

# J Craig Andrews

## List of Publications by Year in descending order

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Version: 2024-02-01

52  
papers

4,116  
citations

147801

31  
h-index

182427

51  
g-index

54  
all docs

54  
docs citations

54  
times ranked

2444  
citing authors

#	ARTICLE	IF	CITATIONS
1	A Framework for Conceptualizing and Measuring the Involvement Construct in Advertising Research. <i>Journal of Advertising</i> , 1990, 19, 27-40.	6.6	515
2	Assessing the Cross-National Applicability of Consumer Behavior Models: A Model of Attitude Toward Advertising in General. <i>Journal of Consumer Research</i> , 1993, 19, 626.	5.1	260
3	Consumer Generalization of Nutrient Content Claims in Advertising. <i>Journal of Marketing</i> , 1998, 62, 62-75.	11.3	241
4	Understanding how Graphic Pictorial Warnings Work on Cigarette Packaging. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 265-276.	3.4	187
5	Effects of involvement, argument strength, and source characteristics on central and peripheral processing of advertising. <i>Psychology and Marketing</i> , 1990, 7, 195-214.	8.2	180
6	The Effects of Nutrition Package Claims, Nutrition Facts Panels, and Motivation to Process Nutrition Information on Consumer Product Evaluations. <i>Journal of Public Policy and Marketing</i> , 1997, 16, 256-269.	3.4	172
7	Testing the Cross-National Applicability of U.S. and Russian Advertising Belief and Attitude Measures. <i>Journal of Advertising</i> , 1994, 23, 71-82.	6.6	171
8	Is Simpler Always Better? Consumer Evaluations of Front-of-Package Nutrition Symbols. <i>Journal of Public Policy and Marketing</i> , 2011, 30, 175-190.	3.4	171
9	Are Some Comparative Nutrition Claims Misleading? The Role of Nutrition Knowledge, Ad Claim Type and Disclosure Conditions. <i>Journal of Advertising</i> , 2000, 29, 29-42.	6.6	156
10	A Cross-Cultural Comparison of Consumer Ethnocentrism in the United States and Russia. <i>Journal of International Consumer Marketing</i> , 1997, 9, 73-93.	3.7	152
11	The Dimensionality of Beliefs toward Advertising in General. <i>Journal of Advertising</i> , 1989, 18, 26-35.	6.6	147
12	Cross-Cultural Generalizability of a Scale for Profiling Consumers' Decision-Making Styles. <i>Journal of Consumer Affairs</i> , 1993, 27, 55-65.	2.3	141
13	Consumer Generalization of Nutrient Content Claims in Advertising. <i>Journal of Marketing</i> , 1998, 62, 62.	11.3	123
14	Understanding Adolescent Intentions to Smoke: An Examination of Relationships among Social Influence, Prior Trial Behavior, and Antitobacco Campaign Advertising. <i>Journal of Marketing</i> , 2004, 68, 110-123.	11.3	116
15	The Nutrition Elite: Do Only the Highest Levels of Caloric Knowledge, Obesity Knowledge, and Motivation Matter in Processing Nutrition Ad Claims and Disclosures?. <i>Journal of Public Policy and Marketing</i> , 2009, 28, 41-55.	3.4	107
16	Covert Marketing Unmasked: A Legal and Regulatory Guide for Practices that Mask Marketing Messages. <i>Journal of Public Policy and Marketing</i> , 2008, 27, 7-18.	3.4	106
17	Tests of Graphic Visuals and Cigarette Package Warning Combinations: Implications for the Framework Convention on Tobacco Control. <i>Journal of Public Policy and Marketing</i> , 2006, 25, 212-223.	3.4	98
18	How Graphic Visual Health Warnings Affect Young Smokers' Thoughts of Quitting. <i>Journal of Marketing Research</i> , 2014, 51, 165-183.	4.8	64

