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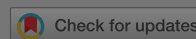
# Exploring how consumers cope with online behavioral advertising

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to persuasion knowledge. The implications for theoretical, managerial, and social contributions are discussed.

Keywords:

- online behavioral advertising
- online privacy concerns
- ad avoidance
- persuasion knowledge
- protection motivation

## Disclosure statement

No potential conflict of interest was reported by the author.

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