

Richard J. Lutz

Biography

Interests

Consumer Behavior, Advertising Response, Services Marketing

Education

Ph.D., 1973; M.S., 1972; B.S., 1969, University of Illinois at Urbana-Champaign.

Professor Lutz teaches an undergraduate principles of marketing course and an MBA course on the management of brand equity. Dr. Lutz has published some 75 articles, books and chapters, primarily in the area of consumer attitudes and response to advertising. His current research addresses consumer response to alternative online advertising formats, intergenerational transfer of brand preferences, and recreational consumption. Dr. Lutz was previously on the faculty of UCLA for nine years (1973 - 82).

Author

- "The Function of Format: Consumer Responses to Six Online Advertising Formats," *Journal of Advertising*, 2006, 35 (January), 53-64 (with K. Burns)
- "Defining and Measuring Recreational Shopper Identity," *Journal of Academy of Marketing Science*, 2006, 34 (January), 74-83 (with Anne Magi and Michael Guiry)
- "[Passing the Torch: Intergenerational Influences as a Source of Brand Equity](#)," *Journal of Marketing*, 2002, 66 (April), 17-37 (with Elizabeth Moore and William Wilkie).
- "[Children, Advertising, and Product Experiences: A Multi-Method Inquiry](#)," *Journal of Consumer Research*, 2000, 27 (June) 31-48 (with E. S. Moore).
- "[An Empirical Test of an Updated Relevance-Accessibility Model of Advertising Effectiveness](#)," *Journal of Advertising*, 2000, 29 (1) 1-14 (with W. E. Baker).
- "[Interactive Home Shopping: Consumer, Retailer, and Manufacturers Incentives to Participate in Electronic Marketplaces](#)," *Journal of Marketing*, 1997, 61 (July) 38-53 (with J. Alba, C. Janiszewski, J. Lynch, A. Sawyer, B. Weitz and S. Woods).
- "An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context," *Journal of Marketing*, 1989, 53 (April), 48-65 (with S. MacKenzie).
- "The Relevance-Accessibility Model of Advertising Effectiveness," *Nonverbal Communication in Advertising*, 1988, eds. S. Heckler and D. Stewart, Lexington, MA: Lexington Books (with W. Baker).
- "The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations," *Journal of Marketing Research*, 1986, 23 (May), 130-143 (with S. MacKenzie and G. Belch).

Working Papers

- “Web Users’ Perceptions of and Attitudes toward Online Advertising Formats,” under review at *Journal of Advertising Research* (with K. Burns)

Editorial Boards

- Journal of Advertising Research
- Journal of Consumer Research
- Marketing Letters
- Journal of Consumer Psychology
- Editor, Journal of Consumer Research, 1988-1990

Honors and Fellowships

- Distinguished Alumni Professor, University of Florida, 2007-2009
- College Undergraduate Teacher of the Year 1983, 1985, 2002, 2005
- Fellow of the Society for Consumer Psychology and the American Psychological Association, Division 23 (Consumer Psychology)
- Past president and a past member of the Board of Directors of the Association for Consumer Research
- Past president of the Association of Directors of Doctoral Programs in Business