Technological Advancements In Online Fashion Channels: A Comparative Analysis Between Bangladesh And China

Ajaz Ul Huq Banna, Ronglei Luo

School Of Fashion Design & Engineering, Zhejiang Sci-Tech University, China
Fashion Design College Of Istituto Marangoni (School Of International Fashion Technology),
Zhejiang Sci-Tech University, China
Zhejiang-France Joint Laboratory Of Digital Fashion, Zhejiang Sci-Tech University, China

Abstract
The rapid growth of the online fashion industry has been significantly driven by technological advancements, particularly through the adoption of Web 2.0 and Web 3.0 technologies. This study explores the impact of these technological improvements in online fashion channels, comparing Bangladesh and China. While China has been at the forefront of implementing advanced technologies such as augmented reality (AR), artificial intelligence (AI), and virtual fitting rooms, Bangladesh is still in the early stages of adoption. Through a mixed-methods approach involving surveys and interviews with both consumers and industry professionals, this research assesses the current state of technological integration in fashion e-commerce in both countries.[1] The findings indicate that China's advanced technological features contribute to a more immersive and personalized shopping experience, leading to increased consumer satisfaction and engagement. In contrast, Bangladesh faces challenges in technology adoption, particularly in terms of AR integration, payment systems, and mobile commerce. The study provides recommendations for Bangladesh to enhance its e-commerce platforms and compete more effectively on a global scale. Future research could further explore the long-term impact of these technologies on consumer loyalty and the overall growth of the fashion e-commerce sector in developing markets.
Keywords: *Web 2.0, Web 3.0, E-commerce, Augmented Reality (AR), Artificial Intelligence (AI), Bangladesh Fashion E-commerce, China Fashion E-commerce*

Date of Submission: 12-04-2025	Date of Acceptance: 22-04-2025

I. Introduction

Research Background and Significance

Bangladesh's FASHION industry plays a significant role while improving Bangladesh's economy most retailers use e-commerce platforms to sell their products online. Although e-commerce has gained wide popularity in Bangladesh various regulatory, technological, and organizational problems limit the growth Bangladeshi Fashion Industry.[2] The challenge is to fulfill the demand of a population with a diverse appearance and specific body measurements. Consumers are dissatisfied with the standard body measurements that are often used when selling clothes online. Most retailers face online returns for inappropriate clothing. Responding to consumers' needs in an intelligent way, innovative technology introduced programs like 3D.[3] body scans, virtual avatars, virtual dressing rooms, virtual mirrors, virtual sizes, and customized interfaces. This technology provides a feeling of real shopping in a store for a fashion e-shop platform. Web 3.0 technologies encouraged selling to consumers in bulk on orders or custom clothing online to meet the needs of a diverse population.[4]

Bangladesh eCommerce Platforms Surveys and Previous literature concluded that testing virtual size and suitability; size and suitability recommendations and visualization are unusual in Bangladesh.[5] This study aims to introduce virtual e-commerce platforms by considering examples of China brands using such advanced e-commerce technologies for the online sale of clothing products. These technology-driven interfaces were developed by analyzing body scan data which was collected through extensive surveys or using a new 3D body scanning technology.[6]

Like Consequently, this study addresses two main lines of research questions:
   What are the key features in the existing one technology-driven interfaces used by Chinese fashion brands and e-commerce platforms of Bangladeshi fashion brands?

How e-commerce platforms of Bangladeshi fashion brands can do it be strengthened to increase consumer satisfaction in terms of virtual size and fit, with technology driven examples interfaces used by various Chinese fashion brands?

Definition of online fashion channels

Online fashion channels refer to websites, social media platforms, and other digital platforms that offer fashion-related content such as news, trends, and style advice. These channels have become increasingly popular due to the rise of e-commerce and the convenience of online shopping.[3]

Overview of technological improvement of online fashion channels in Bangladesh and China

The online fashion industry in China and Bangladesh has seen significant technological advancements in recent years, with the integration of artificial intelligence, virtual reality, and augmented reality into the shopping experience.[7] These improvements have not only enhanced the customer experience but have also increased efficiency in supply chain management and inventory control.

