

Jacob Jacoby

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/10859418/publications.pdf>

Version: 2024-02-01

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 | The Influence of Contextual Cues in Judgment Formation: An Ecologically Valid Test. PLoS ONE, 2016, 11, e0154383. | 1.1 | 1 |
| 2 | Consumer Psychology. , 2015, , 738-743. | | 2 |
| 3 | Taking Stock of Stockbrokers: Exploring Momentum versus Contrarian Investor Strategies and Profiles. Journal of Consumer Research, 2002, 29, 188-198. | 3.5 | 31 |
| 4 | 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 |
| 5 | Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior. Journal of Consumer Psychology, 2002, 12, 51-57. | 3.2 | 527 |
| 6 | Training Novice Investors to Become More Expert: The Role of Information Accessing Strategy. Journal of Behavioral Finance, 2001, 2, 69-79. | 0.4 | 23 |
| 7 | Is it Rational to Assume Consumer Rationality? Some Consumer Psychological Perspectives on Rational Choice Theory. SSRN Electronic Journal, 2000, , . | 0.4 | 11 |
| 8 | “Not Manufactured or Authorized by” Recent Federal Cases Involving Trademark Disclaimers. Journal of Public Policy and Marketing, 1998, 17, 97-107. | 2.2 | 39 |
| 9 | A Varying Parameter Averaging Model of Online Brand Evaluations. Journal of Consumer Research, 1997, 24, 232-248. | 3.5 | 49 |
| 10 | 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 |
| 11 | Tracing the Impact of Item-by-Item Information Accessing on Uncertainty Reduction. Journal of Consumer Research, 1994, 21, 291. | 3.5 | 49 |
| 12 | New directions in behavioral process research: Implications for social psychology. Journal of Experimental Social Psychology, 1987, 23, 146-175. | 1.3 | 67 |
| 13 | Miscomprehension of public affairs programming. Journal of Broadcasting and Electronic Media, 1985, 29, 437-443. | 0.8 | 6 |
| 14 | Effectiveness of security analyst information accessing strategies: A computer interactive assessment. Computers in Human Behavior, 1985, 1, 95-113. | 5.1 | 18 |
| 15 | Perspectives on Information Overload. Journal of Consumer Research, 1984, 10, 432. | 3.5 | 352 |
| 16 | Sources of Miscomprehension in Television Advertising. Journal of Advertising, 1984, 13, 17-26. | 4.1 | 27 |
| 17 | When feedback is ignored: Disutility of outcome feedback.. Journal of Applied Psychology, 1984, 69, 531-545. | 4.2 | 80 |
| 18 | On Miscomprehending Televised Communication: A Rejoinder. Journal of Marketing, 1982, 46, 35. | 7.0 | 4 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 19 | Corrective Advertising and Affirmative Disclosure Statements: Their Potential for Confusing and Misleading the Consumer. <i>Journal of Marketing</i> , 1982, 46, 61-72. | 7.0 | 44 |
| 20 | Viewer Miscomprehension of Televised Communication: Selected Findings. <i>Journal of Marketing</i> , 1982, 46, 12-26. | 7.0 | 53 |
| 21 | On Miscomprehending Televised Communication: A Rejoinder. <i>Journal of Marketing</i> , 1982, 46, 35-43. | 7.0 | 13 |
| 22 | Intra- and Inter-individual Consistency in Information Acquisition – A Cross-Cultural Examination. , 1981, , 87-110. | | 3 |
| 23 | Preference, Search, and Choice: An Integrative Approach. <i>Journal of Consumer Research</i> , 1979, 6, 166. | 3.5 | 33 |
| 24 | A Behavioral Process Approach to Information Acquisition in Nondurable Purchasing. <i>Journal of Marketing Research</i> , 1978, 15, 532. | 3.0 | 104 |
| 25 | Consumer Research: A State of the Art Review. <i>Journal of Marketing</i> , 1978, 42, 87. | 7.0 | 231 |
| 26 | A Behavioral Process Approach to Information Acquisition in Nondurable Purchasing. <i>Journal of Marketing Research</i> , 1978, 15, 532-544. | 3.0 | 198 |
| 27 | Consumer Research: How valid and useful are all our consumer behavior research findings?. <i>Journal of Marketing</i> , 1978, 42, 87-96. | 7.0 | 86 |
| 28 | Consumer Use and Comprehension of Nutrition Information. <i>Journal of Consumer Research</i> , 1977, 4, 119. | 3.5 | 189 |
| 29 | Information Acquisition Behavior in Brand Choice Situations. <i>Journal of Consumer Research</i> , 1977, 3, 209. | 3.5 | 323 |
| 30 | Information Load and Decision Quality: Some Contested Issues. <i>Journal of Marketing Research</i> , 1977, 14, 569. | 3.0 | 100 |
| 31 | What about Disposition?. <i>Journal of Marketing</i> , 1977, 41, 22-28. | 7.0 | 198 |
| 32 | Information Load and Decision Quality: Some Contested Issues. <i>Journal of Marketing Research</i> , 1977, 14, 569-573. | 3.0 | 166 |
| 33 | Time and Consumer Behavior: An Interdisciplinary Overview. <i>Journal of Consumer Research</i> , 1976, 2, 320. | 3.5 | 246 |
| 34 | Constructive Criticism and Programmatic Research: Reply to Russo. <i>Journal of Consumer Research</i> , 1975, 2, 154. | 3.5 | 18 |
| 35 | A Brand Loyalty Concept: Comments on a Comment. <i>Journal of Marketing Research</i> , 1975, 12, 484-487. | 3.0 | 17 |
| 36 | Applied Marketing: The FDA Approach to Defining Misleading Advertising. <i>Journal of Marketing</i> , 1975, 39, 65-68. | 7.0 | 43 |

