

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

Rafeh, Mir Abdur; Abbasi, Amir Zaib; **Hollebeek, Linda Desiree**; Ali, Muhammad Asghar; Ting, Ding Hooi Health marketing quarterly 2024 / 32 p <https://doi.org/10.1080/07359683.2024.2355378> [Journal metrics at Scopus](#) [Article at Scopus](#) [Journal metrics at WOS](#) [Article at WOS](#)