

The Impact of Live Commerce Features and Situational Factors on Participation Intention in Tourism Live Commerce*

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I. Introduction

The term 'live streaming' refers to the simultaneous recording and real-time broadcast of online streaming media (Visual Domain, 2024). With the rapid advancement of mobile Internet technology, live streaming has become

deeply embedded in people's lives. According to the China Internet Network Information Center (CNNIC, 2021), 703.37 million people in China use online live streaming services, an increase of 86.52 million since December 2020, accounting for 68.2% of all internet users. Among these users, 464 million engaged

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in live commerce, which combines live streaming with e-commerce. This represents an increase of 75.79 million since December 2020, making up 44.9% of all internet users (CNNIC, 2021).

The integration of live streaming into the tourism industry during the global pandemic led to the development of a new business model known as ‘tourism live commerce (TLC)’. This model merges the tourism industry with live streaming and e-commerce. TLC is defined as an activity where hosts continuously release videos, audios, images, and other information in real-time to introduce and display tourism products to consumers, thereby stimulating purchase intention through interaction and responding to comments (Xie et al., 2022).

In recent years, TLC has experienced significant growth due to its ability to overcome time-space limitations, quick distribution, and high interactivity, attracting considerable attention (Chen & Yin, 2021). For instance, Ctrip CEO Liang participated in the first TLC event in Sanya city in March 2020, selling 10 million ‘hotel + tickets’ packages in less than one hour (Ye, 2022). Furthermore, Ctrip.com’s TLC generated a Gross Merchandise Volume (GMV) exceeding 1.1 billion yuan, with peak sales reaching 8,000 hotel suites in one minute, and an average of 41.2 “room + ticket” packages sold per second.

TLC holds great promise and potential in

digital development as it combines supply and sales chains to create a circular marketing path, promoting future growth and accelerating the recovery of the tourism industry. However, despite its importance and growth, there is limited existing research on TLC, a rapidly emerging field. Although several studies have recently begun to focus on live commerce (e.g., Huang & Yang, 2021; Wei, 2022), TLC remains underexplored due to its later development compared to other forms of live streaming.

This study aims to explore the impact of TLC on consumers’ participation intentions. Specifically, the purpose of this study is to identify the features and situational factors of TLC and investigate their impact on flow experience, perceived value, and participation intention using the Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974). This study enriches the research on TLC and expands the S-O-R framework within this context. The research is also expected to provide practical implications for managers, enabling them to enhance their strategies and optimize consumer engagement in TLC.

II. Literature Review

2.1 Tourism Live Commerce

With the advancement of network information

technology, live streaming platforms have proliferated, leading to a significant increase in users and a considerable impact on people's lives (Park & Lee, 2024; Tan et al., 2018). Live streaming enables instantaneous interaction and two-way communication with audiences through bullet comments (Tan et al., 2018). Live streaming is a vertical market that includes live commerce, where products are showcased to viewers via live streaming, and the host engages them in real-time conversation to encourage purchases (Xie et al., 2022).

Live commerce typically operates in two modes. The first mode involves traditional e-commerce platforms incorporating live streaming-related functions. Companies like Amazon, Taobao, and JD.com use live streaming to inform, engage, and motivate consumers to make purchases. The second mode involves social media platforms with live streaming functions adding e-commerce capabilities, such as Live.me, Kuaishou, and TikTok.

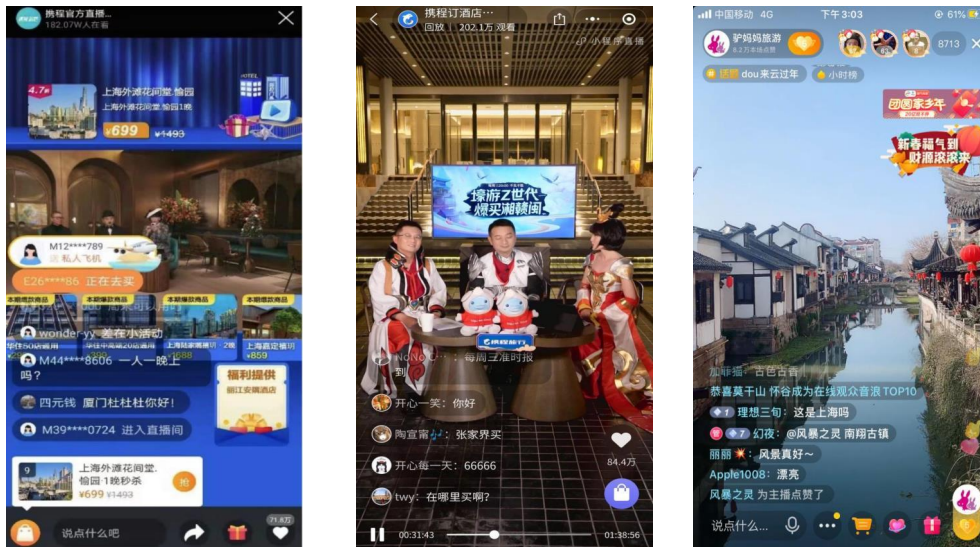
Live commerce combines the strong social interaction and high engagement levels of live streaming with the transactional capabilities of e-commerce. Customers can gain a comprehensive understanding of the products, including their fundamentals, details, features, and usage instructions. Additionally, customers can post questions or comments in real-time, and businesses often reward viewers with red envelopes or vouchers, fostering positive

relationships (Xu et al., 2021).

Despite the growing importance and popularity of live commerce through live streaming in tourism marketing, there remains a paucity of research specifically focused on TLC within the tourism context (Xie et al., 2022). TLC hosts use computers or mobile devices to display natural scenery, folk culture, special foods, and other attractions interactively, achieving both informational and commercial purposes. TLC products are fundamentally experiential in nature, necessitating that consumers physically visit tourist destinations to engage in and benefit from these experiences, as direct utilization of the products is not possible (Wang & Guo, 2024).

