

Scot Burton

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.

113
papers

8,137
citations

46
h-index

89
g-index

117
ext. papers

9,050
ext. citations

5.3
avg, IF

6.13
L-index

#	Paper	IF	Citations
113	Distinguishing Coupon Proneness from Value Consciousness: An Acquisition-Transaction Utility Theory Perspective. <i>Journal of Marketing</i> , 1990 , 54, 54-67	11	572
112	An Analysis of Data Quality: Professional Panels, Student Subject Pools, and Amazon's Mechanical Turk. <i>Journal of Advertising</i> , 2017 , 46, 141-155	4.4	444
111	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	11	440
110	Distinguishing Coupon Proneness from Value Consciousness: An Acquisition-Transaction Utility Theory Perspective. <i>Journal of Marketing</i> , 1990 , 54, 54	11	366
109	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	12.4	306
108	Attacking the obesity epidemic: the potential health benefits of providing nutrition information in restaurants. <i>American Journal of Public Health</i> , 2006 , 96, 1669-75	5.1	254
107	Antecedents of private label attitude and national brand promotion attitude: similarities and differences. <i>Journal of Retailing</i> , 2002 , 78, 91-99	6.5	245
106	Cognitive Processes Used by Survey Respondents to Answer Behavioral Frequency Questions. <i>Journal of Consumer Research</i> , 1987 , 14, 280	6.3	223
105	Consumer Generalization of Nutrient Content Claims in Advertising. <i>Journal of Marketing</i> , 1998 , 62, 62-75	11	205
104	Trait Aspects of Vanity: Measurement and Relevance to Consumer Behavior. <i>Journal of Consumer Research</i> , 1995 , 21, 612	6.3	193
103	The Relationship between Perceived and Objective Price-Quality. <i>Journal of Marketing Research</i> , 1989 , 26, 429-443	5.2	168
102	Understanding how Graphic Pictorial Warnings Work on Cigarette Packaging. <i>Journal of Public Policy and Marketing</i> , 2010 , 29, 265-276	3.8	156
101	Assessing the Domain Specificity of Deal Proneness: A Field Study. <i>Journal of Consumer Research</i> , 1995 , 22, 314	6.3	154
100	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	3.8	153
99	The Effect of Semantic Cues on Consumer Perceptions of Reference Price Ads. <i>Journal of Consumer Research</i> , 1991 , 18, 380	6.3	151
98	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	3.8	150
97	Task Conditions, Response Formulation Processes, and Response Accuracy for Behavioral Frequency Questions in Surveys. <i>Public Opinion Quarterly</i> , 1991 , 55, 50	2.5	149

96	Is Simpler Always Better? Consumer Evaluations of Front-of-Package Nutrition Symbols. <i>Journal of Public Policy and Marketing</i> , 2011 , 30, 175-190	3.8	136
95	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	4.4	131
94	THE LAST MILE: AN EXAMINATION OF EFFECTS OF ONLINE RETAIL DELIVERY STRATEGIES ON CONSUMERS. <i>Journal of Business Logistics</i> , 2003 , 24, 177-203	4.6	127
93	The Relationship between Perceived and Objective Price-Quality. <i>Journal of Marketing Research</i> , 1989 , 26, 429	5.2	126
92	Consumer Generalization of Nutrient Content Claims in Advertising. <i>Journal of Marketing</i> , 1998 , 62, 62	11	122
91	An examination of deal proneness across sales promotion types: A consumer segmentation perspective. <i>Journal of Retailing</i> , 1997 , 73, 283-297	6.5	110
90	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	12.4	106
89	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	11	102
88	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	6.3	99
87	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	6.5	97
86	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	4.4	91
85	The Role of Spokescharacters as Advertisement and Package Cues in Integrated Marketing Communications. <i>Journal of Marketing</i> , 2005 , 69, 118-132	11	90
84	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	12.4	89
83	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	4.4	84
82	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	3.8	84
81	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	3.8	83
80	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	3.8	74
79	Examining the Relationships Between Voting Behavior, Intention, Perceived Behavioral Control, and Expectation. <i>Journal of Applied Social Psychology</i> , 1990 , 20, 661-680	2.1	65

78	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	2	64
77	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	3.8	61
76	Shopper Response to Front-of-Package Nutrition Labeling Programs: Potential Consumer and Retail Store Benefits. <i>Journal of Retailing</i> , 2014 , 90, 13-26	6.5	60
75	Highly coupon and sale prone consumer: benefits beyond price savings. <i>Journal of Advertising Research</i> , 2003 , 43, 162-172	2.1	59
74	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	6.5	54
73	How Graphic Visual Health Warnings Affect Young Smokers' Thoughts of Quitting. <i>Journal of Marketing Research</i> , 2014 , 51, 165-183	5.2	54
72	Age, Product Nutrition, and Label Format Effects on Consumer Perceptions and Product Evaluations. <i>Journal of Consumer Affairs</i> , 1996 , 30, 68-89	2	54
71	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	2	52
70	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	3.8	50
69	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	3.6	50
68	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	1.8	50
67	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	12.4	46
66	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	3.8	44
65	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	12.4	43
64	Gender Differences for Appearance-Related Attitudes and Behaviors: Implications for Consumer Welfare. <i>Journal of Public Policy and Marketing</i> , 1995 , 14, 60-75	3.8	43
63	Marketplace attributions and consumer evaluations of discount claims. <i>Psychology and Marketing</i> , 1989 , 6, 163-180	3.9	42
62	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	9.8	41
61	Psychometric Properties of Shortened Versions of the Automatic Thoughts Questionnaire. <i>Educational and Psychological Measurement</i> , 2002 , 62, 111-129	3.1	41

