

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

**Desmond Hii Pei Jing**  
I-Shou University  
**Taiwan**  
desmondhiipj2000@gmail.com

**Chang Yu Fang**  
I-Shou University  
**Taiwan**  
vvonnies@gmail.com

**Ching-Yi Tien**  
I-Shou University  
**Taiwan**  
tien@isu.edu.tw

## 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.

## INTRODUCTION

### 1.1 Research Background

The Internet has become an indispensable part of life for now. With the development of technology and the advancement of the Internet, the current shopping trend is not limited to physical stores to buy goods. Online purchasing has become an essential functionality in society today. The diversity and convenience of e-commerce make shopping and consumption behavior has become one of the daily lives of modern people. According to Chuangji (2021), in Taiwan, during the three years of the interview, more than 80% of the respondents have used the Internet for shopping, and 46.7% of those who have purchased online have watched live shopping within three months.

Khanam (2018) stated that blending entertainment and real-time purchases, live commerce provides a new channel for retailers, brands, and digital platforms with tremendous scope for value creation. As a result, the issue of live commerce is increasingly emphasized and hotly debated, so the main motive of this paper is to understand how the level of entertainment in live commerce influences consumers' involvement, brand awareness, and purchase intention.

## 1.2 Research Questions

This study addresses the following research questions.

1. How does the nature of entertainment in live commerce influence consumers' degree of involvement?
2. How does the nature of entertainment in live commerce influence consumers' brand awareness?
3. How does the nature of entertainment in live commerce influence consumers' purchase intention?

## 1.3 Research Objectives

The objectives for this research are:

1. To understand how the nature of entertainment influences consumer involvement in live commerce.
2. To understand how the nature of entertainment influences consumers' brand awareness in live commerce.
3. To understand how the nature of entertainment influences consumers' purchase intention in live commerce.

## LITERATURE REVIEW

### 2.1 Nature of entertainment

Entertainment can be seen as an activity that delights the recipient through the expression of joy, sorrow, or the skills of oneself and others, with a certain degree of inspiration (Bryant & Miron, 2002). Obviously, this definition is broad and encompasses tragedy and comedy, various competitions and games, musical and dance performances, and appreciation. In addition, entertainment is an activity that holds the viewer's attention and interest. Its objective is to make the audience feel happy or intrigued or to relieve stress by providing a temporary escape from reality and letting them put their worries behind them (Chen & Lin, 2018). Bosshart and Macconi (1998) define the experience of entertainment as pleasurable, stimulating, relaxing, and diverting.

### 2.2 Consumer Involvement:

According to Zaichkowsky (1985), consumer involvement is a motivating factor in consumer behavior and can be defined as a person's perceived relevance to the object based on inherent needs, values, and interests. Also, Hu (2008) suggests that the higher the degree of consumer involvement, the higher the degree of acceptance of the product, and when consumers and others share the same perceptions, people with deeper involvement are more likely to accept each other's opinions.

The book *Principle of Marketing* by Kotler (2017) distinguished consumer involvement into three levels: low involvement, high involvement, and limited problem-solving. The object of involvement may be a product, a service, a scenario, or an advertising campaign. Low involvement decisions occur when the item is relatively inexpensive and does not pose a high risk when the consumer makes a wrong decision. High involvement decisions are the ones that come with a higher risk to the buyer when they make a wrong decision. These items, such as houses, cars, and luxury items, have a higher price tag and are not purchased frequently. Therefore, consumers will gather more information before deciding to buy it. Moreover, limited

problem solving is a concept between low and high involvement, consumers that already have some information about a good or service but continue searching for more information.

