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Guest Paper

THE NEXUS BETWEEN LIVE-STREAMING COMMERCE, ENGAGEMENT AND PURCHASE INTENTION

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Annotation. Live-streaming commerce (LSC), as the latest form of e-commerce, is experiencing significant growth. Based on the SOR theory, this research proposes a model on the influence of LSC's space and atmosphere characteristics on telepresence (TLP), social presence (SOP), flow experience (FE), and their influence on engagement (ENG) and purchase intention (PI). Using a non-random sampling technique and an online questionnaire, data were collected from 370 respondents in China. Using PLS-SEM, the results show that visibility and authenticity, as space characteristics, and entertainment and activity, as atmosphere characteristics, had significant positive effects on TLP, SOP and FE, while these variables significantly positively affected ENG and PI. TLP partially mediated the effect of AUT on FE; while ENG, the influence of TLP on PI. Theoretical contributions are made in four areas. Practical implications for LSC businesses and streamers are addressed. Future studies could further test the model and expand it.

Keywords: live-streaming commerce, SOR, engagement, purchase intention, PLS-SEM.

JEL classification: C12, D12, L81, M31.

Introduction

Live-streaming commerce (LSC), as the latest form of e-commerce, is exponentially expanding globally, with China leading the way (Becdach *et al.*, 2023). In 2024, China recorded 777 million live-streaming users, accounting for 70.6% of the Internet users (CNNIC, 2024). LSC is a comprehensive online shopping experience, extensively matching an offline store experience, with a streamer thoroughly presenting products, even including product testing or try-ons, providing purchase incentives, and encouraging interactions between perspective clients and buyers (Ma *et al.*, 2022). The LSC store experience can be explained based on the offline store environment, ensured through physical features, also known as spatial traits, and human input (Yakhlef, 2015). According to Demangeot and Broderick (2010), in the online shopping environment, the space is illustrated through visual aspects rendered based on its design and display, thus boosting shopper experience (Pop *et al.*, 2023). The LSC space can provoke an immersive shopping experience to users, hence effectively improving the effectiveness of the live broadcast, and can stimulate conversion from intention to effective buying (Ma *et al.*, 2022, Iskakova *et al.*, 2025). In addition, the in-store experience is rendered through human influence. Demangeot and Broderick (2010) point to customer experience as the second component of the online shopping

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environment, referring to entertainment and emotions; customer experience is complemented by information availability, which creates the shopping atmosphere. In LSC, streamers often enliven the atmosphere of the live room through entertaining programs, as well as special offers and contests (Kang *et al.*, 2021; Ma *et al.*, 2022). At the same time, information about the number of viewers in the live broadcast, pop-up interactions, likes and follows, and gift giving serve as social cues and augment the atmosphere of LSC, stimulating users to interact with the streamer and amongst themselves (Ma *et al.*, 2022).

Compared with traditional e-commerce, the LSC space and atmosphere are more complex, with the environment being heavily loaded with media traits (Lee, Chen, 2021). It is suitable for promoting in-depth information, rich entertainment, and real-time interactive conditions (Ma *et al.*, 2022; Wongkitrungrueng, Assarut, 2020). Furthermore, the human-computer connection established in LSC creates a highly-integrated environment (Sun *et al.*, 2019; Xue *et al.*, 2020), rendering it extremely appealing to users for leisure and shopping (Chen *et al.*, 2020). It can be concluded that space and atmosphere are important factors in attracting users to watch live streaming.

Space and atmosphere features can stimulate emotional responses and immersion of the consumer, which, in turn, affect engagement (Cao *et al.*, 2022; Hu, Chaudhry, 2020; Wongkitrungrueng, Assarut, 2020; Hifni *et al.*, 2024) and willingness to purchase (Chen *et al.*, 2022; Fei *et al.*, 2021; Park, Lin, 2020; Zhong *et al.*, 2022). However, only a few studies considered both consumer responses, engagement, and purchase intention in the same research endeavour (Ma *et al.*, 2022; Xu *et al.*, 2020).

From a scientific perspective, LSC is still considered underdeveloped, more studies being recommended to be conducted (Cao *et al.*, 2024; Ma *et al.*, 2022) to explore the effects of LSC constructs on user responses (Chen *et al.*, 2022; Liu *et al.*, 2024; Xu *et al.*, 2020; Zhong *et al.*, 2022). Exploring the characteristics of space and atmosphere in live streaming that can influence consumer constructs, which affect engagement (ENG) and purchase intention (PI), will elucidate the decision-making mechanisms in LSC and thus expand the literature in the field.

The present study, based on the Stimulus-Organism-Response theory (SOR), aims to investigate the influence of LSC's space and atmosphere characteristics on user ENG and PI by considering three organism reactions pertaining to the LSC platform user presence, presence with other people, and the experience on the platform, namely telepresence (TLP), social presence (SOP), and flow experience (FE). This study continues with theoretical basis and literature review, the theoretical model and research hypotheses, research methodology, results, discussion and ends with conclusion, theoretical significance, practical implications, and research limitations and future research directions.

1. Theoretical Basis and Literature Review

1.1 Live-Streaming Commerce

Live-streaming commerce (LSC) is an organic integration of live broadcast and e-commerce (Cao *et al.*, 2022). LSC involves the use of an online medium that enables the live streaming to realise real-time presentations, interactions, entertainment, and sales (Lee, Chen, 2021). Presently, LSC is delivered either by live-streaming platforms that have expanded their features with e-commerce functionalities, or by social network and e-commerce platforms through the addition of live-streaming characteristics (Wongkitrungrueng, Assarut, 2020). In LSC, users can experience utilitarian and hedonic benefits due to the comprehensive information available on the platform, instantaneous product presentations, two-way interactions with streamers and other platform users, and fun activities run and encouraged by

streamers (Xu *et al.*, 2020; Zhang *et al.*, 2020). Furthermore, LSC is an adequate medium for fostering social bonds between streamers and users, and between users themselves. This social bonding is considered a significant factor in influencing purchasing decisions (Tong, 2017). An LSC platform facilitates interactions through a video channel in the streamer-user direction and a chat box for user-streamer and user-user interactions (Fei *et al.*, 2021).

A review of the LSC literature reveals a preoccupation with research endeavours aimed at elucidating the role of LSC in customer ENG or participation intention (Cao *et al.*, 2022; Hu, Chaudhry, 2020; Kang *et al.*, 2021; Wongkitrungrueng, Assarut, 2020; Xue *et al.*, 2020), PI (Chen *et al.*, 2023; Fei *et al.*, 2021; Lin *et al.*, 2022; Park, Lin, 2020; Sun *et al.*, 2019; Tong, 2017; Zhang *et al.*, 2020), usage intention (Chen, Lin, 2018), habit and PI (Chen *et al.*, 2022), PI and willingness to pay more (Chen *et al.*, 2020), social sharing and hedonic and impulsive consumption (Xu *et al.*, 2020), or ENG and PI (Ma *et al.*, 2022). As can be observed, the highest incidence is found in studies on ENG or participation intention, and PI. By further investigating these two outcomes, and especially in an integrated format, a broader perspective on LSC can be acquired.