60	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	4.4	40
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	2	40
58	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	12.4	39
57	Spokescharacters. <i>Journal of Advertising</i> , 2012 , 41, 17-32	4.4	39
56	Consumer Evaluation of Reference Price Advertisements: Effects of Other Brands' Prices and Semantic Cues. <i>Journal of Public Policy and Marketing</i> , 1999 , 18, 52-65	3.8	33
55	The Impact of E-Cigarette Addiction Warnings and Health-Related Claims on Consumers' Risk Beliefs and Use Intentions. <i>Journal of Public Policy and Marketing</i> , 2017 , 36, 54-69	3.8	32
54	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	6.3	31
53	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	2	31
52	Marketers' 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	12.4	31
51	An experimental assessment of effects associated with alternative tensile price claims. <i>Journal of Business Research</i> , 1994 , 29, 65-73	8.7	30
50	Are Cigarette Smokers', E-Cigarette Users', and Dual Users' Health-Risk Beliefs and Responses to Advertising Influenced by Addiction Warnings and Product Type?. <i>Nicotine and Tobacco Research</i> , 2017 , 19, 1185-1191	4.9	29
49	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	3.8	28
48	Effects of antismoking advertising-based beliefs on adult smokers' consideration of quitting. <i>American Journal of Public Health</i> , 2005 , 95, 1062-6	5.1	28
47	What Am I Drinking? The Effects of Serving Facts Information on Alcohol Beverage Containers. <i>Journal of Consumer Affairs</i> , 2008 , 42, 81-99	2	27
46	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	3.8	26
45	Nutrition Ad Claims and Disclosures: Interaction and Mediation Effects for Consumer Evaluations of the Brand and the Ad. <i>Marketing Letters</i> , 2000 , 11, 235-247	2.3	26
44	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	12.4	25
43	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	2	25

42	Enhancing Environmentally Conscious Consumption through Standardized Sustainability Information. <i>Journal of Consumer Affairs</i> , 2018 , 52, 393-414	2	25
41	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	3.8	23
40	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	3.8	23
39	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	4.3	22
38	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	3.8	22
37	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	5.3	22
36	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	2	20
35	The Provision of Trans Fat Information and Its Interaction with Consumer Knowledge. <i>Journal of Consumer Affairs</i> , 2006 , 40, 163-176	2	20
34	Believability and consumer perceptions of implausible reference prices in retail advertisements. <i>Psychology and Marketing</i> , 1996 , 13, 37-54	3.9	20
33	Reply to Amazon's Mechanical Turk: A Comment <i>Journal of Advertising</i> , 2017 , 46, 159-162	4.4	19
32	Implications of fast food restaurant concentration for preschool-aged childhood obesity. <i>Journal of Business Research</i> , 2014 , 67, 1573-1580	8.7	19
31	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	2	18
30	An Examination of Three Multidimensional Profiles for Assessing Consumer Reactions to Advertisements. <i>Journal of Advertising</i> , 1989 , 18, 6-13	4.4	18
29	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	6.5	17
28	Can Corrective Ad Statements Based on U.S. v. Philip Morris USA Inc. Affect Consumer Beliefs About Smoking?. <i>Journal of Public Policy and Marketing</i> , 2010 , 29, 153-169	3.8	16
27	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	4.9	16
26	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	3.8	15
25	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	3.8	15

24	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	2.4	15
23	The role of attributions in consumer perceptions of retail advertisements promoting price discounts. <i>Marketing Letters</i> , 1994 , 5, 131-140	2.3	14
22	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	2	13
21	Understanding Graphic Pictorial Warnings in Advertising: A Replication and Extension. <i>Journal of Advertising</i> , 2016 , 45, 33-42	4.4	12
20	Effective use of advertisements promoting sale prices. <i>Journal of Consumer Marketing</i> , 1993 , 10, 61-70	2	12
19	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	2.1	11
18	The Effects of Voluntary Versus Mandatory Menu Calorie Labeling On Consumers' Retailer-Related Responses. <i>Journal of Retailing</i> , 2018 , 94, 73-88	6.5	9
17	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	4.9	9
16	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	3.8	8
15	Health Risk Factors and Their Effect on Consumers' Use of Nutrition Facts Panels. <i>Journal of Consumer Affairs</i> , 2011 , 45, 516-527	2	8
14	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	8.7	6
13	Making bad look good: The counterpersuasive effects of natural labels on (dangerous) vice goods. <i>Journal of Business Research</i> , 2019 , 104, 271-282	8.7	6
12	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	2	6
11	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	2.5	6
10	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	12.4	6
9	Government Efforts to Aid Consumer Well-Being		5
8	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	8.7	3
7	Looking to the Future: The Evolving Marketing and Public Policy Community. <i>Journal of Public Policy and Marketing</i> , 2018 , 37, 1-4	3.8	2

6	What Exactly Is Marketing and Public Policy? Insights for JPPM Researchers. <i>Journal of Public Policy and Marketing</i> ,074391562110420	3.8	2
5	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	2	1
4	A Longitudinal Assessment of Corrective Advertising Mandated in United States v. Philip Morris USA, Inc.. <i>Journal of Business Ethics</i> , 2020 , 171, 757	4.3	0
3	The effect of positive anticipatory utility on product pre-order evaluations and choices. <i>Journal of the Academy of Marketing Science</i> ,1	12.4	0
2	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	8.7	0
1	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> ,1-12	4.4	