

The Effect of Entertainment, Interactivity and Authenticity on E-commerce Live Streaming among Tourists Purchase Intentions with mediating Role of Social Presence

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Abstract

This study examines the multifaceted interaction of entertainment, interaction, and authenticity in the context of e-commerce live streaming among tourists purchase intentions. It also analyzes the mediating role of social presence. The theoretical underpinnings are based on SOR theory with intent to understand factors influencing tourists purchase decisions. A self-administrated survey methodology is used to collect data. Sample of 250 respondents was collected by using non-probability sampling method. Data is analyzed through SPSS-21. The results are mixed in nature as it is found that entertainment had a strong beneficial impact on social presence and purchase intentions, whereas, lack of a direct relationship of Interactivity and Authenticity on Social Presence. These findings highlight the value of compelling content in raising users' sense of presence on live streaming platforms for tourism-related e-commerce and emphasizes compelling need for more these dimensions needs to be workout to appeal tourists in the situation of e-commerce live streaming. These findings have multiple theoretical and managerial implications in the e-commerce live streaming.

Keywords: Entertainment, Interactivity, Authenticity, Tourism Consumer's Purchase Intention, Social Presence

Introduction

With development of digital technology, businesses moved towards the e-commerce platforms (Sun et al., 2022; Wongkitrungrueng & Assarut, 2020). After the pandemic era of COVID-19 a large-scale business market moved towards the e-commerce. After the e-commerce live streaming captured huge populations of every economy. Mobile phones are the need of life to survive in the current era. As e-commerce live streaming had made people addicted to online social platforms. There are 7.7 billion People worldwide, and almost 3.5 people are online. And two-third people among these 3.5 billion are using e-commerce live streaming (Ortiz-Ospina & Roser, 2023). However, many businesses targeted their audience through online platforms and generating sales. The e-commerce live

streaming is playing a major role in generating customer interactivity, by providing authenticity of the information and entertainment. In the Perspective of Tourism, People are entertaining online by watching tourism spots online and intend to go there. Tourism is expanding through social media. Live streaming on e-commerce attracts potential consumer, increase conversion rates and accelerate revenue (Hu & Chaudhry, 2020). Tourism contributes a sustainable role in Employment and economic development in Pakistan (Manzoor et al., 2019). So, Tourism also contributes to the 8th sustainable development goal; Decent Work and Economic Growth. However, there are many research studies on impact of e-commerce live streaming on tourism TPI, but here is still need to study more about tourism. As tourism is now communicated online through social media. Social presence of tourism business in online plays mediating role in Purchase intention as (Vazquez et al., 2023) said that “the impact of vivid image on buying intent is mediated by affective social presence.

Many scholars use engagement and purchase intention to describe the relationship of e-commerce. But there are fewer studies on examining the association among e-commerce live streaming and tourist purchase intention with the mediating role of social presence in the tourism industry. Previous studies measured e-commerce with variables such as (interactivity, entertainment, visualization and professionalization) (Sun et al., 2022) but, no previous study uses authenticity dimension in measuring the e-commerce while examining the mediating role of social presence in the impact of e-commerce Live streaming on Tourism purchase intention. To fill this gap, three characteristics of social media communication that we proposed, first interactivity (Xue et al., 2020), second authenticity (Kang et al., 2021) and third entertainment (Chen & Lin, 2018). This study works on Stimulus-Organism-Response framework that examined how the e-commerce live streaming (entertainment, Interaction, and authenticity) impact tourist purchase intention by social presence (Kang et al., 2021; Ma et al., 2022). This Study contributes to the tourism sector and helps businesses to seek knowledge about advertising through live streaming and social media influencers that streams live to influence the customers.

Fewer studies talk about the impact of e-commerce and PI through live streaming responses using SOR framework. So, researcher use some e-commerce live streaming features (entertainment, interactions, authenticity) related to tourism as stimulus variables and social presence as organism variable and TPI as response variables. There are two objectives of this study first is to observe the interceding role of social presence in tourism industry. Second is examining the authenticity factor affect under the e-commerce live streaming on tourist purchase intention under the mediation of social presence.