TLC can be categorized into two types: inside TLC and outside TLC. In inside TLC, hosts conduct online sales of hotels and tickets from indoor locations such as hotels, aquariums, and museums through live streaming channels. Conversely, outside TLC involves hosts going outdoors to showcase local natural scenery and folk culture of tourist destinations, selling tourism products through live streaming channels.

There are notable differences between TLC and general live commerce. Distinct from conventional e-commerce live streaming, TLC specifically targets the presentation of travel-related experiences, destinations, and services (Liu & Sun, 2023). Given that visual experience is a fundamental aspect of tourism,



<Figure 1> Examples of Tourism Live Commerce

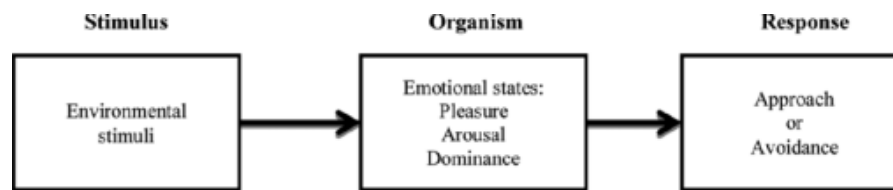
TLC provides more visual stimulation (Zhang et al., 2018). It also has unique characteristics that set it apart from ordinary products, such as a high unit price, low purchase frequency, and intangibility (Xie et al., 2022).

Recent research on TLC has mainly explored various factors that influence consumer behavior (e.g., Liu & Sun, 2023; Wang & Guo, 2024; Xu et al., 2021; Zhang et al., 2024). For example, Xu et al. (2021) examine the factors influencing purchasing behavior in tourism live-streamed shopping, emphasizing the roles of social and physical presence in enhancing consumer engagement and purchase intention. This study found that both social and physical presence significantly enhance consumer engagement and purchase intention. Furthermore, based on flow theory, Zhang et al. (2024) explore the impact of

celebrity endorsements on travel intentions within the context of TLC, highlighting the significance of celebrity influence in shaping consumer behavior and travel decisions. The study finds that celebrity endorsement positively influences consumer trust and travel intention, with perceived credibility and attractiveness being crucial factors. Additionally, Liu and Sun (2023) examine how the authenticity of live streamers influences purchase intention in tourism e-commerce live streaming. The study reveals that the perceived authenticity of the streamer enhances consumer trust, which in turn boosts purchase intention.

2.2 Stimulus–Organism–Response Framework

The process by which consumers form



<Figure 2> S-O-R Framework (Mehrabian & Russell, 1974)

emotion and behavioral intention while watching TLC channel can be explained by the S-O-R framework. Woodworth (1929) initially proposed the S-O-R framework based on the traditional stimulus-response theory, and Mehrabian and Russell (1974) extended this framework, as shown Figure 2. In this model, external stimuli can elicit attitudinal and behavioral reactions by triggering internal affective dynamics, such as people's perceptions and experiences. It is primarily used to explore the relationship between consumers' emotions and behaviors, ultimately determining decision-making behavior following emotional arousal (Mehrabian & Russell, 1974).

Stimuli refers to the external environment that influences consumers' decision-making (Belk, 1975). Organism acts as an intermediary between external stimuli and the consumer's final response, and is generally composed of cognition, psychology, emotion, thought, and behavior (Bagozzi, 1986). The response is the consumer's final behavioral intention associated with the result according to external stimuli (Sherman et al., 1997).

This model established a strong

psychological framework to explain customer behavior by examining the cognitive and emotional responses of customers influenced by environmental stimuli (Jin & Yang, 2022; Ming et al., 2021). Due to the high reliability of the S-O-R framework, it is widely used by environmental psychologists in both online and offline retail environments to research consumers' final purchase behaviors (Adelaar et al., 2003).

This study focuses on Chinese TLC as the research objective. Based on the S-O-R framework, it examines how stimuli (live commerce features and situational factors) affect responses (participation intention) through organisms (flow experience and perceived value).

2.2.1 Stimuli 1: Live Commerce Features

Live streaming is a marketing strategy used in live commerce to boost e-commerce sales, and live commerce features are the key motivators (Chen, 2021). The enjoyment of e-commerce live streaming is more derived from the content and involvement of when consumers watching live streaming channel, which is more suited to the flow experience of

the customers (Liu et al., 2020). Tourism live streaming has remarkable visual characteristics (Wang, 2021). TLC can encourage visitors to engage in the conversation, help them fully comprehend the products, and improve both their online purchase intentions and offline experiences (Zhao, 2018). This study proposes three aspects of live commerce: entertainment, visual effect, and interaction.

Live commerce channels can entertain customers (Deng et al., 2021). The word ‘entertainment’ is described as ‘joy, thrill, relaxation, and diversion’ by Bosshart and Macconi (1998). TLC, given its hedonic qualities, increases purchase intention by making the experience fun and enjoyable (Wongkitrungrueng & Assarut, 2020). Thus, entertainment is a crucial component of TLC.

The ‘visual effect’ is the attraction level a system design achieves through visual elements, such as graphics and presentation format (Parboteeah et al., 2009). In this study, it refers to the presentational impact and visual attractiveness of TLC. Visual impressions are crucial in marketing, brand management, and commerce (Mikhailitchenko et al., 2009). Urry (2002) states that the fundamental travel experience is the visual impression. However, typical online tourist marketing, overloaded with information and images, often fails to create a strong visual impact. TLC offers tourists more tactile, three-dimensional, and intuitive perceptions through coordinated

video, text, and audio transmission (Gu, 2021), thereby positively influencing consumer attitudes and behavior.

Consumers can engage in two-way communication through ‘interaction’ (Liu et al., 2020). The interaction of TLC includes human-computer interaction, such as following hosts and receiving coupons, and human-human interaction, such as interactions between hosts and guests or among guests. Customer impressions of interactions significantly influence behavior and are reliable indicators of attitudes and usage intentions (Noort et al., 2012). Thus, interaction is a crucial component of TLC.

