

The effects of consumer esports videogame engagement on consumption behaviors

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Hedonic consumption experience in videogaming : A multidimensional perspective

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In-game content purchase motivations (IGCPMs) : Conceptualization, scale development, and validation

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The effect of consumer-perceived COVID-19 ad value on health-protective behavior: Mediating role of engagement

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Videogames-as-a-service : converting freemium- to paying-users through pop-up advertisement value

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