

Effects of Live Shopping on Consumer Responses, Moderated by Influencer responsiveness and perceived enjoyment

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Due to the prolonged Covid-19, the number of consumers who purchase fashion products via online malls or mobile apps is steadily increasing. Live streaming shopping is fundamentally a form of human-computer interaction (HCI), which is important to consider both customer perception and live streaming shopping capabilities.

Previous research on live streaming shopping had mainly focused on the motivations of customers and streamers to use live streaming (Chen & Lin, 2018). From the perspective of IT affordances, customer engagement had a positive impact on purchase intentions in live commerce (Sun et al., 2019). The characteristics of live commerce had an effect on purchase intention through co-experience (La & Oh, 2021). And Song and Lee (2020) revealed the interaction between co-experience and live streaming service quality.

The study of how customers' co-experiences in live commerce affected their purchase intentions from what the IT affordances perspective has rarely been investigated. This study sought to analyze the impact of live streaming shopping, in terms of IT affordances (i.e., guidance shopping, triggered attending, and metavoicing), on purchase intention to buy fashion products, mediated by co-experience (i.e., cognitive communion, and resonant contagion) and perceived enjoyment. In addition, this study explored the moderating effect of influencers' responsiveness, referring to the interaction of live streaming and chat functions, consumers can evaluate the extent to which the influencer is willing to help consumers and whether they have responded to consumers' requirements, in live streaming shopping.

Participants were restricted to Chinese consumer who were live shopping users. Reliable measurement items were selected based on the live shopping context. The IT affordances; Co-experience; influencers' responsiveness; perceived enjoyment; purchase intention were measured on seven-point scales.

The values of the factor loadings for the measured items, composite reliability, and average variance extracted were sufficiently high. The standards of the discriminant validity were satisfied. ($\chi^2=185.586, df=83, p<.001, GFI=.903, NFI=.943, CFI=.967, TLI=.953, RMSEA=.077$).

This study conducted SEM analysis to test the effect of IT affordances of live streaming shopping (guidance shopping, triggered attending, and metavoicing) and co-experience (cognitive communion, and resonant contagion) on perceived enjoyment and purchase intention. The analysis showed that the model's fit is satisfactory ($\chi^2=189.716, df=90, p<.001, GFI=.901, NFI=.941, CFI=.968, TLI=.957, RMSEA=.073$).

The results showed that, for the group of high responsiveness, cognitive communion ($\beta=.622$, $p<.001$), and resonant contagion ($\beta=.867$, $p<.001$) increased as the degree of triggered attending increased. In the case of low responsiveness group, cognitive communion ($\beta=.298$, $p<.05$), and resonant contagion ($\beta=.544$, $p<.01$) increased as the degree of guidance shopping increased, and only resonant contagion ($\beta=.804$, $p<.05$) increased as the degree of triggered attending increased. The effect of resonant contagion on perceived enjoyment were statistically significant between high responsiveness group ($\beta=.955$, $p<.001$) and low responsiveness group ($\beta=.941$, $p<.001$), while cognitive communion was all statistically insignificant for two groups. In addition, the effect of perceived enjoyment on purchase intention in high responsiveness group was stronger than that in low responsiveness group.

This study can be used as basic information for studies related to live streaming shopping and helpful to establish effective live commerce strategies which will meet consumer's needs.

References

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