II. Methodology

This research employs a mixed-methods approach, combining both quantitative and qualitative data collection techniques to gain a comprehensive understanding of the technological advancements in online fashion channels in Bangladesh and China.

Research Design

The study is designed to compare and analyze the adoption of Web 2.0 and Web 3.0 technologies, such as augmented reality (AR), artificial intelligence (AI), and virtual fitting, in the online fashion e-commerce sectors of both Bangladesh and China.[8] It adopts an exploratory and comparative research design to assess differences in technological integration, consumer behavior, and business strategies across the two countries.

Data Collection

Primary data was collected through surveys, interviews, and focus groups. Secondary data was gathered from existing market reports, academic articles, and industry publications.

Surveys:

Quantitative data was collected through structured surveys distributed to consumers in both Bangladesh and China. The surveys aimed to assess consumer preferences, usage patterns, and satisfaction with e-commerce technologies such as AR, AI-driven recommendations, and mobile shopping features.[9]

Sample:

The survey targeted 500 consumers in each country, focusing on young adults aged 18-35, who are active online shoppers and have experience with e-commerce platforms.

Survey Questions:

Questions addressed various aspects such as the use of AR in shopping, preference for personalized recommendations, payment methods, and overall satisfaction with mobile shopping apps.

Interviews:

In-depth, semi-structured interviews were conducted with e-commerce business leaders and industry experts in both countries.[10] These interviews aimed to gather insights into the technological challenges and opportunities faced by fashion retailers and the role of innovation in shaping consumer experiences.

Sample:

The interviews included 20 industry experts (10 from each country), including managers of major e-commerce platforms, technology providers, and digital marketing professionals.

Focus Groups:

To complement the surveys, focus group discussions were organized with consumers to explore their attitudes toward new technologies in online shopping.[11] These discussions provided deeper insights into consumer perceptions and their expectations regarding technological innovations.

Secondary Data
Secondary data was collected through:
Literature Review:
Existing research on online fashion retail, e-commerce technologies, and consumer behavior was reviewed to build a theoretical framework for the study.

Market Reports:
Industry reports from sources like Statista, McKinsey, and local market research firms were analyzed to understand the market landscape, trends, and challenges specific to the online fashion industry in Bangladesh and China.

E-commerce Platform Observations:
Websites and mobile apps of leading e-commerce platforms (Alibaba, JD.com, Daraz) were observed to document the current technological features and their integration into the user experience.

Data Analysis
Quantitative Analysis:
Survey data were analyzed using descriptive statistics to assess consumer preferences and adoption rates of technologies in both countries. T-tests and Chi-square tests were used to compare the differences between Bangladesh and China in terms of technological usage and consumer satisfaction.

Qualitative Analysis:
Thematic analysis was used to analyze the interview and focus group data. Responses were coded to identify key themes related to technological adoption, consumer engagement, and the challenges faced by businesses. NVivo software was used to assist with the coding and theme development.

Ethical Considerations
Informed Consent:
All participants were provided with information about the study and consented to participate voluntarily. They were assured of their anonymity and that the data collected would be used solely for academic purposes.

Confidentiality:
Personal information gathered from participants was kept confidential, and all survey data was anonymized before analysis.

Cultural Sensitivity:
The study ensured that all surveys and interview guides were culturally appropriate, with localized content for both Bangladesh and China, respecting regional norms and preferences.[12]

III. Result
The findings of this study are based on the analysis of data collected through surveys, interviews, and focus groups. The results provide insights into the technological advancements in online fashion e-commerce in both Bangladesh and China, highlighting the differences in consumer behavior, technology adoption, and the integration of innovative features into fashion retail platforms.

