

Zhifeng Gao

List of Publications by Year in descending order

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Version: 2025-02-01

90
papers

2,650
citations

195140

26
h-index

185068

48
g-index

106
all docs

106
docs citations

106
times ranked

2532
citing authors

#	ARTICLE	IF	CITATIONS
1	The influence of multicultural experience on attitudes towards new foods in the U.S.. <i>Appetite</i> , 2025, 206, 107822.	2.8	0
2	Food labeling and Chinese consumer preference for naturalness: A new way to differentiate grass-fed dairy products. <i>Journal of Dairy Science</i> , 2025, 108, 2340-2353.	3.9	1
3	Is there a demand for eco-labeled restaurants: Consumer preference and willingness to pay for eco-labeled seafood restaurants. <i>Aquaculture, Economics and Management</i> , 2024, 28, 552-576.	3.6	0
4	Effects of shared characteristics between eco-labels: A case for organic and local food. <i>International Journal of Consumer Studies</i> , 2023, 47, 285-298.	7.3	12
5	Perception shifts in seafood consumption in the United States. <i>Marine Policy</i> , 2023, 148, 105438.	3.7	8
6	Are people's daily life habits consistent with their preference for food sustainability labels?. <i>Agribusiness</i> , 2023, 39, 589-622.	2.2	4
7	Does Preferred Information Format Affect Consumers' Willingness to Pay: A Case Study of Orange Juice Produced by Biotechnology. <i>Foods</i> , 2023, 12, 2130.	4.7	1
8	Modernizing standards of identity for juice: Evidence from consumer acceptance of orange juice blend. <i>Journal of Consumer Affairs</i> , 2023, 57, 1377-1394.	3.1	1
9	Perception and demand for healthy snacks/beverages among US consumers vary by product, health benefit, and color. <i>PLoS ONE</i> , 2023, 18, e0287232.	2.5	10
10	Consumer preferences for country of origin labeling: Bridging the gap between research estimates and real-world behavior. <i>Journal of Choice Modelling</i> , 2023, 48, 100429.	2.2	2
11	The Cost of High Tunnel and Caterpillar Tunnel Establishment for Vegetable Production. <i>Edis</i> , 2023, .	0.1	0
12	Chinese consumer preference for processed food quality attributes and the impact of trust in information sources. <i>British Food Journal</i> , 2022, 124, 871-884.	4.5	3
13	Impacts of duo-regional generic advertising of social media on consumer preference. <i>Agribusiness</i> , 2022, 38, 21-44.	2.2	2
14	Do efforts to reduce packaging waste impact preferences for meal kits?. <i>Food Quality and Preference</i> , 2022, 96, 104410.	4.6	13
15	Consumers' willingness to pay for information transparency at casual and fine dining restaurants. <i>International Journal of Hospitality Management</i> , 2022, 100, 103104.	7.4	15
16	Consumer preferences for agricultural product brands in an E-commerce environment. <i>Agribusiness</i> , 2022, 38, 312-327.	2.2	16
17	Do Past Experience and Group Heterogeneity Matter to Consumer Preferences? Evidence From a Choice Experiment in Urban China. <i>Frontiers in Psychology</i> , 2022, 13, .	2.5	1
18	Consumer choices in agricultural markets with multitier collective labels and private brands. <i>Agribusiness</i> , 2022, 38, 905-922.	2.2	4