Additionally, the literature shows evidence of a number of theoretical frameworks employed in LSC studies. Illustrative examples include the SOR theory (Wongkitrungrueng, Assarut, 2020; Zhong *et al.*, 2022), relationship marketing theory (Hu, Chaudhry,2020), self-efficacy theory (Cao *et al.*, 2022), value adoption model (Cao *et al.*, 2022), fine processing likelihood model (Chen *et al.*, 2020), trust theory (Chen *et al.*, 2020), or social exchange theory (Zhang *et al.*, 2020). However, although the extant literature has explored prerequisites of ENG and PI in LSC, there is a lack of investigations of both ENG and PI, as well as of the impact of ENG on PI (Ma *et al.*, 2022). Thus, this study aims to expand the LSC literature by considering both variables in the same model as dependent variables, and by also investigating the possible effect of ENG on PI.

1.2 Stimulus-Organism-Response (SOR) theory

SOR centres on the idea that individuals would be influenced by external factors, that can stimulate internal body states that can trigger corresponding behavioural responses (Jacoby, 2002). Stimuli are defined as various kinds of external environmental factors, which can drive individual organism changes, while organism variables could be of cognitive and emotional nature, influencing responses that refer to a wide array of outcomes pertaining to body reactions or behaviour (Jacoby, 2002).

SOR has been used in LSC studies for various purposes. Wongkitrungrueng and Assarut (2020) found that users' perceptions of utilitarian, hedonic, and symbolic values stimulated users' trust in products and sellers, which in turn affected ENG. Zhong et al. (2022) found that price discount, interactivity, and professionalism influenced trust, and trust had a significant effect on PI. Ma et al. (2022) confirmed that interactivity, visibility, entertainment, and professionalism had an impact on SOP, psychological distance, and trust, which, in turn, affected ENG and PI. It can be concluded that SOR can effectively explain psychological reactions and behavioural responses triggered by external stimuli in LSC. Therefore, this paper employs SOR to explore the influence of space and atmosphere characteristics, as stimuli, on three organism reactions, namely TLP, SOP and FE, and their impact on two user responses, ENG and PI.

2. Theoretical Model and Research Hypotheses

2.1 Model Construction

The online shopping environment is built based on space, described primarily through visual characteristics, and customer experience, documented especially through entertainment and emotions

(Demangeot, Broderick, 2010), creating the shopping atmosphere. The extant literature on LSC demonstrates aspects pertaining to LSC platform functionalities regarding the displayed content, and actions performed on platforms. Regarding the content, the visual component turns out to be a core characteristic in LSC (Kühn, Petzer, 2018; Ma et al., 2022; Sun et al., 2019). Additionally, content genuineness transpires under many forms, such as authenticity (Chen et al., 2022), professionalisation (Ma et al., 2022), expertise (Lee, Chen, 2021), information quality (Xu et al., 2020), utilitarian value (Wongkitrungrueng, Assarut, 2020), perceived usefulness (Cao et al., 2022), or product quality (Chen et al., 2020). This study concentrates on space, and aims to investigate it based on visibility (VIS), understood as visual accessibility, and authenticity (AUT), referring to content genuineness. Regarding the actions performed on the platform, entertainment (ENT) appears in a number of studies, as it is (Cao et al., 2022; Ma et al., 2022) or in other forms, such as enjoyment (Chen et al., 2022) or hedonic value (Wongkitrungrueng, Assarut, 2020). Other actions delineated in previous studies, such as communication (Chen et al., 2022), interactivity (Ma et al., 2022), member endorsement (Chen et al., 2020) or metavoicing (Sun et al., 2019), are worth being investigated in a broader category. Thus, the present study considers atmosphere as being created by ENT, pointing out fun and leisure activities, and activity (ACT), emphasising communication and implication in the broadcasting room.

Previous LSC studies have explored a number of user reactions. For example, Ma et al. (2022) examined SOP, psychological distance and trust. Xu et al. (2020) probed into cognitive assimilation and arousal. Chen et al. (2020) and Wongkitrungrueng and Assarut (2020) investigated trust. Hu and Chaudhry (2020) looked into the affective commitment to the broadcaster and the online marketplace. Park and Lin (2020) researched attitude, attractiveness and trustworthiness. Kang et al. (2021) scrutinised tie strength. Sun et al. (2019) studied immersion and presence. Tong (2017) investigated space and social TLP, and trust. Xue at al. (2020) researched perceived usefulness, risk and psychological distance. Lin et al. (2022) analysed perceived enjoyment. This study aims to consolidate the identified investigated user reactions in three stages. The first stage focuses on the presence in the LSC environment. The second stage centres on the interaction on the platform. The third stage covers platform attraction and user immersion. This research makes use of the approaches employed by Ou et al. (2014) and Sun et al. (2019) in defining presence in the LSC environment and interaction on the platform, using TLP for the first and SOP for the second. Thus, this study will investigate the effects of space and atmosphere on TLP in order to cover the first stage, on SOP to integrate the second stage, and on FE for the third stage. Moreover, the study will examine the possible effects of TLP and SOP on FE. Finally, the study pursues to investigate the potential effects of TLP, SOP, and FE on ENG and PI, as well as to explore the possible effect of ENG on PI, aiming to expand the literature, building on the recommendation of Ma et al. (2022).

2.2 Research Hypotheses

2.2.1 Research hypotheses of LSC space

VIS emphasises the visual accessibility of LSC space, which is a core attraction for users (Ma *et al.*, 2022). Visual information processing has the advantages of fast speed, large capacity and obvious parallelism, and, in combination with sound, it displays a significant impact on consumers' emotional responses (Adelaar *et al.*, 2003). In LSC, users can watch in real time product presentations and testing or try-ons, the live broadcast space, and the complex information exchange. Sun *et al.* (2019) showed that space VIS and the shopping guidance of streamers affected users' presence and immersion. Ma *et al.* (2022) confirmed that VIS had an impact on users' sense of SOP and narrowed the psychological distance for users. At the same time, good visual effects can stimulate users' sense of FE (Kühn, Petzer, 2018).

Considering these views, this study believes that LSC's space VIS influences TLP, SOP, and FE, and proposes hypothesis H1 and its three sub-hypotheses:

H1: VIS has a positive impact on:TLP (H1a), SOP (H1b) and FE (H1c).

AUT is organically connected to honesty, sincerity, trustworthiness or reliability (Mezger *et al.*, 2019; Shoenberger *et al.*, 2020). In LSC, AUT can effectively enhance the attractiveness of the space and trigger user satisfaction regarding the shopping environment (Kim, Kim, 2020). AUT strengthens users' beliefs that a company is credible and reliable, enhancing perceived trust (Tong, 2017), encouraging them to actively communicate and participate in interactions with streamers and co-users, thereby bolstering SOP (Ma *et al.*, 2022). On the other hand, LSC's space AUT stimulates users' shopping emotions, making them feel happy and comfortable, thus enhancing users' sense of spatial presence (Tong, 2017), leading to a heightened willingness to immerse themselves (Chen *et al.*, 2023). All in all, this study assumes that LSC's space AUT impacts on TLP, SOP, and FE. Therefore, the following research hypothesis and its sub-hypotheses are proposed:

H2: AUT has a positive impact on: TLP (H2a), SOP (H2b) and FE (H2c).

