

Scot Burton

List of Publications by Year in descending order

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Version: 2024-02-01

117
papers

10,223
citations

34076

52
h-index

34964

98
g-index

117
all docs

117
docs citations

117
times ranked

5440
citing authors

#	ARTICLE	IF	CITATIONS
1	Distinguishing Coupon Proneness from Value Consciousness: An Acquisition-Transaction Utility Theory Perspective. <i>Journal of Marketing</i> , 1990, 54, 54-67.	7.0	706
2	An Analysis of Data Quality: Professional Panels, Student Subject Pools, and Amazon's Mechanical Turk. <i>Journal of Advertising</i> , 2017, 46, 141-155.	4.1	669
3	Making Healthful Food Choices: The Influence of Health Claims and Nutrition Information on Consumers' Evaluations of Packaged Food Products and Restaurant Menu Items. <i>Journal of Marketing</i> , 2003, 67, 19-34.	7.0	534
4	Distinguishing Coupon Proneness from Value Consciousness: An Acquisition-Transaction Utility Theory Perspective. <i>Journal of Marketing</i> , 1990, 54, 54.	7.0	426
5	A Scale for Measuring Attitude toward Private Label Products and an Examination of its Psychological and Behavioral Correlates. <i>Journal of the Academy of Marketing Science</i> , 1998, 26, 293-306.	7.2	382
6	Attacking the Obesity Epidemic: The Potential Health Benefits of Providing Nutrition Information in Restaurants. <i>American Journal of Public Health</i> , 2006, 96, 1669-1675.	1.5	306
7	Antecedents of private label attitude and national brand promotion attitude: similarities and differences. <i>Journal of Retailing</i> , 2002, 78, 91-99.	4.0	291
8	Cognitive Processes Used by Survey Respondents to Answer Behavioral Frequency Questions. <i>Journal of Consumer Research</i> , 1987, 14, 280.	3.5	273
9	Consumer Generalization of Nutrient Content Claims in Advertising. <i>Journal of Marketing</i> , 1998, 62, 62-75.	7.0	241
10	Trait Aspects of Vanity: Measurement and Relevance to Consumer Behavior. <i>Journal of Consumer Research</i> , 1995, 21, 612.	3.5	233
11	The Relationship between Perceived and Objective Price-Quality. <i>Journal of Marketing Research</i> , 1989, 26, 429-443.	3.0	206
12	Task Conditions, Response Formulation Processes, and Response Accuracy for Behavioral Frequency Questions in Surveys. <i>Public Opinion Quarterly</i> , 1991, 55, 50.	0.9	193
13	Understanding how Graphic Pictorial Warnings Work on Cigarette Packaging. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 265-276.	2.2	187
14	The Effect of Semantic Cues on Consumer Perceptions of Reference Price Ads. <i>Journal of Consumer Research</i> , 1991, 18, 380.	3.5	177
15	Effects of Nutrition Facts Panel Values, Nutrition Claims, and Health Claims on Consumer Attitudes, Perceptions of Disease-Related Risks, and Trust. <i>Journal of Public Policy and Marketing</i> , 2000, 19, 213-227.	2.2	175
16	The Effects of Nutrition Package Claims, Nutrition Facts Panels, and Motivation to Process Nutrition Information on Consumer Product Evaluations. <i>Journal of Public Policy and Marketing</i> , 1997, 16, 256-269.	2.2	172
17	Is Simpler Always Better? Consumer Evaluations of Front-of-Package Nutrition Symbols. <i>Journal of Public Policy and Marketing</i> , 2011, 30, 175-190.	2.2	171
18	THE LAST MILE: AN EXAMINATION OF EFFECTS OF ONLINE RETAIL DELIVERY STRATEGIES ON CONSUMERS. <i>Journal of Business Logistics</i> , 2003, 24, 177-203.	7.0	170

