

Generoso Branca

MARKETING MANAGEMENT

ARTICOLI SU RIVISTA SCIENTIFICA

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Pre-owned Suits Me! Exploring Generation Z's Purchase Behaviour towards Second-Hand Fashion

Micro & Macro Marketing, 2023, no. 1, pp.95-119

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Virtual is so real! Consumers' evaluation of product packaging in virtual reality

Psychology & Marketing, 2023, vol.40, no. 3, pp.596-609

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Impact of Covid-19 on consumers' pro-environmental behaviour intentions. Does proximity to an event matter?

Micro & Macro Marketing, 2022, no. 2, pp.167-197

CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

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Ricerca sul Made in Italy dell'Università degli Studi Internazionali di Roma

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PROCEEDINGS/PRESENTATIONS

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Exploring purchase intention in Virtual Reality: evidence from a comparative experimental analysis

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Love is a two-sided why: exploring Valentine's Day's ritual purchases and consumption behaviors via comparative big data analysis and strategic forecasting

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Head or heart? A comparative study of the factors influencing sustainable consumption intention in two generational cohorts

A comparative study of the factors influencing sustainable consumption intention in two generational cohorts.

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