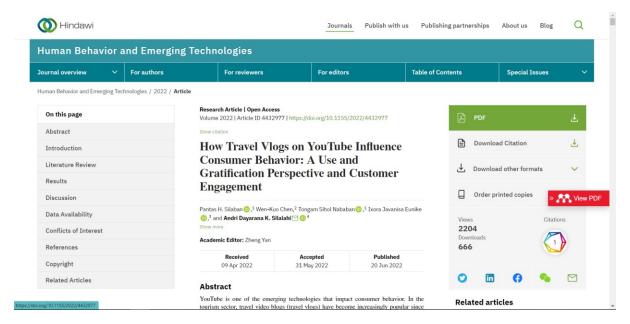
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Research Article

How Travel Vlogs on YouTube Influence Consumer Behavior: A Use and Gratification Perspective and Customer Engagement

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YouTube is one of the emerging technologies that impact consumer behavior. In the tourism sector, travel video blogs (travel

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