2.2.2 Research hypotheses of LSC atmosphere

ENT is the degree of consumers' perception of interest and pleasure (Ma *et al.*, 2022). In LSC, ENT aims to inspire or stimulate users to achieve a psychological state of satisfaction (Ma *et al.*, 2022). ENT can increase the interest in a platform (Mazaheri *et al.*, 2012) and stimulate users' psychological arousal and emotional response (Liu *et al.*, 2019). In LSC, besides pushing offers towards users, a streamer also entertains the audience through various sales promotion techniques, personal shows of using or testing offers, and interactions with users. At the same time, the background music, gift offering, live broadcast animation, and the diversity and richness of product and service information can increase users' ENT perception. Cao *et al.* (2022) identified a positive effect between ENT, measured based on platform constituents and streamer's actions, and the perceived value of LSC. ENT can both effectively narrow the psychological distance between users and streamers, and the psychological distance between users and products (Xue *et al.*, 2020). Ma *et al.* (2022) confirmed that ENT affected users' sense of SOP. Chen and Lin (2018) showed that ENT influenced users' FE, perceived shopping value, and shopping attitude. This study considers that ENT as a component of LSC atmosphere affects TLP, SOP, and FE. Therefore, this study proposes the next research hypothesis and its sub-hypotheses:

H3: ENT has a positive impact on: TLP (H3a), SOP (H3b) and FE (H3c).

ACT refers to a user's perception of the atmosphere activity in the live broadcast room. Bansal and Voyer (2000) suggest that ACT in a specific environment is rendered by the interaction between interpersonal and non-interpersonal factors. LSC's atmosphere ACT, on the one hand, depends on the streamer's activity. When the streamer is energetic, attractive or humorous, and has a high emotional arousal ability, users in the live studio will be more willing to respond to the streamer and display a positive ACT, thus attracting more users to interact (Chen, Lin, 2018). On the other hand, a vibrant live-streaming room atmosphere relies on consumers' pop-up activities. When an online community boasts high ACT, it is indicative of frequent and enthusiastic interactions, which on their own are suggestive of willingness of involvement and immersion in the group (Li, Peng, 2021). When the barrage interaction (online instantaneous messages) between users in the live-broadcast room is frequent, an active shopping atmosphere is created, which stimulates users to acquire a sense of presence (Ma *et al.*, 2022). Ma *et al.* (2022) confirmed that users' live studio interactive activities directly affected their SOP. Lin *et al.* (2022)

confirmed that active interaction in live streaming was an important factor in stimulating users' sense of pleasure. Moreover, the stronger the users' sense of pleasure is, the easier it is for them to immerse in the programme (Chen, Lin, 2018). This study assumes that ACT as a component of LSC atmosphere affects TLP, SOP, and FE. Therefore, the next research hypothesis and its sub-hypotheses are proposed:

H4: ACT has a positive impact on: TLP (H4a), SOP (H4b) and FE (H4c).

2.2.3 Research hypotheses of TLP and SOP

In online shopping, spatial presence is rendered by two cumulative actions, one revolving around the idea of use or being on a platform, and the second one centring on involvement on the platform (Bulu, 2012). The extant literature on online commerce exhibits evidence of different names for space presence, such as place presence (Bulu, 2012), space TLP (Tong, 2017), presence (Shin, 2018), or TLP (Ou *et al.*, 2014; Song *et al.*, 2007; Sun *et al.*, 2019). Previous studies documented that space presence/TLP in online shopping enhanced perceived trust (Tong, 2017), rendered purchasing enjoyment (Song *et al.*, 2007) and led to satisfaction (Bulu, 2012). Shin (2018) showed that space presence enabled users to experience flow, which in turn led to ENG. Compared with traditional e-commerce, shopping characteristics of LSC, such as high interactivity and VIS, are more likely to make users feel involved, which in turn affects FE (Chen *et al.*, 2023). Tong (2017) verified the significant impact of space TLP on PI in LSC. Based on these perspectives, this research employs TLP to define presence in the LSC environment, drawing from the works of Ou *et al.* (2014) and Sun *et al.* (2019) and assumes that TLP influences FE, ENG, and PI, proposing the next research hypothesis and its sub-hypotheses:

H5: TLP has a positive impact on: FE (H5a), ENG (H5b) and PI (H5c).

SOP refers to interpersonal interaction, emotional communication, and feelings of co-existence of one individual with others in the media environment (Bulu, 2012). A good sense of SOP can facilitate FE (Zhang *et al.*, 2014) and induce shopping satisfaction (Bulu, 2012). In LSC, there can be significant direct communication between streamers and users and between users and users, contingent on the participants' personalities being a driver in this instance (Zaharia, Zaharia, 2015). The interaction should be intuitive, instant and targeted, as these are important characteristics in stimulating SOP (Ma *et al.*, 2022). The virtual face-to-face shopping space created by LSC is a building block of SOP (Sun *et al.*, 2019), which, in turn, is an important driving factor towards FE (Shin, 2018). At the same time, the significant impacts of SOP on ENG (Ma *et al.*, 2022) and PI have also been confirmed (Tong, 2017). Drawing from these conclusions, this study assumes that SOP in LSC affects FE, ENG, and PI. Therefore, the following research hypothesis and its sub-hypotheses are proposed:

H6: SOP has a positive impact on: FE (H6a), ENG (H6b) and PI (H6c).

2.2.4 Research hypotheses of FE

Individuals, experiencing a state of flow, are attracted by the objects under evaluation, automatically filtering out irrelevant information and actively participating in the respective environment (Hsu *et al.*, 2012; Huang *et al.*, 2017), reaching states of happiness, satisfaction and immersion (Privette, Brundrick, 1991). Huang (2003) posits that the online environment FE is triggered by the interaction between the user and website characteristics, as well as by feature complexity and novelty. Because the online environment is rich and colourful, lively and interesting, Zhang *et al.* (2014) underline that compared with the offline environment it could be more stimulating for users to enter a state of FE. The extant literature demonstrates evidence of the influence of FE in the online environment and LSC. For example, Zhang *et*

al. (2014) confirmed an influence of FE on participation intention in social commerce; Li, Peng (2021) determined that FE affected gift giving intention in live streaming; Chen, Lin (2018) identified that FE influenced in certain instances attitude and perceived value regarding live streaming; and Sun *et al*. (2019) verified the important influence of immersion on PI in LSC. This study posits that FE impacts on ENG and PI. Therefore, the next research hypothesis and sub-hypotheses are proposed:

H7: FE has a positive impact on ENG (H7a) and PI (H7b).

