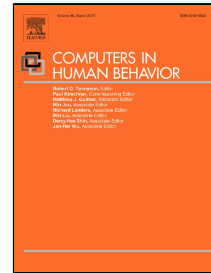


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The Influence of Perceived Ad Relevance on Social Media Advertising: An Empirical Examination of a Mediating Role of Privacy Concern

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Highlights

- Perceived ad relevance increases privacy concern and ad attention, but decrease ad avoidance.
- Privacy concern increases ad avoidance.
- Privacy concern mediates perceived ad relevance and ad avoidance.

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