

Rodney G Duffett

List of Publications by Year in descending order

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Version: 2024-02-01

27
papers

704
citations

1163117

8
h-index

610901

24
g-index

28
all docs

28
docs citations

28
times ranked

508
citing authors

#	ARTICLE	IF	CITATIONS
1	Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. <i>Internet Research</i> , 2015, 25, 498-526.	4.9	215
2	Influence of social media marketing communications on young consumers' attitudes. <i>Young Consumers</i> , 2017, 18, 19-39.	3.5	179
3	The YouTube Marketing Communication Effect on Cognitive, Affective and Behavioural Attitudes among Generation Z Consumers. <i>Sustainability</i> , 2020, 12, 5075.	3.2	59
4	The influence of Facebook advertising on cognitive attitudes amid Generation Y. <i>Electronic Commerce Research</i> , 2015, 15, 243-267.	5.0	55
5	Modeling Mobile Commerce Applications' Antecedents of Customer Satisfaction among Millennials: An Extended TAM Perspective. <i>Sustainability</i> , 2021, 13, 5973.	3.2	33
6	Effect of YouTube Marketing Communication on Converting Brand Liking into Preference among Millennials Regarding Brands in General and Sustainable Offers in Particular. Evidence from South Africa and Romania. <i>Sustainability</i> , 2019, 11, 604.	3.2	31
7	A Multi-Dimensional Approach of Green Marketing Competitive Advantage: A Perspective of Small Medium and Micro Enterprises from Western Cape, South Africa. <i>Sustainability</i> , 2018, 10, 3764.	3.2	26
8	Influence of Facebook Commercial Communications on Generation Z's Attitudes in South Africa. <i>Electronic Journal of Information Systems in Developing Countries</i> , 2017, 81, 1-22.	1.4	18
9	Environmental Factors and Stakeholders Influence on Professional Sport Organisations Engagement in Sustainable Corporate Social Responsibility: A South African Perspective. <i>Sustainability</i> , 2020, 12, 4504.	3.2	13
10	Exploring social media usage as a communication channel among independent food retailer SMEs in South Africa. <i>Small Business International Review</i> , 2021, 5, e392.	2.0	9
11	Influence of YouTube commercial communication on organic eWOM, purchase intent and purchase associations among young consumers. <i>International Journal of Web Based Communities</i> , 2022, 18, 87.	0.3	9
12	Effect of Gen Y's Affective Attitudes Towards Facebook Marketing Communications in South Africa. <i>Electronic Journal of Information Systems in Developing Countries</i> , 2015, 68, 1-27.	1.4	8
13	Effect of Instant Messaging Advertising on the Hierarchy of Effects Model Amid Teenagers in South Africa. <i>Electronic Journal of Information Systems in Developing Countries</i> , 2016, 72, 1-21.	1.4	8
14	How Twitter advertising influences the purchase intentions and purchase attitudes of Indian millennial consumers. <i>International Journal of Internet Marketing and Advertising</i> , 2022, 16, 142.	0.2	7
15	YouTube marketing communication demographic and usage variables influence on Gen Y's cognitive attitudes in South Africa and Romania. <i>Electronic Journal of Information Systems in Developing Countries</i> , 2019, 85, e12094.	1.4	6
16	Consumer perceptions toward sugar content of fruit juice products in a developing country. <i>Journal of Food Products Marketing</i> , 2018, 24, 745-760.	3.3	4
17	Exploring the relationship between corporate social responsibility and the marketing performance of professional sport organisations in South Africa. <i>Sport in Society</i> , 2022, 25, 2415-2433.	1.2	4
18	Exploring the impact of student developed marketing communication tools and resources on SMEs performance and satisfaction. <i>Small Business International Review</i> , 2022, 6, e422.	2.0	4

#	ARTICLE	IF	CITATIONS
19	Shopping list development and use of advertisementsâ€™ pre-store food-buying practices within different socio-economic status areas in South Africa. <i>British Food Journal</i> , 2017, 119, 2880-2902.	2.9	3
20	Consumption patterns and demographic factors influence on fruit juice classifications, health benefits and sugar content perceptions in two Municipal Districts in Cape Town, Western Cape, South Africa. <i>South African Journal of Clinical Nutrition</i> , 2018, 31, 20-28.	0.7	3
21	The Use of Social Media as a Marketing Tool by Tourist Attractions: Influence on Cognitive, Affective and Behavioural Consumer Attitudes. <i>African Journal of Hospitality, Tourism and Leisure</i> , 2021, , 742-758.	2.0	3
22	The Influence of Student-Community Partner Working Relationships on Satisfaction: A South African University Service Learning Programme. <i>International E-Journal of Educational Studies</i> , 2021, 5, 89-105.	0.8	3
23	Crime perceptions among international leisure tourists in Cape Town. <i>Safer Communities</i> , 2020, 19, 161-181.	0.6	2
24	An Analysis of Cause-Related and Social Marketing Strategies in the South African Sport Management Industry. <i>SAGE Open</i> , 2022, 12, 215824402211081.	1.7	2
25	How Twitter advertising influences the purchase intentions and purchase attitudes of Indian Millennial consumers. <i>International Journal of Internet Marketing and Advertising</i> , 2021, 15, 1.	0.2	0
26	The influence of culture on the development of youth entrepreneurs in a selected suburb in Cape Town. <i>EUREKA Social and Humanities</i> , 2021, , 24-37.	0.4	0
27	The Influence of Shopping Characteristics and Socio-Demographic Factors on Selected In-Store Buying Practices in Different Socio-Economic Regions. <i>Southern African Business Review</i> , 0, 22, .	0.6	0