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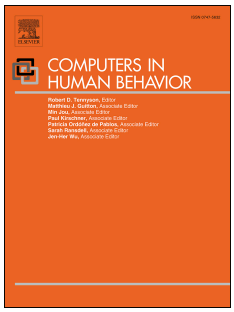

Influence of Temperament and Character on Online Gamer Loyalty: Perspectives from Personality and Flow Theories

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Highlights

- This study examines how temperament and character impact online gamer loyalty.
- Persistence, novelty seeking, and reward dependence positively relate to loyalty.
- Cooperativeness improves loyalty through interdependence.
- Self-transcendence increases loyalty through telepresence and flow.

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