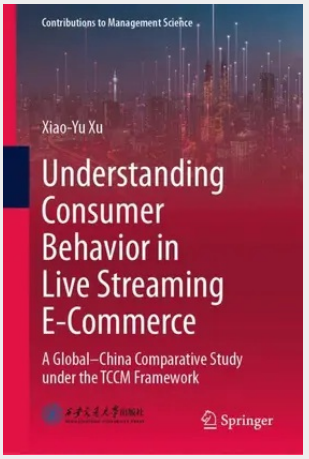
Xu

Understanding Consumer Behavior in Live Streaming E-Commerce

A Global-China Comparative Study under the TCCM Framework

This book builds a clear theoretical framework for understanding consumer decision-making in live streaming e-commerce, connecting global research insights with Chinese market realities. Using a four-dimensional lens-theory, context, characteristics, and methods-it uncovers both universal patterns and cross-country differences in how consumers behave in live-streamed shopping environments.Drawing on bibliometrics, meta-analysis, and qualitative interviews, the book integrates international perspectives with China's unique digital ecosystem, providing both theoretical depth and practical value. The book ultimately offers solid foundations and actionable guidance to support research advancement, policy development, and industry innovation in the fast-growing field of live streaming e-commerce.

This book builds a clear theoretical framework for understanding consumer decision-making in live streaming e-commerce, connecting global research insights with Chinese market realities. Using a four-dimensional lens-theory, context, characteristics, and methods-it uncovers both universal patterns and cross-country differences in how consumers behave in live-streamed shopping environments.Drawing on bibliometrics, meta-analysis, and qualitative interviews, the book integrates international perspectives with China's unique digital ecosystem, providing both theoretical depth and practical value. The book ultimately offers solid foundations and actionable guidance to support research advancement, policy development, and industry innovation in the fast-growing field of live streaming e-commerce.



230,50 €
230,50 € (zzgl. MwSt.)

vorbestellbar, Erscheinungstermin ca. Februar 2027

Artikelnummer: 9789819244591
Medium: Buch
ISBN: 978-981-9244-59-1
Verlag: Springer Verlag, Singapore
Erscheinungstermin: 14.02.2027
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2027
Serie: Contributions to Management Science
Produktform: Gebunden
Seiten: 299
Format (B x H): 155 x 235 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)