

# 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	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
2	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
3	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
4	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
5	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
6	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
7	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
8	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
9	Modeling Mobile Commerce Applications™ Antecedents of Customer Satisfaction among Millennials: An Extended TAM Perspective. <i>Sustainability</i> , 2021, 13, 5973.	3.2	33
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	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
12	Crime perceptions among international leisure tourists in Cape Town. <i>Safer Communities</i> , 2020, 19, 161-181.	0.6	2
13	The YouTube Marketing Communication Effect on Cognitive, Affective and Behavioural Attitudes among Generation Z Consumers. <i>Sustainability</i> , 2020, 12, 5075.	3.2	59
14	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
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	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
17	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
18	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

#	ARTICLE	IF	CITATIONS
19	A Multi-Dimensional Approach of Green Marketing Competitive Advantage: A Perspective of Small Medium and Micro Enterprises from Western Cape, South Africa. Sustainability, 2018, 10, 3764.	3.2	26
20	Influence of social media marketing communications on young consumers's attitudes. Young Consumers, 2017, 18, 19-39.	3.5	179
21	Shopping list development and use of advertisements pre-store food-buying practices within different socio-economic status areas in South Africa. British Food Journal, 2017, 119, 2880-2902.	2.9	3
22	Influence of Facebook Commercial Communications on Generation Z's Attitudes in South Africa. Electronic Journal of Information Systems in Developing Countries, 2017, 81, 1-22.	1.4	18
23	Effect of Instant Messaging Advertising on the Hierarchy of Effects Model Amid Teenagers in South Africa. Electronic Journal of Information Systems in Developing Countries, 2016, 72, 1-21.	1.4	8
24	Effect of Gen Y's Affective Attitudes Towards Facebook Marketing Communications in South Africa. Electronic Journal of Information Systems in Developing Countries, 2015, 68, 1-27.	1.4	8
25	Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. Internet Research, 2015, 25, 498-526.	4.9	215
26	The influence of Facebook advertising on cognitive attitudes amid Generation Y. Electronic Commerce Research, 2015, 15, 243-267.	5.0	55
27	The Influence of Shopping Characteristics and Socio-Demographic Factors on Selected In-Store Buying Practices in Different Socio-Economic Regions. Southern African Business Review, 0, 22, .	0.6	0