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19	Graphic Health Warnings on Cigarette Packages: The Role of Emotions in Affecting Adolescent Smoking Consideration and Secondhand Smoke Beliefs. <i>Journal of Public Policy and Marketing</i> , 2016, 35, 124-143.	3.4	61
20	Believability and Attitudes toward Alcohol Warning Label Information: The Role of Persuasive Communications Theory. <i>Journal of Public Policy and Marketing</i> , 1990, 9, 1-15.	3.4	60
21	Effects of Consumption Frequency on Believability and Attitudes Toward Alcohol Warning Labels. <i>Journal of Consumer Affairs</i> , 1991, 25, 323-338.	2.3	60
22	Defining, Operationalizing, and Using Involvement in Advertising Research: A Review. <i>Journal of Current Issues and Research in Advertising</i> , 1993, 15, 21-57.	4.3	60
23	Understanding Cross-Cultural Student Perceptions of Advertising in General: Implications for Advertising Educators and Practitioners. <i>Journal of Advertising</i> , 1991, 20, 15-28.	6.6	59
24	Adherence of Prime-Time Televised Advertising Disclosures to the "Clear and Conspicuous" Standard: 1990 versus 2002. <i>Journal of Public Policy and Marketing</i> , 2004, 23, 170-182.	3.4	59
25	Consumer Research Needs from the Food and Drug Administration on Front-of-Package Nutritional Labeling. <i>Journal of Public Policy and Marketing</i> , 2014, 33, 10-16.	3.4	56
26	Marketers'™ use of alternative front-of-package nutrition symbols: An examination of effects on product evaluations. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 453-476.	11.2	51
27	Segmentation in social marketing. <i>European Journal of Marketing</i> , 2010, 44, 1140-1164.	2.9	42
28	The Effects of Advertising Distinctiveness and Message Content Involvement on Cognitive and Affective Responses to Advertising. <i>Journal of Current Issues and Research in Advertising</i> , 1992, 14, 45-58.	4.3	41
29	The Effectiveness of Alcohol Warning Labels: A Review and Extension. <i>American Behavioral Scientist</i> , 1995, 38, 622-632.	3.8	37
30	Effects of Antismoking Advertising-Based Beliefs on Adult Smokers'™ Consideration of Quitting. <i>American Journal of Public Health</i> , 2005, 95, 1062-1066.	2.7	33
31	Title is missing!. <i>Marketing Letters</i> , 2000, 11, 235-247.	2.9	32
32	What consumers actually know: The role of objective nutrition knowledge in processing stop sign and traffic light front-of-pack nutrition labels. <i>Journal of Business Research</i> , 2021, 128, 140-155.	10.2	30
33	The influence of retail store environment on brand-related judgments. <i>Journal of Retailing and Consumer Services</i> , 1994, 1, 67-76.	9.4	29
34	The Role of Cognitive Responses as Mediators of Alcohol Warning Label Effects. <i>Journal of Public Policy and Marketing</i> , 1993, 12, 57-68.	3.4	28
35	The Role of Qualifying Language on Consumer Perceptions of Environmental Claims. <i>Journal of Consumer Affairs</i> , 1999, 33, 297-320.	2.3	25
36	How do Antitobacco Campaign Advertising and Smoking Status Affect Beliefs and Intentions? Some Similarities and Differences between Adults and Adolescents. <i>Journal of Public Policy and Marketing</i> , 2007, 26, 60-74.	3.4	25

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37	Effects of plain package branding and graphic health warnings on adolescent smokers in the USA, Spain and France. <i>Tobacco Control</i> , 2016, 25, e120-e126.	3.2	25
38	Effects of E-Cigarette Health Warnings and Modified Risk Ad Claims on Adolescent E-Cigarette Craving and Susceptibility. <i>Nicotine and Tobacco Research</i> , 2019, 21, 792-798.	2.6	23
39	Children and Online Privacy Protection: Empowerment from Cognitive Defense Strategies. <i>Journal of Public Policy and Marketing</i> , 2020, 39, 205-219.	3.4	23
40	Opportunities for Consumer Research from the Food and Drug Administration's Center for Tobacco Products. <i>Journal of Public Policy and Marketing</i> , 2015, 34, 119-130.	3.4	18
41	Research Issues and Needs at the Intersection of Advertising and Public Policy. <i>Journal of Advertising</i> , 2019, 48, 126-135.	6.6	17
42	Can Corrective Ad Statements Based on <i>U.S. v. Philip Morris USA Inc.</i> Affect Consumer Beliefs About Smoking?. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 153-169.	3.4	16
43	What Exactly Is Marketing and Public Policy? Insights for <i>JPPM</i> Researchers. <i>Journal of Public Policy and Marketing</i> , 2022, 41, 10-33.	3.4	14
44	Entertainment Industry Ratings Disclosures and the Clear and Conspicuous Standard. <i>Journal of Consumer Affairs</i> , 2006, 40, 117-143.	2.3	12
45	Factors to consider in improving prescription drug pharmacy leaflets. <i>International Journal of Advertising</i> , 2015, 34, 765-788.	6.7	7
46	The Use of Marketing Knowledge in Formulating and Enforcing Consumer Protection Policy. , 2001, , 1-33.		7
47	Government Efforts to Aid Consumer Well-Being: Understanding Federal Health Warnings and Disclosures. , 0, , 530-563.		6
48	Editor's Statement. <i>Journal of Marketing &amp; Public Policy</i> , 1999, 18, 1-2.	2.4	3
49	Identifying and selecting effective graphic health warnings to prevent perceptual wearout on tobacco packaging and in advertising. <i>Journal of Consumer Affairs</i> , 2021, 55, 609-621.	2.3	3
50	Broadening Journal of Public Policy & Marketing's Outreach: My "Tour of Duty" as Editor. <i>Journal of Public Policy and Marketing</i> , 2011, 30, 76-80.	3.4	1
51	Consumer Research at the Federal Trade Commission: My Experiences from 1992 to 1993. <i>Journal of Public Policy and Marketing</i> , 2014, 33, 229-231.	3.4	1
52	A Longitudinal Assessment of Corrective Advertising Mandated in <i>United States v. Philip Morris USA, Inc.</i> <i>Journal of Business Ethics</i> , 2021, 171, 757-770.	6.0	1