ISSN: 2710-0723

Retraction: Research on the Impact of Customer Experience on Customer Stickiness in the Context of E-commerce Live Streaming

At request of the authors, this article has been retracted by Boya Century Publishing in light of clear evidence that the results and conclusions are no longer valid.
We thank the authors for notifying us so that the publication record can be amended accordingly.
Retraction published: April 27, 2025.