Houston and Rothschild (1978) distinguished three main types of “nature of involvement”: “situational involvement,” “enduring involvement,” and “response involvement” (pp.184-187). According to Bloch and Richins (1983), “situational involvement” refers to consumers’ short-term interest in a product for a specific purpose. However, the level of involvement decreases as soon as the consumer achieves the purpose: a temporary interest in the subject matter in a particular context (pp.69-81). Additionally, enduring involvement is derived from factors such as intrinsic needs, values, or interests that lead to persistent attention. This involvement is less likely to disappear as the context changes and the purpose of the consumer’s attention is satisfied. In addition, Arora (1982) defines “response involvement” as a psychological state generated by the combination of “situational involvement” and “enduring involvement” in relation to a specific subject matter (pp.505-516). Chi *et al.* (2010) found that the level of involvement influences consumers’ willingness to purchase. In addition, consumers are willing to spend more time to understand and participate more frequently in products or advertisements if they match their own perceptions, needs, values, or interests, and the higher the level of involvement, the easier it is to trigger consumers’ psychological commitment and generate customer loyalty.

### **2.3 Purchase intention**

Purchase intention is constituted by the consumer’s evaluation of the product or brand attitude and external influences. According to Granrose (1984), purchase intention is a measure of a consumer’s likelihood of purchasing the product, and a higher purchase intention indicates a higher probability of purchase. Conversely, a lower intention does not mean that a purchase is absolutely impossible.

Curras-Perez et al.(2014) have found that entertainment positively affects attitudes, affecting the willingness to recommend and use a particular social platform. Spear and Singh (2004) found that purchase intention is a consumer’s conscious intention to purchase a good, which can be formed when the consumer has a good impression and attitude towards the good, meaning the subjective probability of purchasing a particular good. Summarizing the arguments of the above scholars, we can suggest a hypothesis that entertainment can positively influence purchase intention in live commerce.

### **2.4 Brand Awareness**

Brand awareness is a marketing phrase that describes the level of consumer recognition of a product by its name. Creating brand awareness is a significant step in promoting a new product or modernizing an older brand. Brand awareness can be designated as the level of consumers’ familiarity with a brand (Aaker,1991). According to Rossiter and Percy (1987), brand awareness is the ability of consumers to identify brands in other brands. Monroe and Krishnansn (1985) believe that the higher the awareness of the store and the brand, the higher the quality of the consumer’s perception of the product. In addition, Samiee (1994) found that even if consumers are not familiar with a product, they are likely to have a favorable opinion of it if it has high brand awareness towards the product. However, for low-visibility brands, consumers have less

knowledge about the brand and must rely on other information provided by the brand to evaluate the product.

## METHODOLOGY

This study is based on a quantitative research sampling method because the research questions are clearly defined, and objective answers are needed (Labaree, 2021). There are 21 questions in the questionnaire, and 2 of the questions are screening questions. Likert scale is used to collect the responses of the respondents so that the questionnaire can collect more than just a simple yes/no from the respondents; the scale in this study used is 1 (Strongly Disagree), 2 (Agree), 3 (Neutral), 4 (Agree), 5 (Strongly Agree). This way, qualitative data is obtained with different opinion levels and analyzed relatively quickly (McLeod, 2019).

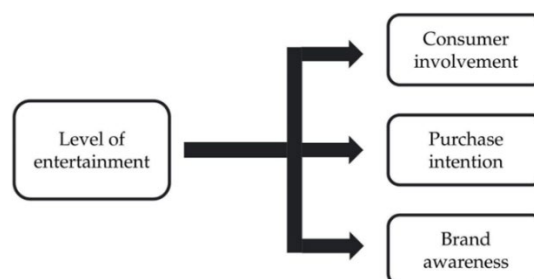
### 3.1 Data collection

For this study, a total of 140 responses were collected, and 138 were valid. The data is collected solely from the population living in Taiwan by using Google Forms in order to increase productivity and save time (Saunders, 2015). Before the questionnaire was sent out, a pilot test was conducted with 20 responses, and the data were analyzed with SPSS 18 for the Cronbach's Alpha which confirmed the reliability of the questionnaire. Data is then transferred into SPSS to be calculated and analyzed. Graphical presentations, such as histograms, bar charts, and pie charts, are used to make the interpretation work easier. Analyzing these variables' frequencies helps better construct the relevancy and validity of the sample group within this research. In this paper, the statistic will include descriptive statistics.

### 3.2 Conceptual Framework

The base concept for this study is to find the relationship between the level of entertainment and the three variables: consumer involvement, purchase intention, and brand awareness.

