

Muhammad Faisal Shahzad

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/943687/publications.pdf>

Version: 2024-02-01

7
papers

84
citations

1937685
4
h-index

1720034
7
g-index

7
all docs

7
docs citations

7
times ranked

38
citing authors

#	ARTICLE	IF	CITATIONS
1	Fastâ€food addiction and antiâ€consumption behaviour: The moderating role of consumer social responsibility. <i>International Journal of Consumer Studies</i> , 2020, 44, 379-392.	11.6	30
2	Impact of consumer socialization on soft drink consumption and mediating role of consumer generational behavior. <i>British Food Journal</i> , 2015, 117, 1205-1222.	2.9	17
3	Impact of smartphone brand experience on brand equity. <i>Journal of Islamic Marketing</i> , 2019, 10, 440-464.	3.5	16
4	â€œDrink It or Notâ€ Soft Drink Anticonsumption Behavior and the Mediating Effect of Behavioral Intentions. <i>Sustainability</i> , 2019, 11, 3279.	3.2	8
5	How does addiction of fastâ€food turn into antiâ€consumption of fastâ€food? The mediating role of health concerns. <i>Journal of Consumer Behaviour</i> , 2022, 21, 697-712.	4.2	6
6	Determinants of the Intention to Purchase Branded Meat: Mediation of Brand Trust. <i>SAGE Open</i> , 2021, 11, 215824402110326.	1.7	4
7	The Moderating Role of Product Type in Network Buying Behavior. <i>SAGE Open</i> , 2020, 10, 215824402091795.	1.7	3