

# Joffre Swait

## List of Publications by Year in descending order

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Version: 2024-02-01

94  
papers

13,390  
citations

71102

41  
h-index

56724

83  
g-index

98  
all docs

98  
docs citations

98  
times ranked

7737  
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand Equity as a Signaling Phenomenon. <i>Journal of Consumer Psychology</i> , 1998, 7, 131-157.	4.5	1,289
2	Brand Credibility, Brand Consideration, and Choice. <i>Journal of Consumer Research</i> , 2004, 31, 191-198.	5.1	827
3	The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models. <i>Journal of Marketing Research</i> , 1993, 30, 305-314.	4.8	724
4	The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models. <i>Journal of Marketing Research</i> , 1993, 30, 305.	4.8	526
5	Brands as Signals: A Cross-Country Validation Study. <i>Journal of Marketing</i> , 2006, 70, 34-49.	11.3	506
6	Brands as Signals: A Cross-Country Validation Study. <i>Journal of Marketing</i> , 2006, 70, 34-49.	11.3	484
7	A comparison of stated preference methods for environmental valuation. <i>Ecological Economics</i> , 1996, 18, 243-253.	5.7	476
8	The Influence of Task Complexity on Consumer Choice: A Latent Class Model of Decision Strategy Switching. <i>Journal of Consumer Research</i> , 2001, 28, 135-148.	5.1	394
9	The impact of brand credibility on consumer price sensitivity. <i>International Journal of Research in Marketing</i> , 2002, 19, 1-19.	4.2	371
10	Perceptions versus Objective Measures of Environmental Quality in Combined Revealed and Stated Preference Models of Environmental Valuation. <i>Journal of Environmental Economics and Management</i> , 1997, 32, 65-84.	4.7	348
11	A structural equation model of latent segmentation and product choice for cross-sectional revealed preference choice data. <i>Journal of Retailing and Consumer Services</i> , 1994, 1, 77-89.	9.4	338
12	Combining sources of preference data. <i>Journal of Econometrics</i> , 1998, 89, 197-221.	6.5	314
13	The effects of brand credibility on customer loyalty. <i>Journal of Retailing and Consumer Services</i> , 2008, 15, 179-193.	9.4	258
14	Experimental analysis of choice. <i>Marketing Letters</i> , 1994, 5, 351-367.	2.9	247
15	A non-compensatory choice model incorporating attribute cutoffs. <i>Transportation Research Part B: Methodological</i> , 2001, 35, 903-928.	5.9	238
16	Choice Environment, Market Complexity, and Consumer Behavior: A Theoretical and Empirical Approach for Incorporating Decision Complexity into Models of Consumer Choice. <i>Organizational Behavior and Human Decision Processes</i> , 2001, 86, 141-167.	2.5	233
17	Incorporating random constraints in discrete models of choice set generation. <i>Transportation Research Part B: Methodological</i> , 1987, 21, 91-102.	5.9	228
18	The equalization price: A measure of consumer-perceived brand equity. <i>International Journal of Research in Marketing</i> , 1993, 10, 23-45.	4.2	215

