Factors Affecting Service Product Purchases in Live-streaming Commerce

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Abstract

Purpose: This research is motivated by the rise of live-streaming commerce in service industries, aiming to explore factors affecting service product purchases in live-streaming commerce. Extracted independent factors include information provision, vicarious experience, social interaction, visibility, and emotional transmission. Additionally, this study aims to discern the moderating effect of brand reputation in the relationships between independent factors and customer intention to purchase service products in live-streaming commerce. **Research design, data and methodology:** This study employed a questionnaire survey to collect data and analyzed collected data with statistical analysis methods, including exploratory factor analysis and multiple regression analysis. **Results:** The analysis results say three factors significantly influenced purchase intentions in live-streaming commerce: information provision, emotional transmission, and price discount. Brand reputation also significantly affects customers' intention to buy service products in live-stream commerce.

Keywords : Live-streaming Commerce, Service Industry, Customer Purchase Intention, Brand Reputation, Electronic Commerce

JEL Classification Code : D80, D83, M30, M37, O32

1. Introduction

The progression of information and communication technology (ICT) has instigated substantial shifts in the landscape of the e-commerce industry, extending its reach from conventional websites to encompass social media platforms (Stojanovska-Stefanova et al., 2021). The swift advancement of Internet technology has given rise to "live broadcast" as a novel form of e-commerce media, highly coveted for its synchronization, interaction, and comprehensive channel attributes. Live streaming has become increasingly popular as an interactive multimedia platform, seamlessly integrating entertainment, social engagement, and commercial transactions, gaining momentum since 2011 (Stojanovska-Stefanova et al., 2021). Notably, in 2019, the sales volume of clothing and cosmetics through Taobao's live streaming accounted for nearly 60% of the platform's overall sales (Thorburn, 2014). This trend sharply contrasts with the comparatively lower purchase rates observed for these experiential products on traditional e-commerce platforms, where consumers contend with heightened uncertainty (Liu & Hung, 2020; Singh et al., 2021; Wohn & Freeman, 2020). In economically developed regions, a majority of jobs, exceeding 75 percent, are associated with various forms of service work (Qiu et al., 2021). Museums are leveraging live video streaming with three key strategies to enrich visitor experiences. They

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provide real-time virtual access to exhibitions and guided tours, facilitate active participation in special events for a diverse audience, and integrate WebCams to enable remote checking of museum collection statuses (Stucchi, 2017).

Live streaming emerged as an important channel in the tourism sector, aiding in its recovery. According to the World Travel and Tourism Council, the global travel and tourism sector incurred an estimated loss of USD 4.5 trillion and 62 million jobs in 2020 due to the pandemic (Stojanovska-Stefanova et al., 2021). The closure of gyms during the pandemic prompted a challenge for gym members, leading to the provision of internet-based exercise classes worldwide (Singh et al., 2021). Notably, a substantial percentage of exercisers engaged in online fitness classes during quarantine and expressed the intention to continue doing so even after the reopening of gyms (Liu & Hung, 2020). Live streaming, defined as the real-time recording and uploading of audio and video content (Thorburn, 2014), has facilitated the sharing of sports, entertainment, education, and religious content under pandemic restrictions worldwide. Several travel companies and attraction operators have transitioned to online platforms, offering virtual classes, tours, and digital souvenir sales to compensate for the revenue lost from in-person experiences. For example, the Museum of Krakow in Poland introduced live streaming and online competitions related to nativity scenes and the Emaus tree.

While existing studies have primarily focused on technological aspects of streaming network systems or explored characteristics of streams on popular platforms (Golan & Martini, 2019), attention has been given to why audiences consistently watch video games in online live streaming but not many examined brand reputation as a moderator in the relationship between factors of service and purchase intention. However, limited research exists on consumer purchase intention in live streaming within the service industry. The integration of live streaming in the service industry has the potential to extend the industry chain and establish a novel marketing paradigm. Consequently, there is a need for more research on factors influencing customer purchases and user perceptions in live streaming within service industries. Furthermore, a conspicuous lacuna exists in the scholarly inquiry pertaining to the moderating influence of brand reputation amidst the factors inherent in live-streaming within the service industry, affecting consumer purchasing decisions. There is a paucity of empirical research elucidating the intricate relationship between engagement factors and consumer purchase intention. This study endeavors to redress this scholarly gap through a meticulous investigation into the determinants shaping brand reputation in the specific milieu of live-streaming within the service industry to unravel the intricate mechanisms governing consumer purchase intentions.

To address these gaps, this study aims to explore theoretical and systematic aspects by addressing three key questions: (1) What factors in live streaming in service industry have influenced customer purchases in recent years? (2) what degree influence of brand reputation as moderating effect between the factors of live streaming in service industry and purchase? (3) What are the crucial dimensions of live streaming within the service industry? The study proposes hypotheses regarding the impact of live streaming engagement factors, such as information provision, vicarious experience, social interaction, visibility, and emotional transmission, on purchase intention while Brand reputation as moderating effect.

The subsequent sections of this article are structured as follows: Section 2 reviews the research landscape concerning live streaming in the service industry and purchase and viewing intention. Section 3 outlines the case selection, data collection, and analysis procedures. The study then presents the results of statistical analyses, followed by conclusions, recommendations, and suggestions for future research. Focused on South Korea, a country with a substantial live-streaming audience and a mature live-streaming industry, the study investigates how viewers perceive value when watching live streams featuring service industry content. This research contributes to the e-commerce and sales literature by providing an empirical and comprehensive understanding of live streaming commerce in the service industry from a seller's perspective. Unlike prevailing research on online retailing and relationship marketing, which predominantly explores relationship benefits sought by customers influencing their purchase intentions (Hutchins et al., 2019), this study sheds light on the emerging phenomenon of live streaming commerce in the service industry.