| # | ARTICLE | IF | CITATIONS |
|----|---|-----|-----------|
| 37 | Perspectives On a Consumer Information Processing Research Program. Communication Research, 1975, 2, 203-215. | 3.9 | 46 |
| 38 | A Brand Loyalty Concept: Comments on a Comment. Journal of Marketing Research, 1975, 12, 484. | 3.0 | 15 |
| 39 | Brand Choice Behavior as a Function of Information Load. Journal of Marketing Research, 1974, 11, 63-69. | 3.0 | 534 |
| 40 | Brand Choice Behavior as a Function of Information Load. Journal of Marketing Research, 1974, 11, 63. | 3.0 | 340 |
| 41 | Components of perceived risk in product purchase: A cross-validation.. Journal of Applied Psychology, 1974, 59, 287-291. | 4.2 | 482 |
| 42 | Patterns of Information Acquisition in New Product Purchases. Journal of Consumer Research, 1974, 1, 18. | 3.5 | 66 |
| 43 | Intrinsic versus extrinsic cues as determinants of perceived product quality.. Journal of Applied Psychology, 1974, 59, 74-78. | 4.2 | 244 |
| 44 | Brand Choice Behavior as a Function of Information Load: Replication and Extension. Journal of Consumer Research, 1974, 1, 33. | 3.5 | 389 |
| 45 | Brand Loyalty Vs. Repeat Purchasing Behavior. Journal of Marketing Research, 1973, 10, 1-9. | 3.0 | 824 |
| 46 | Personality and Innovation Proneness. Journal of Marketing Research, 1971, 8, 244-247. | 3.0 | 69 |
| 47 | Price, brand name, and product composition characteristics as determinants of perceived quality.. Journal of Applied Psychology, 1971, 55, 570-579. | 4.2 | 477 |
| 48 | Political Polling and the Lost-Letter Technique. Journal of Social Psychology, 1971, 83, 209-212. | 1.0 | 11 |
| 49 | Time Perspective and Dogmatism: A Replication. Journal of Social Psychology, 1969, 79, 281-282. | 1.0 | 4 |
| 50 | Birth Rank and Pre-Experimental Anxiety. Journal of Social Psychology, 1968, 76, 9-11. | 1.0 | 6 |
| 51 | Open-Mindedness and Creativity. Psychological Reports, 1967, 20, 822-822. | 0.9 | 12 |