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19	Psychological Indicators of Innovation Adoption: Cross-Classification Based on Need for Cognition and Need for Change. <i>Journal of Consumer Psychology</i> , 2002, 12, 1-13.	4.5	150
20	Choice set generation within the generalized extreme value family of discrete choice models. <i>Transportation Research Part B: Methodological</i> , 2001, 35, 643-666.	5.9	147
21	Perceived value and its impact on choice behavior in a retail setting. <i>Journal of Retailing and Consumer Services</i> , 2000, 7, 77-88.	9.4	135
22	Antecedents of True Brand Loyalty. <i>Journal of Advertising</i> , 2008, 37, 99-117.	6.6	124
23	Using stated preference and revealed preference modeling to evaluate prescribing decisions. <i>Health Economics (United Kingdom)</i> , 2004, 13, 563-573.	1.7	122
24	Empirical test of a constrained choice discrete model: Mode choice in São Paulo, Brazil. <i>Transportation Research Part B: Methodological</i> , 1987, 21, 103-115.	5.9	114
25	The Akaike Likelihood Ratio Index. <i>Transportation Science</i> , 1986, 20, 133-136.	4.4	112
26	Brand Effects on Choice and Choice Set Formation Under Uncertainty. <i>Marketing Science</i> , 2007, 26, 679-697.	4.1	109
27	Distinguishing taste variation from error structure in discrete choice data. <i>Transportation Research Part B: Methodological</i> , 2000, 34, 1-15.	5.9	100
28	Reconceptualising the External Validity of Discrete Choice Experiments. <i>Pharmacoeconomics</i> , 2014, 32, 951-965.	3.3	95
29	A sequential approach to exploiting the combined strengths of SP and RP data: Application to freight shipper choice. <i>Transportation</i> , 1994, 21, 135-152.	4.0	92
30	Valuing the Child Health Utility 9D: Using profile case best worst scaling methods to develop a new adolescent specific scoring algorithm. <i>Social Science and Medicine</i> , 2016, 157, 48-59.	3.8	86
31	Brand Equity, Consumer Learning and Choice. <i>Marketing Letters</i> , 1999, 10, 301-318.	2.9	81
32	Enriching Scanner Panel Models with Choice Experiments. <i>Marketing Science</i> , 2003, 22, 442-460.	4.1	80
33	Are Healthcare Choices Predictable? The Impact of Discrete Choice Experiment Designs and Models. <i>Value in Health</i> , 2019, 22, 1050-1062.	0.3	69
34	Are Food Choices Really Habitual? Integrating Habits, Variety-seeking, and Compensatory Choice in a Utility-maximizing Framework. <i>American Journal of Agricultural Economics</i> , 2013, 95, 17-41.	4.3	68
35	Context Dependence and Aggregation in Disaggregate Choice Analysis. <i>Marketing Letters</i> , 2002, 13, 195-205.	2.9	62
36	Channels for search and purchase: Does mobile Internet matter?. <i>Journal of Retailing and Consumer Services</i> , 2017, 39, 123-134.	9.4	59

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37	The Effects of Temporal Consistency of Sales Promotions and Availability on Consumer Choice Behavior. <i>Journal of Marketing Research</i> , 2002, 39, 304-320.	4.8	56
38	Choice and temporal welfare impacts: incorporating history into discrete choice models. <i>Journal of Environmental Economics and Management</i> , 2004, 47, 94-116.	4.7	55
39	The impact of vaccination and patient characteristics on influenza vaccination uptake of elderly people: A discrete choice experiment. <i>Vaccine</i> , 2018, 36, 1467-1476.	3.8	53
40	Consumer Search in High Technology Markets: Exploring the Use of Traditional Information Channels. <i>Journal of Consumer Psychology</i> , 2004, 14, 96-104.	4.5	52
41	Probabilistic choice (models) as a result of balancing multiple goals. <i>Journal of Mathematical Psychology</i> , 2013, 57, 1-14.	1.8	49
42	Attribute Range Effects in Binary Response Tasks. <i>Marketing Letters</i> , 2000, 11, 249-260.	2.9	46
43	Behavioral frontiers in choice modeling. <i>Marketing Letters</i> , 2008, 19, 215-228.	2.9	44
44	Citizen Participation in Patient Prioritization Policy Decisions: An Empirical and Experimental Study on Patients' Characteristics. <i>PLoS ONE</i> , 2012, 7, e36824.	2.5	41
45	Choice set formation for outdoor destinations: The role of motivations and preference discrimination in site selection for the management of public expenditures on protected areas. <i>Journal of Environmental Economics and Management</i> , 2017, 81, 152-173.	4.7	30
46	Using Stated Preference Modeling to Forecast the Effect of Medication Attributes on Prescriptions of Alcoholism Medications. <i>Value in Health</i> , 2003, 6, 474-482.	0.3	29
47	Choice Set Formation in Residential Mobility and Its Implications for Segregation Dynamics. <i>Demography</i> , 2019, 56, 1665-1692.	2.5	28
48	Decision Strategy and Structure in Households: A "Groups" Perspective. <i>Marketing Letters</i> , 2005, 16, 387-399.	2.9	27
49	The effect of choice set misspecification on welfare measures in random utility models. <i>Resources and Energy Economics</i> , 2015, 42, 71-92.	2.5	26
50	Flexible Covariance Structures for Categorical Dependent Variables Through Finite Mixtures of Generalized Extreme Value Models. <i>Journal of Business and Economic Statistics</i> , 2003, 21, 80-87.	2.9	23
51	Combining sources of preference data. , 2000, , 227-251.		22
52	Modeling Simultaneous Multiple Goal Pursuit and Adaptation in Consumer Choice. <i>Journal of Marketing Research</i> , 2018, 55, 352-367.	4.8	20
53	Seasonality effects on consumers' preferences over quality attributes of different beef products. <i>Meat Science</i> , 2019, 157, 107868.	5.5	20
54	Advanced Choice Models. , 2006, , 229-293.		19

