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The Influence Of Online Product Presentation Videos On Persuasion And Purchase Channel Preference: The Role Of Imagery Fluency And Need For Touch

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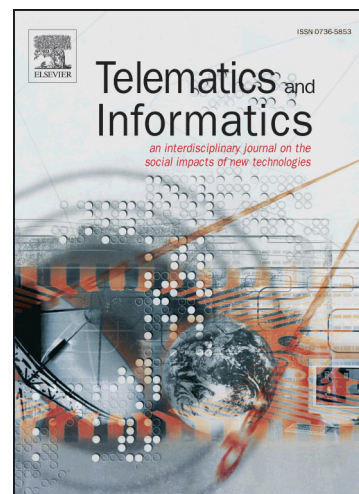
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**THE INFLUENCE OF ONLINE PRODUCT PRESENTATION VIDEOS ON
PERSUASION AND PURCHASE CHANNEL PREFERENCE: THE ROLE OF
IMAGERY FLUENCY AND NEED FOR TOUCH**

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