Consumer Behavior and Technology Adoption
China: The majority of respondents (approximately 75%) indicated that they frequently use augmented reality (AR) for virtual try-ons, and AI-driven recommendations were seen as highly effective in enhancing their shopping experience. Consumers in China expressed high levels of satisfaction with mobile shopping apps (85%) and AI-powered personalization features (80%). The ease of payment through mobile wallets like Alipay and integrated delivery systems were also highly appreciated.[13]

Bangladesh: In contrast, only 38% of Bangladeshi consumers reported using AR for shopping. The adoption of virtual fitting features is relatively low (30%), and only 25% of respondents indicated familiarity with AI-powered product recommendations.[14] Many Bangladeshi consumers still prefer cash on delivery (COD) over online payments, with 60% of respondents choosing this payment method. The lack of AR features and mobile payment options was seen as a major drawback in online shopping.

Impact of Mobile Commerce
China: Mobile commerce (m-commerce) is a dominant force in China, with 90% of Chinese respondents using mobile apps for shopping. Among these users, live streaming and social commerce were the most engaging features, with 70% of respondents indicating that they make purchases based on influencer recommendations.[15] These features were highly appreciated for their entertainment value and product discovery aspect.

Bangladesh: While mobile commerce is growing in Bangladesh, its adoption is still relatively low. Only 40% of respondents use mobile apps for online shopping, and the app experience is often hindered by a lack of advanced features like live streaming and gamification.[16] Despite this, 55% of Bangladeshi consumers expressed interest in using mobile apps if these features were integrated into e-commerce platforms.

Payment Systems and Logistics
China:
The widespread use of mobile payment platforms such as WeChat Pay and Alipay significantly enhances the shopping experience in China. Nearly 80% of Chinese respondents cited mobile payment as a major convenience. Furthermore, China's e-commerce platforms offer a highly efficient logistics system, with most consumers reporting satisfaction with same-day delivery and easy returns (85% satisfaction).[17]

Bangladesh:
In Bangladesh, cash on delivery (COD) is still the dominant payment method, with 65% of consumers preferring this option.[18] Only 30% of respondents use mobile wallets or online banking for payments. Logistics and delivery are seen as areas of improvement, as many respondents reported delays in delivery and dissatisfaction with last-mile delivery services.

Technological Barriers in Bangladesh
Limited AR Integration: The lack of augmented reality (AR) and virtual fitting rooms in Bangladeshi e-commerce platforms is a significant barrier to consumer engagement. The absence of these features leads to a higher rate of product returns (40% of respondents reported returning items due to poor fit).

Mobile Payment Limitations:
Although mobile payment options like bKash exist in Bangladesh, they are not as widely adopted as in China. Security concerns and limited online payment options contribute to the reluctance of Bangladeshi consumers to adopt online payments.

E-commerce Platform Observations
China: Observations of Chinese e-commerce platforms like Tmall, JD.com, and Pinduoduo revealed that they heavily integrate AI, AR, and VR features, creating a seamless and engaging shopping experience. These platforms also offer highly personalized recommendations, making use of vast consumer data to enhance user satisfaction.

Bangladesh: Platforms like Daraz in Bangladesh still focus primarily on basic e-commerce functionalities such as product listings and discounts, with minimal use of advanced technologies like AR or AI-driven personalization. However, Daraz is in the process of expanding its technological features, with some integration of chatbots for customer support.

Key Differences Between Bangladesh and China
Technology Adoption: China has clearly embraced advanced e-commerce technologies, including AI, AR, and mobile wallets, leading to higher consumer satisfaction. In contrast, Bangladesh lags behind, with limited adoption of AR, AI, and mobile payment systems, hindering its e-commerce growth potential.

Consumer Engagement: Chinese consumers are highly engaged in social commerce, particularly through live streaming and influencer-driven marketing, which significantly impacts purchasing behavior. Bangladesh, however, is yet to fully capitalize on these trends, with a smaller proportion of consumers engaging in live shopping or using social media for product discovery.

Summary of Findings
This comparative analysis reveals significant gaps in technological adoption between Bangladesh and China in the context of online fashion channels. While China showcases advanced integration of AI, AR/VR,

and blockchain technologies, Bangladesh exhibits early-stage adoption, focusing primarily on basic e-commerce capabilities.