Literature Review

SOR Theory

The theoretical model known as the SOR was initially propose within the realm of environmental psychology with the aim of investigating the influence on individual behavior of external environment (Mehrabian & Russell, 1974). In the context of this framework, the term "stimulus" (S) refers to external components in environment that have the ability to influence of cognitive and emotional processes on individual (O), leading to the expression of a behavioral response (R) (Liu et al., 2022).

Tourism Purchase intention

The dynamics of traveler purchasing decisions have significantly changed with the arrival of the digital era, largely due to the widespread impact of social media (Saura et al., 2020). The concepts of

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social presence, which encompasses the sensation of being digitally linked to others, has emerged as a crucial determinant (Yoganathan et al., 2021). Social media platforms facilitate the creation of a virtual environment wherein potential travelers engage in user-generated content and real-time interactions to share their experiences and provide recommendations (Mustafa et al., 2021). So, the following hypothesis proposed:

H₁: Social presence positively effects on Tourism Purchase intention.

Entertainment Effect

The level to which an event or activity provides joy, interest, or pleasure is known as entertainment (Moon & Kim, 2001; Wongkitrungrueng & Assarut, 2020). According to the use and satisfaction theory, entertainment is valuable because it satisfies fundamental human needs including boredom relief, social connection, and self-expression (Yu & Xu, 2017). The act of engaging in live streaming can provide a source of enjoyment for individuals who derive pleasure from observing streamers who are adorned in fashionable attire, so simulating an experience akin to attending a fashion show (Ma et al., 2022). To pull in viewers, some live streaming studios hold contests for free merchandise or cash, or they hold limited-time deals at steep discounts (Xue et al., 2020). Some consumers will feel like they got a great deal, but that's just luck. In fact, many individuals enjoy shopping online because of the opportunities for great deals. Earlier researches revealed that entertainment has a important effect on social presence (Ma et al., 2022). This suggests that combining travel-related e-commerce with live streaming entertainment can increase viewers' social presence and propensity to make a purchase. The following are the hypothesis:

H₂: Entertainment has a positive effect on social presence.

Interactivity Effect

The term "interactivity" refers to the two-way nature of the communication between the information provider and the audience (Liu et al., 2022). Through these banners, viewers of e-commerce live streaming can access with and gift the streamer, voice their comments, and interact with other viewers (Liu et al., 2022). Live-streaming commerce is known for being interactive, just like social commerce (Ma et al., 2022). Because of the constant back-and-forth among the streamer and viewers, live streaming can provide a welcome escape from the stresses of daily life (Liu et al., 2020). There is a correlation between the amount of contact between streamers and viewers, viewers' cognitive and emotional states, viewers' knowledge of the streamers and their items, viewers' social presence, and viewers' intent to buy. As a result, we believe highly interactive live streaming for tourism e-commerce can increase customer social presence and intent to buy. The following are the hypothesis:

H₃: Interactivity has a direct effect on social presence.

Authenticity Effect

A person's perception of the reliability of the information they have received is what is meant by "authenticity" (Liu et al., 2022). Photos used in conventional tourism promotion may be prone to exaggeration, poor lighting, or other forms of manipulation (Zhang et al., 2021). The visibility of actual products is not accessible to customers (Lu et al., 2016). The live streaming procedure in the field of travel e-commerce is instantaneous and doesn't involve switching cameras. The presentation provides a comprehensive overview of the entirety of the tourist industry, including its various goods, while effectively creating a vivid and immersive experience for the audience. During the live

streaming process, streamers provide authentic descriptions and impactful evaluations of products, thereby presenting buy recommendations that enhance clients' engagement with the live stream (Liu et al., 2022). During a live stream, a streamer can show off a product from all sides, even putting on clothes to demonstrate how they fit. Customers can get a better feel for the product and a deeper grasp of its features by giving them the option to closely study the product with their own eyes. So, the following are the hypothesis:

H4: Authenticity has a positive effect on social presence.

