

Retraction notice: Promoting brand gratitude through unique emotional connection: a qualitative study

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The publisher of Qualitative Market Research wishes to retract the article Bhattacharya, S. and Dalal, A. (2023), "Promoting brand gratitude through unique emotional connection: a qualitative study", Qualitative Market Research, Vol. 26 No. 5, pp. 534-554. <https://doi.org/10.1108/QMR-04-2022-0060>.

It has come to our attention that the necessary informed consent was not sought in advance of the research being conducted.

This article has been retracted at the authors' request; the authors would like to note that any wrongdoing was unintentional.

The publisher of the journal sincerely apologizes to the readers.

The retracted article is available at: <https://doi.org/10.1108/QMR-04-2022-0060>.