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55	Willingness-to-pay for coastline protection in New South Wales: Beach preservation management and decision making. <i>Ocean and Coastal Management</i> , 2019, 178, 104805.	4.4	18
56	Choice models based on mixed discrete/continuous PDFs. <i>Transportation Research Part B: Methodological</i> , 2009, 43, 766-783.	5.9	15
57	Individuals'™ Decisions in the Presence of Multiple Goals. <i>Customer Needs and Solutions</i> , 2018, 5, 51-64.	0.8	13
58	The habit-driven life: Accounting for inertia in departure time choices for commuting trips. <i>Transportation Research, Part A: Policy and Practice</i> , 2020, 133, 272-289.	4.2	13
59	Conjoint Preference Elicitation Methods in the Broader Context of Random Utility Theory Preference Elicitation Methods. , 2007, , 167-197.		13
60	Commentary"Discussion of "Alleviating the Constant Stochastic Variance Assumption in Decision Research: Theory, Measurement, and Experimental Test" Marketing Science, 2010, 29, 18-22.	4.1	11
61	Conjoint Preference Elicitation Methods in the Broader Context of Random Utility Theory Preference Elicitation Methods. , 2000, , 279-318.		11
62	Categories shape preferences: A model of taste heterogeneity arising from categorization of alternatives. <i>Journal of Choice Modelling</i> , 2014, 13, 3-23.	2.3	10
63	Antecedent Volition and Spatial Effects: Can Multiple Goal Pursuit Mitigate Distance Decay?. <i>Environmental and Resource Economics</i> , 2020, 75, 243-270.	3.2	10
64	Determinants of Recreational Activities Choice in Protected Areas. <i>Sustainability</i> , 2022, 14, 412.	3.2	10
65	Choosing how best to choose: Antecedent Volition and decision process representation in discrete choice models. <i>Journal of Choice Modelling</i> , 2014, 13, 1-2.	2.3	9
66	Using repeated cross-sectional travel surveys to enhance forecasting robustness: Accounting for changing mode preferences. <i>Transportation Research, Part A: Policy and Practice</i> , 2014, 67, 110-126.	4.2	8
67	Capturing Context-Sensitive Information Usage in Choice Models via Mixtures of Information Archetypes. <i>Journal of Marketing Research</i> , 2016, 53, 646-664.	4.8	8
68	The Information-Economics Perspective on Brand Equity. <i>Foundations and Trends in Marketing</i> , 2016, 10, 1-59.	1.1	8
69	Goal-based models for discrete choice analysis. <i>Transportation Research Part B: Methodological</i> , 2017, 101, 72-88.	5.9	7
70	Feature-based attributes and the roles of consumers' perception bias and inference in choice. <i>International Journal of Research in Marketing</i> , 2019, 36, 325-340.	4.2	7
71	Distortions in willingness-to-pay for public goods induced by endemic distrust in institutions. <i>Journal of Choice Modelling</i> , 2021, 39, 100271.	2.3	6
72	Using Stated Preference and Revealed Preference Data Fusion Modelling in Health Care. <i>The Economics of Non-market Goods and Resources</i> , 2008, , 217-234.	1.2	5