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19	Assessing the Domain Specificity of Deal Proneness: A Field Study. <i>Journal of Consumer Research</i> , 1995, 22, 314.	3.5	165
20	Are Some Comparative Nutrition Claims Misleading? The Role of Nutrition Knowledge, Ad Claim Type and Disclosure Conditions. <i>Journal of Advertising</i> , 2000, 29, 29-42.	4.1	156
21	The Relationship between Perceived and Objective Price-Quality. <i>Journal of Marketing Research</i> , 1989, 26, 429.	3.0	148
22	An examination of deal proneness across sales promotion types: A consumer segmentation perspective. <i>Journal of Retailing</i> , 1997, 73, 283-297.	4.0	130
23	Consumer Perceptions of Tensile Price Claims in Advertisements: An Assessment of Claim Types Across Different Discount Levels. <i>Journal of the Academy of Marketing Science</i> , 1993, 21, 217-229.	7.2	124
24	Consumer Generalization of Nutrient Content Claims in Advertising. <i>Journal of Marketing</i> , 1998, 62, 62.	7.0	123
25	Food for Thought: How Will the Nutrition Labeling of Quick Service Restaurant Menu Items Influence Consumers' Product Evaluations, Purchase Intentions, and Choices?. <i>Journal of Retailing</i> , 2009, 85, 258-273.	4.0	123
26	Understanding Adolescent Intentions to Smoke: An Examination of Relationships among Social Influence, Prior Trial Behavior, and Antitobacco Campaign Advertising. <i>Journal of Marketing</i> , 2004, 68, 110-123.	7.0	116
27	Coming to a Restaurant Near You? Potential Consumer Responses to Nutrition Information Disclosure on Menus. <i>Journal of Consumer Research</i> , 2009, 36, 494-503.	3.5	116
28	The Role of Spokescharacters as Advertisement and Package Cues in Integrated Marketing Communications. <i>Journal of Marketing</i> , 2005, 69, 118-132.	7.0	113
29	The Impact of Regulatory Focus, Temporal Orientation, and Fit on Consumer Responses to Health-Related Advertising. <i>Journal of Advertising</i> , 2010, 39, 19-34.	4.1	113
30	Implications of Accurate Usage of Nutrition Facts Panel Information for Food Product Evaluations and Purchase Intentions. <i>Journal of the Academy of Marketing Science</i> , 1999, 27, 470-480.	7.2	109
31	The Moderating Influence of Consumers' Temporal Orientation on the Framing of Societal Needs and Corporate Responses in Cause-Related Marketing Campaigns. <i>Journal of Advertising</i> , 2010, 39, 35-50.	4.1	109
32	The Nutrition Elite: Do Only the Highest Levels of Caloric Knowledge, Obesity Knowledge, and Motivation Matter in Processing Nutrition Ad Claims and Disclosures?. <i>Journal of Public Policy and Marketing</i> , 2009, 28, 41-55.	2.2	107
33	Tests of Graphic Visuals and Cigarette Package Warning Combinations: Implications for the Framework Convention on Tobacco Control. <i>Journal of Public Policy and Marketing</i> , 2006, 25, 212-223.	2.2	98
34	Effects of Alternative Nutrition Label Formats and Nutrition Reference Information on Consumer Perceptions, Comprehension, and Product Evaluations. <i>Journal of Public Policy and Marketing</i> , 1994, 13, 36-47.	2.2	90
35	It's only natural: the mediating impact of consumers' attribute inferences on the relationships between product claims, perceived product healthfulness, and purchase intentions. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 698-719.	7.2	82
36	Shopper Response to Front-of-Package Nutrition Labeling Programs: Potential Consumer and Retail Store Benefits. <i>Journal of Retailing</i> , 2014, 90, 13-26.	4.0	81

