

**Ethnicity's effect on social media-based comment intention : comparing minority and majority consumers**

Bozkurt, Siddik; Gligor, David; **Hollebeek, Linda Desiree** Psychology and Marketing 2021 / p. 1895-1910

<https://doi.org/10.1002/mar.21549> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)