2.2.5 Research hypothesis of ENG

In LSC, ENG refers to the attention paid during the shopping process and willingness of users to interact with the streamer or co-users by sending barrages, likes, or sharing the exhibited content (Ma *et al.*, 2022). Users engage on a platform to meet their own needs or to express their reactions when certain needs are met (Casalo *et al.*, 2010; Kang *et al.*, 2021; Pöyry *et al.*, 2013). In LSC, customer ENG is measured through the attachment to the platform and people on the platform, time allocated for activities on the platform, money spent in connection with the platform and streamer (Hilvert-Bruce *et al.*, 2018). From another perspective, ENG is rendered by the interest in consuming or using the sold products, material/financial contributions through gift-offering, and posting of comments and reviews (Kang *et al.*, 2021). Zheng *et al*. (2022) measured ENG through visits, comments, and likes. On the other hand, there is evidence of the impact of ENG on PI in LSC, but it is limited (Ma *et al.*, 2022). Ma *et al*. (2022) determined that ENG had a direct effect on PI, the same conclusion also drawn by Zheng *et al*. (2022). This study acknowledges the importance of exploring the influence of ENG on PI, building on the recommendation of Ma *et al*. (2022) that more research on LSC should be conducted by including both variables. This research defines PI by adapting the LSC buying expectation and willingness views of Chen *et al*. (2020), considering the high importance given to information in purchase decisions (Sun *et al.*, 2021) through the lenses of the platform and streamers. Hence, the next hypothesis is formulated:

H8: ENG has a positive impact on PI.

2.2.6 Research hypotheses on mediating effects

As this study employs SOR, it also aims to investigate the possible mediating effects of the organism variables, namely TLP, SOP, and FE. Additionally, this research considers the possible mediating effects of ENG.

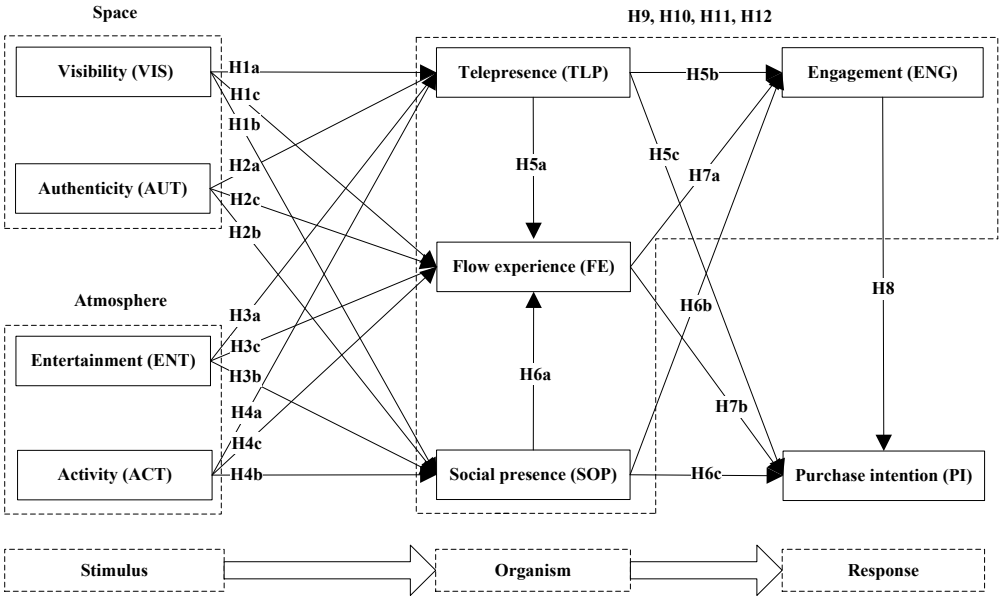
TLP has been investigated as a mediator. Sun *et al*. (2019) identified that presence, incorporating TLP and SOP, mediated the effects of VIS, metavoicing and shopping guidance affordances on PI. Additionally, Tong (2017) included TLP in a model as an intermediary between interactivity, realness and vividness, and PI, without investigating its mediating effects. This study proposes hypothesis H9 and its four sub-hypotheses, assuming that *TLP mediates the effects of VIS (H9a), AUT (H9b), ENT (H9c) and ACT (H9d) on FE*.

SOP has been analysed as a mediator in a number of instances. Ma *et al*. (2022) determined that SOP mediated the influence of interactivity, visualisation, and ENT on PI. Sun *et al*. (2019) concluded that SOP and TLP, combined in a broad concept termed ‘presence’, mediated the effects of VIS, metavoicing and shopping guidance affordances on PI. Tong (2017) explored the influence of SOP as a dependent and independent variable in a study on the effects of interactivity, realness and vividness, and PI, but did not investigate its potential mediating effects. This research proposes hypothesis H10 and its four sub-hypotheses:

H10: SOP mediates the effects of VIS (H10a), AUT (H10b), ENT (H10c) and ACT (H10d) on FE.

FE has been documented as a mediator and intermediary in LSC. Sun *et al.* (2019) determined that immersion mediated the influences of VIS, metavoicing and shopping guidance affordances on PI. Li and Peng (2021) used FE in both instances as both a dependent and an independent variable, in a study on the influences between live scene characteristics and gift-giving intention, but did not examine the mediating effects. Chen and Lin (2018) identified that ENT influenced flow, while flow impacted on perceived value in a study on intention to watch live-streaming channels, but no mediating effects were analysed. This investigation extends hypothesis H11 and four sub-hypotheses, presuming that *FE mediates the effects of TLP and SOP on ENG (H11a and H11b) and PI (H11c and H11d).*

In LSC studies, ENG has been determined as a mediator. Ma *et al.* (2022) concluded that ENG fully mediated the impact of SOP on PI. Jiang *et al.* (2024) explored ENG based on para-social interaction, determining a partial mediating effect through it between professionalism, interaction and streamer reputation, and product trust. This study proposes hypothesis H12 and its three sub-hypotheses, assuming that *ENG mediates the effects of TLP (H12a), SOP (H12b) and FE (H12c) on PI.*



Source: own research.

Figure 1. **Research Model of the Influence of Live-Streaming Commerce (LSC) Space and Atmosphere on ENG and PI through TLP, SOP, and FE**

The proposed research model is presented in *Figure 1*.

3. Research Methodology

3.1 Sampling Methodology, Questionnaire Design and Variable Management

This research employed a quantitative methodology to collect data from China based on an online questionnaire uploaded on Questionnaire Star. China forms the largest LSC market in the world, with 57% of its LSC users displaying a shopping experience in this format of over three years in 2023 (Becdach *et al.*, 2023). Moreover, Chinese live-streaming users exhibited more than three times higher number of

attended shows than users from other countries (Becdach *et al.*, 2023). The present study employed a non-random sampling technique, utilising email and WeChat contact lists to gather data from individuals with a minimum of one year's experience in LSC, encompassing shopping and/or engagement on various platforms. The members of these contact lists were asked to complete the online questionnaire if they met the above-mentioned criteria, and to forward the link of the questionnaire to their acquaintances.