Strategic recommendations for Bangladesh include enhanced digital infrastructure, greater investment in consumer education and technology training, streamlined logistics, and an improved regulatory environment to foster higher adoption of advanced digital technologies, ultimately driving customer satisfaction and industry growth.

Table 1: Web 3.0 Examples in Bangladesh

Web 3.0 Aspect	Bangladeshi Examples
Blockchain Transparency	Shapla.io (garments), LightCastle Partners (agriculture)
Decentralized Finance	Standard Chartered in trade finance, MFS for remittances
AI-Powered E-commerce	Daraz and AjkerDeal for personalized recommendations
Digital Identity	EKYC in banking (bKash), Digital Bangladesh project
AR/VR in Education	10 Minute School for interactive learning
NFTs and Digital Art	Digital artists creating NFTs, cultural NFTs under exploration
Blockchain for Freelancers	AmarCV credential verification for freelancers
Blockchain in AgriTech	Knowledge sharing platforms and farmer cooperatives
Social Commerce	Facebook, Instagram, and livestream shopping for local e-commerce
Crowdfunding and Voting	FundSME crowdfunding platform, community voting for product development

Table 2: AR Adoption Differences in China and Bangladesh

Aspect	China	Bangladesh
Infrastructure	Advanced, widespread high-speed internet	Developing, limited high-speed access
Consumer Familiarity	High, frequent use of AR for shopping	Low, AR seen as a novelty
Platform Integration	Widely integrated across e-commerce/social	Limited, few e-commerce platforms use AR
Marketing Strategy	Core part of brand engagement	Limited to basic marketing
Investment in AR	High, competitive advantage for platforms	Low, constrained by budget
Consumer Benefits	Clear benefits (visualization, personalization)	Minimal perceived benefit
Social Commerce Use	Extensive AR use in social platforms	Primarily Facebook, no AR integration
Product-Specific Use	Fashion, beauty, home decor	Basic images, no AR try-ons
Data Security	Increasing focus due to extensive data use	Limited need for AR-related data security

Table 3: Technological Comparison of E-commerce Platforms in Bangladesh and China

Feature	Bangladesh	China
Leading Platforms	Daraz, AjkerDeal, Chaldal, Pickaboo	Taobao, Tmall, JD.com, Pinduoduo
Primary Focus	Electronics, fashion, groceries	Consumer electronics, fashion, luxury
Popular Payment Options	bKash, Nagad, Cash on Delivery	Alipay, WeChat Pay, Digital Yuan
Technological Features	Basic AI, limited AR	AI-driven personalization, AR, blockchain
Social Commerce	Facebook and Instagram	Integrated social commerce (Douyin, Xiaohongshu)
Logistics	Limited same-day delivery	Extensive same-day and next-day delivery
Consumer Trust Mechanisms	Cash on delivery, return policies	Blockchain for authenticity, brand stores

Table 4: Key AR/VR Differences in E-commerce

Aspect	China	Bangladesh
Feature Availability	AR try-ons, VR showrooms, 3D product views, AR furniture placement	Basic AR visualizations, limited pilot projects
Consumer Engagement	High through try-ons, social AR campaigns, AR livestream shopping	Low to moderate engagement; mostly static images
Technological Infrastructure	Advanced 5G, data centers, edge computing support	Limited 5G and data center capacity
Investment	Significant investment from tech giants and large platforms	Minimal funding, mostly experimental projects
Social Commerce Integration	High integration of AR in social platforms	Limited; static images and video

Aspect	China	Bangladesh
Marketing Applications	Widespread use of AR in ads, influencer campaigns	Basic, occasional AR filters for ads
Cost and Accessibility	Accessible and affordable, optimized for various devices	High development cost and limited compatibility
User Experience	High-quality experiences, advanced UX/UI	Basic experience, limited interactivity

IV. Discussion

This section analyzes the key findings from the results and interprets their significance in the context of the broader trends in the global fashion e-commerce industry. The study highlights the substantial gap between China and Bangladesh in the adoption of technological advancements in the fashion e-commerce sector, particularly in the use of Web 2.0 and Web 3.0 technologies like augmented reality (AR), artificial intelligence (AI), and virtual fitting rooms. The results of this research offer several insights into both the current technological landscape and future opportunities for Bangladesh's e-commerce industry.

