

TABLE OF CONTENTS

目 录

消费者在线购买净菜满意度的影响因素的识别

Identification of the Influencing Factors of Consumers' Satisfaction with Online Purchase of Pre-Washed Vegetables

王尧.....99

从受众商品论视角解读“直播带货”中消费者的消费行为研究

Analysing Consumer's Consumption Behavior in Live Streaming from the Audience Commodityism

赵香妹, 宋娟, 刘晓亮, 付园元.....109