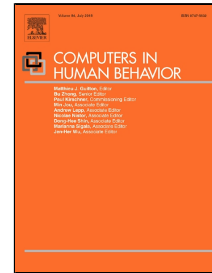


Accepted Manuscript

Influence of Parasocial Relationship Between Digital Celebrities and Their Followers on Followers' Purchase and Electronic Word-of-Mouth Intentions, and persuasion knowledge



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PII: S0747-5632(18)30255-3

DOI: 10.1016/j.chb.2018.05.029

Reference: CHB 5538

To appear in: *Computers in Human Behavior*

Received Date: 03 January 2018

Accepted Date: 23 May 2018

Please cite this article as: Kumju Hwang, Qi Zhang, Influence of Parasocial Relationship Between Digital Celebrities and Their Followers on Followers' Purchase and Electronic Word-of-Mouth Intentions, and persuasion knowledge, *Computers in Human Behavior* (2018), doi: 10.1016/j.chb.2018.05.029

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