

Effect of community relationship management, relationship
customer engagement, and brand trust on brand loyalty
Thailand

Journal of Retailing and Consumer Services

64, 102826

DOI: [10.1016/j.jretconser.2021.102826](https://doi.org/10.1016/j.jretconser.2021.102826)

Citation Report

#	ARTICLE	IF	CITATIONS
1	What drives me there? The interplay of socio-psychological gratification and consumer values in social media brand engagement. <i>Journal of Business Research</i> , 2022, 146, 288-307.	10.2	22
2	Assessing the Influence of Community Experience on Brand Loyalty Toward Virtual Brand Community: Developing Country Perspective. <i>Frontiers in Psychology</i> , 2022, 13, 865646.	2.1	6
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4	Relationship marketing and loyalty of mobile phone customers. <i>Innovative Marketing</i> , 2022, 18, 38-47.	1.7	0
5	Mobile app vs. desktop browser platforms: the relationships among customer engagement, experience, relationship quality and loyalty intention. <i>Journal of Marketing Management</i> , 2023, 39, 275-297.	2.3	21
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