

Arvind Kumar

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/6984475/publications.pdf>

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4
papers

33
citations

2258059

3
h-index

2272923

4
g-index

4
all docs

4
docs citations

4
times ranked

11
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumer decision-making styles and post purchase behaviour of poor for Fast Moving Consumer Goods. International Journal of Consumer Studies, 2017, 41, 121-137.	11.6	15
2	Mediating role of hedonic and utilitarian brand attitude between eWOM and purchase intentions: a context of brand fan pages in Facebook. Young Consumers, 2022, 23, 1-15.	3.5	9
3	Antecedents of brand consciousness in youth for denim jeans: evidences from the largest young consumer base in the world. International Journal of Indian Culture and Business Management, 2019, 18, 330.	0.1	6
4	Shopping Orientations and Their Inter-Relatedness: A Study on the Poor for CPGs. Journal of Global Marketing, 2020, 33, 289-304.	3.4	3