

Robert East

List of Publications by Year in descending order

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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	Online Grocery Sales after the Pandemic. International Journal of Market Research, 2022, 64, 13-18.	3.8	10
2	Insight: The Key to Faster Progress in Science. Foundations of Science, 2021, 26, 503-514.	0.7	2
3	Social Amplification: A Mechanism in the Spread of Brand Usage. Australasian Marketing Journal, 2017, 25, 20-25.	5.4	6
4	Making Progress in Marketing Research. Australasian Marketing Journal, 2017, 25, 334-340.	5.4	8
5	Talking about Durables. Australasian Marketing Journal, 2016, 24, 262-266.	5.4	2
6	Measuring the Impact of Positive and Negative Word of Mouth: A Reappraisal. Australasian Marketing Journal, 2016, 24, 54-58.	5.4	26
7	Improving agent-based models of diffusion. European Journal of Marketing, 2016, 50, 639-646.	2.9	4
8	Validation and sufficiency. European Journal of Marketing, 2016, 50, 661-666.	2.9	3
9	Bias in the evaluation of research methods. Marketing Theory, 2016, 16, 219-231.	3.1	9
10	The Decay of Positive and Negative Word of Mouth after Product Experience. Australasian Marketing Journal, 2014, 22, 350-355.	5.4	6
11	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
12	Good Customers: The Value of Customers by Mode of Acquisition. Australasian Marketing Journal, 2013, 21, 119-125.	5.4	16
13	Distortion in Retrospective Measures of Word of Mouth. International Journal of Market Research, 2013, 55, 477-486.	3.8	3
14	Reasons for Switching Service Providers. Australasian Marketing Journal, 2012, 20, 164-170.	5.4	17
15	The NPS and the ACSI: A Critique and An Alternative metric. International Journal of Market Research, 2011, 53, 327-346.	3.8	39
16	The Accuracy of Self-Reported Probabilities of Giving Recommendations. International Journal of Market Research, 2011, 53, 507-521.	3.8	12
17	Market Share is Correlated with Word-of-Mouth Volume. Australasian Marketing Journal, 2010, 18, 145-150.	5.4	17
18	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

#	ARTICLE	IF	CITATIONS
19	Testing the market maven concept. <i>Journal of Marketing Management</i> , 2008, 24, 265-282.	2.3	56
20	In praise of retrospective surveys. <i>Journal of Marketing Management</i> , 2008, 24, 929-944.	2.3	40
21	The relative incidence of positive and negative word of mouth: A multi-category study. <i>International Journal of Research in Marketing</i> , 2007, 24, 175-184.	4.2	246
22	Fact and Fallacy in Retention Marketing. <i>Journal of Marketing Management</i> , 2006, 22, 5-23.	2.3	39
23	What is the Effect of a Recommendation?. <i>The Marketing Review</i> , 2005, 5, 145-157.	0.1	66
24	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
25	Complaining as planned behavior. <i>Psychology and Marketing</i> , 2000, 17, 1077-1095.	8.2	52
26	Advertising for economic change. <i>Journal of Economic Psychology</i> , 2000, 21, 577-590.	2.2	4
27	First-Store Loyalty and Retention. <i>Journal of Marketing Management</i> , 2000, 16, 307-325.	2.3	96
28	The measurement and utility of brand price elasticities. <i>Journal of Marketing Management</i> , 1997, 13, 285-298.	2.3	5
29	The anatomy of conquest: Tesco versus Sainsbury. <i>Journal of Brand Management</i> , 1997, 5, 53-60.	3.5	11
30	The erosion of repeat-purchase loyalty. <i>Marketing Letters</i> , 1996, 7, 163-171.	2.9	61
31	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
32	Correlates of first-brand loyalty. <i>Journal of Marketing Management</i> , 1995, 11, 487-497.	2.3	41
33	Loyalty to supermarkets. <i>International Review of Retail, Distribution and Consumer Research</i> , 1995, 5, 99-109.	2.0	74
34	Investment decisions and the theory of planned behaviour. <i>Journal of Economic Psychology</i> , 1993, 14, 337-375.	2.2	201
35	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