

Effects of brand attitude and eWOM on consumers' word of mouth in the retail industry: Mediating role of consumer-brand identification

Journal of Retailing and Consumer Services

42, 1-10

DOI: [10.1016/j.jretconser.2018.01.005](https://doi.org/10.1016/j.jretconser.2018.01.005)

Citation Report

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