

Consumers' online brand-related misinformation engagement : a weapons of influence perspective

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The Effect of Customers' Extrinsic and Intrinsic Motivation on Their e-Commerce Store Loyalty : A Four-Country Comparison

Dikcius, Vytautas; Vilkaite-Vaitone, Neringa; **Hollebeek, Linda Desiree;** Adomaviciute-Sakalauske, Karina; Zimaitis, Ignas; Kirse, Sigita; Jansson, Johan Journal of International Consumer Marketing 2025 / 17 p <https://doi.org/10.1080/08961530.2025.2549681>

Online content creators' and viewers' interdependent journeys

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