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Publications  

Travel motivations of first-time, repeat, and serial backpackers  

A cross-national comparison of Millennial consumers' initial trust towards an e-travel website  

Experiential dimensions of TV advertising: Modeling narrative and non-narrative perceptions  

Reading of online reviews across different product types by Generation Y consumers  

Gender and perceptual dimensions of TV-advertising  

The Relationship between Socio-demographic Variables, Travel Motivations and Subsequent Choice of Vacation  

The role of demographics and travel motivation in travellers' use of the Internet before, during, and after a trip  

Buyer-Seller relationships in a period of recession: The role of satisfaction in repeat patronage and the propensity to initiate price negotiation  

Buyer-supplier relationships in a period of recession: The role of satisfaction in repeat patronage and the propensity to initiate price negotiation  

Shopping orientation and online travel shopping: the role of travel experience  

"The impact of internationalisation on small firms' choice of location and propensity for relocation"  
Consumer loyalty on the grocery product market: An empirical application of Dick and Basu's framework

Reflexology Clients in Denmark: A Nordic Survey

Reflexology Clients in Sweden: A Nordic survey

When Supermarket Consumers Get Stocked in the Middle

Shopping orientation and online clothing purchases: the role of gender and purchase situation

An empirical investigation of the relationships between hygiene factors, motivators, satisfaction, and response among visitors to zoos and aquaria

The Relationships between, Hygiene Factors, Motivators, Satisfaction and Response among Visitors to Zoos and Aquaria

Understanding consumers' political voting decisions: A Theory of Planned Behavior Approach

An Empirical Examination of Brand Loyalty

Segmenting European Tourists by Nationality: An Investigation of Visitors to Attractions on the Danish Island of Funen

Predicting Online Grocery Buying Intention: A Comparison of the Theory of Reasoned Action and the Theory of Planned Behavior

Consumer Online Buying Intention: A TRA versus TPB Approach

Spousal involvement in purchasing male clothing and the effect on the purchasing process in Danish families

Analyse, klassifikation og behandling af rygter