

Consumer journey from first experience to brand evangelism

Riivits-Arkonsuo, Iivi; Kaljund, Kristel; Leppiman, Anu Research in economics and business : Central and Eastern Europe 2014 / p. 5-28 : ill

The effect of customers' brand experience on brand evangelism : The case of luxury hotels

Purohit, Sonal; **Hollebeek, Linda Desiree**; Das, Manish; Sigurdsson, Valdimar Tourism management perspectives 2023 / art. 101092 <https://doi.org/10.1016/j.tmp.2023.101092>