Faculty of Arts and Humanities

Plymouth Business School

2016-07-01

Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: an integration of innovation diffusion theory and TAM with trust

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http://hdl.handle.net/10026.1/4696

10.1016/j.chb.2016.02.038 Computers in Human Behavior Elsevier

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