

Accepted Manuscript

Gratifications of Using Facebook, Twitter, Instagram, or Snapchat to Follow Brands: The Moderating Effect of Social Comparison, Trust, Tie Strength, and Network Homophily on Brand Identification, Brand Engagement, Brand Commitment, and Membership Intention

Joe Phua, Seunga Venus Jin, Jihoon (Jay) Kim

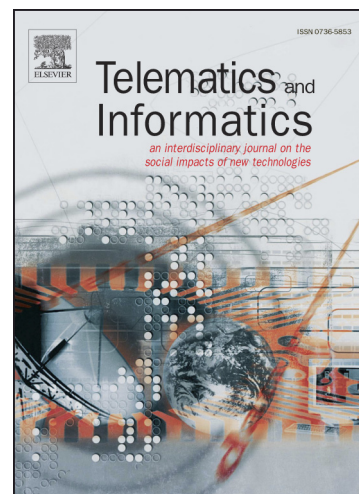
PII: S0736-5853(16)30016-8
DOI: <http://dx.doi.org/10.1016/j.tele.2016.06.004>
Reference: TELE 813

To appear in: *Telematics and Informatics*

Received Date: 13 January 2016
Revised Date: 3 June 2016
Accepted Date: 4 June 2016

Please cite this article as: Phua, J., Jin, S.V., Kim, J., Gratifications of Using Facebook, Twitter, Instagram, or Snapchat to Follow Brands: The Moderating Effect of Social Comparison, Trust, Tie Strength, and Network Homophily on Brand Identification, Brand Engagement, Brand Commitment, and Membership Intention, *Telematics and Informatics* (2016), doi: <http://dx.doi.org/10.1016/j.tele.2016.06.004>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.



Gratifications of Using Facebook, Twitter, Instagram, or Snapchat to Follow Brands:
The Moderating Effect of Social Comparison, Trust, Tie Strength, and Network Homophily on
Brand Identification, Brand Engagement, Brand Commitment, and Membership Intention

Joe Phua, Ph.D.
Assistant Professor
Grady College of Journalism and Mass Communication
University of Georgia
120 Hooper Street
Athens, GA 30602-3018
Email: joephua@uga.edu
Phone: (706) 542-4984
Fax: (706) 542-2183

Corresponding Author*:
Seunga Venus Jin, Ph.D.*
Associate Professor
Department of Marketing Communication
Emerson College
120 Boylston St, Boston, MA 02116
Email: seunga.venus.jin@gmail.com

Jihoon (Jay) Kim, M.A.
Ph.D. Graduate Assistant
Grady College of Journalism and Mass Communication
University of Georgia
120 Hooper Street
Athens, GA 30602-3018
Email: jaykim82@uga.edu
Phone: (706) 542-4791

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات