Announcement of Retraction

The editorial board announced this article has been retracted on Feb. 18, 2024. If you have any further question, please contact us at: ijms@ccsenet.org

Article Title: Advergames and Consumer Behaviour: A Quantitative Comparative Analysis of the United Kingdom and Saudi Arabia Authors: Alaa Hanbazazah, Carlton Reeve & Mohammad Abuljadail Journal Title: International Journal of Marketing Studies ISSN 1918-719X E-ISSN 1918-7203 Volume and Number: Vol. 14, No. 2 Pages: 113-120 DOI: https://doi.org/10.5539/ijms.v14n2p113