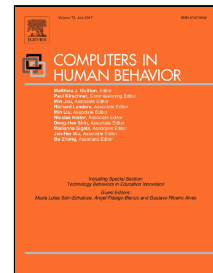


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Comparison of Mobile Shopping Continuance Intention between China and USA from an Espoused Cultural Perspective

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Research highlights

- Mobile shopping continuance intention across China and the US was compared.
- Cultures impact mobile shopping continuance intention, but not dramatically.
- Espoused cultural values were more of a predictor of mobile shopping continuance.
- Results have implications for mobile shopping world-wide and in specific societies.

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