

# AGRICULTURAL AND RESOURCE ECONOMICS REVIEW

Linking Consumer Health Perceptions to Consumption of Nonalcoholic Beverages ■  
*Hyeyoung Kim and Lisa A. House*

Consumer Response to Perceived Value and Generic Advertising ■ *Matthew J. Salois  
and Amber Reilly*

The Effects of Prices, Advertising, Expenditures, and Demographics on Demand for  
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