2. Research Background

In recent years, the phenomenon of live streaming has gained widespread global traction, extending its popularity across various sectors, including but not limited to entertainment, shopping, sports, e-sports, religion, education, and academia (Jan, 2020). YouTube boasts a user base of over two billion individuals who log in each month, with a global viewership exceeding one billion hours of video content consumed daily (Stojanovska-Stefanova et al., 2021). Marketers consider it a crucial platform for engaging with consumers and promoting their products and services (Thorburn, 2014). The heightened significance of service industries observed in the past two decades, coupled with contemporary concerns regarding productivity growth, has sparked a growing interest in formulating productivity metrics tailored to the expansive economic scope of this

sector. Within this context, the service sector, delineated to include key industry clusters such as trade, finance, insurance, communication, public utilities, transportation, government, and business and personal services, holds a dominant position, constituting almost three-fourths of the nation's employment. This sector not only presents substantial potential but also poses some of the most formidable challenges in the development of effective productivity measures (Singh et al., 2021).

Despite the widespread popularity of live streaming and its distinctive characteristics, there exists a notable dearth of research attention devoted to this phenomenon. Previous scholarly works in the realm of social media have primarily concentrated on issues related to the adoption of social media (Jan, 2020), user engagement (Zhou et al., 2020), knowledge contribution (Chen & Lin, 2018), and the utilization of social media as a marketing intelligence tool for marketers (Wang et al., 2021). There is a discernible need for increased emphasis on engagement factors influencing users' purchase intentions in the domain of live-streaming commerce within the service industry. However, the existing body of previous research on the determinants of customer purchases in live-streaming commerce within service industries remains limited. The absence of a robust theoretical framework for understanding this phenomenon presents an opportune moment to explore the impact of existing factors on purchase intentions. To what extent do factors such as the convenience and ease of the purchasing process influence customer choices in live-streaming commerce within service industries? These questions represent critical considerations for the live-streaming industry, demanding a more comprehensive understanding of the factors shaping viewers' willingness to engage continuously and make purchases within the service sector.

2.1. Literature Review

2.1.1. Live streaming in Service Industry

The service industry in live streaming commerce refers to the businesses and individuals who provide services related to the creation, production, distribution, and consumption of live video content for the purpose of selling products or services. For instances online performance (Taber et al., 2019), online education (Hew & Hara, 2007),online fitness service (Guo&Fussell, 2022), exhibitions (Stucchi, 2017). The fitness industry is witnessing a surge in the adoption of online physical training as a transformative business model. Platforms such as Peloton provide high-quality on-demand videos and live sessions, and YouTube fitness celebrities share home workout routines and videos. In a survey conducted in March 2020, it was revealed that 16% of adults in the United States increased their consumption of online exercise videos

as a result of social distancing and self-quarantining measures implemented in response to the COVID-19 pandemic. This notable shift in behavior presents valuable insights into consumer preferences and emerging trends in the fitness industry (Guo & Fussell, 2022).A service product as "a tangible or intangible offering that is used to facilitate the value co-creation process." (Vargo & Lusch, 2004).

The service is as stated by The Economist in 1985, you have the capability to sell and purchase them, but you cannot accidentally drop them on your feet ('A GATT for services', 12 October). Examples that highlight the intangible nature of service products include activities such as 'teaching,' 'cleaning,' 'curing,' or 'selling.' In these instances, there is no tangible product that can be separated from the processes involved in its production, consumption, or use (Wohn & Freeman, 2020) . Service organizations play a significant role in the global economy, contributing to a substantial portion of it. Statistics indicate that the service sector constitutes a majority, exceeding 70%, of both employment and the Gross National Product (GNP) in Canada and the United States (Liu & Hung, 2020; Singh et al., 2021; Wohn & Freeman, 2020). This communication mode has gained popularity across various sectors, including entertainment, shopping, sports, e-sports, religion, education, and academia. Entertainment stands out as a prevalent motive for audiences engaging with live streams, and advancements in webcasting technology have positioned live streaming as an alternative to traditional broadcasting models, offering exclusive, high-quality, and diverse content (Zhou et al., 2020).

The sports industry, renowned for its amalgamation of liveness, emotion, and identity appeal, stands as a compelling reason for television viewership. Subsequent to that time, the sports broadcasting sector has undergone substantial expansion due to progress in technology and media. The evolution of contemporary sports broadcasting has granted audiences a virtual proximity to various major global sporting events (Wongkitrungrueng et al., 2020). The transformation of Australian sports is evident in the growth of the iconic Melbourne Cup. In 1861, the race drew 4000 spectators, but by 2003, it reached a potential worldwide viewership of 700 million, earning its reputation as the 'race that stops the nation. A significant shift in education systems is progressing, compelling many countries, including China, to swiftly transition from face-to-face to online teaching. The Chinese government mandated online education implementation for all education levels, affecting over 200 million students and 20 million instructors (Jan, 2020).

Livestreaming emerged as a natural and popular choice for schools and teachers to broadcast classes online during this educational transition (Chen et al., 2019). Recognizing the evolving landscape, the hospitality industry is undergoing a paradigm shift in customer engagement and

sales strategies within the digital transformation era (Sun et al., 2019). Addressing customer needs and retention has been identified as a crucial factor in the hospitality sector, where live streaming has become an essential trend embraced by every participant in e-commerce (Chen et al., 2017). Zdonek and Król (2021) demonstrated how the pandemic exponentially increased the use of different online platforms (Wongkitrungrueng et al., 2020). Many artists adapted to the new reality by offering streaming concerts for commercial or social purposes (Wang et al., 2021).

