

# Joffre Swait

## 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.

91  
papers

10,705  
citations

39  
h-index

98  
g-index

98  
ext. papers

11,949  
ext. citations

4.1  
avg, IF

6.39  
L-index

#	Paper	IF	Citations
91	Stated Choice Methods: Analysis and Applications <b>2000</b> ,		2221
90	Brand Equity as a Signaling Phenomenon. <i>Journal of Consumer Psychology</i> , <b>1998</b> , 7, 131-157	3.1	927
89	Brand Credibility, Brand Consideration, and Choice. <i>Journal of Consumer Research</i> , <b>2004</b> , 31, 191-198	6.3	604
88	The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models. <i>Journal of Marketing Research</i> , <b>1993</b> , 30, 305-314	5.2	600
87	The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models. <i>Journal of Marketing Research</i> , <b>1993</b> , 30, 305	5.2	508
86	Brands as Signals: A Cross-Country Validation Study. <i>Journal of Marketing</i> , <b>2006</b> , 70, 34-49	11	427
85	A comparison of stated preference methods for environmental valuation. <i>Ecological Economics</i> , <b>1996</b> , 18, 243-253	5.6	404
84	Brands as Signals: A Cross-Country Validation Study. <i>Journal of Marketing</i> , <b>2006</b> , 70, 34-49	11	373
83	The Influence of Task Complexity on Consumer Choice: A Latent Class Model of Decision Strategy Switching. <i>Journal of Consumer Research</i> , <b>2001</b> , 28, 135-148	6.3	331
82	Perceptions versus Objective Measures of Environmental Quality in Combined Revealed and Stated Preference Models of Environmental Valuation. <i>Journal of Environmental Economics and Management</i> , <b>1997</b> , 32, 65-84	5.3	296
81	A structural equation model of latent segmentation and product choice for cross-sectional revealed preference choice data. <i>Journal of Retailing and Consumer Services</i> , <b>1994</b> , 1, 77-89	8.5	291
80	The impact of brand credibility on consumer price sensitivity. <i>International Journal of Research in Marketing</i> , <b>2002</b> , 19, 1-19	5.5	286
79	Combining sources of preference data. <i>Journal of Econometrics</i> , <b>1998</b> , 89, 197-221	2.6	230
78	Experimental analysis of choice. <i>Marketing Letters</i> , <b>1994</b> , 5, 351-367	2.3	220
77	Choice Environment, Market Complexity, and Consumer Behavior: A Theoretical and Empirical Approach for Incorporating Decision Complexity into Models of Consumer Choice. <i>Organizational Behavior and Human Decision Processes</i> , <b>2001</b> , 86, 141-167	4	203
76	A non-compensatory choice model incorporating attribute cutoffs. <i>Transportation Research Part B: Methodological</i> , <b>2001</b> , 35, 903-928	7.2	203
75	The effects of brand credibility on customer loyalty. <i>Journal of Retailing and Consumer Services</i> , <b>2008</b> , 15, 179-193	8.5	188