Table 1. Latent Variables and Items

Variable	Item	Source
Visibility (VIS)	VIS1: The product display on a live-streaming platform is important to me VIS2: The display of the space used for live streaming is important to me VIS3: The display of the barrages on a live-streaming platform is important to me	Sun *et al.* (2019); Adelaar *et al.* (2003)
Authenticity (AUT)	AUT1: The product displayed on a live-streaming platform must be real. AUT2: The space used for live streaming must be real. AUT3: The barrage interaction on a live-streaming platform must be real	Shoenberger *et al.* (2020); Mezger *et al.* (2019)
Entertainment (ENT)	ENT1: I watch a live-streaming show only if it is very interesting ENT2: I watch a live-streaming show only if it is enjoyable ENT3: I watch a live-streaming show only if it relaxes me	Mazaheri *et al.* (2012); Chen, Lin (2018)
Activity (ACT)	ACT1: I am interested in live-streaming shows in which the streamer actively communicates with visitors ACT2: The popularity of a live-streaming platform is very important to me ACT3: The highly-frequent communication between the customers of a live-streaming platform is important to me	Bansal, Voyer (2000)
Telepresence (TLP)	TLP1: When I watch a live-streaming show, I develop a feeling of involvement TLP2: When I watch a live-streaming show, I feel like the presented goods are in front of me and I can recall them easily TLP3: When I watch a live-streaming show, I feel like I shop in a real store.	Bulu (2012)
Social presence (SOP)	SOP1: When I watch a live-streaming show, I get a sense of contact with the streamer and other co-users. SOP2: When I watch a live-streaming show, I can feel the enthusiasm of the streamer and other co-users. SOP3: When I watch a live-streaming show, I can feel the real communication experience.	Bulu (2012)
Flow experience (FE)	FE1: When I watch a live-streaming show, I feel that time passes quickly. FE2: When I watch a live-streaming show, I am always focused. FE3: When I watch a live-streaming show, I feel extremely immersed	Huang *et al.* (2017); Hsu *et al.* (2012)
Engagement (ENG)	PAR1: When I watch a live-streaming show, I want to take an active part in live-streaming activities PAR2: When I watch a live-streaming show, I want to respond to the streamer in live-streaming shows PAR3: When I watch a live-streaming show, I want to post barrage messages in live-streaming shows	Pöyry *et al.* (2013); Casalo *et al.* (2010)
Purchase intention (PI)	PI1: When I watch a live-streaming show, I want to buy the product recommended by the streamer. PI2: When I watch a live-streaming show, I consider buying the product recommended by the streamer PI3: When I watch a live-streaming show, I may buy products.	Sun *et al.* (2021); Chen *et al.* (2020)

Source: own calculations.

The online questionnaire was divided into three parts. The first part included the questionnaire guide and information about LSC. The second part included descriptive and behavioural (demographic) questions, specifically about gender, age, educational level, LSC experience, personal monthly average disposable income, and monthly average number of live-streaming views. The third part measured the nine latent variables of LSC, namely VIS, AUT, ENT, ACT, TLP, SOP, FE, ENG, and PI. In order to meet the scale reliability and validity, the questions were adapted from previous studies (see *Table 1*).

Each latent variable in the questionnaire contains three measurement items, rendering a total of 27 questions. All these questions made use of Likert scales with five levels, from 1 for 'completely disagree' to 5 for 'completely agree' (Huang *et al.*, 2017). The questions were translated from English to Chinese, and the questionnaire was scrutinized by three experts in e-commerce and two experts in live-streaming platforms. Once the resulting recommendations were implemented, the questionnaire was piloted among 50 respondents (Liu *et al.*, 2019). The pilot test unveiled that five questions had to be reformulated. Once these changes were made, the final questionnaire was obtained and distributed.

3.2 Data Collection, Sample Size and Statistical Analysis Method

The data were collected between March and May 2024. The initial phase of data collection entailed the electronic communication via email and the Chinese social media platform WeChat with the members of the lists that had been compiled by the authors. Participants were invited to complete the questionnaire if they had accumulated a minimum of one year of LSC purchasing and/or engaging experience. They were encouraged to disseminate the questionnaire link to their acquaintances who met the specified LSC purchasing and/or engaging criteria. A total of 454 questionnaires were received. Out of the 454 questionnaires distributed, 370 were returned, constituting a response rate of 82.6%. Following a comprehensive review of the aforementioned questionnaires, it was determined that all of them would be retained for further analysis. Consequently, a response rate of 81.49% was obtained. The sample size of the present study is in line with those employed in previous studies on LSC (Cao *et al.*, 2024; Lin *et al.*, 2022).

For data analysis, two methods were used, Partial Least Squares (PLS) and Structural Equation Modeling (SEM), to cover factor analysis perspectives and to analyse relationships, based on route analysis and significant paths. SEM is considered being adequate to be used in investigations with models including many constituents (Hair *et al.* 2019). This study's sample size surpasses the minimum acceptable sample size for using SEM of 200 respondents (Hoelter 1983). IBM SPSS Statistics 20 and Smart PLS 3.0 were employed for data analysis.

4. Results

4.1 Descriptive Results

The statistical analysis of the 370 valid questionnaires shows that 51.89% of the respondents were women and 48.11% were men. The educational level was mainly concentrated in the undergraduate group, accounting for 64.32%, and together with the postgraduate group accounted for 90.54% of the overall sample. Age was heavily concentrated in the age group of 18–35 years old, 63.79%, while the age group of 18–45 years old accounted for 84.87 % of the overall sample. The age structure matches to a certain extent the age groups pointed out by Becdach *et al.* (2023) in their study on LSC, with the largest proportion of the respondents in both studies found in the group under 35 years old. The average monthly disposable income of the respondents was mostly concentrated between 3001 and 6000 yuan (33.24%), with 81.35% of the respondents averaging a monthly disposable income between 1001 and 10000 yuan.

92.97% of the sample watched live-streaming shows more than three times per month on average. This result is congruent with the findings of Becdach *et al.* (2023) on the number of shows attended in a 12-month interval. The finding on LSC experience showed that 42.70% of the respondents had an experience between 1 and 3 years, while 80.27% had an experience of up to 5 years.

4.2 Common Method Bias

In some situations, when data are obtained in one approach and from the same individuals for dependent and independent variables, common method biases seem possible (MacKenzie, Podsakoff, 2012; Podsakoff *et al.*, 2003). A number of courses of action were considered to investigate common method biases. This research employed trap items in the questionnaire to identify and eliminate questionnaires that were inadequately filled in, centring on Podsakoff *et al.*'s (2003) recommendation to focus on measurement separation. Additionally, this research made use of Harman's one-factor test to determine whether one factor could explain more than 50% of the variance (MacKenzie, Podsakoff, 2012; Podsakoff *et al.*, 2003). Based on eigenvalues above 1, four factors were extracted, with the maximum variance explained by one factor being 48.72%, thus being indicative that common method bias did not impact the findings (Podsakoff *et al.*, 2003). Furthermore, a common method factor was included in the PLS model (Liang *et al.*, 2007), drawn from the items of the constructed factors. This entailed the calculation of each item's variance in a substantive way by considering the constructed factor and the method factor, the results showing that the average of the variance calculated this way (considering the squared values) was 0.7679, while the average of the variance determined based on the method approach was 0.0064. The ratio of these two averages was 136.44:1. All substantive factor loadings were significant, and the majority of the method factor loadings were not significant. Thus, considering the factor loading significance situation and the fact that the items' substantive variances are greater than the items' method variances, it can be concluded that common method bias should not be deemed an important threat.

