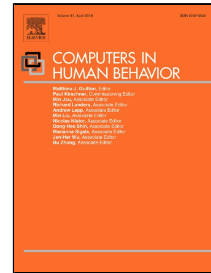


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Exploring the Role of Justification and Cognitive Effort Exertion on Post-Purchase Regret in
Online Shopping

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