2.2.2 Stimuli 2: Situational Factors

When consumers decide to purchase products, their decisions are influenced not only by different purchase motivations but also by different purchase situations. Situation theory addresses this idea. Belk (1975) first detailed situational theory, asserting that specific situational factors impact individual behavior when they occur in particular contexts. Hawkins and Bastet (2004) further suggested that any situational factors beyond product characteristics and personal traits influence consumer behavior.

In TLC, situational factors such as platform design, purchasing time limitations, and sales events influence consumer behavior. Li and Cui (2010) studied the impact of variables such

as social environment, economy, marketers, situation, products, and consumer characteristics on behavior, identifying six situational factors: environment, time, psychology, interaction, marketing, and material. These factors interact to influence consumer behavior. This study focuses on three situational factors: time pressure, atmospheric cues, and discount promotion. Time pressure refers to the limited time for purchasing products in the tourism live channel, leading to consumer psychological anxiety. Atmospheric cues include elements of TLC platforms, such as function, layout, and bullet comments. Discount promotion involves short-term sales activities for tourism products in the live channel.

2.2.3 Organism 1: Flow Experience

Most research indicates that TLC provides customers with enjoyable and immersive experiences. However, the psychological mechanisms behind this enjoyment and their effects on consumer behavior are not well understood. This study introduces flow experience as the organism in the S-O-R framework to address this gap and highlight its importance in tourism live streaming.

Flow experience is a state where individuals become deeply absorbed in an activity they enjoy, losing awareness of their surroundings and the passage of time (Csikszentmihalyi, 1975). This state is crucial in tourism live

streaming as it enhances the customer's engagement and satisfaction. Csikszentmihalyi (1975) identified characteristics of flow experience such as distorted time, balance between ability and challenge. Hoffman and Novak (2000) applied flow experience to online shopping, emphasizing timely feedback, concentration, human-computer interaction, and intrinsic enjoyment.

Research shows that flow experience has a profound impact on consumer behavior (Zhang et al., 2021). When customers are in a state of flow, they are more likely to feel satisfied, have a positive perception of the product, and exhibit stronger purchase intentions. This makes flow experience a critical element in tourism live streaming, driving consumer engagement and influencing purchasing decisions.

2.2.4 Organism 2: Perceived Value

Perceived value has been a key concept in understanding consumer purchasing behavior in marketing research. Many studies have found that consumers use perceived value as a criterion when choosing among various products or services. As early as the 1950s, Drucker suggested that consumers prioritize the value of existence over the commodity itself when making purchases. Zeithaml (1988) expanded on this concept from the consumer's perspective, explaining that perceived value is an overall assessment derived from weighing

perceived benefits against costs. Woodruff (1997) indicated that perceived value involves the purchase intention that mitigates product defects based on performance and experience in a given usage environment.

Studies on perceived value are well-documented, and it is widely acknowledged that perceived value significantly influences consumer behavior. Considering that tourists watching TLC channels are not only receiving information but also being entertained, which generates internal cognition, perceived value is chosen to measure this inner cognition in this study.

2.2.5 Response: Participation Intention

Participation intention refers to the subjective ideas and motivations individuals display to achieve specific goals, indicating the probability that consumers are willing to take specific actions. Consumers' participation intentions in TLC have not been specifically explored in previous studies, and related conclusions have not been empirically tested. Previous studies suggest that TLC can promote sharing with others (Gao, 2019), offline travel (Chen & Yin, 2021), online purchases of tourism goods (Chen & Yin, 2021), and interaction between tourists and hosts (Zhang et al., 2018), which are key characteristics of participation intention. This study divides participation intention into four variables: interaction intention, recommendation intention,

offline experience intention, and online purchase intention, to measure consumer behavior when watching TLC.

Interaction intention refers to the tendency of people to engage with strangers in an online environment, while online purchase intention can be defined as the desire of consumers to purchase a product (Wiertz & de Ruyter, 2007). Furthermore, offline experience intention refers to the tourist's likelihood of traveling, and recommendation intention indicates the likelihood of tourists recommending a tourist destination to their relatives and friends (Xu, 2021). This study introduces these second-order variables of tourism consumers' participation intention to provide a more concrete understanding.

III. Hypotheses Development

When consumers watch live commerce, the degree of enjoyment they experience is referred to as entertainment, satisfying their pleasure-seeking psychology. Consumers' participation intention is primarily aimed at relaxing and stress-relieving (Wang et al., 2020). The hosts' vibrant and engaging subjects and various fun events hosted by the shopping platform or the hosts, such as the regular lotteries, virtual red envelope distribution, thumbs-up, demonstrate the streamer's passion for entertainment (Liu et al.,

2020). According to Vijayasathy and Jones (2000), the allure of shopping for consumers is also reflected in their perception of the time and effort required for shopping, their capacity to adapt to different consumption patterns, and their enjoyment of shopping.

System design draws attention through the use of visual components, such as graphics and the system's display format (Parboteeah et al., 2009). According to Eroglu et al. (2001), TLC has a pleasing visual effect and appeal, which promotes tourists' enjoyment and can increase participation intention (Wang & Yuan, 2014). A pleasing visual effect can make people happy (Eroglu et al., 2001), which increases participation intention (Wang & Yuan, 2014). Research by Parboteeah et al. (2009) indicates that strong visuals help consumers concentrate more on the material itself. High-quality visual effects provide consumers with the most direct experience of the tourism products offered through TLC, allowing them to fully perceive the pertinent tourism elements of destinations and immersing both tourists and hosts (Gao, 2019).