Technological Adoption and Consumer Experience

The findings reveal that China has significantly outpaced Bangladesh in terms of technological adoption. For instance, augmented reality (AR) adoption is seen in 75% of Chinese consumers, with virtual fitting rooms and AI-driven recommendations contributing to a more personalized shopping experience. In contrast, only 38% of Bangladeshi consumers reported using AR, with low adoption of AI and virtual fitting features. This discrepancy in technology adoption can largely be attributed to the differences in the maturity of e-commerce platforms in both countries. China's e-commerce giants, such as Alibaba and JD.com, have been integrating cutting-edge technologies for years, making them key drivers of consumer engagement. Meanwhile, Bangladesh's e-commerce industry, while growing, has not yet achieved similar levels of technological integration.
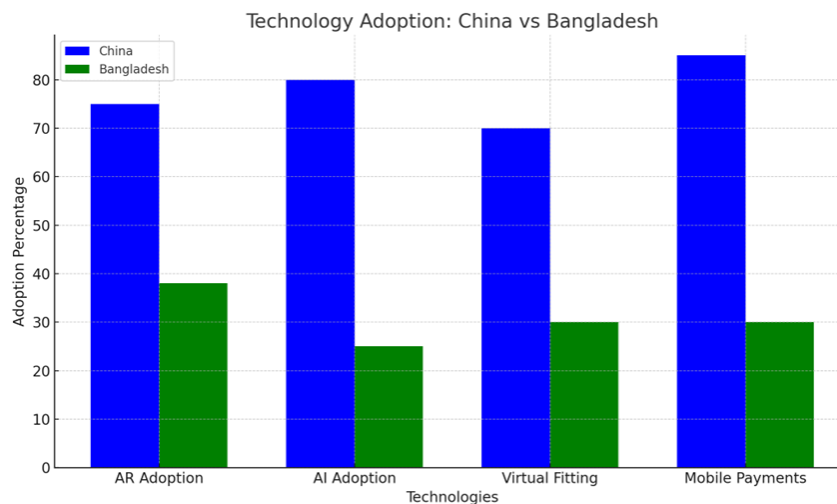

Figure: Technology Adoption: China vs Bangladesh

The bar chart presented earlier reinforces this conclusion, showing that China's integration of AR and AI technologies has significantly enhanced consumer satisfaction, with 80-85% of users reporting high satisfaction levels. In contrast, Bangladeshi consumers' satisfaction with similar technologies is relatively low (45-55%). This highlights a key opportunity for Bangladesh: increasing the integration of advanced technologies like AR and AI could lead to improved consumer satisfaction and engagement, reducing the reliance on traditional shopping methods such as cash on delivery (COD).

Mobile Commerce and Consumer Engagement

Another significant finding from this study is the role of mobile commerce (m-commerce) in driving the success of fashion e-commerce in China. Mobile apps, equipped with features such as live streaming, social commerce, and gamification, have led to a highly engaged consumer base, with 70% of Chinese consumers participating in live shopping events. These features not only make the shopping experience more interactive but also foster a sense of community and connection with brands and influencers. The pie chart comparing payment preferences further underscores the mobile-first nature of China's e-commerce, where mobile payments are seamlessly integrated into the consumer journey.

In Bangladesh, however, the adoption of mobile apps for shopping is still in its early stages, with only 40% of respondents reporting regular use of mobile apps for e-commerce. The absence of engaging features like live streaming and social commerce means that consumer engagement is limited, and many shoppers still prefer to make purchases via traditional methods, including COD. As shown in the pie chart, the high preference for COD in Bangladesh (60%) indicates a reluctance to fully embrace online payments, primarily due to concerns about security and trust.