4.3 Measurement Model Assessment

PLS-SEM was used in this study, as this method is suitable in investigations with models with many variables (Hair *et al.*, 2019), as is the case in this study, with the analysis of 9 variables. Data processing and statistical analysis were performed through the usage of SPSS 20, and path analysis and hypothesis testing were run based on SmartPLS 3.0. Based on the PLS algorithm in SmartPLS 3.0, item loadings were computed and scrutinised using a threshold of 0.708. This value is a reference point for a construct explaining over 50% of the variance of an item, exhibiting adequate reliability of the observed items (Hair *et al.*, 2019). The loadings of the observed items surpass 0.708 (values between 0.787 and 0.911), hence the requirement is met.

The Cronbach's α value for the questionnaire was computed. The determined value, 0.958, shows that the overall reliability of the questionnaire is high (Bagozzi and Yi, 1988). Additionally, the KMO (Kaiser-Meyer-Olkin) test was determined, its value of 0.948 exhibiting that factor analysis can be used with no problem (Alonso-Dos-Santos *et al.*, 2020). The CR (Composite Reliability) values for the latent variables in the sample exceed 0.7 (values between 0.866 and 0.918), implying acceptable reliability (Bagozzi, Yi, 1988). Validity was assessed based on convergent validity and discriminant validity (Bagozzi, Yi, 1988). Convergent validity was determined based on Average Variance Extraction (AVE) values. The results surpassed 0.5 (values between 0.683 and 0.790), showing adequate convergent validity. Discriminant validity was analysed based on the comparison between the AVE square root values and the correlations between variables, the former values exceeding the later ones, thus, being safe to conclude that discriminant validity is evidenced (Fornell, Larcker, 1981). Additionally, the study made use of the

heterotrait-monotrait ratio of correlations (HTMT) to analyse discriminant validity (Henseler *et al.*, 2015), with values less than 0.900 showing that discriminant validity can be established between variables. The HTMT computed values, all less than 0.900, indicate that discriminant validity can be established between variables.

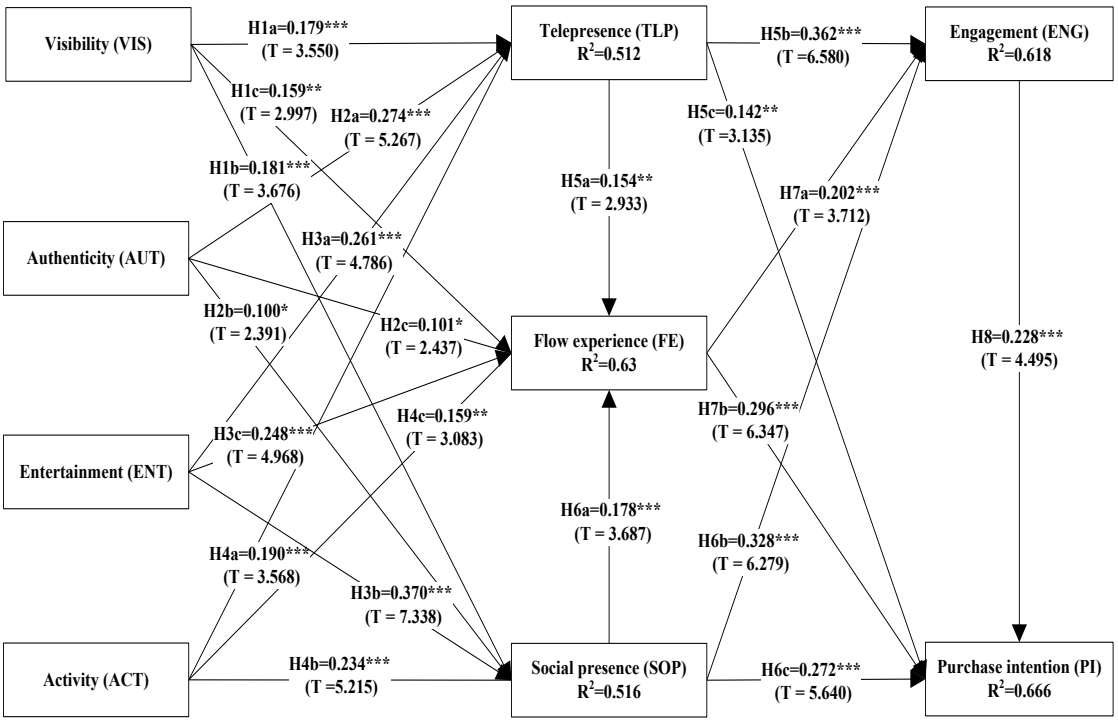
4.4 Structural Model Assessment

4.4.1 Testing for Multicollinearity

Multicollinearity was evaluated through the computation of the Variance Inflation Factor (VIF). Hair *et al.* (2019) recommend that VIF values should be below 3 to be in a safe zone. The VIF results, situated between 1.389 and 2.530, indicate that multicollinearity does not present a problem.

4.4.2 Testing the research hypotheses

Route analysis was employed to test the research hypotheses. Building on the recommendations of Hair *et al.* (2019), the paths between the variables were analysed through the usage of the PLS Algorithm, the significance levels between the variables, and T-values, were computed through Bootstrapping, and the model's explanatory power was assessed based on R^2 values by considering a minimum reference of 0.25. The path relationships and coefficients, T-values, significance levels and R^2 values are illustrated in *Figure 2*.



Source: own research.

Figure 2. **Research Model-Path Coefficients, T-Values, Significance Levels, and R2 Values**

Based on the findings, hypotheses H1 to H8 are supported. VIS, AUT, ENT, and ACT had significant positive effects on TLP, explaining 51.2% of TLP, and on SOP, explaining 51.6% of SOP. VIS, AUT, ENT, ACT, TLP, and SOP had significant positive effects on FE, explaining 63% of FE. TLP, SOP, and FE had

significant positive effects on ENG, explaining 61.8% of ENG. TLP, SOP, FE, and ENG had significant positive effects on PI, explaining 66.6% of PI. All R^2 values indicate moderate to strong explanatory powers (Hair *et al.*, 2019).

Hair *et al.* (2019) recommend that the path's model predictive accuracy Q^2 value of the endogenous variables in the model should be calculated. A value greater than 0 is deemed satisfactory. The Q^2 values calculated with Blindfolding are between 0.356 and 0.490, displaying medium to large predictive accuracy.

4.5 Mediation Analysis

Bootstrapping was employed to analyse the mediating effects and compute direct, indirect and total effects. VAF (variance accounted for), namely the ratio of the indirect effect to the total effect, was determined for testing the mediating effect. Values below 0.2 indicate no mediating effects, values between 0.2 and 0.8 show partial mediating effects, and values over 0.8 display full mediating effects (Hair *et al.*, 2019). Four mediating variables were considered in this study: TLP, SOP, FE, and ENG. The VAF determined values between 0.079 and 0.300 indicate only two situations of mediating effects. TLP partially mediated the effect of AUT on FE, explaining 26.1% of the effect of AUT on FE. ENG partially mediated the effect of TLP on PI, explaining 30% of the effect of TLP on PI. Thus, it can be concluded that among hypotheses H9 to H12, only H9b and H12a were supported.

5. Discussion

Based on SOR, this research investigated the influence of LSC's space and atmosphere characteristics, as stimuli, on user's TLP, SOP, and FE, as organism variables, and the impact of these variables on ENG and PI, as responses. Additionally, the impact of ENG on PI was explored.