2.1.2. Purchase Intention

Purchase intention encompasses four distinct buyer behaviors within the business context: a definitive commitment to acquire the product or service, thoughtful consideration of potential purchase, anticipation of future procurement, and strategic planning for the acquisition of goods or services (El-Baz et al., 2022; Rita et al., 2019).The term "purchase intention" refers to the subjective inclination that consumers hold toward a particular product, and it has been demonstrated to be a crucial factor for predicting consumer behavior (Wongkitrungrueng et al., 2020). The research paper titled " Relationship between content characteristics, immersion, and customer viewing intention and purchase intention in live-streaming commerce" delves into the intricate dynamics of consumer behavior within the live-streaming commerce domain. The study systematically investigates the central roles played by ""Purchase Intention" as critical factors in comprehending how content characteristics and immersive experiences intersect to shape customers' intentions to engage in a purchase (Cenfetelli & Benbasat, 2019). Scholars within the academic realm have underscored the significance of elements linked to perceived value, such as entertainment, social interaction, information, and image, in directly influencing consumer purchasing behavior (Cenfetelli & Benbasat, 2019). Lin's work posits that factors like entertainment, flow, social interaction, and endorsement positively impact individuals' intentions to engage in viewing (Chen & Lin, 2018). Purchase Intention (PI) serves as a representation of consumer behavior, reflecting the disposition to procure products and services. It is postulated that a consumer's beliefs and attitudes toward a specific product play a significant role in determining their future purchasing behavior (Engel et al., 1995). The success of a company is substantially influenced by Purchase Intention, which manifests as a positive outlook and belief on the part of consumers toward specific products, thereby inclining them towards considering a purchase (Agmeka et al., 2019).

Live streaming, with its unique features, presents exclusive marketing opportunities. Multiple studies have demonstrated that the customer experience significantly impacts a consumer's purchase intention and may even foster repeat be purchasing behavior (Rose et al., 2011; Ma et al., 2022). Purchase intention, representing a consumer's willingness to buy products or services, is intricately linked to their attitudes and beliefs regarding a specific product, ultimately shaping their future purchasing behavior (Engel et al., 1995). Academic scholars have consistently emphasized that elements associated with the perception of value, encompassing entertainment, social interaction, information, and image, can exert a direct influence on consumer purchasing behavior (Hu & Chaudhry, 2020).

2.2. Building Hypothesis

This research endeavors to explore the determinants influencing customer purchases within the domain of live-streaming commerce in service industries. The study aims to thoroughly examine the effects of multiple factors, including Information Provision, Vicarious Experience, Social Interaction, Visibility, Emotional Transmission, and Price discount, on the decision-making process of customers in the context of live-streaming commerce.

2.2.1. Information Provision

Social media platforms facilitate consumer engagement by providing access to product information and encouraging the dissemination of product reviews. Impacting purchasing decisions (Heinonen, 2011). The presence or absence of quality information significantly impacts consumers' online shopping experience and their intention to purchase products and services (Hutchins et al., 2019). Park and Kim (2006) proposed that consumers highly prioritize trustworthy online product information (Chen et al., 2017; Wang & Jin, 2021). Based on anticipation, experience and reflection, travelers acquire information, formulate travel decisions, and oversee the execution of their travel plans (Jan, 2020). Scholars argue that a higher level of pre-purchase information available to customers leads to lower perceived uncertainty and psychological distance regarding a product (Wang et al., 2021; Chen et al., 2019). Several investigations have explored the utilization of price information concerning the selection of products (Chen & Lin, 2018; Wang et al., 2021; Zhou et al., 2020). In contrast to traditional media, live streaming e-commerce primarily operates on a "user-to-user" communication mode, enabling users to engage in various interactive behaviors such as commenting and recommending. Consequently, information can quickly disseminate across a broader audience. In comparison to conventional tourism e-commerce, live broadcasting allows consumers to enter live broadcasting rooms, where they receive information from the anchor and engage with other users through comments, likes, and other behavioral interactions. This facilitates the rapid generation of consumers' real-time tourism

motivations and expands the avenues through which tourism marketers can access valuable consumer information (Y. Wang et al., 2021). Crucially, younger consumers often hold the belief that they can acquire trustworthy and credible information from social media platforms. This confidence stems from the personal networks involved and the user-generated content present on social media (Wang et al., 2021). For instance, Sun et al. (2019) developed a model demonstrating a positive association between information technology affordance and purchase intention. Building on these arguments, we posit that:

H1: Information Provision will positively affect purchase intention for service products in live-streaming commerce.

2.2.2. Vicarious Experience

Given the intangible nature of products in online shopping, consumers lack the opportunity for direct experiential learning (Cenfetelli & Benbasat, 2019; Chen et al., 2019). In the absence of direct experiential learning, the significance of vicarious experience becomes particularly pronounced in the online market. Moreover, compared to traditional online shopping, live streaming shopping offers enhanced opportunities for vicarious experiences due to its unique affordances (Chen et al., 2019; Sun et al., 2019). Streamers actively showcase products, and the affordances of live streaming shopping enable real-time consumer interaction with the streamer through comments, allowing for detailed analysis and comparison. Consequently, consumers can extrapolate their own potential experiences with similar products by drawing analogies with the streamer's demonstrated usage (Chen et al., 2017). Through the recurrent sharing and reliable analysis of experiences by streamers, consumers develop a heightened sense of trust and, consequently, foster affective commitment in the relationship (Chen & Lin, 2018). Vicarious Experience is defined as the vivid imaginative encounter with products and services envisioned by viewers through the actual experiences projected by the anchors (Leeraphong & Sukrat, 2018). The indirect encounter facilitated by the narrative of Vicarious Experience has the potential to create a profound emotional impact on individuals (Kim et al., 2013). Moreover, virtual product experiences, serving as online alternatives to firsthand product encounters, have the potential to diminish perceived risks among consumers, consequently leading to a rise in purchase intentions (Wang et al., 2021). Building upon these assertions, we posit that:

H2: Vicarious Experience will positively affect purchase intention for service products in live-streaming commerce.

