

# John R Rossiter

## List of Publications by Year in descending order

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Version: 2024-02-01

76  
papers

8,241  
citations

147801

31  
h-index

85541

71  
g-index

82  
all docs

82  
docs citations

82  
times ranked

5345  
citing authors

#	ARTICLE	IF	CITATIONS
1	The Predictive Validity of Multiple-Item versus Single-Item Measures of the Same Constructs. <i>Journal of Marketing Research</i> , 2007, 44, 175-184.	4.8	2,095
2	The C-OAR-SE procedure for scale development in marketing. <i>International Journal of Research in Marketing</i> , 2002, 19, 305-335.	4.2	1,801
3	Store atmosphere and purchasing behavior. <i>Journal of Retailing</i> , 1994, 70, 283-294.	6.2	1,169
4	Children and Commercial Persuasion: An Attribution Theory Analysis. <i>Journal of Consumer Research</i> , 1974, 1, 13.	5.1	311
5	A model of brand awareness and brand attitude advertising strategies. <i>Psychology and Marketing</i> , 1992, 9, 263-274.	8.2	192
6	Attitude Change through Visual Imagery in Advertising. <i>Journal of Advertising</i> , 1980, 9, 10-16.	6.6	190
7	Tailor-made single-item measures of doubly concrete constructs. <i>International Journal of Advertising</i> , 2009, 28, 607-621.	6.7	182
8	Brain-Imaging Detection of Visual Scene Encoding in Long-term Memory for TV Commercials. <i>Journal of Advertising Research</i> , 2001, 41, 13-21.	2.1	138
9	Comparing perceptions of marketing communication channels. <i>European Journal of Marketing</i> , 2011, 45, 6-42.	2.9	113
10	Marketing measurement revolution. <i>European Journal of Marketing</i> , 2011, 45, 1561-1588.	2.9	100
11	What Is Marketing Knowledge?. <i>Marketing Theory</i> , 2001, 1, 9-26.	3.1	94
12	Content Validity of Measures of Abstract Constructs in Management and Organizational Research. <i>British Journal of Management</i> , 2008, 19, 380-388.	5.0	89
13	Falling in love with brands: a dynamic analysis of the trajectories of brand love. <i>Marketing Letters</i> , 2016, 27, 15-26.	2.9	89
14	Measurement for the Social Sciences. , 2011, , .		85
15	Reliability of a Short Test Measuring Children's Attitudes Toward TV Commercials. <i>Journal of Consumer Research</i> , 1977, 3, 179.	5.1	80
16	Children's TV Commercials: Testing the Defenses. <i>Journal of Communication</i> , 1974, 24, 137-144.	3.7	79
17	A new C-OAR-SE-based content-valid and predictively valid measure that distinguishes brand love from brand liking. <i>Marketing Letters</i> , 2012, 23, 905-916.	2.9	79
18	Fear-pattern analysis supports the fear-drive model for antispeeding road-safety TV ads. <i>Psychology and Marketing</i> , 2004, 21, 945-960.	8.2	78

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19	Emotional Branding Pays Off. <i>Journal of Advertising Research</i> , 2012, 52, 291-296.	2.1	69
20	Children's Television Viewing: An Examination of Parent-Child Consensus. <i>Sociometry</i> , 1975, 38, 308.	0.9	67
21	Ethnicity in Business and Consumer Behavior. <i>Journal of Business Research</i> , 1998, 42, 127-134.	10.2	65
22	Reminder: a horse is a horse. <i>International Journal of Research in Marketing</i> , 2005, 22, 23-25.	4.2	63
23	Print advertising: Celebrity presenters. <i>Journal of Business Research</i> , 2012, 65, 874-879.	10.2	59
24	The Remote Associates Test: Divergent or Convergent Thinking?. <i>Psychological Reports</i> , 1966, 19, 1313-1314.	1.7	54
25	Advertising Stimulus Effects: A Review. <i>Journal of Current Issues and Research in Advertising</i> , 1992, 14, 75-90.	4.3	50
26	New "Brainstorming" Principles. <i>Australian Journal of Management</i> , 1994, 19, 61-72.	2.2	48
27	The low stability of brand-attribute associations is partly due to market research methodology. <i>International Journal of Research in Marketing</i> , 2008, 25, 104-108.	4.2	42
28	The Validity of Two Brief Measures of Creative Ability. <i>Creativity Research Journal</i> , 2010, 22, 53-61.	2.6	40
29	The Five Forms of Transmissible, Usable marketing Knowledge. <i>Marketing Theory</i> , 2002, 2, 369-380.	3.1	37
30	Management humor. <i>Organizational Psychology Review</i> , 2011, 1, 316-338.	4.3	35
31	Short-Run Advertising Effects on Children: A Field Study. <i>Journal of Marketing Research</i> , 1976, 13, 68-70.	4.8	34
32	A Proposed Model for Explaining and Measuring Web Ad Effectiveness. <i>Journal of Current Issues and Research in Advertising</i> , 1999, 21, 13-31.	4.3	34
33	Methodological Guidelines for Advertising Research. <i>Journal of Advertising</i> , 2017, 46, 71-82.	6.6	33
34	Designing Web Surveys in Marketing Research: Does Use of Forced Answering Affect Completion Rates?. <i>Journal of Marketing Theory and Practice</i> , 2010, 18, 285-294.	4.3	30
35	"Branding" explained: Defining and measuring brand awareness and brand attitude. <i>Journal of Brand Management</i> , 2014, 21, 533-540.	3.5	30
36	Short-Run Advertising Effects on Children: A Field Study. <i>Journal of Marketing Research</i> , 1976, 13, 68.	4.8	29

