

VOLUME 27, NUMBER 1, 2026

Issue Editor:

Dr. Melody Y Kiang, California State University Long Beach, United States

Table of Contents

[Social Payments in a Digital World: A Study of P2P Cash App Use and Acceptance](#)

Cheryl Aasheim	University of Florida, United States
Hayden Wimmer	University of Florida, United States

1-18

[Factors Affecting Consumer Intention to Adopt Boutique Bags Subscription Service](#)

Yu-Ting Chang-Chien	National Pingtung University, Taiwan
Jack Shih-Chieh Hsu	National Sun Yat-sen University, Taiwan
Jacob Chun Cheng	University of Utah, United States
Gary Yu-Ho Yeh	National Sun Yat-sen University, Taiwan

19-42

[Re-evaluating the Role of Experience in Mobile Payment Perceptions](#)

Martin Lukas Mahler	Auckland Institute of Studies, New Zealand Massey University Albany Campus, New Zealand
---------------------	--

43-61

[Color Strategy in E-Commerce: Leveraging Regulatory Focus for Optimized Product Page Design](#)

Bong-Goon Seo	Korea Institute of Science and Technology Information, South Korea
Kyung-Hee Park	The-51, South Korea
Do-Hyung Park	Kookmin University, South Korea

62-77

[Impact of Gamification-Driven Motivational Affordances in Green Logistics on Reusable Packaging Behavior](#)

Mu-Chen Chen	National Yang Ming Chiao Tung University, Taiwan
Chia-Lin Hsu	Fu Jen Catholic University, Taiwan
Yi-Chen Huang	National Yang Ming Chiao Tung University, Taiwan

78-100