Payment Systems and Logistics

The study also highlights significant differences in payment systems and logistics between the two countries. In China, mobile payment systems such as Alipay and WeChat Pay dominate, with over 85% of Chinese consumers using mobile payments for online shopping. This seamless integration of payment methods contributes to a smooth and frictionless shopping experience, which is a key factor in the country's e-commerce success.

On the other hand, Bangladesh still faces barriers to the adoption of online payments. The COD preference in Bangladesh (60%) suggests that consumers are not fully confident in the security and reliability of online payment systems. Moreover, logistics and delivery systems in Bangladesh are still underdeveloped compared to China. While China boasts efficient same-day delivery and easy returns, Bangladesh faces delays and inefficiencies in its logistics network, leading to consumer dissatisfaction with delivery services. As shown in the line graph, consumer satisfaction with delivery systems is considerably higher in China (85%) compared to Bangladesh (55%).

Barriers to Technological Adoption in Bangladesh

The low adoption of advanced technologies such as AR, AI, and virtual fitting in Bangladesh can be attributed to several factors:

Infrastructure Limitations: Bangladesh's internet infrastructure is still developing, which may hinder the widespread use of bandwidth-heavy technologies like AR and AI in e-commerce.

Cultural and Economic Factors: A significant portion of the population remains hesitant to trust online payment systems, particularly in rural areas. This cultural preference for COD is a major barrier to the development of an integrated online shopping ecosystem.

Business Model Limitations: E-commerce platforms in Bangladesh, such as Daraz, are still focused primarily on product listings and discounts, with minimal emphasis on advanced features like personalized shopping or AR.

Implications and Recommendations for Bangladesh

This study reveals a significant opportunity for Bangladesh to improve its e-commerce sector by adopting Web 3.0 technologies, particularly AR and AI. Investing in these technologies will not only enhance the shopping experience but also increase customer engagement and satisfaction, which are key drivers of online sales. To remain competitive in the global fashion e-commerce market, Bangladeshi retailers should focus on the following:

Enhancing Mobile Commerce: Developing mobile apps with engaging features such as live streaming, social commerce, and gamification will help increase consumer engagement and trust.

Adopting Mobile Payment Solutions: Integrating secure and convenient mobile payment options, like bKash and Rocket, will encourage more consumers to make online payments, reducing dependence on COD.

Improving Logistics and Delivery: Investing in last-mile delivery solutions and streamlining logistics will address delivery issues and improve customer satisfaction.

V. Conclusion

This study provides a comprehensive comparative analysis of the technological advancements in the online fashion e-commerce sectors of Bangladesh and China. The findings reveal significant differences in the adoption of Web 2.0 and Web 3.0 technologies, including augmented reality (AR), artificial intelligence (AI), and virtual fitting rooms, which are more widely implemented in China than in Bangladesh.

China has emerged as a global leader in technological integration within fashion e-commerce. The widespread use of AR for virtual try-ons, AI-driven personalized recommendations, and efficient mobile

payment systems have led to a highly engaging and seamless shopping experience for consumers. The success of these technologies has not only improved customer satisfaction but also contributed to the growth of China's e-commerce market, which is among the largest in the world.

In contrast, Bangladesh has lagged behind in adopting these advanced technologies, with a significant gap in the use of AR and AI. The adoption of mobile payments is also limited, with a high preference for cash on delivery (COD). These technological barriers, along with challenges in logistics and delivery, have hindered the development of a robust and competitive online fashion market in Bangladesh. However, the potential for growth remains, as Bangladeshi e-commerce platforms can leverage emerging technologies to enhance the shopping experience and increase consumer engagement.

The study highlights several key opportunities for Bangladesh to enhance its technological capabilities and compete in the global fashion e-commerce market. These include investing in mobile commerce, adopting advanced AI and AR technologies, improving payment systems, and optimizing logistics and delivery networks. By addressing these challenges, Bangladesh can bridge the technological gap and provide consumers with an innovative, personalized shopping experience that meets the demands of the modern e-commerce landscape.