Mediating Role of Social Presence

The origins of the concept of social presence can be traced to Short's social presence theory, which was first introduced within the field of information system research (Williams & Christie, 1976). Moreover, it is essential to note that this trait plays a crucial role in facilitating the exchange of information via various communication channels. Researchers recently applied social presence theory to live-streaming commerce. In social interactions, "social presence" refers to the presence of a person or relationship. During a live broadcast, the streamer and viewers can interact in real time, forming a close-knit online community in which they can share their thoughts and emotions. Streamers who make viewers feel welcome during live broadcasts by mentioning them enhance their social presence (Lim et al., 2020) and have a positive effect on the purchasing intention of viewers (Ma, 2021; Sun et al., 2019). So, the following hypothesis proposed:

H5: Social presence mediates the effect of Authenticity on Tourism Purchase intention.

H6: Social presence mediates the effect of Interactivity on Tourism Purchase intention.

H7: Social presence mediates the effect of Entertainment on Tourism Purchase intention.

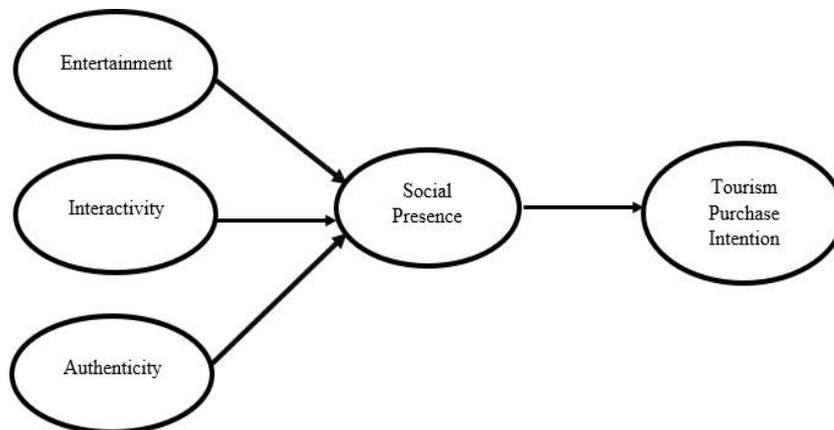


Figure 1: Conceptual Model

Methodology

Procedure

Cross-sectional survey research methodology was employed in this study to achieve its objectives. In this study, the researcher would use a questionnaire to gather data regarding the variables influencing tourist purchase behavior. For my research objectives, a survey technique seems the most appropriate. For this study, the researcher will use a questionnaire to gather data from buyers. Non-probability sampling was used in this study. The study's target demographic consists of Narowal

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consumers who make online purchases. It can be difficult for researchers to gather numerous based on probability population due to time and budgetary constraints, which explains why non-probability sampling is used. Utilizing the absolute judgement of individuals, non-probability sampling is the most advantageous quantitative research technique.

All of the variables in this research were measured with previously constructed scales; in this work, a five-point Likert scale will be used. Authenticity was adopted preceding study (Liu et al., 2022). Entertainment adopted from preceding study (Liu et al., 2022). Interactivity taken from earlier research (Liu et al., 2022). Tourism purchase Intention taken from earlier research (Liu et al., 2022). Social presence was taken from research conduct by (Ma et al., 2022). A total of 250 responses, or 89.2% received from 280 questionnaires that were given to respondents. SPSS-21 was used to analyze the data.

