

# Bill M Page

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6158905/publications.pdf>

Version: 2024-02-01

13  
papers

210  
citations

1307594

7  
h-index

1199594

12  
g-index

13  
all docs

13  
docs citations

13  
times ranked

229  
citing authors

#	ARTICLE	IF	CITATIONS
1	Ageism Kills Brands. Australasian Marketing Journal, 2022, 30, 364-370.	5.4	2
2	The power of nostalgia: Age and preference for popular music. Marketing Letters, 2022, 33, 681-692.	2.9	4
3	Examining older consumers's loyalty towards older brands in grocery retailing. Journal of Retailing and Consumer Services, 2020, 52, 101893.	9.4	21
4	Net audiences: a comparison of the Sainsbury Normal Method and the Sainsbury Weighted Method. Journal of Marketing Management, 2020, 36, 1591-1610.	2.3	0
5	Using the Eyberg Child Behaviour Inventory to investigate Pester Power. Journal of Retailing and Consumer Services, 2019, 47, 265-271.	9.4	10
6	Comparing two supermarket layouts: The effect of a middle aisle on basket size, spend, trip duration and endcap use. Journal of Retailing and Consumer Services, 2019, 47, 49-56.	9.4	25
7	Parents and children in supermarkets: Incidence and influence. Journal of Retailing and Consumer Services, 2018, 40, 31-39.	9.4	22
8	Measuring Audience Reach Of Outdoor Advertisements. Journal of Advertising Research, 2018, 58, 456-463.	2.1	8
9	Fundamental patterns of in-store shopper behavior. Journal of Retailing and Consumer Services, 2017, 37, 182-194.	9.4	72
10	Socio-Demographic Differences in Supermarket Shopper Efficiency. Australasian Marketing Journal, 2016, 24, 108-115.	5.4	10
11	Using Choice Experiments to Find Double Jeopardy Patterns. International Journal of Market Research, 2015, 57, 743-758.	3.8	6
12	Validating Bluetooth logging as metric for shopper behaviour studies. Journal of Retailing and Consumer Services, 2015, 22, 158-163.	9.4	27
13	The contribution of marketing to school-based program evaluation. Journal of Social Marketing, 2012, 2, 176-186.	2.3	3