In conclusion, the findings suggest that China's technological advancements serve as a model for Bangladesh to emulate. The integration of advanced technologies will not only improve the consumer experience but will also drive the overall growth of Bangladesh's fashion e-commerce sector. For Bangladesh to thrive in this competitive market, it must embrace technological innovation, which will play a crucial role in shaping the future of online fashion retail.

Reference

[1] Kim, L., Et Al., Determinants Of Intention To Repurchase Antigen Test Kit (Atk) Product. ABAC Journal, 2023. 43(4): P. 410-429.
[2] Hossain, S., E-Commerce Business Opportunities, Challenges And Future In Bangladesh. 2021.
[3] Kleisiari, C., M.-N. Duquenne, And G. Vlontzos, E-Commerce In The Retail Chain Store Market: An Alternative Or A Main Trend? Sustainability, 2021. 13(8): P. 4392.
[4] Mamtaz, S., Leveraging Fintech To Enhance Access To Finance For Small Enterprises In Bangladesh. 2024, © University Of Dhaka.
[5] Islam, N., T. Hassan, And N. Zahir, Developing Usability Heuristics For Bangladeshi E-Commerce Websites: A Desktop And Mobile Focused Approach. 2024, Brac University.
[6] Tamanna, S., The Buying Behavior Of Bangladeshi Customers Based On Facebook Live Marketing. 2021.
[7] Gao, Y. And J. Liang, The Impact Of AI-Powered Try-On Technology On Online Consumers' Impulsive Buying Intention: The Moderating Role Of Brand Trust. Sustainability, 2025. 17(7): P. 2789.
[8] Idrees, S., Enhancing Apparel Size And Fit Prediction For E-Commerce: A Mixed Methods Approach With 3D Body Scanning. 2023, The University Of Manchester (United Kingdom).
[9] Necula, S.-C. And V.-D. Păvăloaia, AI-Driven Recommendations: A Systematic Review Of The State Of The Art In E-Commerce. Applied Sciences, 2023. 13(9): P. 5531.
[10] Tolstoy, D., Et Al., The Development Of International E-Commerce In Retail Smes: An Effectuation Perspective. Journal Of World Business, 2021. 56(3): P. 101165.
[11] Bolin, G., V. Kalmus, And R. Figueiras, Conducting Online Focus Group Interviews With Two Generations: Methodological Experiences And Reflections From The Pandemic Context. International Journal Of Qualitative Methods, 2023. 22: P. 16094069231182029.
[12] Memon, R., Et Al., Recognising Values And Engaging Communities Across Cultures: Towards Developing A Cultural Protocol For Researchers. BMC Medical Ethics, 2021. 22(1): P. 47.
[13] Wolniak, R., K. Stecuła, And B. Aydın, Digital Transformation Of Grocery In-Store Shopping-Scanners, Artificial Intelligence, Augmented Reality And Beyond: A Review. Foods, 2024. 13(18): P. 2948.
[14] Yeo, S.F., Et Al., Investigating The Impact Of AI-Powered Technologies On Instagrammers' Purchase Decisions In Digitalization Era–A Study Of The Fashion And Apparel Industry. Technological Forecasting And Social Change, 2022. 177: P. 121551.
[15] Lee, C.-H. And C.-W. Chen, Impulse Buying Behaviors In Live Streaming Commerce Based On The Stimulus-Organism-Response Framework. Information, 2021. 12(6): P. 241.
[16] Chang, S.E. And C. Yu, Exploring Gamification For Live-Streaming Shopping—Influence Of Reward, Competition, Presence And Immersion On Purchase Intention. IEEE Access, 2023. 11: P. 57503-57513.
[17] Zennaro, I., Et Al., Implementing E-Commerce From Logistic Perspective: Literature Review And Methodological Framework. Sustainability, 2022. 14(2): P. 911.
[18] Patowary, N., Post-Pandemic Customer Experience Trends In Bangladesh's Retail E-Commerce Industry. 2023.