Consumers can converse and share information with the information provider through interaction, emphasizing two-way communication. Consumers watching TLC may ask the hosts questions, express their opinions, and use the bullet comments to interact with other viewers and share ideas. Along with promoting the items, the hosts also

engage in active communication with their customers (Liu et al., 2020). The frequent exchanges between the hosts and viewers on the TLC channel allow viewers to briefly lose track of time, set their problems aside, and experience a sense of immersion (Liu et al., 2020). Additionally, Sun (2016) classified perceived value into functional value, emotional value, and perceived risk, highlighting the connection between interaction and perceived value. Interaction positively impacts both functional value and emotional value. Live commerce enhances product attention through stronger communication and interaction, affecting tourists' perceived value. Based on aforementioned discussion, this study proposes the following hypotheses:

- H1a:** In tourism live commerce, entertainment is positively associated with flow experience.
- H1b:** In tourism live commerce, visual effect is positively associated with flow experience.
- H1c:** In tourism live commerce, interaction is positively associated with flow experience.

- H2a:** In tourism live commerce, entertainment is positively associated with perceived value.
- H2b:** In tourism live commerce, visual effect is positively associated with perceived value.
- H2c:** In tourism live commerce, interaction is positively associated with perceived value.

When consumers have limited time to make a purchase, they might perceive a reduced psychological barrier between themselves and the goods. Consumers' purchase decisions may be more easily affected by the superficial product information, leading to less rational evaluation. Additionally, in the promotional environment, if consumers do not make a purchase decision within the promotion deadline, they may perceive a certain opportunity cost, exaggerate the perceived benefits, focus more on events, and be stimulated to engage in panic buying. Wang et al. (2020) pointed out that under time pressure, consumers might ignore the negative consequences of purchasing products or services and experience psychological excitement. Empirical research has proven that greater time pressure leads to stronger the perceived pleasure. When consumers experience time pressure in live commerce situation, they may concentrate, process information concisely, and maintain emotional identity in the live commerce channel. Wang et al. (2018) found that approaching the end of e-commerce shopping festival, time pressure enhances perceived benefits and promotes purchase behavior. Huang et al. (2017) found that time pressure in promotional situations can enhance consumers' perceived value. This leads to the hypothesis that time-constrained TLC can enhance consumers' flow experience and perceived value.

On the objective basis of differences between online and offline atmospheric cues, Floh and Madlberger (2013) extends the concept of offline atmospheric cues to the online environment, including elements like background music, colors, structures, and communication in physical stores, which can be used in live commerce. Atmospheric cues serve as external stimuli directly impacting the live commerce platform, and the positive emotions aroused by consumers will affect their flow experience. Many scholars have analyzed the influence of navigation functions, symbols, special sale theme festivals, page layout, etc., on platforms (Wu & Guo, 2014). Different live commerce channels bring different visual appeal, leading to flow experience. Numerous academics have validated the impact of these characteristics on consumers' purchase intention in their research on the layout and features of online store pages. Chen (2018) found that the level of website production affects the perceived value of users. In addition, good page design, bullet comment distribution, etc., create visual simplicity and beauty. Lavie and Tractinsky (2004) suggested that visual distinctness positively affects perceived value. This leads to the hypothesis that atmospheric cues can enhance consumers' flow experience and perceived value in TLC.

Discount promotion is a strategy from the perspective of product pricing psychology. It

uses the “money illusion” buying psychology to give consumers a sense of enjoyment in buying high-priced goods at low prices, stimulating consumption. Discount promotion is short-term and flexible, offering economic and psychological temptations that elicit inner reactions. Wang et al. (2019) analyzed that various online shopping promotion methods, finding that they increase browsing and purchase intention. Empirical research has verified that in online shopping environment, flow experience is significantly influenced by discount promotions. Sweeney and Soutar (2001) believed that price levels positively or negatively affect consumers' perceived value. Sun (2007) found that online shopping consumers' satisfaction influences perceived value through price. As a result, discount promotion affects perceived value. The influence of price on internet customers' buying intentions has been established by numerous domestic and international experts. This leads to the hypothesis that TLC with discount promotion can enhance customers' flow experience and perceived value.

H3a: In tourism live commerce, time pressure is positively associated with flow experience.

H3b: In tourism live commerce, atmospheric cues are positively associated with flow experience.

H3c: In tourism live commerce, discount promotion is positively associated with

flow experience.

H4a: In tourism live commerce, time pressure is positively associated with perceived value.

H4b: In tourism live commerce, atmospheric cues is positively associated with perceived value.

H4c: In tourism live commerce, discount promotion is positively associated with perceived value.

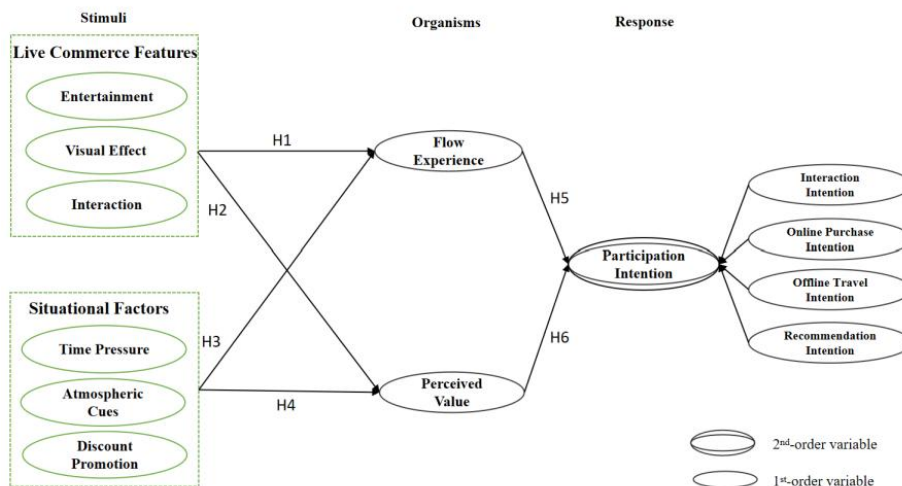
The fundamental components of flow experience are pleasure and focus (Ghani & Deshpande, 2016). The theory of the flow experience started to be used in studies on online consumer behavior from the turn of the 20th century. Numerous studies have revealed that the drive for people to continue engaging in particular actions is flow experience. Hoffman and Novak (2000) argued that experiencing a state of flow might increase personal satisfaction, which in turn influences subsequent, more constructive conduct. Whether it is “full devotion”, “individual satisfaction” or “more positive behavior”, it implies that the flow experience has a stronger positive impact on consumers' psychology and behavior. Under the background of TLC, this positive impact is manifested in promoting tourism consumers' participation intention. Although the relationship between flow experience and participation intention has not been extensively researched, studies on flow