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37	The Website Schema. <i>Journal of Interactive Advertising</i> , 2004, 4, 38-48.	5.3	28
38	Children's Receptivity to Proprietary Medicine Advertising. <i>Journal of Consumer Research</i> , 1979, 6, 247.	5.1	27
39	Fear Patterns: A New Approach to Designing Road Safety Advertisements. <i>Journal of Prevention and Intervention in the Community</i> , 2010, 38, 264-279.	0.7	23
40	How coviewing reduces the effectiveness of TV advertising. <i>Journal of Marketing Communications</i> , 2012, 18, 363-378.	4.0	23
41	Toward a Valid Measure of E-Retailing Service Quality. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 2007, 2, 36-48.	5.7	23
42	Advanced Media Planning. , 1998, , .		22
43	Qualifying the importance of findings. <i>Journal of Business Research</i> , 2003, 56, 85-88.	10.2	20
44	How to use C-OAR-SE to design optimal standard measures. <i>European Journal of Marketing</i> , 2016, 50, 1924-1941.	2.9	20
45	Canonical Analysis of Developmental, Social, and Experiential Factors in Children's Comprehension of Television Advertising. <i>Journal of Genetic Psychology</i> , 1976, 129, 317-327.	1.2	19
46	â€Pick Anyâ€™™ Measures Contaminate Brand Image Studies. <i>International Journal of Market Research</i> , 2012, 54, 821-834.	3.8	19
47	ER-SERVCOMPSQUAL: A Measure of E-Retailing Service Components Quality. <i>Service Science</i> , 2009, 1, 212-224.	1.3	17
48	C-OAR-SE-Based Single-Item Measures for the Two-Stage Technology Acceptance Model. <i>Australasian Marketing Journal</i> , 2013, 21, 30-35.	5.4	16
49	How to Construct a Test of Scientific Knowledge in Consumer Behavior. <i>Journal of Consumer Research</i> , 2003, 30, 305-310.	5.1	15
50	Envisioning the Future of Advertising Creativity Research: Alternative Perspectives. <i>Journal of Advertising</i> , 2008, 37, 131-150.	6.6	15
51	Children's Dispositions Toward Proprietary Drugs and the Role of Television Drug Advertising. <i>Public Opinion Quarterly</i> , 1980, 44, 316.	1.6	14
52	Pattern-matching purchase behavior and stochastic brand choice: A low involvement model. <i>Journal of Economic Psychology</i> , 1989, 10, 559-585.	2.2	14
53	Children's Consumer Information Processing. <i>Communication Research</i> , 1975, 2, 307-316.	5.9	13
54	Comparaison des validitÃ©s prÃ©dictives des mesures d'un mÃªme construit des Ã©chelles mono-item et des Ã©chelles multi-items. <i>Recherche Et Applications En Marketing</i> , 2008, 23, 81-96.	0.5	11

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55	Why the Level-Free Forced-Choice Binary Measure of Brand Benefit Beliefs Works So Well. International Journal of Market Research, 2015, 57, 239-256.	3.8	9
56	Comments on J. Scott Armstrong's "Evidence-based advertising: an application to persuasion". International Journal of Advertising, 2011, 30, 769-794.	6.7	7
57	Range Model of Judgments. Journal of Consumer Psychology, 2005, 15, 250-262.	4.5	6
58	Further Comment on "Market Orientation". Australasian Marketing Journal, 2012, 20, 108-112.	5.4	6
59	Scientific progress in measurement theory?. AMS Review, 2013, 3, 171-179.	2.5	6
60	A critique of prospect theory and framing with particular reference to consumer decisions. Journal of Consumer Behaviour, 2019, 18, 399-405.	4.2	6
61	A new measure of social classes. Journal of Consumer Behaviour, 2012, 11, 89-93.	4.2	5
62	Optimal standard measures for marketing. Journal of Marketing Management, 0, , 1-14.	2.3	5
63	Special issue editorial: Fear appeals in social marketing campaigns. Psychology and Marketing, 2004, 21, 885-887.	8.2	4
64	Commentary: Why you Must Use My C-OAR-SE Method. Australasian Marketing Journal, 2015, 23, 259-260.	5.4	4
65	Children and "junk food" advertising: Critique of a recent Australian study. Journal of Consumer Behaviour, 2019, 18, 275-282.	4.2	4
66	Brand awareness and acceptance: A seven-set classification for managers. Journal of Brand Management, 1993, 1, 33-40.	3.5	3
67	Identifying and Measuring "Australian Values". Australasian Marketing Journal, 2007, 15, 7-13.	5.4	3
68	Editorial: JBR Special issue on executional elements in advertising. Journal of Business Research, 2012, 65, 829-830.	10.2	2
69	Validity and Reliability. , 2011, , 13-28.		2
70	Forward flow" An alternative interpretation: Comment on Gray et al. (2019).. American Psychologist, 2020, 75, 725-726.	4.2	2
71	Optimal standard measures: Comment on Matthews et al. (2016).. American Psychologist, 2017, 72, 489-490.	4.2	2
72	Creativity in Advertising: How to Test for Highly Creative Individuals, How to Generate Alternative Creative Ideas, and How to Pretest Them. Journal of Current Issues and Research in Advertising, 2022, 43, 123-136.	4.3	2

#	ARTICLE	IF	CITATIONS
73	Rationale of C-OAR-SE. , 2011, , 1-11.		0
74	Qualitative Research from a C-OAR-SE Perspective. , 2011, , 115-139.		0
75	Attribute Classification and Measures. , 2011, , 41-60.		0
76	Object Classification and Measures. , 2011, , 29-39.		0