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19	Do plastic warning labels reduce consumers' willingness to pay for plastic egg packaging? Evidence from a choice experiment. <i>Ecological Economics</i> , 2022, 198, 107460.	5.7	12
20	Explore Chinese consumers' safety perception of agricultural products using a non-price choice experiment. <i>Food Control</i> , 2022, 140, 109121.	6.3	13
21	Regulating menu information: What do consumers care and not care about at casual and fine dining restaurants for seafood consumption?. <i>Food Policy</i> , 2022, 110, 102272.	5.6	10
22	How do consumers respond to labels for crispr (gene-editing)?. <i>Food Policy</i> , 2022, 112, 102366.	5.6	15
23	The Effects of Nutrition and Health Claim Information on Consumers' Sensory Preferences and Willingness to Pay. <i>Foods</i> , 2022, 11, 3460.	4.7	7
24	The Influence of Choice Context on Consumers' Preference for GM Orange Juice. <i>Journal of Agricultural Economics</i> , 2021, 72, 547-563.	3.8	5
25	Determination of aquacultured whiteleg shrimp (<i>Litopenaeus vannamei</i>) quality using a sensory method with chemical standard references. <i>Journal of the Science of Food and Agriculture</i> , 2021, 101, 5236-5244.	3.7	4
26	Consumers' willingness to pay for ethical consumption initiatives on e-commerce platforms. <i>Journal of Integrative Agriculture</i> , 2021, 20, 1012-1020.	3.8	21
27	Chinese consumers' willingness-to-pay for nutrition claims on processed meat products, using functional sausages as a food medium. <i>China Agricultural Economic Review</i> , 2021, 13, 495-518.	4.9	12
28	Impulsive purchasing in grocery shopping: Do the shopping companions matter?. <i>Journal of Retailing and Consumer Services</i> , 2021, 60, 102495.	12.4	29
29	Perception versus preference: The role of self-assessed risk measures on individual mitigation behaviors during the COVID-19 pandemic. <i>PLoS ONE</i> , 2021, 16, e0254756.	2.5	10
30	Bias and reference-dependence in quality perception of freshness: Analysis based on experimental auction and physical & chemical tests. <i>Food Control</i> , 2021, 126, 108077.	6.3	1
31	How do farmland rental markets affect farmers' income? Evidence from a matched renting-in and renting-out household survey in Northeast China. <i>PLoS ONE</i> , 2021, 16, e0256590.	2.5	10
32	Does local label bias consumer taste buds and preference? Evidence of a strawberry sensory experiment. <i>Agribusiness</i> , 2021, 37, 550-568.	2.2	15
33	The Impact of COVID-19 on Food Stockpiling Behavior over Time in China. <i>Foods</i> , 2021, 10, 3076.	4.7	5
34	Chinese consumer quality perception and preference of sustainable milk. <i>China Economic Review</i> , 2020, 59, 100939.	4.9	50
35	Reveal Preference Reversal in Consumer Preference for Sustainable Food Products. <i>Food Quality and Preference</i> , 2020, 79, 103754.	4.6	27
36	The Impact of Varying Financial Incentives on Data Quality in Web Panel Surveys. <i>Journal of Survey Statistics and Methodology</i> , 2020, 8, 832-850.	1.7	4

