

Arvind Kumar

List of Publications by Year in descending order

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

Version: 2024-02-01

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