

The Impact of Anthropomorphism on Consumers's Pu

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Citation Report

#	ARTICLE	IF	CITATIONS
1	The Use of Chatbots in Digital Business Transformation: A Systematic Literature Review. IEEE Access, 2021, 9, 106530-106539.	4.2	31
2	The role of the chatbot on customer purchase intention: towards digital relational sales. Italian Journal of Marketing, 2021, 2021, 165-188.	2.8	21
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5	Brand avatars: impact of social interaction on consumerâ€™brand relationships. Journal of Research in Interactive Marketing, 2022, 16, 237-258.	8.9	25
6	Machine gaze in online behavioral targeting: The effects of algorithmic human likeness on social presence and social influence. Computers in Human Behavior, 2021, 124, 106926.	8.5	14
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23	Exploring relationship development with social chatbots: A mixed-method study of replika. <i>Computers in Human Behavior</i> , 2023, 140, 107600.	8.5	51
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