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37	Examining the Relationships Between Voting Behavior, Intention, Perceived Behavioral Control, and Expectation. <i>Journal of Applied Social Psychology</i> , 1990, 20, 661-680.	1.3	78
38	A COOL Effect: The Direct and Indirect Impact of Country-of-Origin Disclosures on Purchase Intentions for Retail Food Products. <i>Journal of Retailing</i> , 2015, 91, 533-542.	4.0	75
39	Highly coupon and sale prone consumer: benefits beyond price savings. <i>Journal of Advertising Research</i> , 2003, 43, 162-172.	1.0	74
40	The influence of consumer concern about global climate change on framing effects for environmental sustainability messages. <i>International Journal of Advertising</i> , 2012, 31, 511-527.	4.2	73
41	A Comparison of Two Models for the Prediction of Volitional and Goal-Directed Behaviors: A Confirmatory Analysis Approach. <i>Social Psychology Quarterly</i> , 1991, 54, 87.	1.4	72
42	What Consumers Don't Know Can Hurt Them: Consumer Evaluations and Disease Risk Perceptions of Restaurant Menu Items. <i>Journal of Consumer Affairs</i> , 2004, 38, 121-145.	1.2	70
43	How Modification of the Nutrition Facts Panel Influences Consumers at Risk for Heart Disease: The Case of Trans Fat. <i>Journal of Public Policy and Marketing</i> , 2008, 27, 83-97.	2.2	66
44	How Graphic Visual Health Warnings Affect Young Smokers' Thoughts of Quitting. <i>Journal of Marketing Research</i> , 2014, 51, 165-183.	3.0	64
45	Age, Product Nutrition, and Label Format Effects on Consumer Perceptions and Product Evaluations. <i>Journal of Consumer Affairs</i> , 1996, 30, 68-89.	1.2	63
46	Broken halos and shattered horns: overcoming the biasing effects of prior expectations through objective information disclosure. <i>Journal of the Academy of Marketing Science</i> , 2015, 43, 240-256.	7.2	63
47	Psychometric Properties of Shortened Versions of the Automatic Thoughts Questionnaire. <i>Educational and Psychological Measurement</i> , 2002, 62, 111-129.	1.2	61
48	Graphic Health Warnings on Cigarette Packages: The Role of Emotions in Affecting Adolescent Smoking Consideration and Secondhand Smoke Beliefs. <i>Journal of Public Policy and Marketing</i> , 2016, 35, 124-143.	2.2	61
49	Effects of Objective and Evaluative Front-of-Package Cues on Food Evaluation and Choice: The Moderating Influence of Comparative and Noncomparative Processing Contexts. <i>Journal of Consumer Research</i> , 2016, 42, 749-766.	3.5	59
50	Defending Brands: Effects of Alignment of Spokescharacter Personality Traits and Corporate Transgressions on Brand Trust and Attitudes. <i>Journal of Advertising</i> , 2013, 42, 331-342.	4.1	58
51	The Roles of Gender and Motivation as Moderators of the Effects of Calorie and Nutrient Information Provision on Away-from-Home Foods. <i>Journal of Consumer Affairs</i> , 2009, 43, 249-273.	1.2	57
52	Spokescharacters. <i>Journal of Advertising</i> , 2012, 41, 17-32.	4.1	57
53	Gender Differences for Appearance-Related Attitudes and Behaviors: Implications for Consumer Welfare. <i>Journal of Public Policy and Marketing</i> , 1995, 14, 60-75.	2.2	54
54	Flies in the Ointment? Addressing Potential Impediments to Population-Based Health Benefits of Restaurant Menu Labeling Initiatives. <i>Journal of Public Policy and Marketing</i> , 2012, 31, 232-239.	2.2	52