experience and participation intention's sub-dimensions are common. For instance, flow experience has a positive effect on consumers' buying intention (Donthu & Garcia, 1999). The effect of flow experience on consumers' intention to participate was indirectly supported by these studies. In conclusion, consumers may experience a flow experience following exposure to external stimuli, which encourages them to participate more. This leads to the hypothesis that flow experience can stimulate consumers' participation intention in TLC.

H5: In tourism live commerce, flow experience is positively associated with consumers' participation intention.

Drucker showed in the 1950s that what consumers perceive as value is the product's value. Few researchers have examined the connection between perceived value and

participation intention, but studies on the perceived value and sub-dimensions are relatively common. Wu and Hsing (2006) discovered that perceived value has some bearing on consumers' purchase intention through structural equation model analysis. Zhang et al. (2012) found that the value perception of destination attributes, such as destination infrastructure and landscape, affects the final behavioral intention. Social value, emotional value and cognitive value have varying degrees of influence on consumers' recommendation intention. The effect of perceived value on customers' participation intention is indirectly supported by these studies. In summary, after receiving external stimuli, tourism consumers may generate perceived value, thereby promoting their participation intention. From this, it can be hypothesized that perceived value can



<Figure 3> Research Model

stimulate consumers’ participation intention in TLC. The research model for all six hypotheses is shown in Figure 3.

H6: In tourism live commerce, perceived value is positively associated with consumers’ participation intention.

Scale, ranging from “Strongly disagree” (1) to “Strongly agree” (7), to measure the impact of live commerce features and situational factors on flow experience, perceived value, and participation intention. The collected data were analyzed using IBM SPSS Statistics 26 and SmartPLS 4.0.

IV. Methodology

4.1 Data Collection

The purpose of this study is to understand how live commerce features (entertainment, visual effect, interaction) and situational factors (time pressure, atmospheric cues, discount promotion) influence flow experience, perceived value, and participation intention in the context of TLC. To achieve this objective, data were collected from Chinese consumers who had watched TLC within the last six months. A self-administered questionnaire was developed and distributed via Wenjuanxing, the largest online survey platform in China, in October 2022, resulting in 361 valid responses. The questionnaire utilized a 7-point Likert

4.2 Measurement Instruments

Measurement development is based on the existing research and modified according to the characteristics of TLC. After a pilot test conducted on 34 consumers who had watched TLC in past six months, measurement items were corrected to ensure reliability and validity. The measurement was first created in English and then translated into Chinese by professional translators fluent in both languages. To ensure the translated version accurately measured the intended constructs, it was back-translated into English by different bilingual experts. This process helped identify and correct any discrepancies (Brislin, 1970). The operational definition of each variable is shown in Table 1 and the survey questionnaire items are listed in Appendix.

<Table 1> Operational Definition

Variable		Operational Definition	Author(s) (Year)
Live Commerce Features	Entertainment	The degree of ability of an advertisement to promote enjoyment and create positive consumer attitudes by providing a form of escapism, diversion or emotional release	Martins (2019)
	Visual Effect	The degree of attraction in visual	Parboteeah et al. (2009)

	Interaction	The degree of which the users can communicate and exchange information with the source by browsing, searching or feedback, thereby forming an emotional connection	Kelleher (2009)
Situational Factors	Time Pressure	The degree of anxiety of consumers when they have a limited time for purchasing products on TLC	Svenson & Benson (1993)
	Atmospheric Cues	The degree of simplicity and beauty in the function, layout and bullet comment of the TLC platform	Ward & Bitner (1992)
	Discount Promotion	The degree of a short-term profitable marketing activity for tourism products on TLC	Kotler (2000)
	Flow Experience	The degree of concentration on activity caused by pleasure	Csikszentmihalyi (1975)
	Perceived Value	The evaluation degree of the utility of a product or service after weighing the perceived benefit of the customer with the cost of product or service	Holbrook & Hirschman(1982)
Participation Intention	Interaction Intention	The degree of the possibility to participate in the interactive activities, when consumers watch TLC	Kim (2010)
	Online Purchase Intention	The degree of the possibility to purchase related travel products, when consumers watch TLC	Dodds et al. (1991)
	Offline Travel Intention	The degree of the possibility to travel, after watching TLC	Jang & Namkung (2009)
	Recommendation Intention	The degree of the possibility to share travel products and channels to relatives or friends, when consumers watch TLC	Guo (2010)

V. Data Analysis and Results

5.1 Respondents' Demographic Characteristics

Of the 361 respondents, 49.3% were male and 50.7% were female. The majority were aged 25-30 (33.24%) and 18-24 (23.55%). Most had a university degree (45.43%) and worked full-time (68.98%). The average monthly allowance varied, with 23.82% receiving 2001-3000 Yuan. In terms of TLC viewing, 42.11% watched 1-3 hours per month. Travel frequency was highest for once a month (45.15%).

5.2 Assessment of Measurement Model

Item and construct reliability and validity were assessed to test the measurement model. First, composite reliability (CR) and Cronbach's alpha were measured to verify the reliability of the research questionnaire. The CR values for all variables range between 0.887 and 0.932, which are all higher than the standard of 0.7. Cronbach's alpha values range between 0.778 and 0.903, which are also higher than 0.7, indicating that this scale has good reliability. As shown in Table 2, the factor loadings of all variables range from

0.813 to 0.923, all above 0.7. The average variance extracted (AVE) for all variables ranges from 0.691 to 0.817, all above 0.5 (Fornell & Larcker, 1981). Therefore, this scale has good convergent validity. Finally, this study used the square root of the variable

AVE and the inter-construct correlation to test discriminant validity. According to Table 3, the square roots of all AVE are higher than their correlations with other variables, indicating that this scale has good discriminant validity.