5.1 Influence of Space and Atmosphere Characteristics

VIS had significant positive impacts on TLP, SOP, and FE. The significant influences of VIS on TLP and SOP are consistent with the research results of Sun *et al.* (2019) and Ma *et al.* (2022). The results indicate that VIS had the greatest effect on SOP. This situation could be explained based on the fact that VIS encompasses features that distinguish LSC from traditional e-commerce and stimulate provider-user and user-user interactions on the platform. This view reinforces the finding of Ma *et al.* (2022), supporting that VIS can narrow the psychological distance in the case of users. At the same time, the study confirms that VIS had a significant impact on FE, this result expanding the finding of Kühn, Petzer (2018), as they explored the influence of website design on PI. It can be concluded that VIS in LSC enables users to be attracted, engaged and immersed in live shopping.

AUT had significant positive effects on TLP, SOP, and FE. Among the three organism variables, AUT had the greatest effect on TLP. The significant effect of AUT on TLP is consistent with the findings of Tong (2017), strengthening the view that credibility enhances trust in LSC. The result could be explained based on the fact that the LSC shopping process occurs in real time. The significant impact of AUT on SOP echoes the results of Tong (2017). AUT helps users reach a sense of co-existence with the streamer and other viewers. In addition, the study found that AUT had a significant impact on FE, extending the views of Chen *et al.* (2023), focusing on willingness to immerse in LSC. Thus, the study shows that the LSC space can arouse users' interest, increase their devotion to it, and subsequently immersion.

ENT had significant positive influences on TLP, SOP, and FE. The findings build upon the conclusions of Cao *et al.* (2022) that ENT, seen as a sum of effects delivered by platform features and actions performed

by streamers, positively influences perceived value in LSC. Furthermore, the results echo the findings of Xue *et al.* (2020), emphasising that ENT narrows the psychological distance between users and products, and users and streamers. The significant impact of ENT on SOP corresponds with the results of Ma *et al.* (2022). Among the characteristics of LSC space and atmosphere, the strongest effect was determined in the relationship between ENT and SOP. This may be the case because ENT is generated through a variety of topics and actions under the active interaction and cooperation between streamers and users, leading to narrowing the distance between each side. At the same time, the study confirms the significant impact of ENT on FE. This conclusion reinforces the results of Chen and Lin (2018), indicating that the stronger the ENT in LSC is, the more likely users are to reach a state of FE.

ACT had significant positive impacts on TLP, SOP, and FE. The positive effects of ACT show that the communication between the streamer and users, and users' interactions on the platform can develop a feeling of belonging to an LSC platform. ACT significantly affected SOP, recording the strongest effect in this case compared to TLP and FE. This may be because an active shopping atmosphere is mainly accomplished through the performance of the streamer in the live broadcast room, the communication pushed by users and interaction with the streamer and between users. This result matches the finding of Ma *et al.* (2022) on the impact of interactivity on SOP and develops the view of Lin *et al.* (2022) about the positive influence of interactivity on pleasure. The study also found that ACT in LSC significantly affected FE. The result indicates that ACT is an important reason for users to immerse themselves in the environment. The finding contradicts the results of Li, Peng (2021), as they did not find significant influences between instant feedback and interactivity on one side and FE on the other side. Based on the findings, it is safe to conclude that an active shopping atmosphere builds a sense of belonging in an LSC space, strengthens SOP, and leads to enjoyment and immersion in LSC.

5.2 Influence of TLP, SOP and FE

TLP had significant positive effects on FE, ENG, and PI. These findings enhance the impact of TLP in online shopping by adding an alternative view to the already documented effects on perceived trust (Tong, 2017), purchasing enjoyment (Song *et al.*, 2007), or satisfaction (Bulu, 2012). The identified positive influence of TLP on FE strengthens the similar findings discovered by Shin (2018) in a research on virtual reality. Moreover, the result matches the direct relationship between TLP and FE determined by Li and Peng (2021) in a study on gift-giving in LSC. The study confirms that TLP had a significant impact on ENG. Among the three investigated variables, TLP had the greatest impact on ENG. The result completes the finding of Hu and Chaudhry (2020) on the influence of affective commitment to the online marketplace and ENG. The results also show a positive influence of TLP on PI. This outcome is in sync with the finding of Tong (2017). All things considered, TLP can strengthen the media effect of live shopping and can enhance ENG and PI.

SOP had significant positive influences on FE, ENG, and PI. The significant influence of SOP on FE is consistent with the results of Zhang *et al.* (2014) in social commerce, and complements the conclusion of Chen *et al.* (2023) on the influence of SOP on user identification in LSC. At the same time, the study found that compared with TLP, SOP had a greater impact on FE, indicating that SOP is more likely to induce users into immersion. The study also found that SOP had a positive effect on ENG. In fact, SOP had the strongest influence on ENG, compared to FE and PI. The result matches the findings of Ma *et al.* (2022) and expands the conclusion of Hu and Chaudhry (2020) on the influence of affective commitment to the streamer on ENG, indicating that when users reach a sense of SOP, they may be more deeply focused and involved in live streaming. The research also confirms the significant impact of SOP on PI. This result is consistent with the conclusions of Tong (2017), but contradicts the non-significant finding

determined by Ma *et al*. (2022). Thus, SOP can effectively build and strengthen user-to-user and user-to-streamer relationships in LSC, making prospects more willing to accept testing products recommended by streamers and praised by buyers.

FE in LSC had significant positive impacts on ENG and PI. The significant impact of FE on ENG supports the finding of Li and Peng (2021) on the influence of FE on the intention to offer gifts in live streaming. The results align with the findings of Zhang *et al*. (2014) on the positive effect of FE on users' participation intention in social commerce. FE had a greater impact on PI. The positive effect of FE on PI is in sync with the conclusions of Sun *et al*. (2019) on the influence of flow immersion on PI in LSC. Thus, this study underlines the importance of FE in stimulating buying and non-buying behavioural aspects, thereby contributing to the existing literature on LSC.

5.3 Influence of ENG

ENG had a significant positive effect on PI. The results are congruous with the findings of Ma *et al*. (2022) and Zheng *et al*. (2022), strengthening the body of literature focusing on the relationship between ENG and PI in LSC. The research outcome supports the view that when users pay attention to the live content and actively interact with streamers and co-users, they tend to display PI.

5.4 Mediating Effects

The mediating effects were identified in only two cases. TLP partially mediated the effect of AUT on FE. This finding pushes the boundaries of LSC literature by presenting an additional research avenue on the importance of TLP as a mediator next to the ones f identified by Sun *et al*. (2019), emphasising mediating effects between VIS, metavoicing and shopping guidance affordances, on one part, and PI, on the other one. ENG partially mediated the relationship between TLP and PI. This result complements previous findings on the role of ENG as a mediator. Ma *et al*. (2022) identified that ENG fully mediated the influence of SOP on PI. Jiang *et al*. (2024) determined that para-social interaction, a concept used to define ENG, partially mediated the effects of professionalism, interaction and streamer reputation on product trust. Furthermore, the findings show that non-buying behaviour can strengthen the effects of platform features on potential buying behaviour.