Figure 1 Conceptual framework of this study



## RESULTS AND DISCUSSION

This section presents the results of the statistical analysis. The questionnaire data is based on the survey's results to verify this study's research hypothesis and framework.

### 4.1 Descriptive Analysis

Due to the nature of this study which is based on descriptive analysis, the results are reported in the following subsections.

#### 4.1.1 Reliability Analysis

Before officially starting the survey, a pilot test was taken to test whether the questions were reliable. The method this study used is Cronbach's Alpha, by conducting a pilot test on 20 respondents. The value taken from the result is 0.922. Pallant (2001) states that Alpha Cronbach's value above 0.6 is considered high reliability and desirable index. Whereas the value of Alpha Cronbach is less than 0.6 considered low.

After collecting 138 respondents, the Cronbach's Alpha reliability test was retaken. The result is the value of 0.925, showing that the questionnaire for this study is highly reliable.

#### 4.1.2 Gender

A total of 35 (25%) respondents were male, and 103 (75%) were female. Therefore, the proportion of female respondents in the valid questionnaires of this study was higher than that of male respondents. In order to pursue an analysis of the data from both gender, a t-test has been conducted to see if there are any significant differences between the two data. Statistically, if the P-value is lower than 0.05, the differences between the two data are statistically significant (McLeod, 2019). The data shown in table 1 indicates that the data between males and females from three variables, consumer involvement, purchase intention, and brand awareness, do not show a significant difference (see Table 1).

**Table 1 The t-test statistic to examine gender difference**

Variables	P-value
Consumer Involvement	0.7381
Purchase Intention	0.4693
Brand Awareness	0.9084

#### 4.1.3 Descriptive Statistical Analysis of Each Variable

##### (1) Consumer Involvement

Hypothesis 1 - A live commerce streamer/platform with a higher level of entertainment will positively influence consumer involvement.

Based on the literature mentioned, it is clear that the level of involvement is the extent to which consumers care about the perception of product information. This study is based on the Involvement Scale proposed by Zaichkowsky (1994), and Chen (2001) modified it to measure the level of involvement of live shoppers. The questions are organized as shown in Table 2:

**Table 2 Measurement questions for Consumer Involvement**

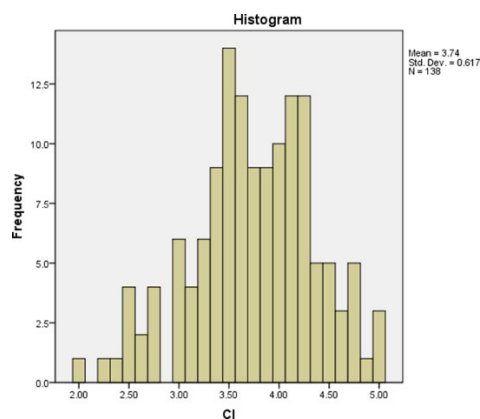
Variable	Questions	Mean
Consumer Involvement	1. Live commerce streaming that is entertaining made live shopping important to me personally.	4.06
	2. My life and live shopping are closely related because it is entertaining.	3.56
	3. I am attracted to a particular live commerce streamer because it is entertaining.	3.93
	4. I am addicted to live shopping because it is entertaining.	3.05
	5. Live shopping is valuable to me because it is entertaining.	3.54
	6. A live commerce streamer with a higher level of entertainment made me want to learn more about him/her.	4.03
	7. Live shopping is especially meaningful to my life because it is entertaining.	3.39
	8. The “gift voucher” mechanism attracts me to participate in live commerce.	4.41

Based on the calculated result from the consumer involvement questions shown below in Figure 2, the mean score of the relationship between the level of entertainment and consumer involvement is 3.74 out of 5. This mean score shows that most of the respondents agreed with hypothesis 1. Furthermore, the two questions in the screening question shown in Table 3, the question verifies whether the gift voucher mechanism during the live commerce session is considered a form of entertainment for the respondent. The questionnaire results show that 94% of the respondents agree it is entertaining. Hence, identifying and analyzing the questions focused on consumer involvement with the highest mean is question 8. As Table 2 shows that a live commerce platform with a greater level of entertainment has the most impact on consumer involvement in this study. Conversely, question 4 in Table 2 with the lowest mean score shows that the most minor entertainment level impacts addiction as one of the aspects of consumer involvement as the mean value of 3.05 is considered a neutral value.