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55	Marketplace attributions and consumer evaluations of discount claims. <i>Psychology and Marketing</i> , 1989, 6, 163-180.	4.6	51
56	Marketers's™ use of alternative front-of-package nutrition symbols: An examination of effects on product evaluations. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 453-476.	7.2	51
57	Marketing at the retail shelf: an examination of moderating effects of logistics on SKU market share. <i>Journal of the Academy of Marketing Science</i> , 2010, 38, 105-117.	7.2	50
58	Advertised reference prices in an Internet environment: Effects on consumer price perceptions and channel search intentions. <i>Journal of Interactive Marketing</i> , 2003, 17, 20-33.	4.3	49
59	Weighing in on Fast Food Consumption: The Effects of Meal and Calorie Disclosures on Consumer Fast Food Evaluations. <i>Journal of Consumer Affairs</i> , 2010, 44, 431-462.	1.2	46
60	The COVID-19 Pandemic at the Intersection of Marketing and Public Policy. <i>Journal of Public Policy and Marketing</i> , 2020, 39, 257-265.	2.2	44
61	Consumer Evaluation of Reference Price Advertisements: Effects of Other Brands's™ Prices and Semantic Cues. <i>Journal of Public Policy and Marketing</i> , 1999, 18, 52-65.	2.2	40
62	The Impact of E-Cigarette Addiction Warnings and Health-Related Claims on Consumers's™ Risk Beliefs and Use Intentions. <i>Journal of Public Policy and Marketing</i> , 2017, 36, 54-69.	2.2	39
63	Are Cigarette Smokers's™, E-Cigarette Users's™, and Dual Users's™ Health-Risk Beliefs and Responses to Advertising Influenced by Addiction Warnings and Product Type?. <i>Nicotine and Tobacco Research</i> , 2017, 19, 1185-1191.	1.4	39
64	Enhancing Environmentally Conscious Consumption through Standardized Sustainability Information. <i>Journal of Consumer Affairs</i> , 2018, 52, 393-414.	1.2	39
65	When Do Nutrient Content and Nutrient Content Claims Matter? Assessing Consumer Tradeoffs Between Carbohydrates and Fat. <i>Journal of Consumer Affairs</i> , 2007, 41, 47-73.	1.2	38
66	The Effects of Bar-Sponsored Alcohol Beverage Promotions Across Binge and Nonbinge Drinkers. <i>Journal of Public Policy and Marketing</i> , 2001, 20, 240-253.	2.2	36
67	An experimental assessment of effects associated with alternative tensile price claims. <i>Journal of Business Research</i> , 1994, 29, 65-73.	5.8	35
68	Effects of Antismoking Advertising's™-Based Beliefs on Adult Smokers's™ Consideration of Quitting. <i>American Journal of Public Health</i> , 2005, 95, 1062-1066.	1.5	33
69	Title is missing!. <i>Marketing Letters</i> , 2000, 11, 235-247.	1.9	32
70	Understanding the Calorie Labeling Paradox in Chain Restaurants: Why Menu Calorie Labeling Alone May Not Affect Average Calories Ordered. <i>Journal of Public Policy and Marketing</i> , 2019, 38, 192-213.	2.2	32
71	What Am I Drinking? The Effects of Serving Facts Information on Alcohol Beverage Containers. <i>Journal of Consumer Affairs</i> , 2008, 42, 81-99.	1.2	31
72	Hold the Salt! Effects of Sodium Information Provision, Sodium Content, and Hypertension on Perceived Cardiovascular Disease Risk and Purchase Intentions. <i>Journal of Public Policy and Marketing</i> , 2012, 31, 4-18.	2.2	31