<Table 2> Results of the Measurement Model Analysis

Construct		Factor Loadings	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Entertainment	ENT1	0.923	0.903	0.908	0.932	0.776
	ENT2	0.912				
	ENT3	0.876				
	ENT4	0.808				
Visual Effect	VE1	0.909	0.856	0.857	0.913	0.778
	VE2	0.901				
	VE3	0.834				
Interaction	INT1	0.890	0.871	0.872	0.921	0.795
	INT2	0.885				
	INT3	0.900				
Time Pressure	TP1	0.855	0.866	0.900	0.917	0.786
	TP2	0.916				
	TP3	0.888				
Atmospheric Cues	AC1	0.850	0.810	0.815	0.887	0.724
	AC2	0.835				
	AC3	0.869				
Discount Promotion	DP1	0.864	0.885	0.905	0.928	0.812
	DP2	0.915				
	DP3	0.923				
Flow Experience	FE1	0.870	0.881	0.883	0.918	0.737
	FE2	0.864				
	FE3	0.873				
	FE4	0.826				
Perceived Value	PV1	0.813	0.851	0.852	0.899	0.691
	PV2	0.858				
	PV3	0.821				
	PV4	0.831				
Interactive Intention	INI1	0.920	0.778	0.792	0.899	0.817
	INI2	0.888				
Online Purchase Intention	OPI1	0.883	0.864	0.865	0.917	0.787
	OPI2	0.910				
	OPI3	0.869				
Offline Travel Intention	OTI1	0.854	0.850	0.851	0.909	0.770
	OTI2	0.898				
	OTI3	0.880				
Recommendation Intention	RI1	0.899	0.870	0.870	0.920	0.794
	RI2	0.904				
	RI3	0.867				

<Table 3> Results of Discriminant Validity Analysis

Variable	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
(1)	0.881											
(2)	0.817	0.882										
(3)	0.694	0.713	0.892									
(4)	0.112	0.129	0.085	0.887								
(5)	0.643	0.646	0.684	0.018	0.851							
(6)	0.554	0.587	0.663	0.038	0.701	0.901						
(7)	0.830	0.789	0.723	0.094	0.676	0.586	0.858					
(8)	0.752	0.752	0.763	0.094	0.698	0.711	0.765	0.831				
(9)	0.578	0.517	0.570	0.083	0.480	0.459	0.633	0.595	0.904			
(10)	0.615	0.615	0.698	-0.009	0.673	0.741	0.688	0.783	0.599	0.887		
(11)	0.733	0.714	0.615	-0.004	0.591	0.549	0.691	0.713	0.488	0.611	0.877	
(12)	0.661	0.637	0.642	0.002	0.634	0.578	0.688	0.645	0.551	0.683	0.626	0.891

Note: (1) Entertainment; (2) Visual Effect; (3) Interaction; (4) Time Pressure; (5) Atmospheric Cues; (6) Discount Promotion; (7) Flow Experience; (8) Perceived Value; (9) Interactive Intention; (10) Online Purchase Intention; (11) Offline Travel Intention; (12) Recommendation Intention

5.3 Assessment of Structural Model

shown in Table 4. First, ensuring TLC features (entertainment, visual effects, interactivity) are positively associated with flow experience

The results of the hypotheses verification are

<Table 4> Results of Structural Model Analysis

Hypothesis	Path	Path Coefficient	Standard Deviation (STDEV)	t-Statistics	p-Value	Results
H1a	Entertainment → Flow Experience	0.458	0.065	7.006***	< 0.001	Supported
H1b	Visual Effect → Flow Experience	0.213	0.063	3.378**	0.001	Supported
H1c	Interaction → Flow Experience	0.158	0.052	3.058**	0.002	Supported
H2a	Entertainment → Perceived Value	0.248	0.081	3.078**	0.002	Supported
H2b	Visual Effect → Perceived Value	0.173	0.061	2.819**	0.005	Supported
H2c	Interaction → Perceived Value	0.240	0.062	3.858***	< 0.001	Supported
H3a	Time Pressure → Flow Experience	-0.001	0.033	0.028	0.978	Not supported
H3b	Atmospheric Cues → Flow Experience	0.126	0.048	2.629**	0.009	Supported
H3c	Discount Promotion → Flow Experience	0.014	0.041	0.349	0.727	Not supported
H4a	Time Pressure → Perceived Value	0.012	0.030	0.417	0.676	Not supported
H4b	Atmospheric Cues → Perceived Value	0.086	0.056	1.522	0.128	Not supported
H4c	Discount Promotion → Perceived Value	0.253	0.058	4.378***	< 0.001	Supported
H5	Flow Experience → Participation Intention	0.392	0.052	7.476***	< 0.001	Supported
H6	Perceived Value → Participation Intention	0.539	0.050	10.816***	< 0.001	Supported

Note: *p < 0.05, **p < 0.01, ***p < 0.001

(H1a, H1b, H1c supported). Second, ensuring TLC features (entertainment, visual effects, interactivity) are positively associated with perceived value (H2a, H2b, H2c supported). Third, in TLC, not ensuring time pressure is positively associated with flow experience and perceived value (H3a, H4a not supported). Fourth, in TLC, ensuring atmospheric cues is positively associated with flow experience (H3b supported). Not ensuring atmospheric cues is positively associated with perceived value (H4b not supported). Fifth, in TLC, not ensuring discount promotion is positively associated with flow experience (H3c not supported). Ensuring discount promotion is positively associated with perceived value (H4c supported). Finally, ensuring flow experience and perceived value are positively associated with participation intention (H5, H6 supported).

