

Banking patronage motives of the urban informal poor

Journal of Services Marketing

21, 52-63

DOI: [10.1108/08876040710726293](https://doi.org/10.1108/08876040710726293)

Citation Report

#	ARTICLE	IF	CITATIONS
1	Bank and Product Selection: Hong Kong. International Journal of Bank Marketing, 1992, 10, 3-16.	6.4	70
2	Bank Patronage Factors of Muslim and Non-Muslim Customers. International Journal of Bank Marketing, 1994, 12, 32-40.	6.4	283
3	Relationship marketing in private banking in South Africa. International Journal of Bank Marketing, 1999, 17, 5-19.	6.4	64
4	A holistic model for total quality service. Journal of Service Management, 2001, 12, 378-412.	2.0	173
5	A key to marketing financial services: the right mix of products, services, channels and customers. Journal of Services Marketing, 2002, 16, 238-258.	3.0	87
6	Retail bank selection in developed and developing countries: A cross-national study of students' bank selection criteria. Thunderbird International Business Review, 2009, 51, 183-198.	1.8	36
7	Doing well by doing good – marketing strategy to help the poor: The case of commercial banks in Ghana. Journal of Financial Services Marketing, 2009, 14, 135-151.	3.4	15
8	Financial services consumption constraints: Empirical evidence from Rwandan rural households. Journal of Financial Services Marketing, 2010, 15, 136-159.	3.4	15
9	A benefit-cost perspective of the consumer adoption of the mobile banking system. Behaviour and Information Technology, 2010, 29, 497-511.	4.0	151
10	Consumer awareness and usage of islamic banking products in South Africa. South African Journal of Economic and Management Sciences, 2011, 14, 298-313.	0.9	32
11	Investigating the Relationship Between Shopping Mall Patronage Motives and Customer Satisfaction Using Importance-Satisfaction Analysis. International Journal of Customer Relationship Marketing and Management, 2012, 3, 33-46.	0.4	0
12	Financial literacy among the educated: An exploratory study of selected university students in South Africa. Thunderbird International Business Review, 2012, 54, 581-590.	1.8	21
13	A segmentation of adolescent online users and shoppers. Journal of Services Marketing, 2013, 27, 347-360.	3.0	42
14	Service Quality in the Banking Sector in Ghana. International Journal of Marketing Studies, 2013, 5, .	0.4	5
15	Retail in South Africa: profile and future prospects. European Retail Research, 2015, , 125-152.	0.1	1
16	The role of positioning in the retail banking industry of Sub-Saharan Africa. International Journal of Bank Marketing, 2017, 35, 685-713.	6.4	10
17	Beiträge zur Dienstleistungsforschung 2016. , 2017, , .		0
20	Nachhaltigkeit als Gegenstand der Dienstleistungsforschung – Ergebnisse einer Zitationsanalyse. , 2017, , 139-163.		0