

Richard J Lutz

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

24
papers

5,625
citations

16
h-index

24
g-index

24
ext. papers

6,100
ext. citations

5.6
avg, IF

5.45
L-index

#	Paper	IF	Citations
24	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	11	1246
23	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	5.2	1207
22	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	5.2	845
21	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	11	835
20	Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions. <i>Journal of Marketing</i> , 2009 , 73, 77-91	11	636
19	Changing Brand Attitudes Through Modification of Cognitive Structure. <i>Journal of Consumer Research</i> , 1975 , 1, 49	6.3	184
18	Children, Advertising, and Product Experiences: A Multimethod Inquiry. <i>Journal of Consumer Research</i> , 2000 , 27, 31-48	6.3	159
17	THE FUNCTION OF FORMAT: Consumer Responses to Six On-line Advertising Formats. <i>Journal of Advertising</i> , 2006 , 35, 53-63	4.4	115
16	An Experimental Investigation of Causal Relations among Cognitions, Affect, and Behavioral Intention. <i>Journal of Consumer Research</i> , 1977 , 3, 197	6.3	97
15	Cognitive Algebra in Multi-Attribute Attitude Models. <i>Journal of Marketing Research</i> , 1975 , 12, 151-164	5.2	63
14	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	3.1	60
13	Cognitive Algebra in Multi-Attribute Attitude Models. <i>Journal of Marketing Research</i> , 1975 , 12, 151	5.2	37
12	A Model and Methodology for the Development of Consumer Information Programs. <i>Journal of Marketing</i> , 1979 , 43, 58-67	11	27
11	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	4.4	20
10	Wisdom: Exploring the Pinnacle of Human Virtues as a Central Link from Micromarketing to Macromarketing. <i>Journal of Macromarketing</i> , 2009 , 29, 98-118	1.9	19
9	First-Order and Second-Order Cognitive Effects in Attitude Change. <i>Communication Research</i> , 1975 , 2, 289-299	3.8	19
8	From Super Mario to Skyrim: A framework for the evolution of video game consumption. <i>Journal of Consumer Behaviour</i> , 2017 , 16, 101-120	3	14

7	Decision Plans and Consumer Choice Dynamics. <i>Journal of Marketing Research</i> , 1982 , 19, 108-115	5.2	13
6	Web users' perceptions of and attitudes toward online advertising formats. <i>International Journal of Internet Marketing and Advertising</i> , 2008 , 4, 281	0.7	7
5	The Marketing of Consumer Information. <i>Journal of Marketing</i> , 1983 , 47, 108-112	11	7
4	Information Processing in Attitude Formation and Change. <i>Communication Research</i> , 1975 , 2, 267-278	3.8	7
3	Affirmative Disclosure In Home Purchasing. <i>Journal of Consumer Affairs</i> , 1979 , 13, 297-310	2	4
2	How and when taking pictures undermines the enjoyment of experiences. <i>Psychology and Marketing</i> , 2019 , 36, 520-529	3.9	4
1	Editorship of Harper W. Boyd Jr. (1975-1978). <i>Journal of Marketing Research</i> , 2014 , 51, 101-104	5.2	