



# RETRACTED ARTICLE: The platform feature, self-concept congruence and brand experience: A fuzzy set-based qualitative comparative analysis based on WeChat

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The Editor-in-Chief has retracted this article. The article was accepted as part of a guest-edited special issue in *Current Psychology*. Before the special issue was finalized, the Editor-in-Chief detected problems with editorial handling and peer review and decided not to proceed with the special issue. Post publication peer review found that there were several methodological limitations that cast doubt on the article's findings. The issues have been outlined below:

- The sample is problematic given the complexity of the multivariate models. This can impact not only the precision of the estimates from the sample but also the generalizability of the results. Reproducibility of results is a major concern with this study.
- A second area of concern is measurement. The constructs of interest are measured with 2-3 items, often adapted from previous research for the current study. However, the validity of these scales is largely limited to factor structure validity. The table of correlations between the latent variables does not provide much in the way of convergent/discriminant validity.
- The authors do not provide citations for many of the decisions that were made.

- They also do not provide guidelines for interpreting many of the results (e.g., Table 3).
- In addition to the methodological limitations noted above, a major methodological flaw is that they are purporting to use “causal paths” between variables using cross-sectional data. Given the limitations noted above, the post-publication peer reviewer did not consider the authors’ conclusions to be supported by their data.

The Editor-in-Chief therefore no longer has confidence in the reliability of the work presented.

Dr. Hua Zhang does not agree to the retraction. Dr. Ziwei Luo and Dr. Tingting Xie have not responded to communication from the Editor-in-Chief regarding the retraction note.

The online version of this article contains the full text of the retracted article as Supplementary Information.

**Supplementary Information** The online version contains supplementary material available at <https://doi.org/10.1007/s12144-020-00788-z>.

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