

TABLE OF CONTENTS

目 录

The Study of the Effects of Consumer Experiential Value on Satisfaction in Online Store
(网店情境中消费者体验价值对满意影响效应研究)

R. J. WU.....53

The Impact of Customer Shopping Duration on Cross-Shopping Behavior
in Shopping Mall: A Theoretical Model

(购物中心消费者停留时间对交叉购买行为的影响: 一个理论框架)

K. L. SHEN.....69