Boosting customers' impulsive buying tendency in live-streaming commerce: The role of customer engagement and deal proneness

Luo, Xi; Cheah, Jun-Hwa; **Hollebeek, Linda Desiree**; Lim, Xin-Jean Journal of retailing and consumer services 2024 / art. 103644 https://doi.org/10.1016/j.jretconser.2023.103644