

# Tinashe Chuchu

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1113220/publications.pdf>

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35  
papers

166  
citations

1684188

5  
h-index

1372567

10  
g-index

35  
all docs

35  
docs citations

35  
times ranked

83  
citing authors

#	ARTICLE	IF	CITATIONS
1	Student Perceptions Towards the use of YouTube as An Educational Tool for Learning and Tutorials. International Journal of Instruction, 2020, 13, 119-138.	1.3	29
2	Threats, Challenges, And Opportunities for Open Universities and Massive Online Open Courses in The Digital Revolution. International Journal of Emerging Technologies in Learning, 2020, 15, 191.	1.3	22
3	The influence of store environment on brand attitude, brand experience and purchase intention. South African Journal of Business Management, 2018, 49, .	0.8	15
4	An Examination of the Determinants of the Adoption of Mobile Applications as Learning Tools for Higher Education Students. International Journal of Interactive Mobile Technologies, 2019, 13, 53.	1.2	10
5	To Vote or Not To Vote: Marketing Factors Influencing the Voting Intention of University Students in Johannesburg. Journal of Economics and Behavioral Studies, 2015, 7, 81-93.	0.3	10
6	An empirical investigation into the relationship between sustainability and supply chain compliance within the South African Public and the private sector. , 2018, 12, .		8
7	Examining the usage of Instagram as a source of information for young consumers when determining tourist destinations. South African Journal of Information Management, 2020, 22, .	0.8	7
8	Political campaigns in South Africa: Does celebrity endorsement influence the intention to vote?. Journal of Public Affairs, 2021, 21, e2225.	3.1	7
9	Factors Influencing Fashion Adoption among the Youth in Johannesburg, South Africa. Journal of Economics and Behavioral Studies, 2016, 8, 92-108.	0.3	6
10	Antecedents of psychological well-being among workers within small and medium enterprises. SA Journal of Industrial Psychology, 0, 45, .	0.5	5
11	Facebook Communication and Marketing Influence on Decision-Making and Choice of University Student Representatives: A Studentâ€™s Perspective. Romanian Journal of Communication and Public Relations, 2019, 21, 7.	0.6	5
12	THE IMPACT OF AIRPORT EXPERIENCE ON INTERNATIONAL TOURISTSâ€™ REVISIT INTENTION: A SOUTH AFRICAN CASE. Geojournal of Tourism and Geosites, 2020, 29, 414-427.	0.9	4
13	Exploring the impact of brand awareness, brand loyalty and brand attitude on purchase intention in online shopping. International Journal of Research in Business and Social Science, 2022, 11, 176-187.	0.3	4
14	An Investigation into the Factors Influencing the Purchase Intentions of Smart Wearable Technology by Students. International Journal of Interactive Mobile Technologies, 2019, 13, 15.	1.2	3
15	From selected multi-sensory dimensions to positive word of mouth: Data on what really drives generation z consumers to be attached to quick service restaurants in bloemfontein, south africa?. Data in Brief, 2020, 32, 106279.	1.0	3
16	An Investigation on Mobile Banking and Co-creation Services Adoption Intention in South Africa. International Journal of Interactive Mobile Technologies, 2020, 14, 137.	1.2	3
17	An Analysis of the Intention of Consumers to Adopt Branded Mobile Applications in South Africa. International Journal of Interactive Mobile Technologies, 2020, 14, 138.	1.2	3
18	An Application of the Marketing Mix and Online Marketing as a Business Strategy for SMME Cafes in South Africa. Journal of Economics and Behavioral Studies, 2016, 8, 14-25.	0.3	3

#	ARTICLE	IF	CITATIONS
19	An Investigation of Young Consumers's™ Perceptions Towards the Adoption of Electric Cars. African Journal of Business and Economic Research, 2019, 14, 107-126.	0.4	3
20	Data on the relationship between traveller perceived value and traveller intention to revisit a destination. Data in Brief, 2019, 26, 104435.	1.0	2
21	Modelling fashion clothing involvement among gay consumers in South Africa. Cogent Social Sciences, 2020, 6, 1760415.	1.1	2
22	Data on occupational health and safety strategies influencing the reduction of coronavirus in South Africa. Data in Brief, 2020, 32, 106300.	1.0	2
23	PERCEPTIONS OF THE EFFECTIVENESS OF TWITTER AS A CROWDFUNDING COMMUNICATION TOOL FOR RAISING UNIVERSITY FEES. Communitas, 2019, 24, 1-17.	0.1	2
24	The Impact of Inclusive Education on Learners with Disabilities in High Schools of Harare, Zimbabwe. Journal of Social and Development Sciences, 2016, 7, 88-96.	0.1	2
25	RENEWABLE ENERGY ACCESS CHALLENGE AT HOUSEHOLD LEVEL FOR THE POOR IN RURAL ZIMBABWE: IS BIOGAS ENERGY A REMEDY?. International Journal of Energy Economics and Policy, 2020, 10, 282-292.	1.2	1
26	The LGBTQAI+ community and luxury brands : exploring drivers of luxury consumption in South Africa. African Journal of Business and Economic Research, 2021, 16, 207-225.	0.4	1
27	Does online ideal self-matter? Consumer perceptions of online brand advertisement. International Journal of Research in Business and Social Science, 2021, 10, 11-21.	0.3	1
28	Key drivers that influence store choice in the contemporary Gauteng apparel retail market. Journal of Contemporary Management, 2019, 16, 201-233.	0.5	1
29	RELIGIOUS TOURISM: AN ANALYSIS OF ANTECEDENTS OF THE INTENTION TO PARTICIPATE IN RELIGIOUS FESTIVALS. Enlightening Tourism: A Pathmaking Journal, 2020, 10, 111.	1.1	1
30	An application of internal marketing for sustainable competitive advantage in Johannesburg construction firms. African Journal of Business and Economic Research, 2020, 15, 183-200.	0.4	1
31	THE IMPACT OF DOLLARIZATION POLICY ON ZIMBABWE EXPORTS: A GRAVITY MODEL APPROACH. International Journal of Economics and Financial Issues, 2021, 11, 55-63.	0.5	0
32	The South Africa 2010 FIFA World Cup: A Look Back: Perceptions of its Impact on Tourism in South Africa. International Review of Management and Marketing, 2021, 11, 49-58.	0.3	0
33	An empirical investigation into organizational level antecedents of value co-destruction in Lisbon, Portugal: A hospitality sector case. International Journal of Research in Business and Social Science, 2021, 10, 83-92.	0.3	0
34	An Empirical Study on the Predictors of the Perceived Quality of Learning at Institutions of Higher Education: 2D Model Approach. International Journal of Emerging Technologies in Learning, 2019, 14, 67.	1.3	0
35	THE RESPONSE OF ZIMBABWE TOBACCO EXPORTS TO REAL EXCHANGE RATES VOLATILITY. Journal of Agribusiness and Rural Development, 2020, 56, .	0.3	0