 16, 101-120.	4.2	19
3	Editorship of Harper W. Boyd Jr. (1975–1978). Journal of Marketing Research, 2014, 51, 101-104.	4.8	Ο
4	The Typicality and Accessibility of Consumer Attitudes Toward Television Advertising: Implications for the Measurement of Attitudes Toward Advertising in General. Journal of Advertising, 2013, 42, 343-357.	6.6	31
5	Multiple endorsers and multiple endorsements: The influence of message repetition, source congruence and involvement on brand attitudes. Journal of Consumer Psychology, 2012, 22, 249-259.	4.5	79
6	Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions. Journal of Marketing, 2009, 73, 77-91.	11.3	866
7	Web users' perceptions of and attitudes toward online advertising formats. International Journal of Internet Marketing and Advertising, 2008, 4, 281.	0.2	9
8	THE FUNCTION OF FORMAT: Consumer Responses to Six On-line Advertising Formats. Journal of Advertising, 2006, 35, 53-63.	6.6	142
9	Children, Advertising, and Product Experiences: A Multimethod Inquiry. Journal of Consumer Research, 2000, 27, 31-48.	5.1	186
10	An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. Journal of Marketing, 1989, 53, 48-65.	11.3	1,564
11	An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. Journal of Marketing, 1989, 53, 48.	11.3	972
12	The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. Journal of Marketing Research, 1986, 23, 130.	4.8	1,094
13	The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. Journal of Marketing Research, 1986, 23, 130-143.	4.8	1,390
14	The Marketing of Consumer Information. Journal of Marketing, 1983, 47, 108-112.	11.3	11
15	Decision Plans and Consumer Choice Dynamics. Journal of Marketing Research, 1982, 19, 108-115.	4.8	16
16	A Model and Methodology for the Development of Consumer Information Programs. Journal of Marketing, 1979, 43, 58-67.	11.3	35
17	Affirmative Disclosure In Home Purchasing. Journal of Consumer Affairs, 1979, 13, 297-310.	2.3	4
18	An Experimental Investigation of Causal Relations among Cognitions, Affect, and Behavioral Intention. Journal of Consumer Research, 1977, 3, 197.	5.1	117

RICHARD J LUTZ

#	Article	IF	CITATIONS
19	Cognitive Algebra in Multi-Attribute Attitude Models. Journal of Marketing Research, 1975, 12, 151-164.	4.8	84
20	Information Processing in Attitude Formation and Change. Communication Research, 1975, 2, 267-278.	5.9	9
21	First-Order and Second-Order Cognitive Effects in Attitude Change. Communication Research, 1975, 2, 289-299.	5.9	24
22	Cognitive Algebra in Multi-Attribute Attitude Models. Journal of Marketing Research, 1975, 12, 151.	4.8	62
23	Changing Brand Attitudes Through Modification of Cognitive Structure. Journal of Consumer Research, 1975, 1, 49.	5.1	236