Journal of Electronic Commerce Research

VOLUME 21, NUMBER 4, 2020

Issue Editor:

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

Table of Contents

Should A Sharing Platform Invest in Self-Fulfillment Products?

Ling Ding Xiuwu Liao Juan Feng Xi`an Jiaotong University, P.R. China Xi'an Jiaotong University, P.R. China City University of Hong Kong, P.R. China

215-236

Customer Loyalty in The Online Context: Understanding Trust in Different Parties

Celso Augusto de Matos Marcelo Curth Alexandre dos Santos Garcia

Unisinos University, Brazil Feevale University, Brazil Cesuca Centro Universitário, Brazil

237-251

Whose and What Content Matters? Consumers' Liking Behavior toward Advertisements

in Microblogs

Xiumin Chu Yezheng Liu Xiayu Chen Haifeng Ling Hefei University of Technology, P.R. China Hefei University of Technology, P.R. China Hefei University of Technology, P.R. China Hefei University of Technology, P.R. China

252-276

Mothers' Continuance Usage Intention of a Pregnancy and Parenting Community E-Commerce Platform: Platform Gratifications and Mother Characteristics

Jing An	Nanjing University of Posts and Telecommunications, P.R. China
Michael D. Myers	University of Auckland Business School, New Zealand
Xueping Yang	University of Auckland Business School, New Zealand

277-293