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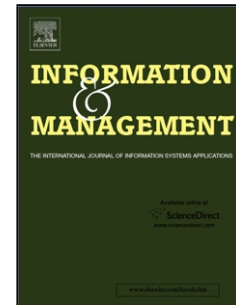
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The Power of a Thumbs-Up: Will E-commerce Switch to Social Commerce?

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Highlight

- The study explores how push, pull, and mooring factors shape switching intentions.
- Social presence, support, benefit, and self-presentation impact customer switching.

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