

INFLUENCE OF THE LEVEL OF ENTERTAINMENT IN LIVE COMMERCE ON CONSUMERS' INVOLVEMENT, BRAND AWARENESS, AND PURCHASE INTENTION

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ABSTRACT

In recent years, the rise of live commerce has enabled major online shopping and social platform operators to enhance consumer engagement through the real-time and interactive nature of live commerce, thereby achieving a promotional effect. Through live streaming, sellers can demonstrate their products in person and answer consumers' questions in real-time. At the same time, owners can directly understand viewers' reactions, reducing the bonding time between buyers and sellers, effectively stimulating consumption, and bringing consumers a new consumer experience. In addition, live commerce allows brands to sell products through live streams on digital platforms. It provides a new channel for retailers, brands, and digital platforms with tremendous scope for value creation. Therefore, it is necessary to study how the factor of entertainment will impact live commerce. This study examines how the level of live commerce entertainment influences consumers' involvement, brand awareness, and purchase intention. The results of the study were analyzed through a web-based questionnaire, and the valid questionnaires were collected and the results were analyzed.

Keywords: Live commerce, entertainment, consumer involvement, brand awareness, purchase intention.