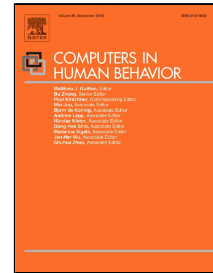


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Exploring the Effects of Ad-Task Relevance and Ad Salience on Ad Avoidance:  
The Moderating Role of Internet Use Motivation

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