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73	Experience as a conditioning effect on choice: Does it matter whether it is exogenous or endogenous?. <i>Transportation</i> , 2021, 48, 2825-2855.	4.0	5
74	Importance of Dwelling, Neighbourhood Attributes in Residential Location Modelling: Best Worst Scaling vs. Discrete Choice. <i>Procedia, Social and Behavioral Sciences</i> , 2014, 160, 92-101.	0.5	4
75	Social Cooperation in the Context of Integrated Private and Common Land Management. <i>Environmental and Resource Economics</i> , 2020, 75, 105-136.	3.2	4
76	An integrated modelling approach examining the influence of goals, habit and learning on choice using visual attention data. <i>Journal of Business Research</i> , 2020, 117, 44-57.	10.2	4
77	Separating generalizable from source-specific preference heterogeneity in the fusion of revealed and stated preferences. <i>Journal of Choice Modelling</i> , 2021, 40, 100302.	2.3	4
78	Not just noise: A goal pursuit interpretation of stochastic choice.. <i>Decision</i> , 2018, 5, 253-271.	0.5	3
79	The Role of Attribute Screening and Choice Set Formation in Health Discrete Choice Experiments: Modeling the Impact of Benefit and Risk Attributes. <i>Value in Health</i> , 2022, , .	0.3	3
80	Individuals' Decisions in the Presence of Multiple Goals. <i>SSRN Electronic Journal</i> , 2017, , .	0.4	2
81	“Whose plan is it?”-understanding how the goal pursuit of consumers and carers influence choices in the Australian disability sector. <i>Journal of Choice Modelling</i> , 2021, 40, 100300.	2.3	2
82	Conjoint Preference Elicitation Methods in the Broader Context of Random Utility Theory Preference Elicitation Methods. , 2003, , 331-370.		2
83	Frontiers in Modeling Discrete Choice Experiments: A Benefit Transfer Perspective. <i>The Economics of Non-market Goods and Resources</i> , 2015, , 209-236.	1.2	2
84	Preference Variation: Where Does Health Risk Attitude Come Into the Equation?. <i>Value in Health</i> , 2022, 25, 2044-2052.	0.3	2
85	Characterizing Brand Effects on Choice and Choice Set Formation Under Uncertainty. <i>SSRN Electronic Journal</i> , 2006, , .	0.4	1
86	Shocks to Brand Equity: An Information Economics Perspective on the US Auto Industry 2006-2011. <i>Customer Needs and Solutions</i> , 2014, 1, 317-332.	0.8	1
87	OP55 Health Technology Assessment In Children And Adolescents: Adolescent Preferences For Child Health Utility 9D Health States. <i>International Journal of Technology Assessment in Health Care</i> , 2017, 33, 24-25.	0.5	1
88	Conjoint Preference Elicitation Methods in the Broader Context of Random Utility Theory Preference Elicitation Methods. , 2001, , 305-344.		1
89	Deciding how to decide: an agenda for multi-stage choice modelling research in marketing. , 2014, , .		1
90	Comment on current issues and a “wish list” for conjoint analysis. <i>Applied Stochastic Models in Business and Industry</i> , 2005, 21, 331-332.	1.5	0

#	ARTICLE	IF	CITATIONS
91	Commentary on Econometric Modeling Strategies for Stated Preference Experiments By David Layton. Environmental and Resource Economics, 2006, 34, 87-90.	3.2	0
92	Branding and Brand Equity Models. World Scientific-Now Publishers Series in Business, 2014, , 237-260.	0.0	0
93	Perceptions versus Objective Measures of Environmental Quality in Combined Revealed and Stated Preference Models of Environmental Valuation. , 2003, , .		0
94	Jeopardizing brand profitability by misattributing process heterogeneity to preference heterogeneity. Journal of Choice Modelling, 2022, 43, 100359.	2.3	0