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37	The heterogeneous preferences for solar energy policies among US households. <i>Energy Policy</i> , 2020, 137, 111187.	9.2	38
38	Accounting for Attribute Non-attendance (ANA) in Chinese Consumers'™ Away-from-Home Sustainable Salmon Consumption. <i>Marine Resource Economics</i> , 2020, 35, 263-284.	1.5	19
39	Consumer food stockpiling behavior and willingness to pay for food reserves in COVID-19. <i>Food Security</i> , 2020, 12, 739-747.	6.0	162
40	Utilization of Descriptive Sensory Analysis and Volatile Analysis to Determine Quality Indicators of Aquacultured Whiteleg Shrimp (<i>Litopenaeus vannamei</i>) during Refrigerated Storage. <i>Journal of Aquatic Food Product Technology</i> , 2020, 29, 722-735.	1.5	11
41	Does Social Relation or Economic Interest Affect the Choice Behavior of Land Lease Agreement in China? Evidence from the Largest Wheat-Producing Henan Province. <i>Sustainability</i> , 2020, 12, 4279.	3.4	10
42	Global economics and marketing of citrus products. , 2020, , 471-493.		24
43	The impact of customer ratings on consumer choice of fresh produce: A stated preference experiment approach. <i>Canadian Journal of Agricultural Economics</i> , 2020, 68, 359-373.	2.3	27
44	Food safety concerns and consumer preferences for food safety attributes: Evidence from China. <i>Food Control</i> , 2020, 112, 107157.	6.3	91
45	Can "œgreen food" certification achieve both sustainable practices and economic benefits in a transitional economy? The case of kiwifruit growers in Henan Province, China. <i>Agribusiness</i> , 2020, 36, 675-692.	2.2	13
46	The interaction between country of origin and genetically modified orange juice in urban China. <i>Food Quality and Preference</i> , 2019, 71, 475-484.	4.6	45
47	Evolving consumer trends for whey protein sports supplements: the Heckman ordered probit estimation. <i>Agricultural and Food Economics</i> , 2019, 7, .	3.6	8
48	Factors Affecting the Dynamics of Community Supported Agriculture (CSA) Membership. <i>Sustainability</i> , 2019, 11, 4170.	3.4	18
49	Consumers'™ valuation for food traceability in China: Does trust matter?. <i>Food Policy</i> , 2019, 88, 101768.	5.6	107
50	Chinese consumers'™ preferences for food quality test/measurement indicators and cues of milk powder: A case of Zhengzhou, China. <i>Food Policy</i> , 2019, 89, 101791.	5.6	51
51	Exploring hidden factors behind online food shopping from Amazon reviews: A topic mining approach. <i>Journal of Retailing and Consumer Services</i> , 2018, 42, 161-168.	12.4	130
52	The impact of deal-proneness on WTP estimates in incentive-aligned value elicitation methods. <i>Agricultural Economics (United Kingdom)</i> , 2018, 49, 353-362.	3.3	20
53	Beyond the food label itself: How does color affect attention to information on food labels and preference for food attributes?. <i>Food Quality and Preference</i> , 2018, 64, 47-55.	4.6	35
54	Improve access to the EU market by identifying French consumer preference for fresh fruit from China. <i>Journal of Integrative Agriculture</i> , 2018, 17, 1463-1474.	3.8	18

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55	Why Should We Protect the Interests of "Green Food"-Certified Product Growers? Evidence from Kiwifruit Production in China. <i>Sustainability</i> , 2018, 10, 4797.	3.4	5
56	Consumer acceptance of cisgenic food and the impact of information and status quo. <i>Food Quality and Preference</i> , 2018, 69, 44-52.	4.6	23
57	Consumers' Preferences and Derived Willingness-to-Pay for Water Supply Safety Improvement: The Analysis of Pricing and Incentive Strategies. <i>Sustainability</i> , 2018, 10, 1704.	3.4	18
58	Eco-labeling in the Fresh Produce Market: Not All Environmentally Friendly Labels Are Equally Valued. <i>Ecological Economics</i> , 2018, 154, 201-210.	5.7	58
59	Organic price premium or penalty? A comparative market analysis of organic wines from Tuscany. <i>Food Policy</i> , 2017, 69, 154-165.	5.6	50
60	Impact of food choice on sodium intake patterns from multiple NHANES surveys. <i>Appetite</i> , 2017, 109, 144-153.	2.8	1
61	Willingness to pay for "taste of Europe" geographical origin labeling controversy in China. <i>British Food Journal</i> , 2017, 119, 1897-1914.	4.5	17
62	Factors Affecting Current and Future CSA Participation. <i>Sustainability</i> , 2017, 9, 478.	3.4	20
63	Chinese Consumer Quality Perception and Preference of Traditional Sustainable Rice Produced by the Integrated Rice-Fish System. <i>Sustainability</i> , 2017, 9, 2282.	3.4	22
64	Opportunities for Western Food Products in China: The Case of Orange Juice Demand. <i>Agribusiness</i> , 2016, 32, 343-362.	2.2	16
65	Consumers' preferences for fresh broccolis: interactive effects between country of origin and organic labels. <i>Agricultural Economics (United Kingdom)</i> , 2016, 47, 181-191.	3.3	89
66	Impact of satisficing behavior in online surveys on consumer preference and welfare estimates. <i>Food Policy</i> , 2016, 64, 26-36.	5.6	58
67	Impacts of Nutrition Information on Choices of Fresh Seafood Among Parents. <i>Marine Resource Economics</i> , 2016, 31, 355-372.	1.5	23
68	Online Survey Data Quality and Its Implication for Willingness-to-Pay: A Cross-Country Comparison. <i>Canadian Journal of Agricultural Economics</i> , 2016, 64, 199-221.	2.3	69
69	Tradeoffs between sensory attributes and organic labels: the case of orange juice. <i>International Journal of Consumer Studies</i> , 2015, 39, 162-171.	7.3	20
70	Respondent Screening and Revealed Preference Axioms: Testing Quarantining Methods for Enhanced Data Quality in Web Panel Surveys. <i>Public Opinion Quarterly</i> , 2015, 79, 687-709.	1.9	101
71	Changing structure of China's meat imports. <i>Journal of Integrative Agriculture</i> , 2015, 14, 1081-1091.	3.8	17
72	French consumer perception, preference of, and willingness to pay for fresh fruit based on country of origin. <i>British Food Journal</i> , 2014, 116, 805-820.	4.5	39

