

Determinants of Social Contagion during New Product

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#	ARTICLE	IF	CITATIONS
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22	© 2020 Authors. This is an open access journal distributed under the Creative Commons BY 4.0 license (https://creativecommons.org/licenses/by/4.0/)DOI: 10.7172/2449-6634.jmcbem.2020.2.2Journal of Marketing and Consumer Behaviour in Emerging Markets 2(11)202016(16–32)Is Your Purchase Intention Influenced by Irrational Factors?An Investigation of Fashion Industry. <i>Journal of Marketing and Consumer Behaviour in Emerging Markets</i> , 2020, 2/2020, 16-32.	0.3	0
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