

Sheetal Jain

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1791046/publications.pdf>

Version: 2024-02-01

19
papers

599
citations

687363

13
h-index

794594

19
g-index

19
all docs

19
docs citations

19
times ranked

296
citing authors

#	ARTICLE	IF	CITATIONS
1	Understanding consumer behavior regarding luxury fashion goods in India based on the theory of planned behavior. <i>Journal of Asia Business Studies</i> , 2017, 11, 4-21.	2.2	94
2	Luxury fashion consumption in sharing economy: A study of Indian millennials. <i>Journal of Global Fashion Marketing</i> , 2020, 11, 171-189.	3.7	74
3	Assessing the moderating effect of subjective norm on luxury purchase intention: a study of Gen Y consumers in India. <i>International Journal of Retail and Distribution Management</i> , 2020, 48, 517-536.	4.7	70
4	Factors affecting luxury consumers' webrooming intention: A moderated-mediation approach. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102306.	9.4	64
5	Factors Affecting Sustainable Luxury Purchase Behavior: A Conceptual Framework. <i>Journal of International Consumer Marketing</i> , 2019, 31, 130-146.	3.7	50
6	Exploring relationship between value perception and luxury purchase intention. <i>Journal of Fashion Marketing and Management</i> , 2019, 23, 414-439.	2.2	47
7	Measuring the impact of beliefs on luxury buying behavior in an emerging market. <i>Journal of Fashion Marketing and Management</i> , 2017, 21, 341-360.	2.2	45
8	Effect of value perceptions on luxury purchase intentions: an Indian market perspective. <i>International Review of Retail, Distribution and Consumer Research</i> , 2018, 28, 414-435.	2.0	29
9	Role of conspicuous value in luxury purchase intention. <i>Marketing Intelligence and Planning</i> , 2020, 39, 169-185.	3.5	23
10	Critical success factors for luxury fashion brands in emerging markets: Insights from a qualitative study. <i>Journal of Global Fashion Marketing</i> , 2021, 12, 47-61.	3.7	23
11	Luxury rental purchase intention among millennials: A cross-national study. <i>Thunderbird International Business Review</i> , 2021, 63, 503-516.	1.8	20
12	Examining the moderating role of perceived risk and web atmospherics in online luxury purchase intention. <i>Journal of Fashion Marketing and Management</i> , 2021, 25, 585-605.	2.2	19
13	Sadhu: On the Pathway of Luxury Sustainable Circular Value Model. <i>Environmental Footprints and Eco-design of Products and Processes</i> , 2019, , 55-82.	1.1	16
14	Exploring Gen Y Luxury Consumers' Webrooming Behavior: An Integrated Approach. <i>Australasian Marketing Journal</i> , 2022, 30, 371-380.	5.4	7
15	Conspicuous value and luxury purchase intention in sharing economy in emerging markets: The moderating role of past sustainable behavior. <i>Journal of Global Fashion Marketing</i> , 2023, 14, 93-107.	3.7	7
16	Determinants of luxury purchase behaviour: a study of young Indian consumers. <i>International Journal of Indian Culture and Business Management</i> , 2021, 22, 66.	0.1	4
17	Investigating webrooming behavior: a case of Indian luxury consumers. <i>Journal of Fashion Marketing and Management</i> , 2023, 27, 241-261.	2.2	4
18	Doodlage: Reinventing Fashion Via Sustainable Design. <i>Sustainable Textiles</i> , 2020, , 241-261.	0.7	2

#	ARTICLE	IF	CITATIONS
19	Luxury Fashion Consumption in Collaborative Economy: A Conceptual Framework. Sustainable Textiles, 2022, , 41-61.	0.7	1