

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