74	Incorporating random constraints in discrete models of choice set generation. <i>Transportation Research Part B: Methodological</i> , <b>1987</b> , 21, 91-102	7.2	182
73	The equalization price: A measure of consumer-perceived brand equity. <i>International Journal of Research in Marketing</i> , <b>1993</b> , 10, 23-45	5.5	163
72	Choice set generation within the generalized extreme value family of discrete choice models. <i>Transportation Research Part B: Methodological</i> , <b>2001</b> , 35, 643-666	7.2	129
71	Psychological Indicators of Innovation Adoption: Cross-Classification Based on Need for Cognition and Need for Change. <i>Journal of Consumer Psychology</i> , <b>2002</b> , 12, 1-13	3.1	120
70	Using stated preference and revealed preference modeling to evaluate prescribing decisions. <i>Health Economics (United Kingdom)</i> , <b>2004</b> , 13, 563-73	2.4	106
69	Perceived value and its impact on choice behavior in a retail setting. <i>Journal of Retailing and Consumer Services</i> , <b>2000</b> , 7, 77-88	8.5	106
68	The Akaike Likelihood Ratio Index. <i>Transportation Science</i> , <b>1986</b> , 20, 133-136	4.4	102
67	Empirical test of a constrained choice discrete model: Mode choice in Sã Paulo, Brazil. <i>Transportation Research Part B: Methodological</i> , <b>1987</b> , 21, 103-115	7.2	100
66	Brand Effects on Choice and Choice Set Formation Under Uncertainty. <i>Marketing Science</i> , <b>2007</b> , 26, 679-697	6.9	89
65	Distinguishing taste variation from error structure in discrete choice data. <i>Transportation Research Part B: Methodological</i> , <b>2000</b> , 34, 1-15	7.2	87
64	Antecedents of True Brand Loyalty. <i>Journal of Advertising</i> , <b>2008</b> , 37, 99-117	4.4	84
63	A sequential approach to exploiting the combined strengths of SP and RP data: Application to freight shipper choice. <i>Transportation</i> , <b>1994</b> , 21, 135-152	4	79
62	Reconceptualising the external validity of discrete choice experiments. <i>Pharmacoeconomics</i> , <b>2014</b> , 32, 951-65	4.4	72
61	Enriching Scanner Panel Models with Choice Experiments. <i>Marketing Science</i> , <b>2003</b> , 22, 442-460	3.6	69
60	Valuing the Child Health Utility 9D: Using profile case best worst scaling methods to develop a new adolescent specific scoring algorithm. <i>Social Science and Medicine</i> , <b>2016</b> , 157, 48-59	5.1	60
59	Brand Equity, Consumer Learning and Choice. <i>Marketing Letters</i> , <b>1999</b> , 10, 301-318	2.3	54
58	Are Food Choices Really Habitual? Integrating Habits, Variety-seeking, and Compensatory Choice in a Utility-maximizing Framework. <i>American Journal of Agricultural Economics</i> , <b>2013</b> , 95, 17-41	3.1	52
57	Context Dependence and Aggregation in Disaggregate Choice Analysis. <i>Marketing Letters</i> , <b>2002</b> , 13, 195-205	2.05	52

56	Choice and temporal welfare impacts: incorporating history into discrete choice models. <i>Journal of Environmental Economics and Management</i> , <b>2004</b> , 47, 94-116	5.3	48
55	Consumer Search in High Technology Markets: Exploring the Use of Traditional Information Channels. <i>Journal of Consumer Psychology</i> , <b>2004</b> , 14, 96-104	3.1	47
54	The Effects of Temporal Consistency of Sales Promotions and Availability on Consumer Choice Behavior. <i>Journal of Marketing Research</i> , <b>2002</b> , 39, 304-320	5.2	46
53	Attribute Range Effects in Binary Response Tasks. <i>Marketing Letters</i> , <b>2000</b> , 11, 249-260	2.3	39
52	Probabilistic choice (models) as a result of balancing multiple goals. <i>Journal of Mathematical Psychology</i> , <b>2013</b> , 57, 1-14	1.2	38
51	Channels for search and purchase: Does mobile Internet matter?. <i>Journal of Retailing and Consumer Services</i> , <b>2017</b> , 39, 123-134	8.5	36
50	Behavioral frontiers in choice modeling. <i>Marketing Letters</i> , <b>2008</b> , 19, 215-228	2.3	36
49	The impact of vaccination and patient characteristics on influenza vaccination uptake of elderly people: A discrete choice experiment. <i>Vaccine</i> , <b>2018</b> , 36, 1467-1476	4.1	34
48	Citizen participation in patient prioritization policy decisions: an empirical and experimental study on patients' characteristics. <i>PLoS ONE</i> , <b>2012</b> , 7, e36824	3.7	28
47	Are Healthcare Choices Predictable? The Impact of Discrete Choice Experiment Designs and Models. <i>Value in Health</i> , <b>2019</b> , 22, 1050-1062	3.3	27
46	Choice set formation for outdoor destinations: The role of motivations and preference discrimination in site selection for the management of public expenditures on protected areas. <i>Journal of Environmental Economics and Management</i> , <b>2017</b> , 81, 152-173	5.3	24
45	The effect of choice set misspecification on welfare measures in random utility models. <i>Resources and Energy Economics</i> , <b>2015</b> , 42, 71-92	3.2	22
44	Using stated preference modeling to forecast the effect of medication attributes on prescriptions of alcoholism medications. <i>Value in Health</i> , <b>2003</b> , 6, 474-82	3.3	22
43	Flexible Covariance Structures for Categorical Dependent Variables Through Finite Mixtures of Generalized Extreme Value Models. <i>Journal of Business and Economic Statistics</i> , <b>2003</b> , 21, 80-87	3.8	21
42	Decision Strategy and Structure in Households: A Groups Perspective. <i>Marketing Letters</i> , <b>2005</b> , 16, 387-399	3.9	20
41	. <i>Journal of Marketing Research</i> , <b>2018</b> , 55, 352-367	5.2	15
40	Choice Set Formation in Residential Mobility and Its Implications for Segregation Dynamics. <i>Demography</i> , <b>2019</b> , 56, 1665-1692	3.5	13
39	Willingness-to-pay for coastline protection in New South Wales: Beach preservation management and decision making. <i>Ocean and Coastal Management</i> , <b>2019</b> , 178, 104805	3.9	12