2.2.3. Social Interaction

In line with social interaction theory, the driving force behind behavior is considered to be social interaction (Thompson, 2019). Social interaction refers to the process by which individuals communicate and collaborate or engage in recreational activities within society (Jaegher et al., 2010). It involves communication activities between two or more people (Lim et al., 2020). User interactions, product recommendations, and community discussions in social networks strongly influence subsequent purchase intentions. Word-of-mouth communication within these platforms significantly shapes users' attitudes towards products, impacting their likelihood to make a purchase (Cenfetelli & Benbasat, 2019; Sun et al., 2019). For example, in tourism e-commerce live streaming facilitates two-way communication between consumers and streamers. Viewers actively engage by consulting, gifting, expressing opinions, and interacting with others through pop-ups. This dynamic interaction extends beyond product presentation, with streamers actively communicating with their audience. Overall, interactivity enhances the viewer experience, fostering a sense of community and shared engagement in the context of tourism e-commerce live streaming (Wang & Liu, 2022). A robust level of interaction between streamers and consumers can result in cognitive and emotional transformations among consumers. This heightened interaction enhances consumers' comprehension of both the streamers and the products which ultimately influences consumers' purchase intentions, aligning with strategic business objectives (Hou et al., 2020).

Hence, this study posits the following hypothesis. H3a Social Interaction will affect positively perceived value.

H3: Social Interaction will positively affect purchase intention for service products in live-streaming commerce.

2.2.4. Visibility

Visibility pertains to the visual accessibility of a website or live interface, particularly attractive to users engaging in live streaming (Chen & Lin, 2018). Live streaming technology facilitates the instantaneous transmission of images and sounds from one location to another (Zhou et al., 2020). Given that customers seek additional product information to inform their purchase decisions, they concentrate their attention on live streaming shopping to acquire comprehensive product details, engendering a sense of immersion. Within the online realm, elements such as background color and visual imagery contribute to consumers' perceived pleasure and heightened arousal awareness (Chen & Lin, 2018). Live streaming shopping offers the capability to transmit detailed videos to customers, enabling streamers to demonstrate product usage in real-

time, providing customers with a visual representation of the product. Throughout this process, customers can visually perceive the streamers, viewing them as "real people," thereby fostering a sense of social presence (Wang et al., 2021). For instance, Sun et al. (2019), formulated a model demonstrating a positive association between customer engagement and information technology affordance, encompassing features like guidance shopping affordance, including visibility affordance, and meta voicing affordance, with purchase intention (Lim et al., 2020). Building on these premises, we propose that:

H4: Visibility will positively affect purchase intention for service products in live-streaming commerce.

2.2.5. Emotional Transmission

Environmental psychology considers that the relationship between individuals' behaviors and the environment in which they occur. In the context of online shopping, the virtual environment can influence consumers' emotional responses and, ultimately, their purchasing behaviors (Sun et al., 2019).The process by which emotions are expressed, spread, and shared among individuals or groups, beginning with the emotions of the sender and based on the assessment of objective factors and behavioral responses. This process ultimately leads to emotional reactions and communication behaviors on the part of both the sender and the receiver (Du et al., 2011).Emotional reactions encompass the emotional responses elicited when individuals engage with a particular environment (Chen & Lin, 2018). In the realm of livestreaming e-commerce, digital influencers engage in real-time interactions with audiences through content such as live gameplay, product testing, and fashion and beauty showcases. This strategic approach involves the dynamic presentation of diverse consumer goods, fostering immediate engagement and interaction. Such live interactions contribute to audience involvement, enabling influencers to effectively showcase and endorse products, thereby influencing consumer perceptions and preferences in real time (Hou et al., 2020). Real-time participation in live streaming fulfills the audience's psychological requirements for social interaction and enjoyment, leading to brand identification, focused attention, content sharing, and ultimately, purchasing behaviors (Park & Lin, 2020; Pihlstrom & Brush, 2008). Within the context of live streaming commerce, a myriad of stimuli, including appealing streamers, high-quality information, para-social interaction, and effective marketing strategies, are employed to address viewers' needs, entertain, and motivate them, fostering excitement about engaging in various commercial activities. Emotional factors have an indirect influence on both the intention to purchase and actual purchasing behavior (Cenfetelli & Benbasat, 2019;

Chen et al., 2017). The emotional value holds paramount importance in streaming services as it contributes to a fun and enjoyable service experience for viewers. Numerous studies measure emotional value as perceived enjoyment (Aviezer et al., 2008; Greeven et al., 2021). The hedonic dimension refers to The extent to which consumers experience positive emotions, such as happiness, contentment, and pleasure, in a particular context (Cheng et al., 2009).When customers perceive a retail environment as enjoyable, it positively influences their inclination to make a purchase (Pihlström & Brush, 2008). The phenomenon of emotional attachment to products and brands has also been extensively examined (Berry, 1980; Schlissel, 1977). These emotional bonds have the potential to cultivate repeat purchases, positive word-of-mouth communication, and exert a notable influence on consumer behavior and decision-making(Zheng et al., 2020). Social contagion by which the emotions of one consumer can influence the emotions and purchasing behaviors of other consumers, even in the absence of direct interaction (Chuah & Yu, 2021). Building on these premises, we propose that:

H5: Emotional Transmission will positively affect purchase intention for service products in live-streaming commerce.

