

Jacob Jacoby

List of Publications by Year in descending order

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51
papers

6,919
citations

147566

31
h-index

197535

49
g-index

51
all docs

51
docs citations

51
times ranked

3215
citing authors

#	ARTICLE	IF	CITATIONS
1	Brand Loyalty Vs. Repeat Purchasing Behavior. Journal of Marketing Research, 1973, 10, 1-9.	3.0	824
2	Brand Choice Behavior as a Function of Information Load. Journal of Marketing Research, 1974, 11, 63-69.	3.0	534
3	Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior. Journal of Consumer Psychology, 2002, 12, 51-57.	3.2	527
4	Components of perceived risk in product purchase: A cross-validation.. Journal of Applied Psychology, 1974, 59, 287-291.	4.2	482
5	Price, brand name, and product composition characteristics as determinants of perceived quality.. Journal of Applied Psychology, 1971, 55, 570-579.	4.2	477
6	Brand Choice Behavior as a Function of Information Load: Replication and Extension. Journal of Consumer Research, 1974, 1, 33.	3.5	389
7	Perspectives on Information Overload. Journal of Consumer Research, 1984, 10, 432.	3.5	352
8	Brand Choice Behavior as a Function of Information Load. Journal of Marketing Research, 1974, 11, 63.	3.0	340
9	Information Acquisition Behavior in Brand Choice Situations. Journal of Consumer Research, 1977, 3, 209.	3.5	323
10	Time and Consumer Behavior: An Interdisciplinary Overview. Journal of Consumer Research, 1976, 2, 320.	3.5	246
11	Intrinsic versus extrinsic cues as determinants of perceived product quality.. Journal of Applied Psychology, 1974, 59, 74-78.	4.2	244
12	Consumer Research: A State of the Art Review. Journal of Marketing, 1978, 42, 87.	7.0	231
13	What about Disposition?. Journal of Marketing, 1977, 41, 22-28.	7.0	198
14	A Behavioral Process Approach to Information Acquisition in Nondurable Purchasing. Journal of Marketing Research, 1978, 15, 532-544.	3.0	198
15	Consumer Use and Comprehension of Nutrition Information. Journal of Consumer Research, 1977, 4, 119.	3.5	189
16	Information Load and Decision Quality: Some Contested Issues. Journal of Marketing Research, 1977, 14, 569-573.	3.0	166
17	A Behavioral Process Approach to Information Acquisition in Nondurable Purchasing. Journal of Marketing Research, 1978, 15, 532.	3.0	104
18	Information Load and Decision Quality: Some Contested Issues. Journal of Marketing Research, 1977, 14, 569.	3.0	100

#	ARTICLE	IF	CITATIONS
19	Consumer Research: How valid and useful are all our consumer behavior research findings?. Journal of Marketing, 1978, 42, 87-96.	7.0	86
20	When feedback is ignored: Disutility of outcome feedback.. Journal of Applied Psychology, 1984, 69, 531-545.	4.2	80
21	Personality and Innovation Proneness. Journal of Marketing Research, 1971, 8, 244-247.	3.0	69
22	New directions in behavioral process research: Implications for social psychology. Journal of Experimental Social Psychology, 1987, 23, 146-175.	1.3	67
23	Patterns of Information Acquisition in New Product Purchases. Journal of Consumer Research, 1974, 1, 18.	3.5	66
24	Viewer Miscomprehension of Televised Communication: Selected Findings. Journal of Marketing, 1982, 46, 12-26.	7.0	53
25	Tracing the Impact of Item-by-Item Information Accessing on Uncertainty Reduction. Journal of Consumer Research, 1994, 21, 291.	3.5	49
26	A Varyingâ€Parameter Averaging Model of Onâ€Line Brand Evaluations. Journal of Consumer Research, 1997, 24, 232-248.	3.5	49
27	Perspectives On a Consumer Information Processing Research Program. Communication Research, 1975, 2, 203-215.	3.9	46
28	Corrective Advertising and Affirmative Disclosure Statements: Their Potential for Confusing and Misleading the Consumer. Journal of Marketing, 1982, 46, 61-72.	7.0	44
29	Applied Marketing: The FDA Approach to Defining Misleading Advertising. Journal of Marketing, 1975, 39, 65-68.	7.0	43
30	â€Not Manufactured or Authorized by â€ Recent Federal Cases Involving Trademark Disclaimers. Journal of Public Policy and Marketing, 1998, 17, 97-107.	2.2	39
31	Preference, Search, and Choice: An Integrative Approach. Journal of Consumer Research, 1979, 6, 166.	3.5	33
32	Taking Stock of Stockbrokers: Exploring Momentum versus Contrarian Investor Strategies and Profiles. Journal of Consumer Research, 2002, 29, 188-198.	3.5	31
33	Consumer Research in FTC versus Kraft (1991): A Case of Heads We Win, Tails you Lose?. Journal of Public Policy and Marketing, 1995, 14, 1-14.	2.2	29
34	Sources of Miscomprehension in Television Advertising. Journal of Advertising, 1984, 13, 17-26.	4.1	27
35	Training Novice Investors to Become More Expert: The Role of Information Accessing Strategy. Journal of Behavioral Finance, 2001, 2, 69-79.	0.4	23
36	Mapping Attitude Formation as a Function of Information Input: Online Processing Models of Attitude Formation. Journal of Consumer Psychology, 2002, 12, 21-34.	3.2	20

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37	Constructive Criticism and Programmatic Research: Reply to Russo. <i>Journal of Consumer Research</i> , 1975, 2, 154.	3.5	18
38	Effectiveness of security analyst information accessing strategies: A computer interactive assessment. <i>Computers in Human Behavior</i> , 1985, 1, 95-113.	5.1	18
39	A Brand Loyalty Concept: Comments on a Comment. <i>Journal of Marketing Research</i> , 1975, 12, 484-487.	3.0	17
40	A Brand Loyalty Concept: Comments on a Comment. <i>Journal of Marketing Research</i> , 1975, 12, 484.	3.0	15
41	On Miscomprehending Televised Communication: A Rejoinder. <i>Journal of Marketing</i> , 1982, 46, 35-43.	7.0	13
42	Open-Mindedness and Creativity. <i>Psychological Reports</i> , 1967, 20, 822-822.	0.9	12
43	Political Polling and the Lost-Letter Technique. <i>Journal of Social Psychology</i> , 1971, 83, 209-212.	1.0	11
44	Is it Rational to Assume Consumer Rationality? Some Consumer Psychological Perspectives on Rational Choice Theory. <i>SSRN Electronic Journal</i> , 2000, , .	0.4	11
45	Birth Rank and Pre-Experimental Anxiety. <i>Journal of Social Psychology</i> , 1968, 76, 9-11.	1.0	6
46	Miscomprehension of public affairs programming. <i>Journal of Broadcasting and Electronic Media</i> , 1985, 29, 437-443.	0.8	6
47	Time Perspective and Dogmatism: A Replication. <i>Journal of Social Psychology</i> , 1969, 79, 281-282.	1.0	4
48	On Miscomprehending Televised Communication: A Rejoinder. <i>Journal of Marketing</i> , 1982, 46, 35.	7.0	4
49	Intra- and Inter-individual Consistency in Information Acquisition – A Cross-Cultural Examination. , 1981, , 87-110.		3
50	<i>Consumer Psychology</i> . , 2015, , 738-743.		2
51	The Influence of Contextual Cues in Judgment Formation: An Ecologically Valid Test. <i>PLoS ONE</i> , 2016, 11, e0154383.	1.1	1