38	Combining sources of preference data <b>2000</b> , 227-251		12
37	Advanced Choice Models <b>2006</b> , 229-293		12
36	Choice models based on mixed discrete/continuous PDFs. <i>Transportation Research Part B: Methodological</i> , <b>2009</b> , 43, 766-783	7.2	10
35	Conjoint Preference Elicitation Methods in the Broader Context of Random Utility Theory Preference Elicitation Methods <b>2007</b> , 167-197		10
34	Individuals' Decisions in the Presence of Multiple Goals. <i>Customer Needs and Solutions</i> , <b>2018</b> , 5, 51-64	0.8	9
33	Categories shape preferences: A model of taste heterogeneity arising from categorization of alternatives. <i>Journal of Choice Modelling</i> , <b>2014</b> , 13, 3-23	3.8	8
32	Choosing how best to choose: Antecedent Volition and decision process representation in discrete choice models. <i>Journal of Choice Modelling</i> , <b>2014</b> , 13, 1-2	3.8	8
31	Commentary Discussion of Alleviating the Constant Stochastic Variance Assumption in Decision Research: Theory, Measurement, and Experimental Test <i>Marketing Science</i> , <b>2010</b> , 29, 18-22	3.6	8
30	Conjoint Preference Elicitation Methods in the Broader Context of Random Utility Theory Preference Elicitation Methods <b>2000</b> , 279-318		8
29	Antecedent Volition and Spatial Effects: Can Multiple Goal Pursuit Mitigate Distance Decay?. <i>Environmental and Resource Economics</i> , <b>2020</b> , 75, 243-270	4.4	8
28	Seasonality effects on consumers' preferences over quality attributes of different beef products. <i>Meat Science</i> , <b>2019</b> , 157, 107868	6.4	7
27	The habit-driven life: Accounting for inertia in departure time choices for commuting trips. <i>Transportation Research, Part A: Policy and Practice</i> , <b>2020</b> , 133, 272-289	3.7	7
26	Goal-based models for discrete choice analysis. <i>Transportation Research Part B: Methodological</i> , <b>2017</b> , 101, 72-88	7.2	6
25	Using repeated cross-sectional travel surveys to enhance forecasting robustness: Accounting for changing mode preferences. <i>Transportation Research, Part A: Policy and Practice</i> , <b>2014</b> , 67, 110-126	3.7	5
24	Capturing Context-Sensitive Information Usage in Choice Models via Mixtures of Information Archetypes. <i>Journal of Marketing Research</i> , <b>2016</b> , 53, 646-664	5.2	4
23	The Information-Economics Perspective on Brand Equity. <i>Foundations and Trends in Marketing</i> , <b>2016</b> , 10, 1-59	1.4	4
22	Feature-based attributes and the roles of consumers' perception bias and inference in choice. <i>International Journal of Research in Marketing</i> , <b>2019</b> , 36, 325-340	5.5	4
21	Not just noise: A goal pursuit interpretation of stochastic choice.. <i>Decision</i> , <b>2018</b> , 5, 253-271	1.9	3