2.2.6. Price Discount

To counter fierce competition, businesses often use promotions to stimulate purchase intention and increase sales. Dodson et al. (1978) demonstrated that in the presence of multiple brand products offering similar functions and qualities, promotional items typically experience increased sales and may even capture the loyalty of consumers who previously preferred other brands (Jaegher et al., 2010). Price perception (PP) is characterized as the perceived monetary value attached to a product or service, and it has consistently been a significant influencer of purchase intention. The monetary aspect of acquiring products and services holds sway over the overall perceived value (Bell et al., 1999). In the realm of livestreaming commerce, price assumes an even more prominent role, with anchors frequently employing attractive monetary incentives, such as exclusive discounts, to maximize sales within the limited timeframe of a single live session (Varian, 1980). Infomercial shoppers, in particular, tend to exhibit a heightened level of price consciousness compared to regular shoppers (Helman & Chernatony, 1999). Zeithaml (1988) argued that consumers vary in their perception of value, with some associating value with a low price, while others seek a balance between quality and price (Chernatony et al., 2003). In economic theory, price is a crucial factor influencing buyer choices, serving as an indicator of the cost of a purchase. The underlying assumption is that well-informed

buyers can optimize their product selection to achieve maximum satisfaction within budget constraints. However, the degree of a buyer's price consciousness shapes how prices are perceived and their role in decision-making (Aaker, 1996) . Buyers often assess perceived quality or expected satisfaction based on the charged price, lacking the benefit of tangible comparisons between competing services. Hence, price becomes a significant criterion (Berry, 1980; Schlissel, 1977). Price promotions, including strategies like temporary price reductions during product introductions, have been widely utilized to enhance usage experiences and attract new consumers. Price markdowns, as a form of price promotion, are particularly common. Early studies on this matter have identified sales as a price differentiation strategy that boosts sellers' profits from specific buyer groups, such as brand switchers (Bell et al., 1999) and informed buyers (Varian, 1980). Building on these assertions, we propose that:

H6: Price discounts will positively affect purchase intention for service products in live-streaming commerce.

2.2.6 Brand Reputation

Brand awareness denotes a brand's position in the consumer's cognition relative to competing brands and holds significant influence in the consumer's purchasing journey within the business context (Kerse, 2023) Because brands facilitate many purchasing decisions and provide assurance (Hutter et al., 2013). According to Kotler (2000), a brand is described as a name, term, symbol, design, or a combination of these elements. It is employed to differentiate one's products and services from those of competitors. In contemporary society, inundated with a plethora of products, consumers often gravitate towards product selection based on a specific reputation, influencing their decision-making (Keller, 1993). A prior study has indicated that Brand reputation holds a crucial role, particularly in the context of live broadcasts, and is integral to the overall impact of various factors. In the highly competitive restaurant industry, a strong focus on branding is crucial. Consumers, influenced by changing lifestyles, prefer dining at restaurants with strong and distinct identities. They are even willing to pay extra for the perceived status associated with making purchases at these branded establishments (Chen & Lin, 2018). The correlation between the customer-brand relationship and purchase intention is articulated as a foundational antecedent that positively influences the likelihood of customer purchases by alleviating perceived uncertainty. This underscores the strategic importance of cultivating a robust customer-brand relationship to enhance consumer confidence and, consequently, stimulate purchase intent within the context of business operations (Huber et al.,

2010; Kim et al., 2001; Kim & Cha, 2002; Xie & Heung, 2012).

Buyers exhibit responses to branding by either consistently purchasing the same products or brands or by expressing a preference for a particular brand. This, in turn, contributes to firms attaining higher market share, increased profits, or enhanced share value (Chernatony et al., 2003; Helman & Chernatony, 1999; Keller, 1993). The development of brand names for services has emerged as a discussed strategy for establishing a distinct image in the marketplace (Berry, 1980). Therefore, brand image not only influences the way consumers perceive a product but also has the advantage of reducing the risks associated with making a purchase (Leeraphong & Sukrat, 2018) . The reputation of a brand acts as a moderating factor in the connection between the elements of live streaming in the service industry and the intention to make a purchase. The degree of brand reputation alters the intensity of the relationship between the engagement factors in live streaming within the service industry and consumers' purchase intentions. Brand reputation functions as a moderator, influencing the extent to which it affects consumer purchase intention in this context. Building on these premises, we propose that: a clear picture of which variables can influence and how consumers' purchase intentions can be influenced in a brand reputation in live broadcast scenario in service industry.

H7: Brand Reputation will moderate between service characteristics and purchase intention for service products in live-streaming commerce.

2.3 Research Model

This study aims to investigate Factors determining customer purchases in live-streaming commerce in service industries. Specifically, it seeks to identify how factors such as Information Provision, Vicarious Experience, Social Interaction, Visibility, Emotional Transmission and Price Discount impact perceived value, immersion, viewing intention, and purchase intention. The model proposes that immersion and Perceived Value will have a positive effect on customer purchase intention and that viewing intention will also positively affect customer purchase intention. Furthermore, the model suggests that immersion and perceived value will mediate between the factors of customer purchase and purchase intention. The study will collect data through a questionnaire survey method and perform multiple regression analysis to test the hypotheses. The research model of this paper is developed, as shown in Figure 1.
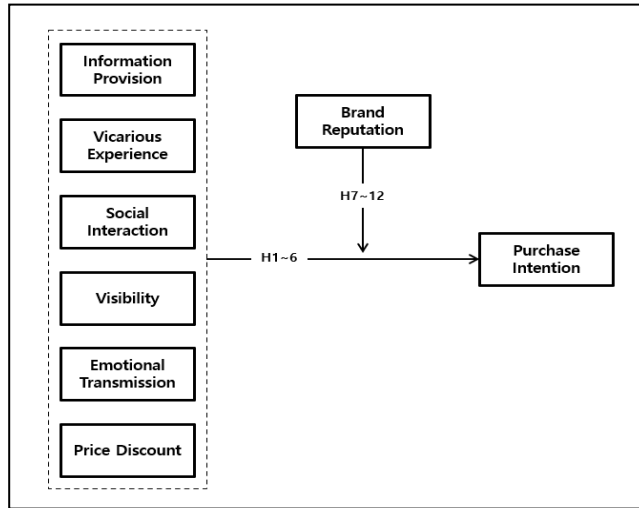
Figure 1: Research Model

3. Empirical Study

3.1. Method

3.1.1. Data Collection

This study gathered data from a sample of 202 individuals through a dual approach: online questionnaires and offline surveys. The respondents represented diverse demographic categories, including gender, age, education, occupation, and more. The collected information delved into various aspects, such as experience, purchase frequency, average viewing time, and preferred purchase products. Notably, the study aimed to ensure a well-rounded understanding of consumer preferences and behaviors. Online questionnaires were employed for individuals with internet access, while offline surveys were conducted to reach those without online connectivity. The thorough analysis of the collected 202 responses provides valuable insights into consumer trends across different segments, contributing to the academic exploration of purchasing habits and viewing preferences. Demographic of Respondents are shown in Table 1.