VI. Discussion and Conclusion

6.1 Research Findings

The live commerce characteristics (i.e., entertainment, visual effects, and interaction), situational factors (i.e., time pressure, atmospheric cues, and discount promotion), flow experience, and perceived value are used to study consumers' participation intentions.

This study finds that in TLC, the factors of entertainment, visual effects, interaction, atmospheric cues, and discount promotion all significantly influence perceived value and flow experience, which lead to consumers' participation intentions.

Specifically, this study's results show that TLC characteristics (i.e., entertainment, visual effects, and interaction) have a positive impact on flow experience and perceived value. In line with previous live commerce studies (e.g., Gao, 2019; Liu et al., 2020; Sun, 2016), this study's findings empirically validate that entertainment, visual effects, and interaction are crucial determinants of flow experience and perceived value.

This study also confirms that in TLC, atmospheric cues are positively associated with flow experience, and discount promotion is positively associated with perceived value. These results indicate that the degree of simplicity and beauty in the function, layout, and bullet comments of the TLC platform determines the level of the consumer's flow state. In addition, as found in other studies (e.g., Sun, 2007; Sweeney & Soutar, 2001), providing consumers with the sense of enjoyment of buying high-priced goods at low prices is an effective strategy to enhance perceived value regarding the products.

Interestingly, time pressure has no significant impact on flow experience and perceived value. This result suggests that time pressure, as the time limit for purchasing products in the tourism live channel, leads to

psychological anxiety for consumers. Additionally, it limits the time for consumers to determine whether a purchase is worth making. Furthermore, while atmospheric cues of TLC platforms can increase consumers' flow experience, they have no significant impact on perceived value. This might indicate that atmospheric cues help users become immersed in the TLC, but perceived value is more closely related to the price and the core product's intrinsic value, rather than the supplementary atmospheric elements.

Finally, this study's findings empirically confirm that in TLC, flow experience and perceived value are positively associated with participation intention. These results suggest that the more pleased consumers are to concentrate on TLC, the more likely they are to interact with hosts and other consumers, purchase tourism products, travel, and share the TLC channel. Similarly, when consumers recognize that a tourist product is worth buying, they are also more likely to interact, purchase, experience, and recommend it.

6.2 Theoretical Implications

This study, grounded in the S-O-R framework, elucidates how TLC influences consumers' participation intention. While previous research has explored live commerce features and situational factors, few studies have investigated the formation mechanisms by which these elements impact consumers' participation intention in the context of TLC.

Therefore, this study contributes to the existing literature by underlying mechanisms of consumers' participation intention in TLC environments and providing a robust theoretical framework for future research.

Additionally, this study offers a new research perspective by examining the impact of visual effects on live commerce users' flow experience and perceived value. Despite the importance of visual effects in TLC, research on this aspect has been limited. This study's findings empirically confirm that visual effects play a significant role in determining users' flow experience and perceived value in TLC.

Furthermore, by adopting a second-order model, this study divides participation intention into four components: interaction intention, online purchase intention, offline experience intention, and recommendation intention. Unlike previous studies that focus on specific behavioral intentions, this study employs a second-order construct approach to examine users' behavioral intentions in a more holistic manner. This approach allows for a more comprehensive exploration of the influence mechanisms in TLC.

6.3 Practical Contributions

The findings of this study provide valuable insights for TLC managers and practitioners. First, the results help hosts understand which types of TLC channels are more attractive to consumers. Hosts can combine product

features with interesting explanations or improve their expressive skills to enhance the entertainment value of their TLC channels. Additionally, during live commerce sessions, it is essential to pay close attention to interactive information, respond to tourists' needs in real-time, and provide accurate and detailed responses. When displaying products, hosts should focus on interactive sessions to avoid monotonous presentations. Adding elements such as lucky draws and Q&A sessions can enhance tourists' sense of participation in the TLC channel.

Second, practical suggestions for platform managers include strengthening the design of the TLC platform pages. Atmospheric cues, such as functionality, layout, and bullet comments, play a crucial role. When designing the platform layout and navigation system, simplicity and convenience should be prioritized, along with clear guidance in the navigation system to ensure consumers easily understand how to use each function within the TLC channel. Managers should also balance the ratio of bullet comments and gifts, enabling consumers to view tourism products more comprehensively and clearly.

Third, practical suggestions for merchants planning big sale events include the effective use of discount promotions. These promotions can increase consumers' perceived value, outweighing perceived risks. However, merchants should control the extent of price

cuts to avoid monotonous and predictable marketing methods, which can weaken consumer response. To maintain consumer interest and perceived value, merchants should innovate and diversify their promotional strategies. Examples include special coupons for watching TLC channels, time-limited and exclusive coupons, travel packages, and two-for-one deals.

6.4 Limitations and Future Research

One limitation of this study is that the external stimuli (i.e., entertainment, visual effect, interaction, time pressure, atmosphere cues, discount promotion) might be considered general features of live commerce and not specifically tailored to TLC. Future research should incorporate TLC-specific variables, such as inside-TLC and outside-TLC characteristics, to provide a more meaningful analysis. Also, it might be a good idea for future studies to compare TLC users and LC users and to find the difference.

Additionally, this study designed participation intention as a second-order factor composed of four variables. While these variables are crucial for TLC, analyzing each variable (e.g., online purchase intention for tourism companies and offline travel intention for local governments) as separate dependent variables could enhance the study's significance. Future research should conduct

further analysis to evaluate the individual impacts of these variables.

Lastly, this study focused exclusively on TLC within the Chinese cultural environment. Given that platforms like YouTube have TLC channels enabling global online sellers and buyers to engage in TLC activities through live streaming, it is important to understand how TLC affects consumers' participation intentions across different cultural backgrounds. Future studies should examine these effects in various cultural contexts.

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Sheng, Congyi



경희대학교 일반대학원 경영학과에서 석사학위를 취득하였다. 주요 관심분야는 전자상거래, 라이브커머스, 빅데이터 분석, 소비자 행동 등이다.

