

TABLE OF CONTENTS 目 录

不同推荐时机下用户采纳意愿影响因素研究

Influencing Factors of User Adoption Intention under Different Recommendation Timing

- 王淇, 陈梅梅.....1

基于自我和他人的推荐解释对用户购买意愿的影响

Influence of Self and Group Based Recommendation Explanation on Users' Purchase Intention

- 张柳叶, 陈梅梅.....9

虚拟徽章对直播平台用户虚拟礼物消费影响因素研究

Research on the Influence Factors of Virtual Badges on Virtual Gift Consumption of Live Broadcast Platform Users

- 闫志伟, 王扶东.....21

基于预期后悔的限量与限时促销对消费者冲动购买意愿的影响研究

Research on the Effect of Limited and Limited Time Promotion Based on Expected Regret on Consumers' Impulse Purchase Intention

- 王贝雯, 刘东胜.....35