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Elucidating the determinants of purchase intention toward social shopping sites:
A comparative study of Taiwan and Japan

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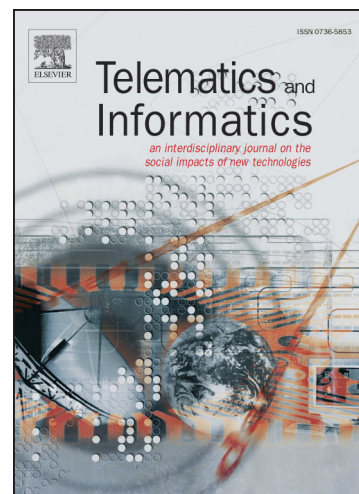
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Elucidating the determinants of purchase intention toward social shopping sites: A comparative study of Taiwan and Japan

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