**Table 3 Screening Questions**

1. Do you have any experience purchasing on any live commerce platform?
2. If a streaming platform has a mechanism for streamers to randomly distribute “gift vouchers” only applicable to the streamer’s shop during the live stream. Do you think that this mechanism entertains you in your live commerce experience?

**Figure 2: Histogram of the data from consumer involvement extracted from SPSS**



**(2) Purchase Intention**

Hypothesis 2 - A live commerce streamer/platform with a higher level of entertainment will positively influence consumers’ purchase intention.

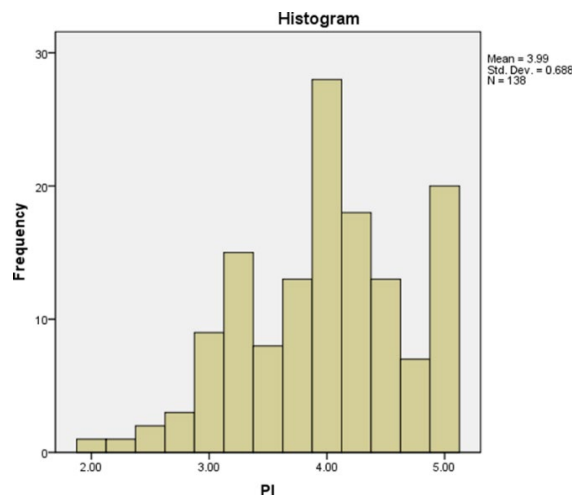
Based on the results of the literature mentioned above, it can be understood that purchase intention is a measure of consumers’ likelihood of purchasing a product or service, and a higher purchase intention means a higher purchase probability. In this study, the purchase intention was measured using Zeithaml’s (1988) measurement method, and the questions “consider buying,” “may buy,” and “want to buy” were used to measure the purchase intention of live shoppers. The questions are organized as shown in Table 4:

**Table 4 Measurement questions for Purchase Intention**

Variable	Questions	Mean
Purchase Intention	1. I am more likely to buy from a live commerce streamer that is relatively entertaining than its competitor.	3.97
	2. I am more likely to consume on live commerce with the “gift voucher” mechanism.	4.22
	3. I find myself increasing my purchase frequency from a streamer because he/she has improved and increased the level of entertainment for its live session.	3.86
	4. I am more likely to consume on a live commerce platform if it has a relatively better entertaining mechanism on its platform than its competitor.	3.91

Based on the calculated result from the purchase intention questions shown below in Figure 3, the mean score of the relationship between the level of entertainment and purchase intention is 3.99 out of 5. This mean score shows that most of the respondents agreed with hypothesis 2. Furthermore, question 2, shown in Table 4 with the highest mean score of 4.22, shows that a live streaming platform with a higher level of entertainment has a more significant impact on purchase intention in this study. Conversely, question 3 in Table 4, with the lowest mean score of 3.86, shows that a live streamer with a higher level of entertainment has a lesser impact on purchase intention in this study.

**Figure 3: Histogram of the data from purchase intention extracted from SPSS 18**



**(3) Brand Awareness**

Hypothesis 3 - A live commerce streamer/platform with a higher level of entertainment will positively influence consumers’ brand awareness.