Table 1: Example of a Table Caption

Items		Frequency	Percentage
Gender	Male	90	44.6
	Female	112	55.4
Age	10~19	3	1.5
	20~29	124	61.4
	30~39	27	13.4
	40~49	19	9.4
	>50	29	14.4
Education	High school	23	11.4
	Be at university	111	55.0
	University	56	27.7

	Graduate school	12	5.9
Occupation	Student	110	54.5
	Staff	37	18.3
	Civil servant	12	5.9
	Housewife	16	7.9
	Entrepreneurs	15	7.4
	Other	12	5.9
Experience (Months)	< 3	110	54.5
	3~6	26	12.9
	6~12	29	14.4
	12~24	30	14.9
	> 24	7	3.5
Purchase frequency (Months)	< 1	163	80.7
	2	15	7.4
	3~5	13	6.4
	6~10	9	4.5
	> 10	2	1.0
Average viewing time (Minute)	< 9	129	63.9
	10~29	51	25.2
	30~60	19	9.4
	> 60	3	1.5
Purchase Products	Travel Packages	12	5.9
	Hotel	13	6.4
	Airline	10	5.0
	Restaurant	24	11.9
	Exercise	4	2.0
	Leisure	4	2.0
	Education	2	1.0
	Cultural Life	6	3.0
	Other	127	62.0
Total		**185**	**100**

3.2. Research Result

3.2.1. Reliability and Validity

This study used SPSS version 21 to confirm the reliability and validity of the research model. The measurement items of information provision, vicarious experience, social interaction, visibility, emotional transmission, price discount, brand reputation, perceived value, viewing intention, and purchase intention, which are the main factors of this study, were constructed by referring to items and variables that were sufficiently verified in previous studies. Reliability indicates whether the same measured value can be obtained by repeatedly measuring the same concept, confirming the accuracy and consistency of the concept to be measured. For reliability verification, the internal consistency of the items was confirmed with Cronbach's alpha coefficient (Hair et al., 2006). As a result of the analysis, all Cronbach's alpha values were above 0.7, confirming that the measured variables of this study had high consistency. Validity checks whether the

concept to be measured is accurately measured. Exploratory factor analysis was performed using the orthogonal (Varimax) rotation method to verify the conceptual validity of the measurement items of the measurement variables. Factor analysis was performed based on the Eigenvalue of 1.0, and the factor loading was 0.5 or more. The explanatory value of the independent variable's cumulative variance (the rolling sum of squares loading) was 70.2%. The reliability and validity verification results are shown in Table 2.

Table 2: Validity Analysis

Construct and Items	F.L.*	α**
<Information Provision>		
· Reveal the latest information.	.595	
· Share useful information.	.710	.841
· It provides practical information.	.736	
· Deliver customized information.	.588	
<Vicarious Experience>		
· I can experience it indirectly	.704	
· I can see it in a roundabout way	.762	
· I feel like I'm experiencing vicarious experiences	.779	.875
· I feel it indirectly	.794	
· I feel like I'm experiencing it instead	.684	
<Social Interaction>		
·You can communicate with the broadcast host	.759	
· You can talk to other viewers in the chat window	.746	
· You can ask the seller questions and get a response	.766	.847
· There is an opportunity to communicate with the influencer	.773	
<Visibility>		
· It provides visible service using photos and videos.	.712	
· It shows detailed service introduction photos and videos.	.683	
· It provides vivid service-related photos and videos.	.684	.875
· It reveals the scene of using the service that attracts attention.	.736	
· It contains noticeable service introduction photos and videos.	.806	
<Emotional Transmission>		
· The bright voice of the seller makes me feel good.	.710	
· I feel good when I see positive comments in the chat room.	.767	
· It assimilates into the reactions and atmosphere of other viewers.	.656	.870
· Positive emotions are delivered in the service introduction video.	.739	
· I like the bright atmosphere of the live broadcast.	.695	
<Price Discount>		
· The price discount rate is larger than other places.	.813	
· It sells cheaper than other e-commerce.	.797	
· I tend to give more discounts than other stores.	.815	.913
· The discount rate is higher than that of offline stores.	.801	
· It's cheaper than buying at a regular store.	.773	
<Brand Reputation>		
· Have a good reputation.	.781	
· He has a high reputation.	.745	.890
· Customer reviews are positive.	.694	
· Have a good external image.	.817	
· It's famous.	.739	
<Purchase Intention>		
· I want to buy it.	.833	
· I be willing to buy.	.822	
· I have enough thoughts to buy.	.861	.949
· I'm thinking of continuing to buy from now on.	.849	
· I think it's worth the purchase.	.698	
Eigen Value	**1.1~13.4**	
Variance (%)	**3.0~35.2**	
Total Variance (%)	**70.2**	

Note: * Factor Loading, ** Cronbach's α

3.2.2. Common Method Bias

Common method bias is a severe problem because systematic error variance appears within structural relationships and distorts the relationship between concepts (Hair et al., 2006). Podsakoff et al. (2003) argue that 25% of the variance of the metrics surveyed in social science research is likely to be the systematic error variance. Systematic error variance causes errors by contracting or expanding the relationship of the structure and reducing the problem of same method bias. It is necessary to control the cause of method bias in the questionnaire design and collection process (Podsakoff et al., 2003).