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서울대학교 지구환경시스템공학부에서 학사, KAIST에서 경영공학 석사 및 박사학위를 취득하였다. 현재 경희대학교 경영학과 교수로 재직 중이다. 주요 관심분야는 빅데이터 분석, 온라인 리뷰, 고객관계 관리, 전자상거래, 스마트 투어리즘 등이다.

김 성 은 (Kim, Sung-Eun)



경기대학교 관광학 학사, 아주대학교 국제경영학 석사, University of Nevada, Las Vegas에서 Hospitality Management 전공으로 박사학위를 취득하였다. 현재 경북대학교 관광학과 조교수로 재직하고 있으며, 주요 관심분야는 MICE/이벤트 경영, 관광목적지 마케팅, 스마트 투어리즘 등이다.

Appendix I. Survey Questionnaire

Variable		Measurement Items	Reference	
Live Commerce Features	Entertainment	ENT1	This tourism live commerce channel gave me pleasure.	Chen&Wells (1999)
		ENT2	This tourism live commerce channel got me relaxed.	
		ENT3	This tourism live commerce channel was interesting.	
		ENT4	This tourism live commerce channel was imaginative.	
	Visual Effect	VE1	This tourism live commerce channel was visually attractive.	Loiacono et al. (2007)
		VE2	This tourism live commerce channel was visually appealing.	
		VE3	This tourism live commerce channel displayed tourism products vividly.	
	Interaction	INT1	The host actively responded to consumer questions or topics on this tourism live commerce channel.	Lin et al. (2019)
		INT2	Consumers (Viewers) actively responded to the host and the other consumers on this tourism live commerce channel.	
INT3		The host communicated well with the consumers about attractions or tourism products on this tourism live commerce channel.		
Situational Factors	Time Pressure	TP1	I have only a limited time to buy tourism products on this tourism live commerce channel.	Putrevu & Ratchford (1997)
		TP2	I have only a limited time to decide whether or not I should buy tourism products on this tourism live commerce channel.	
		TP3	I am in a hurry when I was buying tourism products on this tourism live commerce channel.	
	Atmospheric Cues	AC1	It is easy to browse the information on the tourism live commerce channel.	Floh & Madlberger (2013)
		AC2	It is easy to learn to use the tourism live commerce channel.	
		AC3	The layout of this tourism live commerce channel is reasonable.	
	Discount Promotion	DP1	I can save money with big discounts on this tourism live commerce channel.	Berkowitz (1980)
		DP2	It is better value for money to buy tourism products on this tourism live commerce channel.	
		DP3	Buying tourism products on tourism live commerce channel is a good deal.	
Organisms	Flow Experience	FE1	I feel happy and relaxed when watching this tourism live commerce channel.	Ye (2022)
		FE2	I am strongly attracted by this tourism live commerce channel.	
		FE3	I pay my attention when watching this tourism live commerce channel.	
		FE4	I feel like time flies very fast when watching this tourism live commerce channel.	

	Perceived Value	PV1	This tourism live commerce channel helps me get the product information I want to know.	Ou & Sia (2010)
		PV2	This tourism live commerce channel makes me discover a lot of tourism products worth buying and experiencing.	
		PV3	This tourism live commerce channel improves my shopping performance (e.g., saves shopping time/effort or buying cost) in searching for and buying tourism products.	
		PV4	I think buying tourism products on this tourism live commerce channel is interesting.	
Participation Intention	Interactive Intention	INI1	I would like to communicate with the host on this tourism live commerce channel.	Li (2021)
		INI2	I would like to interact with other consumers on this tourism live commerce channel.	
		INI3	I would like to participate in the interactive activities on this tourism live commerce channel. [Deleted]	
	Online Purchase Intention	OPI1	I would purchase tourism products from this tourism live commerce channel.	Grewal et al. (1998)
		OPI2	The probability that I would consider buying on this tourism live commerce channel is high.	
		OPI3	If there were tourism products or services that I would like to purchase, I would first purchase from this tourism live commerce channel.	Liu et al. (2020)
	Offline Travel Intention	OTI1	After watching this tourism live commerce channel, I am more interested in the tourism destinations advertised by this channel.	Guo (2022)
		OTI2	After watching this tourism live commerce channel, I have a desire to physically travel to the tourism destinations advertised by this channel.	Jang&Namkung (2009)
		OTI3	After watching this tourism live commerce channel, the probability that I would consider physically traveling to the tourism destinations advertised by this channel becomes high.	
	Recommendation Intention	RI1	I would like to share this tourism live commerce channel through social media platforms.	Hosany & Witham (2010)
		RI2	I would like to recommend my relatives and friends to watch this tourism live commerce channel.	
		RI3	I would like to share the tourism products advertised by this tourism live commerce channel with my relatives and friends.	

<Abstract>

The Impact of Live Commerce Features and Situational Factors on Participation Intention in Tourism Live Commerce

Sheng, Congyi · Yang, Sung-Byung · Kim, Sung-Eun

Purpose

This study explores the impact of tourism live commerce on consumer participation intention. Utilizing Stimulus-Organism-Response (S-O-R) framework and situation theory, the study is to identify the features and situational factors of tourism live commerce and to investigate their impact on flow experience, perceived value, and participation intention.

Design/methodology/approach

A theoretical model is developed and validated through a survey, adopting PLS-SEM approach. A self-administered questionnaire was developed and distributed via Wenjuanxing, the largest online survey platform in China, in October 2022, resulting in 361 valid responses.

Findings

The results reveal significant effects of features and situational factors of tourism live commerce on consumer behavior, enhancing the understanding of tourism live commerce and extending the S-O-R framework in this context. The study offers both theoretical contributions and practical implications, providing valuable insights for managers to improve consumer engagement in tourism live commerce.

Keyword: Tourism Live Commerce, Visual Effect, Situation Theory, Flow Experience, Perceived Value, Participation Intention, S-O-R Framework

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