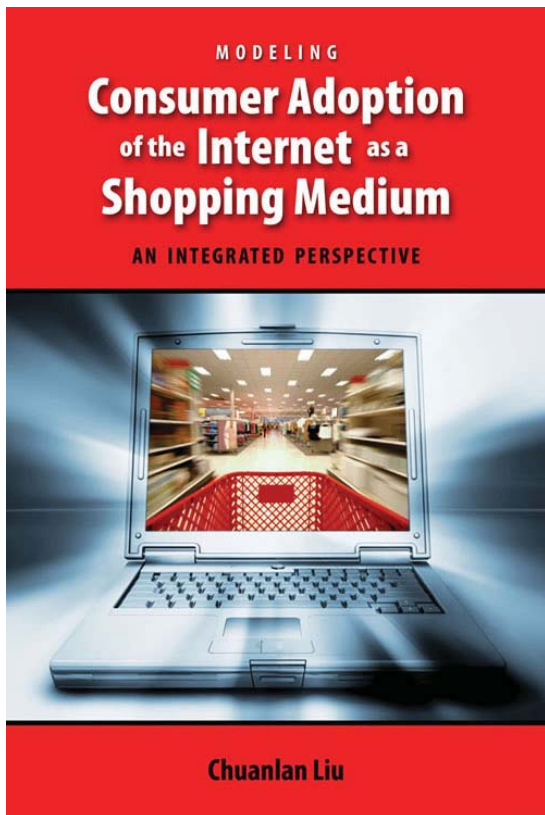


NEW BOOK ANNOUNCEMENT



Business / E-commerce / Communications / Internet Studies

Modeling Consumer Adoption of the Internet as a Shopping Medium An Integrated Perspective

Chuanlan Liu

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Description

Online shopping is now a well-entrenched and highly profitable multi-billion dollar industry. Despite this, little is known regarding the characteristics of online shoppers and why some consumers are more prone than others to purchase online.

This book proposes and tests a new classification scheme and framework for understanding consumer adoption of the internet as a shopping medium. The work also employs one of the largest national online samples ever utilized in this area of research. The results of this book are highly valuable and have extensive implications. This book is required reading for academic researchers as well as online retailing executives.



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Modeling Consumer Adoption of the Internet as a Shopping Medium

Chuanlan Liu

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Review

“This research addresses those issues that have often been neglected in past literature on Internet adoption.”

– Sandra Forsythe,
Wrangler Professor,
Dept. of Consumer Affairs,
Auburn University

About the Author

Chuanlan Liu is Assistant Professor at Louisiana State University in the Division of Textile Science, Apparel Design, and Merchandising. She holds a PhD from Auburn University and her research interests include consumer coping and consumption adjustment, consumer decision-making and shopping behavior in both traditional and online environments; clothing behavior and retail apparel merchandising; Internet and multi-channel retailing, and retail marketing strategies.



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