

# Robert East

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1759413/publications.pdf>

Version: 2024-02-01

35  
papers

1,698  
citations

516710

16  
h-index

345221

36  
g-index

37  
all docs

37  
docs citations

37  
times ranked

1143  
citing authors

#	ARTICLE	IF	CITATIONS
1	Measuring the impact of positive and negative word of mouth on brand purchase probability. International Journal of Research in Marketing, 2008, 25, 215-224.	4.2	424
2	The relative incidence of positive and negative word of mouth: A multi-category study. International Journal of Research in Marketing, 2007, 24, 175-184.	4.2	246
3	Investment decisions and the theory of planned behaviour. Journal of Economic Psychology, 1993, 14, 337-375.	2.2	201
4	First-Store Loyalty and Retention. Journal of Marketing Management, 2000, 16, 307-325.	2.3	96
5	Loyalty to supermarkets. International Review of Retail, Distribution and Consumer Research, 1995, 5, 99-109.	2.0	74
6	What is the Effect of a Recommendation?. The Marketing Review, 2005, 5, 145-157.	0.1	66
7	The erosion of repeat-purchase loyalty. Marketing Letters, 1996, 7, 163-171.	2.9	61
8	Testing the market maven concept. Journal of Marketing Management, 2008, 24, 265-282.	2.3	56
9	Complaining as planned behavior. Psychology and Marketing, 2000, 17, 1077-1095.	8.2	52
10	Correlates of first-brand loyalty. Journal of Marketing Management, 1995, 11, 487-497.	2.3	41
11	In praise of retrospective surveys. Journal of Marketing Management, 2008, 24, 929-944.	2.3	40
12	Fact and Fallacy in Retention Marketing. Journal of Marketing Management, 2006, 22, 5-23.	2.3	39
13	The NPS and the ACSI: A Critique and An Alternative metric. International Journal of Market Research, 2011, 53, 327-346.	3.8	39
14	Hear nothing, do nothing: The role of word of mouth in the decision-making of older consumers. Journal of Marketing Management, 2014, 30, 786-801.	2.3	31
15	Measuring the Impact of Positive and Negative Word of Mouth: A Reappraisal. Australasian Marketing Journal, 2016, 24, 54-58.	5.4	26
16	Market Share is Correlated with Word-of-Mouth Volume. Australasian Marketing Journal, 2010, 18, 145-150.	5.4	17
17	Reasons for Switching Service Providers. Australasian Marketing Journal, 2012, 20, 164-170.	5.4	17
18	Good Customers: The Value of Customers by Mode of Acquisition. Australasian Marketing Journal, 2013, 21, 119-125.	5.4	16

#	ARTICLE	IF	CITATIONS
19	The effect of experience on the decision making of expert and novice buyers. <i>Journal of Marketing Management</i> , 1992, 8, 167-176.	2.3	15
20	Research note: point-of-purchase display and brand sales. <i>International Review of Retail, Distribution and Consumer Research</i> , 2003, 13, 77-98.	2.0	15
21	The Accuracy of Self-Reported Probabilities of Giving Recommendations. <i>International Journal of Market Research</i> , 2011, 53, 507-521.	3.8	12
22	The anatomy of conquest: Tesco versus Sainsbury. <i>Journal of Brand Management</i> , 1997, 5, 53-60.	3.5	11
23	Online Grocery Sales after the Pandemic. <i>International Journal of Market Research</i> , 2022, 64, 13-18.	3.8	10
24	Bias in the evaluation of research methods. <i>Marketing Theory</i> , 2016, 16, 219-231.	3.1	9
25	New entrants in a mature market: An empirical study of the detergent market. <i>Journal of Marketing Management</i> , 1996, 12, 281-295.	2.3	8
26	Making Progress in Marketing Research. <i>Australasian Marketing Journal</i> , 2017, 25, 334-340.	5.4	8
27	The Decay of Positive and Negative Word of Mouth after Product Experience. <i>Australasian Marketing Journal</i> , 2014, 22, 350-355.	5.4	6
28	Social Amplification: A Mechanism in the Spread of Brand Usage. <i>Australasian Marketing Journal</i> , 2017, 25, 20-25.	5.4	6
29	The measurement and utility of brand price elasticities. <i>Journal of Marketing Management</i> , 1997, 13, 285-298.	2.3	5
30	Advertising for economic change. <i>Journal of Economic Psychology</i> , 2000, 21, 577-590.	2.2	4
31	Improving agent-based models of diffusion. <i>European Journal of Marketing</i> , 2016, 50, 639-646.	2.9	4
32	Distortion in Retrospective Measures of Word of Mouth. <i>International Journal of Market Research</i> , 2013, 55, 477-486.	3.8	3
33	Validation and sufficiency. <i>European Journal of Marketing</i> , 2016, 50, 661-666.	2.9	3
34	Talking about Durables. <i>Australasian Marketing Journal</i> , 2016, 24, 262-266.	5.4	2
35	Insight: The Key to Faster Progress in Science. <i>Foundations of Science</i> , 2021, 26, 503-514.	0.7	2