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73	Can willingness-to-pay values be manipulated? Evidence from an organic food experiment in China. <i>Agricultural Economics (United Kingdom)</i> , 2014, 45, 119-127.	3.3	19
74	Knowledge, perceptions, and behaviors of adults concerning nonalcoholic beverages suggest some lack of comprehension related to sugars. <i>Nutrition Research</i> , 2014, 34, 134-142.	2.9	29
75	Willingness to pay for the "Green Food" in China. <i>Food Policy</i> , 2014, 45, 80-87.	5.6	228
76	The cross-price effect on willingness-to-pay estimates in open-ended contingent valuation. <i>Food Policy</i> , 2014, 46, 13-21.	5.6	28
77	Consumer demand for diet quality: evidence from the healthy eating index. <i>Australian Journal of Agricultural and Resource Economics</i> , 2013, 57, 301-319.	2.6	21
78	Associations between self-reported weight management methods with diet quality as measured by the Healthy Eating Index—2005. <i>Preventive Medicine</i> , 2013, 57, 238-243.	2.9	11
79	Impact of Purchase Intentions on Full and Partial Bids in <scp>BDM</scp> Auctions: Willingness-to-pay for Organic and Local Blueberries. <i>Journal of Agricultural Economics</i> , 2013, 64, 707-718.	3.8	19
80	Front-of-Package Nutritional Labels and Consumer Beverage Perceptions. <i>Applied Economic Perspectives and Policy</i> , 2012, 34, 599-614.	3.3	16
81	Sensory Evaluation and Experimental Auctions: Measuring Willingness to Pay for Specific Sensory Attributes. <i>American Journal of Agricultural Economics</i> , 2012, 94, 562-568.	3.9	20
82	Consumer preference for mandarins: implications of a sensory analysis. <i>Agribusiness</i> , 2011, 27, 450-464.	2.2	15
83	Consumer Willingness to Pay for Cue Attribute: The Value Beyond Its Own. <i>Journal of International Food and Agribusiness Marketing</i> , 2010, 22, 108-124.	2.8	33
84	A study of the impact of package changes on orange juice demand. <i>Journal of Retailing and Consumer Services</i> , 2010, 17, 487-491.	12.4	18
85	An updated ranking of the economic research institutions in China (2000–2009). <i>China Economic Review</i> , 2010, 21, 571-581.	4.9	10
86	Using choice experiments to estimate consumer valuation: the role of experimental design and attribute information loads. <i>Agricultural Economics (United Kingdom)</i> , 2010, 41, 555-565.	3.3	24
87	Consumer responses to new food quality information: are some consumers more sensitive than others?. <i>Agricultural Economics (United Kingdom)</i> , 2009, 40, 339-346.	3.3	19
88	Effects of Label Information on Consumer Willingness-to-Pay for Food Attributes. <i>American Journal of Agricultural Economics</i> , 2009, 91, 795-809.	3.9	196
89	Estimating economies of scope using the profit function: A dual approach for the normalized quadratic profit function. <i>Economics Letters</i> , 2008, 100, 418-421.	1.7	5
90	Stakeholder-driven adaptive research (SDAR): better research products. <i>Renewable Agriculture and Food Systems</i> , 0, , 1-10.	1.8	3