

The Effect of Entertainment, Interactivity, and Authenticity Features of Tourism E-Commerce Live Streaming on Tourism Consumer's Purchase Intention: The Mediating Role of Social Presence

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Abstract : This study examines the complex interactions between entertainment, interaction, and authenticity aspects in the context of live streaming tourism e-commerce and how they affect tourists' intent to purchase. In the context of e-commerce live streaming, the goal of this study is to offer a thorough understanding of how these factors work together to influence consumers' intents to make purchases related to tourism. A sample of 250 respondents' information was gathered, and it was analyzed through Smart PLS 4. To ensure reliable measurement constructs, convergent and discriminant validity were evaluated. Discriminant validity was evaluated using the HTMT ratio approach, and the structural model was evaluated using structural equation modeling (SEM) with bootstrapping. Results showed that entertainment had a strong beneficial impact on social presence, highlighting the value of compelling content in raising users' sense of presence on live streaming platforms for tourism-related e-commerce. The lack of a direct relationship between Interactivity and Authenticity and Social Presence emphasizes the need for more research into certain characteristics of these dimensions that appeal to consumers in this situation.

Keywords : entertainment, interactivity, authenticity, tourism consumer's purchase intention, social presence

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