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73	What consumers actually know: The role of objective nutrition knowledge in processing stop sign and traffic light front-of-pack nutrition labels. <i>Journal of Business Research</i> , 2021, 128, 140-155.	5.8	30
74	Preliminary Assessment of Changes in Labels Required by the Nutrition Labeling and Education Act of 1990. <i>Journal of Consumer Affairs</i> , 1993, 27, 127-144.	1.2	28
75	Alcoholic Beverage Sales Promotion: An Initial Investigation of the Role of Warning Messages and Brand Characters among Consumers over and under the Legal Drinking Age. <i>Journal of Public Policy and Marketing</i> , 1998, 17, 35-47.	2.2	28
76	Reply to "Amazon's Mechanical Turk: A Comment". <i>Journal of Advertising</i> , 2017, 46, 159-162.	4.1	28
77	The accuracy of brand and attribute judgments: The role of information relevancy, product experience, and attribute-relationship schemata. <i>Journal of the Academy of Marketing Science</i> , 2001, 29, 307-317.	7.2	27
78	From Food Desert to Food Oasis: The Potential Influence of Food Retailers on Childhood Obesity Rates. <i>Journal of Business Ethics</i> , 2016, 139, 215-224.	3.7	27
79	Characteristics and Beliefs Associated with Probable Pathological Gambling: A Pilot Study with Implications for the National Gambling Impact and Policy Commission. <i>Journal of Public Policy and Marketing</i> , 1998, 17, 147-160.	2.2	25
80	How do Antitobacco Campaign Advertising and Smoking Status Affect Beliefs and Intentions? Some Similarities and Differences between Adults and Adolescents. <i>Journal of Public Policy and Marketing</i> , 2007, 26, 60-74.	2.2	25
81	Now that's a Bright Idea: The Influence of Consumer Elaboration and Distance Perceptions on Sustainable Choices. <i>Journal of Retailing</i> , 2015, 91, 410-421.	4.0	25
82	Effects of plain package branding and graphic health warnings on adolescent smokers in the USA, Spain and France. <i>Tobacco Control</i> , 2016, 25, e120-e126.	1.8	25
83	Believability and consumer perceptions of implausible reference prices in retail advertisements. <i>Psychology and Marketing</i> , 1996, 13, 37-54.	4.6	24
84	How the Perceived Healthfulness of Restaurant Menu Items Influences Sodium and Calorie Misperceptions: Implications for Nutrition Disclosures in Chain Restaurants. <i>Journal of Consumer Affairs</i> , 2014, 48, 62-95.	1.2	24
85	Implications of fast food restaurant concentration for preschool-aged childhood obesity. <i>Journal of Business Research</i> , 2014, 67, 1573-1580.	5.8	23
86	Effects of E-Cigarette Health Warnings and Modified Risk Ad Claims on Adolescent E-Cigarette Craving and Susceptibility. <i>Nicotine and Tobacco Research</i> , 2019, 21, 792-798.	1.4	23
87	An Experimental Assessment of the Effects of Two Alcoholic Beverage Health Warnings Across Countries and Binge-Drinking Status. <i>Journal of Consumer Affairs</i> , 2002, 36, 171-202.	1.2	22
88	An Examination of Three Multidimensional Profiles for Assessing Consumer Reactions to Advertisements. <i>Journal of Advertising</i> , 1989, 18, 6-13.	4.1	21
89	The Provision of Trans Fat Information and Its Interaction with Consumer Knowledge. <i>Journal of Consumer Affairs</i> , 2006, 40, 163-176.	1.2	20
90	The Legal High: Factors Affecting Young Consumers' Risk Perceptions and Abuse of Prescription Drugs. <i>Journal of Public Policy and Marketing</i> , 2015, 34, 103-118.	2.2	20

