

Documents

ICEME 2023 - 2023 14th International Conference on E-business, Management and Economics
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Abstract

The proceedings contain 73 papers. The topics discussed include: Web 3.0 era: the impact of virtual spokesperson characteristics on consumer purchase intentions; consumer expenditures observed on social media: material versus experiential purchases; research on the factors influencing consumer's repurchase intention of fresh product under community group buying in the post-epidemic era; analysis of factors affecting e-commerce seller tax compliance through online marketplace in Indonesia using multiple linear regression (study case for e-commerce seller in Indonesia); an empirical study on intention of e-CNY from users' perspectives under background of mobile commerce; the influence of social media live streaming on fashion industry sales: a study of live shopping from seller's perspective; and neuromarketing as a tool to measure and evaluate the consumer behavior of Guanding Teahouse's social media advertisement.

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