

# Elizabeth Kempen

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/4525036/publications.pdf>

Version: 2024-02-01

10  
papers

93  
citations

1684188

5  
h-index

1872680

6  
g-index

10  
all docs

10  
docs citations

10  
times ranked

78  
citing authors

#	ARTICLE	IF	CITATIONS
1	An exploration of the influence of food labels on South African consumers' purchasing behaviour. International Journal of Consumer Studies, 2011, 35, 69-78.	11.6	26
2	Exploring South African consumers' attitudes towards game meat Utilizing a multi-attribute attitude model. International Journal of Consumer Studies, 2019, 43, 437-445.	11.6	23
3	Expectancy-value theory contributes to understanding consumer attitudes towards cow's milk alternatives and variants. International Journal of Consumer Studies, 2017, 41, 245-252.	11.6	17
4	Determining female consumers' perceptions of garment fit, personal values and emotions when considering garment sizing. International Journal of Consumer Studies, 2016, 40, 143-151.	11.6	13
5	Applying behavioral reasoning theory to South African female consumers' emerging apparel-shopping behavior during COVID-19. Journal of Global Fashion Marketing, 0, , 1-17.	3.7	7
6	Effectual Structuring of Entrepreneurship Education: Guidelines for Overcoming Inadequacies in the South African School Curriculum. Africa Education Review, 2020, 17, 41-55.	0.1	5
7	Marketing for Survival: The Survivalist Promotional Mix of Informal Clothing Manufacturing Micro-enterprises. Journal of African Business, 2023, 24, 19-37.	2.4	2
8	Special issue on sustainable futures. International Journal of Consumer Studies, 2014, 38, 443-443.	11.6	0
9	Garment fit expectations as determinants of men's ready-to-wear business apparel purchase decisions: The personal appearance revelation. Fashion, Style and Popular Culture, 2022, 00, 1-16.	0.2	0
10	Designing to Attract in an Emerging Market: Applying Behavioural Reasoning Theory to South African Consumer Reactions to an Ultra-High Temperature Milk Product Line Extension. Journal of Marketing and Consumer Behaviour in Emerging Markets, 2022, 2022, 4-21.	0.3	0