

## The “Bright Side” of COVID-19: Effects of Livestream Affordances on Consumer Purchase Willingness: Explicit IT Affordances Perspective

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**Abstract :** Live streaming marketing, the new electronic commerce element, became an optional marketing channel following the COVID-19 pandemic. Many sellers have leveraged the features presented by live streaming to increase sales. Studies on live streaming have focused on gaming and consumers' loyalty to brands through live streaming, using interview questionnaires. This study, however, was conducted to measure real-time observable interactions between consumers and sellers. Based on the affordance theory, this study conceptualized constructs representing the interactive features and examined how they drive consumers' purchase willingness during live streaming sessions using 1238 datasets from Amazon Live, following the manual observation of transaction records. Using structural equation modeling, the ordinary least square regression suggests that live viewers, new followers, live chats, and likes positively affect purchase willingness. The Sobel and Monte Carlo tests show that new followers, live chats, and likes significantly mediate the relationship between live viewers and purchase willingness. The study introduces a new way of measuring interactions in live streaming commerce and proposes a way to manually gather data on consumer behaviors in live streaming platforms when the application programming interface (API) of such platforms does not support data mining algorithms.

**Keywords :** livestreaming marketing, live chats, live viewers, likes, new followers, purchase willingness

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