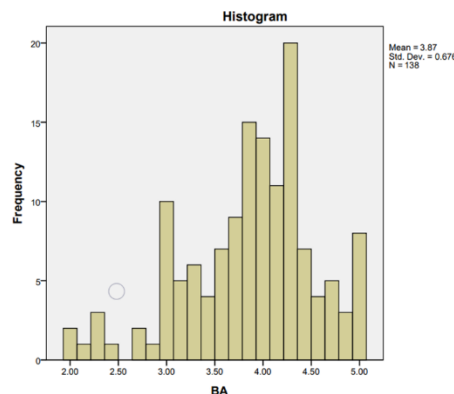
Based on the literature review of brand awareness, it is understood that a consumer’s level of recognition of a product by its name and designated as the level of consumers’ familiarity with a brand (Aaker,1991). Moreover, according to Rossiter & Percy (1987), brand awareness is the ability of consumers to identify brands in other brands. These questions are constructed based on our findings in the literature review, and they are organized as shown in Table 5:

**Table 5 Measurement questions for Brand Awareness**

Variable	Questions	Mean
Brand Awareness	1. I will have more familiarity with a live commerce streamer that is more entertaining.	3.93
	2. I can easily recognize a streamer among other competitors because he/she is more entertaining.	3.89
	3. A particular live commerce streamer comes to my mind quickly when I think/see a product because he/she is more entertaining.	3.93
	4. A particular live commerce streamer comes to my mind quickly when the streamer chooses to use the “gift voucher” mechanism.	3.88
	5. Different platforms have their own mechanism to enrich their live commerce experience. A particular platform comes to my mind first because of its entertaining mechanism.	3.67
	6. I will be more familiar with a live commerce platform with a more entertaining mechanism.	3.86
	7. I can easily recognize a streaming platform among other platforms because it has a more entertaining mechanism.	3.93

Based on the calculated result from the measurement questions for brand awareness shown below in Figure 4, the mean score of the relationship between the level of entertainment and brand awareness is 3.87 out of 5. This mean score shows that most of the respondents agreed with hypothesis 3. Furthermore, questions 3 and 7, shown in Table 5, both got the highest mean score of 3.93, showing that both live commerce streamers and platforms have a similar impact on brand awareness when there is a higher level of entertainment.

**Figure 4: Histogram of the data from brand Awareness extracted from SPSS 18**





## CONCLUSIONS AND SUGGESTIONS

### 5.1 Conclusion

The descriptive statistical data from the questionnaire show that most of the respondents agree that a higher level of entertainment in live commerce can increase consumers' involvement, purchase intention, and brand awareness. Therefore, the implementation of entertainment of any form in live commerce can be considered a critical factor that will positively influence the performance of a live commerce streamer or platform. Moreover, in the screening question of this study, the "gift voucher mechanism" is referred from a mechanism by Shopee, an online shopping platform. Therefore, from the analysis concluded from the questionnaire, the study shows that this mechanism can increase consumers' involvement, purchase intention, and brand awareness. It is recommended that other live commerce platforms implement such a mechanism into their platforms. Furthermore, it can be concluded that the influence of a higher level of entertainment on consumer involvement and purchase intention is relatively more significant on live commerce platforms than on live commerce streamers.

### 5.2 Limitation

This study has tried its best to conform to the scientific principles in identifying the research topic, collecting and organizing the literature, establishing the research framework and hypothesis, and analyzing the data. However, there may be some possible limitations in this study; the study limitations are described as follows:

- (1) The questionnaires in this study were mainly based on the questionnaires and expert opinions of related studies in Taiwan and abroad, and under the subjective judgment of those researchers, it is possible that the result of this study is not unbiased.
- (2) This study only examines the relationship between entertainment, consumer involvement, brand awareness, and purchase intention; therefore, other factors related to live commerce could be used in future studies.
- (3) The sample size for this result could be larger to have more data with more accuracy.
- (4) The questionnaire in this study was not conducted for an age group but only for gender. Therefore the habits of different age groups toward live shopping may be overlooked.
- (5) Future studies should include advice from experts from the related fields to increase the reliability of the result.
- (6) Only Taiwanese consumers are included in this study. In the future, the research may include foreign consumers and compare the differences between consumers from different regions and ethnic groups.

### 5.3 Ethical consideration

- (1) During the data collection process, relevant information related to this study was informed to the respondents before they started the survey comprehensibly without coercion or inappropriate inducement (Saunders, 2015).
- (2) All the respondents remained in anonymity.

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