

Retraction notice: Exploring consumer webrooming behaviour in the emerging fashion market: an integrated approach and forthcoming research

The publisher of the *Journal of Fashion Marketing and Management* wishes to retract the article: Gopi, R.K., Lavuri, R. and Sudhakar, K.F. (2024), "Exploring consumer webrooming behaviour in the emerging fashion market: an integrated approach and forthcoming research", *Journal of Fashion Marketing and Management*, Vol. 28 No. 5, pp. 980-996. <https://doi.org/10.1108/JFMM-03-2023-0080>

It has come to our attention that there are statistical errors present within the article. As part of an investigation into the article's findings, the authors were requested to provide a copy of the data so that the editorial team could verify the findings. The authors were unable to provide the requested data. As a result of these concerns, the findings of the article cannot be relied upon.

The publisher of the journal sincerely apologises to the readers.

The retracted article is available at: <https://doi.org/10.1108/JFMM-03-2023-0080>