In this study, the same method bias was confirmed using Harman's Single Factor Test (Harman's Single Factor Test) among the methods for checking the same method bias (Podsakoff et al., 2003). If only one factor with an Eigen Value of 1.0 or higher is derived through factor analysis or the variance is concentrated on one factor, it is considered to have the same method bias (Podsakoff et al., 2003). As a result of confirming the same method bias through the exploratory fact or analysis results, the Eigen Value of each factor was 1.1~13.4, and the ratio of variance explaining each factor was 3.0~35.2. Therefore, it is interpreted that there is no concern about the exact method bias as the dispersion ratio is evenly distributed.

3.2.3. Hierarchical Multiple Regression Analysis

Regression analysis was performed to verify the hypothesis of this study. Hierarchical regression analysis can identify the relative influence of independent variables that affect dependent variables. It is also possible to verify the effectiveness of the modulating variable. Usually, a three-step regression analysis is performed for moderating effect analysis. In the first step, regression analysis was performed between six independent and dependent variables. In the second step, regression analysis between the moderating variable and the dependent variable was input. In the third step, interaction variables (Independent Variables × Moderating Variable) were added. The results of the moderating effect analysis are summarized in Table 4. As a result of the analysis, it was found that the R squared value was 0.460~0.581 and the F value was all significant. To confirm the suitability of the regression model, the Durbin-

Watson value was checked. Durbin-Watson value confirm the correlation between the residuals. As a result of the analysis, it was 2.156, close to the standard value of 2 and not close to 0 or 4. This means that there is no correlation between the residuals. There are no problems such as distortion of regression analysis results or inflated t-values and p-values. Therefore, the regression model of this study was found to be suitable, and it was also confirmed that there was no problem of multi collinearity. The tolerance limit is the reciprocal of VIF, and if it shows a value of 0.1 or more, it can be interpreted that there is no multicollinearity problem. And if VIF shows a value of 10 or less, it is considered that there is no multicollinearity. As a result of the analysis, both the tolerance limit and the VIF value are normal values, so there is no multicollinearity problem.

As a result of the first step regression analysis, it was found that four of the six independent variables influenced the dependent variable. In other words, it means that 'information provision', 'visibility', 'emotional transmission', and 'price discount' affect 'purchase intention'. Among these independent variables, 'visibility' negatively affected 'purchase intention'. In the second stage regression analysis, 'brand reputation' was found to affect 'purchase intention'. Finally, in the third step regression analysis, it was found that the 'information provision' and the 'vicarious experience' interaction variables influenced 'purchase intention'. However, the 'information provision' interaction variables negatively affected the 'purchase intention'. Interaction variables such as 'social interaction', 'visibility', 'emotional transmission', and 'price discount' did not affect 'purchase intention'.

In regression analysis, 'brand reputation' influenced 'purchase intention' and was found to play a role as a moderating variable in some hypothetical relationships. Therefore, it was checked whether there was a difference in the average of variables between high and low groups with 'brand reputation'. The mean difference of the variables was

tested by the 'T test'.

First, the assumption of equal variance was checked between the two groups. The assumption of equal variance can be confirmed through the F value. Among the variables, it was found that 'visibility', 'price discount', 'purchase intention', and 'viewing intention' were assumed to be equal variance. However, equal variance was not assumed for 'information provision', 'vicarious experience', 'social interaction', and 'emotional transmission'. The 'T test' results below suggest the t-value depending on whether equal variance is assumed.

Table 4: Hierarchical Multiple Regression Analysis

Path	First Step		Second Step		Third Step	
	β	t	β	t	β	t
Constant		.59		-.813		-.207
(X1)	.436	6.13***	.267	3.89***	.945	2.97***
(X2)	-.019	-.27	-.048	-.77	-.767	-1.99**
(X3)	-.070	-1.09	-.044	-.76	.087	.28
(X4)	-.144	-2.06**	-.156	-2.47**	.151	.50
(X5)	.248	3.47***	.225	3.49***	.125	.34
(X6)	.304	4.95***	.195	3.40***	-.208	-.71
(M)			.415	6.83***	.407	1.76*
(X1)×(M)					-1.21	-2.2**
(X2)×(M)					1.202	1.90*
(X3)×(M)					-.232	-.50
(X4)×(M)					-.563	-.99
(X5)×(M)					.181	.29
(X6)×(M)					.687	1.42
(Y)	R2=0.46, F=27.7(0.0) VIF1.3~1.8		R2=0.56, F=36.0(0.0), VIF1.4~2.0		R2=0.58, F=20.0(0.0), Durbin-Watson 2.1	

Note1: (X1) Information Provision; (X2) Vicarious Experience; (X3) Social Interaction; (X4) Visibility; (X5) Emotional Transmission; (X6) Price Discount; (M)Brand Reputation; (Y)Purchase Intention
Note2: * p<0.1, ** p<0.05, *** p<0.01

Table 3: Discriminant Validity Analysis

Constructs	Mean	SD	1	2	3	4	5	6	7	8
1. Information Provision	3.3	.81	1							
2. Vicarious Experience	3.7	.79	.56**	1						
3. Social Interaction	3.2	.87	.44**	.43**	1					
4. Visibility	3.0	.86	.48**	.49**	.45**	1				
5. Emotional Transmission	3.3	.78	.51**	.43**	.45**	.57**	1			
6. Price Discount	3.4	.78	.39**	.25**	.33**	.36**	.46**	1		
7. Brand Reputation	3.3	.77	.56**	.37**	.27**	.35**	.40**	.45**	1	
8. Purchase Intention	3.2	.85	.46**	.26**	.22**	.23**	.42**	.44**	.60**	1

Note1: M: Mean; SD: Standard Division
Note2: * p<0.1, ** p<0.05, *** p<0.

