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Online Shopping: Body
Image, Personality, & Social
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Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | The usage of the Internet has experienced significant growth over the past several decades, providing a vehicle for the online shopping market to experience exponential gains as well. Research has shown various reasons for expansion of online shopping, such as convenience, ease, and the excitement of experiencing something new, but gives little insight into characteristics that lead consumers to choose to shop online. The consumer characteristics that lead to online shopping could...

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