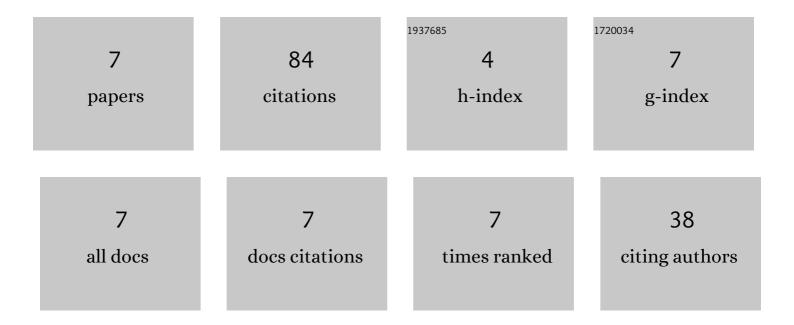
Muhammad Faisal Shahzad

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/943687/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	How does addiction of fastâ€food turn into antiâ€consumption of fastâ€food? The mediating role of health concerns. Journal of Consumer Behaviour, 2022, 21, 697-712.	4.2	6
2	Determinants of the Intention to Purchase Branded Meat: Mediation of Brand Trust. SAGE Open, 2021, 11, 215824402110326.	1.7	4
3	Fastâ€food addiction and antiâ€consumption behaviour: The moderating role of consumer social responsibility. International Journal of Consumer Studies, 2020, 44, 379-392.	11.6	30
4	The Moderating Role of Product Type in Network Buying Behavior. SAGE Open, 2020, 10, 215824402091795.	1.7	3
5	"Drink It or Not― Soft Drink Anticonsumption Behavior and the Mediating Effect of Behavioral Intentions. Sustainability, 2019, 11, 3279.	3.2	8
6	Impact of smartphone brand experience on brand equity. Journal of Islamic Marketing, 2019, 10, 440-464.	3.5	16
7	Impact of consumer socialization on soft drink consumption and mediating role of consumer generational behavior. British Food Journal, 2015, 117, 1205-1222.	2.9	17