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I declare, I confirm, I certify and I sign that I received substantial, important, line by line peer review with several and substantial comments, important remarks and hints from, at least, 3 Reviewers and the Assistant Editor for my paper: **On the Social Media Platform, Virtual Internet Celebrities and Real Idol Brand Spokesmen Perceive Human Nature, Physical Charm, and Study Consumer Reaction Based on Self-Consistency: The Media Effect of Trust**

with Authors: **LI LI, SHANSHAN LIU, JONG-YOON LEE**.....

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