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91	Effective use of advertisements promoting sale prices. <i>Journal of Consumer Marketing</i> , 1993, 10, 61-70.	1.2	18
92	The role of attributions in consumer perceptions of retail advertisements promoting price discounts. <i>Marketing Letters</i> , 1994, 5, 131-140.	1.9	18
93	The Accuracy of Brand and Attribute Judgments: The Role of Information Relevancy, Product Experience, and Attribute-Relationship Schemata. <i>Journal of the Academy of Marketing Science</i> , 2001, 29, 308-318.	7.2	18
94	The Effects of Voluntary Versus Mandatory Menu Calorie Labeling On Consumers' Retailer-Related Responses. <i>Journal of Retailing</i> , 2018, 94, 73-88.	4.0	18
95	A Comparison of Drinkers' and Nondrinkers' Responses to Health-Related Information Presented on Wine Beverage Labels. <i>Journal of Consumer Policy</i> , 2001, 24, 209-230.	0.6	17
96	Reduced-Risk Warnings Versus the US FDA-Mandated Addiction Warning: The Effects of E-Cigarette Warning Variations on Health Risk Perceptions. <i>Nicotine and Tobacco Research</i> , 2019, 21, 979-984.	1.4	17
97	Can Corrective Ad Statements Based on <i>U.S. v. Philip Morris USA Inc.</i> Affect Consumer Beliefs About Smoking?. <i>Journal of Public Policy and Marketing</i> , 2010, 29, 153-169.	2.2	16
98	Drivers of Data Quality in Advertising Research: Differences across MTurk and Professional Panel Samples. <i>Journal of Advertising</i> , 2022, 51, 515-529.	4.1	15
99	Battling the bulge: menu board calorie legislation and its potential impact on meal repurchase intentions. <i>Journal of Consumer Marketing</i> , 2011, 28, 104-113.	1.2	14
100	Understanding Graphic Pictorial Warnings in Advertising: A Replication and Extension. <i>Journal of Advertising</i> , 2016, 45, 33-42.	4.1	14
101	What Exactly Is Marketing and Public Policy? Insights for JPPM Researchers. <i>Journal of Public Policy and Marketing</i> , 2022, 41, 10-33.	2.2	14
102	Promoted claims on food product packaging: Comparing direct and indirect effects of processing and nutrient content claims. <i>Journal of Business Research</i> , 2021, 135, 464-479.	5.8	13
103	Health Risk Factors and Their Effect on Consumers' Use of Nutrition Facts Panels. <i>Journal of Consumer Affairs</i> , 2011, 45, 516-527.	1.2	12
104	The effects of the FTC-mandated disclosure on homeopathic product purchase intentions and efficacy perceptions. <i>Journal of Business Research</i> , 2019, 101, 47-58.	5.8	12
105	An Examination of the Effects of Information Consistency and Distinctiveness in a Reference-Price Advertisement Context. <i>Journal of Applied Social Psychology</i> , 1993, 23, 2074-2092.	1.3	11
106	Making bad look good: The counterpersuasive effects of natural labels on (dangerous) vice goods. <i>Journal of Business Research</i> , 2019, 104, 271-282.	5.8	10
107	The Positive Influence of State Agricultural Marketing Programs on Adults' Fruit and Vegetable Consumption. <i>American Journal of Health Promotion</i> , 2012, 27, 17-20.	0.9	8
108	Leaner Choices? The Potential Influence of the Inclusion of Nutrition Facts Panels on Consumer Evaluations and Choices of Ground Beef Products. <i>Journal of Public Policy and Marketing</i> , 2013, 32, 97-115.	2.2	8

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109	Looking to the Future: The Evolving Marketing and Public Policy Community. <i>Journal of Public Policy and Marketing</i> , 2018, 37, 1-4.	2.2	8
110	Do They Have Your Number? Understanding the Moderating Role of Format Effects and Consumer Numeracy for Quantitative Front-of-Package Nutrition Claims. <i>Journal of Consumer Affairs</i> , 2014, 48, 620-633.	1.2	7
111	<i>Journal of Public Policy & Marketing</i> in Our Turbulent Times: Foundations Laid and Challenges Ahead. <i>Journal of Public Policy and Marketing</i> , 2020, 39, 371-377.	2.2	7
112	Government Efforts to Aid Consumer Well-Being: Understanding Federal Health Warnings and Disclosures. , 0, , 530-563.		6
113	The effect of positive anticipatory utility on product pre-order evaluations and choices. <i>Journal of the Academy of Marketing Science</i> , 2023, 51, 551-569.	7.2	4
114	Identifying and selecting effective graphic health warnings to prevent perceptual wearout on tobacco packaging and in advertising. <i>Journal of Consumer Affairs</i> , 2021, 55, 609-621.	1.2	3
115	A Longitudinal Assessment of Corrective Advertising Mandated in United States v. Philip Morris USA, Inc.. <i>Journal of Business Ethics</i> , 2021, 171, 757-770.	3.7	1
116	How Restaurant Protective Ad Messaging Can Increase Patronage Intentions during the COVID-19 Pandemic: Conditional Serial Mediation and COVID-19 Consumer Concern. <i>Journal of Advertising</i> , 2023, 52, 145-156.	4.1	1
117	An Examination of Perceptions of Similarity to Cigarettes, Health Risk Perceptions, and Willingness to Try Across Nicotine Vaping Products. <i>Nicotine and Tobacco Research</i> , 2022, , .	1.4	0