Conclusions

Based on SOR, this study proposed and tested a research model on the influence of LSC's spatial and atmosphere characteristics on TLP, SOP, FE, and their influence on ENG and PI. By employing a non-random sampling technique, data were collected in China with an online questionnaire. Hypothesis testing was carried out using PLS-SEM. The findings show that VIS and AUT, as spatial characteristics, and ENT and ACT, as atmosphere characteristics, had significant positive effects on TLP, SOP and FE, while these variables significantly and positively affected ENG and PI. TLP partially mediated the effect of AUT on FE, while ENG partially mediated the influence of TLP on PI.

Theoretical Significance

This study introduces several new avenues to the LSC literature. Firstly, this research applied the SOR theory by considering two distinct groups of characteristics as stimuli, one pertaining to the platform, specifically space, and the other referring to actions performed on the platform, namely atmosphere. As organism variables, three factors were included. TLP, the first one, was considered to assess the belonging to an LSC platform. SOP, the second one, was added to evaluate interactions with other people. FE, the third variable, was incorporated to investigate the involvement and immersion in LSC. As

responses, ENG and PI were evaluated to address non-buying and buying behaviours. Furthermore, fifteen mediating instances were proposed and tested. Thus, the study provides an additional perspective on the usage of the SOR theory in LSC next to already existing ones (Ma *et al.*, 2022; Wongkitrungrueng, Assarut, 2020; Zhong *et al.*, 2022), pushing the LSC theoretical boundaries based on the recommendation of Ma *et al.* (2022), that more studies on LSC should be performed as the field is still a developing one.

This research develops the literature through the broad coverage of the LSC's influencing factors by clearly differentiating between characteristics pertaining to the platform, meaning space, and variables pertaining to actions, referring to atmosphere, showing the appropriateness of analysing in the same model technical features and human implications in explaining behavioural constructs in LSC. Thus, this study offers an alternative to studies that have analysed LSC features as a block by including either only variables pertaining to streamers or to both streamers and platforms without clearly pointing from which side the influences come from (Cao *et al.*, 2020; Hu, Chaudhry, 2020; Ma *et al.*, 2022; Wongkitrungrueng, Assarut, 2020).

This study looked into users' feelings associated with the infrastructure, people and the overall experience by integrating them in a single model. Existing studies have focused on either one of these emotional reactions matched with others or not (Li, Peng, 2021; Ma *et al.*, 2022), or on two of them grouped with others or not (Tong, 2017), or considered all three variables but combined and not separately (Sun *et al.*, 2019). Thus, this study offers a comprehensive analysis alternative to be used in LSC.

Two consumer responses were analysed, ENG and PI. This study builds upon the recommendation of Ma *et al.* (2022) to further research the LSC field. It offers an additional investigating view into the combined non-purchase and purchase behaviours in LSC.

Practical Implications

The research results provide practical insights for the planning and implementing of marketing strategies by LSC vendors and streamers. VIS and AUT, and ENT and ACT can fully enhance TLP, SOP, and FE, which are essential in rendering ENG and PI. As all analysed space and atmosphere variables turned out to be significant influencers of user emotions, they should be carefully considered by LSC businesses and streamers. In terms of VIS, LSC sellers and streamers should design shopping scenes in a targeted manner and display goods, sales processes, and user information exchange in an all-round and a multi-angle manner in order to stimulate users to embrace the platform, communicate and enjoy the experience. When it comes to AUT, correct and real information must be broadcasted and displayed. Thus, product display, testing, production or processing must be streamed and displayed in such a way, as every aspect that is shown reflects the reality, so that users build confidence, leading to a sense of belonging, to interaction with others and enjoyment on the platform. Regarding ENT, LSC companies and streamers should diversify ENT settings, constantly innovate ENT activities, and attract users to actively participate in them, so as to maximise user attachment, interaction, and involvement. As for ACT, LSC businesses and streamers should guide users to participate in product-related topics and actively evaluate products, encourage users to interact, communicate and share in the barrage comment area, and support the offers in order to create for users a sense of association with the platform, to stimulate interplay with the streamer and co-users, and to drive users into a state of immersion in the environment.

Research Limitations and Future Research Directions

Although the study provides several contributions to the literature, it is not without limitations. First of all, the study employed a non-random sampling technique which rendered impossible the generalisability of the findings to all LSC users. Future studies should consider testing the model by using random sampling techniques. Secondly, the model focused on China. Although China is the largest LSC market in the world (Becdach *et al.*, 2023) and is suitable to test the model, the conclusions may differ if the model is assessed in other countries. Hence, future studies should test the model in other countries and geographic regions. Thirdly, the study focused on TLP, SOP, and FE as user emotions. Although presence and immersion are extremely important behavioural triggers, additional tests should be performed by including other variables to check whether the model could render better results. For example, future studies should consider including trust in the model (Chen *et al.*, 2020), as a composite of trust in the platform, product and streamer, to be used as a dependent variable of spatial and atmosphere variables and independent variable for FE, ENG, and PI to measure direct and mediating effects of this variable. Fourthly, the study focused on PI. Intention may not always lead to actual purchasing. Therefore, future studies should consider developing the model by analysing the possible effects of ENG and PI on effective purchasing in LSC.

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RYŠYS TARP TIESIOGINĖS PREKYBOS, ĮSITRAUKIMO IR KETINIMO PIRKTI

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Santrauka. Sparčiai populiarėja tiesioginė prekyba (LSC) – naujausia el. komercijos forma. Remiantis SOR teorija, šiame tyrime pateikiamas LSC erdvės ir atmosferos savybių įtakos telebuvimui (TLP), socialiniam buvimui (SOP), įsitraukimo srautui (FE) ir jų įtakos įsitraukimui (ENG) ir ketinimui pirkti (PI) modelis. Pritaikius neatsitiktinės atrankos metodą ir internetinę apklausą, buvo surinkti duomenys iš 370 respondentų Kinijoje. Panaudojus PLS-SEM rezultatai atskleidė, kad matomumas ir autentiškumas – erdvės charakteristikos ir pramogos bei aktyvumas – atmosferos charakteristikos reikšmingai paveikė TLP, SOP ir FE, o šie kintamieji reikšmingai teigiamai veikė ENG ir PI. TLP iš dalies medijavo autentiškumo (AUT) įtaką FE, o ENG – TLP įtaką PI. Teorinės įžvalgos apima naujos SOR tyrimų krypties vystymą, LSC įtakos veiksnių sujungimą į dvi grupes, naudotojų emocijų, susijusių su LSC erdvės, žmogiškaisiais ir patirties aspektais, integravimą bei pirkimo ir nepirkimo elgsenos analizės plėtrą. Praktinės rekomendacijos skirtos LSC verslams ir transliuotojams. Ateities tyrimuose būtų galima taikyti atsitiktinę atranką ir analizuoti kitas geografines sritis. Modelį būtų galima išplėsti įtraukiant naujus biologinius kintamuosius ir analizuojant efektyvų pirkimą.

Reikšminiai žodžiai: tiesioginė prekyba; SOR; įsitraukimas; ketinimas pirkti; PLS-SEM.