

# Richard J Lutz

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11116895/publications.pdf>

Version: 2024-02-01

23  
papers

6,989  
citations

471061

17  
h-index

642321

23  
g-index

24  
all docs

24  
docs citations

24  
times ranked

2722  
citing authors

#	ARTICLE	IF	CITATIONS
1	An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. <i>Journal of Marketing</i> , 1989, 53, 48-65.	7.0	1,564
2	The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. <i>Journal of Marketing Research</i> , 1986, 23, 130-143.	3.0	1,390
3	The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. <i>Journal of Marketing Research</i> , 1986, 23, 130.	3.0	1,094
4	An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. <i>Journal of Marketing</i> , 1989, 53, 48.	7.0	972
5	Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions. <i>Journal of Marketing</i> , 2009, 73, 77-91.	7.0	866
6	Changing Brand Attitudes Through Modification of Cognitive Structure. <i>Journal of Consumer Research</i> , 1975, 1, 49.	3.5	236
7	Children, Advertising, and Product Experiences: A Multimethod Inquiry. <i>Journal of Consumer Research</i> , 2000, 27, 31-48.	3.5	186
8	THE FUNCTION OF FORMAT: Consumer Responses to Six On-line Advertising Formats. <i>Journal of Advertising</i> , 2006, 35, 53-63.	4.1	142
9	An Experimental Investigation of Causal Relations among Cognitions, Affect, and Behavioral Intention. <i>Journal of Consumer Research</i> , 1977, 3, 197.	3.5	117
10	Cognitive Algebra in Multi-Attribute Attitude Models. <i>Journal of Marketing Research</i> , 1975, 12, 151-164.	3.0	84
11	Multiple endorsers and multiple endorsements: The influence of message repetition, source congruence and involvement on brand attitudes. <i>Journal of Consumer Psychology</i> , 2012, 22, 249-259.	3.2	79
12	Cognitive Algebra in Multi-Attribute Attitude Models. <i>Journal of Marketing Research</i> , 1975, 12, 151.	3.0	62
13	A Model and Methodology for the Development of Consumer Information Programs. <i>Journal of Marketing</i> , 1979, 43, 58-67.	7.0	35
14	The Typicality and Accessibility of Consumer Attitudes Toward Television Advertising: Implications for the Measurement of Attitudes Toward Advertising in General. <i>Journal of Advertising</i> , 2013, 42, 343-357.	4.1	31
15	First-Order and Second-Order Cognitive Effects in Attitude Change. <i>Communication Research</i> , 1975, 2, 289-299.	3.9	24
16	From Super Mario to Skyrim: A framework for the evolution of video game consumption. <i>Journal of Consumer Behaviour</i> , 2017, 16, 101-120.	2.6	19
17	Decision Plans and Consumer Choice Dynamics. <i>Journal of Marketing Research</i> , 1982, 19, 108-115.	3.0	16
18	How and when taking pictures undermines the enjoyment of experiences. <i>Psychology and Marketing</i> , 2019, 36, 520-529.	4.6	12

#	ARTICLE	IF	CITATIONS
19	The Marketing of Consumer Information. Journal of Marketing, 1983, 47, 108-112.	7.0	11
20	Information Processing in Attitude Formation and Change. Communication Research, 1975, 2, 267-278.	3.9	9
21	Web users' perceptions of and attitudes toward online advertising formats. International Journal of Internet Marketing and Advertising, 2008, 4, 281.	0.1	9
22	Affirmative Disclosure In Home Purchasing. Journal of Consumer Affairs, 1979, 13, 297-310.	1.2	4
23	Editorship of Harper W. Boyd Jr. (1975â€“1978). Journal of Marketing Research, 2014, 51, 101-104.	3.0	0