20	Social Cooperation in the Context of Integrated Private and Common Land Management. <i>Environmental and Resource Economics</i> , <b>2020</b> , 75, 105-136	4.4	3
19	Experience as a conditioning effect on choice: Does it matter whether it is exogenous or endogenous?. <i>Transportation</i> , <b>2020</b> , 48, 2825	4	2
18	An integrated modelling approach examining the influence of goals, habit and learning on choice using visual attention data. <i>Journal of Business Research</i> , <b>2020</b> , 117, 44-57	8.7	2
17	Individuals' Decisions in the Presence of Multiple Goals. <i>SSRN Electronic Journal</i> , <b>2017</b> ,	1	2
16	Importance of Dwelling, Neighbourhood Attributes in Residential Location Modelling: Best Worst Scaling vs. Discrete Choice. <i>Procedia, Social and Behavioral Sciences</i> , <b>2014</b> , 160, 92-101		2
15	Using Stated Preference and Revealed Preference Data Fusion Modelling in Health Care. <i>The Economics of Non-market Goods and Resources</i> , <b>2008</b> , 217-234	0	2
14	Conjoint Preference Elicitation Methods in the Broader Context of Random Utility Theory Preference Elicitation Methods <b>2003</b> , 331-370		2
13	Frontiers in Modeling Discrete Choice Experiments: A Benefit Transfer Perspective. <i>The Economics of Non-market Goods and Resources</i> , <b>2015</b> , 209-236	0	2
12	Determinants of Recreational Activities Choice in Protected Areas. <i>Sustainability</i> , <b>2022</b> , 14, 412	3.6	2
11	Shocks to Brand Equity: An Information Economics Perspective on the US Auto Industry 2006-2011. <i>Customer Needs and Solutions</i> , <b>2014</b> , 1, 317-332	0.8	1
10	Discrete Choice Theory and Modeling <b>2011</b> , 118-151		1
9	Characterizing Brand Effects on Choice and Choice Set Formation Under Uncertainty. <i>SSRN Electronic Journal</i> , <b>2006</b> ,	1	1
8	Conjoint Preference Elicitation Methods in the Broader Context of Random Utility Theory Preference Elicitation Methods <b>2001</b> , 305-344		1
7	Distortions in willingness-to-pay for public goods induced by endemic distrust in institutions. <i>Journal of Choice Modelling</i> , <b>2021</b> , 39, 100271	3.8	1
6	Separating generalizable from source-specific preference heterogeneity in the fusion of revealed and stated preferences. <i>Journal of Choice Modelling</i> , <b>2021</b> , 40, 100302	3.8	0
5	Whose plan is it? Understanding how the goal pursuit of consumers and carers influence choices in the Australian disability sector. <i>Journal of Choice Modelling</i> , <b>2021</b> , 40, 100300	3.8	0
4	Branding and Brand Equity Models. <i>World Scientific-Now Publishers Series in Business</i> , <b>2014</b> , 237-260	0	
3	Commentary on Econometric Modeling Strategies for Stated Preference Experiments By David Layton. <i>Environmental and Resource Economics</i> , <b>2006</b> , 34, 87-90	4.4	

- 2 Comment on current issues and a wish list for conjoint analysis. *Applied Stochastic Models in Business and Industry*, **2005**, 21, 331-332 1.1
- 1 Jeopardizing brand profitability by misattributing process heterogeneity to preference heterogeneity. *Journal of Choice Modelling*, **2022**, 43, 100359 3.8