The 'T test' is an analysis method that compares the means between the two groups. As a result of the analysis, it was found that there was a difference in the average of all independent variables between high and low groups with

'brand reputation' The T test results can be found in Table 5.

Table 5: T test Result

		M(SD)	M. D.	F	T
(X1)	(G1)	3.9(.59)	.60	6.57***	5.56***

	(G2)	3.3(.82)			
(X2)	(G1)	3.8(.64)	.40	9.83***	3.44***
	(G2)	3.4(.87)			
(X3)	(G1)	4.0(.71)	.46	3.91***	3.85***
	(G2)	3.5(.89)			
(X4)	(G1)	4.1(.63)	.37	.37	3.97***
	(G2)	3.7(.66)			
(X5)	(G1)	3.9.62	.44	3.90***	4.18***
	(G2)	3.4(.78)			
(X6)	(G1)	3.7(.68)	.49	.00	4.68***
	(G2)	3.2(.77)			
(Y)	(G1)	3.6(.75)	.86	.09	7.76***
	(G2)	2.8(.78)			

Note1: (X1) Information Provision; (X2) Vicarious Experience; (X3) Social Interaction; (X4) Visibility; (X5 Emotional Transmission; (X6) Price Discount; (X7) Brand Reputation; (X8) Purchase Intention, (M)Brand Reputation, (Y)Viewing Intention
Note2: (G1) Brand Reputation High (Exceeded 3), n=128; (G2) Brand Reputation Low (Less than 3), n=74
Note3: M: Mean; SD: Standard Division; M. D: Mean Difference
Note4: * $p<0.1$, ** $p<0.05$, *** $p<0.01$

4. Summary and Discussion

The research investigation employed a regression analysis to explore the intricate relationships within the live-streaming context, examining the influence of various factors on Purchase Intention. The results revealed key insights, including the significant positive effects of Information Provision, Emotional Transmission, and Price Discount on Purchase Intention. Moreover, Brand Reputation emerged as a pivotal factor, exhibiting a significant positive influence on Purchase Intention. Interaction effects were scrutinized, underscoring nuanced relationships, with some interactions showing significant moderation effects. Group comparisons based on Brand Reputation perception highlighted substantial differences between Group 1 (Brand Reputation High) and Group 2 (Brand Reputation Low) across multiple dimensions, with the former consistently scoring higher mean values. Statistical analyses confirmed the significance of these group differences. The overall model demonstrated robustness, as reflected in high R2 values and F-statistics, indicating a comprehensive understanding of the factors influencing consumer behavior in live-streaming. Importantly, diagnostic measures such as VIF and Durbin-Watson statistics confirmed the model's validity. In summary, the research provides valuable insights into the complex interplay of factors influencing purchase intentions in the live-streaming domain, with Brand Reputation emerging as a crucial determinant.

5. Conclusion

The study conducted a comprehensive analysis of factors influencing purchase intentions in the context of live-streaming, employing a regression model and group comparisons. Notable findings include the significant positive impact of Information Provision, Emotional Transmission, Price Discount, and Brand Reputation on Purchase Intention. Interaction effects were observed, revealing nuanced relationships. Group comparisons indicated substantial differences in mean scores between high and low Brand Reputation groups across various dimensions.

The implications of this research are as follows. First, this research significantly contributes to the understanding of consumer behavior in e-commerce, particularly within the live-streaming domain. By identifying key factors influencing purchase intentions, including Information Provision, Emotional Transmission, and Brand Reputation, the findings offer actionable insights for e-commerce platforms. Strategies emphasizing effective information delivery, emotional engagement, and building a positive brand reputation can enhance consumer purchase intentions in the dynamic landscape of live-streaming. This understanding is crucial for businesses seeking to optimize their e-commerce strategies and foster meaningful consumer interactions in the evolving digital marketplace.

Second, the empirical analysis provides ideas necessary for future research. The reliance on self-reported measures introduces the potential for response bias, and the substantial sample size may not fully capture the diversity within the target population. The cross-sectional design impedes the establishment of causal relationships, requiring caution in interpreting observed associations. Future research avenues could address these limitations by conducting longitudinal studies to explore the dynamic nature of consumer behavior in live-streaming over time. Exploring industry contexts beyond services, incorporating qualitative methods like interviews, and considering cultural variations could further enrich the understanding of the evolving phenomenon of live-streaming consumer behavior.

Third, the empirical analysis results can serve as a reference for marketing practitioners in live-streaming commerce. It will provide practical insights to help businesses establish marketing strategies utilizing live-streaming. The findings emphasize the need for consumer-centric marketing strategies to enhance purchase intentions in live-streaming commerce. Since each consumer's preferences and behavior patterns differ, companies should conduct consumer segmentation through data analysis and provide tailored content and promotions accordingly. Identifying the product categories or styles preferred by specific consumer groups and offering special discounts or

limited-edition products for those groups may be effective. Additionally, enhancing interactions with consumers through real-time feedback and providing customized services that reflect their opinions can increase brand loyalty. Such consumer-centric approaches can offer differentiated value in the competitive live-streaming environment and ultimately contribute to increasing purchase intentions.

The study, while illuminating key factors influencing purchase intentions in live-streaming, acknowledges certain limitations. Its primary focus on the service industry may constrain the generalizability of findings to other sectors. Future research needs to include other industries, such as manufacturing and retail, to enhance the generalizability of the findings. The reliance on self-reported measures can introduce potential response bias due to dependence on the subjective judgment of respondents. To minimize this bias, it is necessary to combine other measurement methods such as observation and experimentation to enhance the reliability of the data, or to use neutral language in questions to avoid biasing the respondents' subjective judgments. Efforts should also be made to confirm the understanding of questions through pilot testing before the survey, and to preemptively correct factors that may induce response bias. Furthermore, while this study has highlighted the importance of brand reputation's impact on purchase intentions, future research should analyze specific elements of brand reputation, such as customer reviews and brand history, in greater detail.

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