Table 1: Characteristics

Sample Characteristics	Categories	Frequency
Gender	Male	130
	Female	120
Age (years)	18-22	86
	22-26	100
	26-30	18
	30-40	28
	Over 40	18
Level of Education	Intermediate	50
	Bachelors	100
	Master	60
	M.Phil. or Above	40

Table 2: Descriptive Analysis

	AU	ET	IN	SP	TPI
Mean	3.3773	3.4500	3.1453	3.3095	3.4480
Median	4.0000	3.7500	3.3333	3.6000	3.6667
Variance	1.605	1.044	1.210	.911	1.097
Skewness	-.502	-.672	-.316	-.542	-.673
Std. Error of Skewness	.154	.154	.154	.154	.154

Kurtosis	-1.520	-.764	-1.011	-.752	-.700
Std. Error of Kurtosis	.307	.307	.307	.307	.307

Normality Test

A test for normality was used to evaluate the data's normality. The results demonstrated that the data was normally distributed because all of the variable's kurtosis and skewness were within the ± 2 range.

Reliability Test

The scale's internal uniformity is assessed by Cronbach's alpha, which assigns a value between 0 and 1, where a higher number denotes more consistency. In accordance with George and Mallery's (2003) classification rules, a score of more than 0.7 is deemed appropriate.

Variables	Cronbach's Alpha
Authenticity	.740
Interactivity	.720
Entertainment	.839
Social Presence	.770
Tourism Consumer's	.746
Purchase Intention	

Table 3 displays the Cronbach's alpha values for Authenticity, interactivity, Entertainment, social presence, and Tourism consumers purchase intention is .740, .720, .839, .770 and .746 respectively. The variables' and the data's reliability can be regarded as sound because the values are more than 0.70.

Pearson Correlation

Correlation is a method for analyzing the association among constructs. The strength and importance of the association among two constructs are assessed with the use of Pearson correlation.

Table 4: Correlations

		AU	ET	IN	SP	TPI
AU	Pearson Correlation	1				
ET		.618**	1			
IN		.415**	.443**	1		
SP		.452**	.625**	.661**	1	
TPI		.465**	.758**	.442**	.764**	1

Relationship among Authenticity and Tourism Consumer's Purchase Intention

Pearson correlation analysis was utilized to assess the association among Purchase Intention of Tourism Consumers and Authenticity. With a value of 0.465, the analysis's conclusion revealed a partially favorable linear association between the two variables. Furthermore, the connection was statistically significant, as demonstrated by the significance level of 0.000. If a consumer has a higher sense of authenticity when live-streaming, they are likely to really engage in tourism buy intention.

Relationship among Entertainment and Tourism Consumer's Purchase Intention

A Pearson correlation analysis was utilized to assess the association among the purchase intention of entertainment and tourism consumers. With a value of 0.758, the analysis's conclusion showed that the two variables had a moderately positive linear interaction. Furthermore, the connection was statistically significant, as demonstrated by the significance level of 0.000.

Relationship among Interactivity and Tourism Consumer's Purchase Intention

A Pearson correlation analysis was used to analyze the association among interaction and tourism consumer purchase intention. With a value of 0.442, the analysis's conclusion showed a weak positive linear association between the two variables. Furthermore, the connection was statistically significant, as demonstrated by the significance level of 0.000.

Relationship among Social presence and Tourism Consumer's Purchase Intention

A Pearson correlation analysis was used to analyze the association among social presence and tourism consumer purchase behavior. With a value of 0.764, the analysis's conclusion showed a strong association between the two variables. Furthermore, the connection was statistically significant, as demonstrated by the significance level of 0.000.

Relationship among Entertainment and Social Presence

A Pearson correlation analysis was used to analyze the association among entertainment and social presence. With a value of 0.652, the analysis's conclusion showed a moderate association between the two variables. Furthermore, the connection was statistically significant, as demonstrated by the significance level of 0.000. Consumer is more favorably to actually show social presence if they have an entertainment during live-streaming.

Relationship among Authenticity and Social Presence

A Pearson correlation analysis was used to analyze the association among authenticity and social presence. The correlation value is 0.452 that predict a moderate relation among these constructs. The level of significance is 0.00.

Relationship among Interactivity and Social Presence

To examine the association between two constructs, a Pearson correlation analysis was applied, the constructs are interactivity and social presence. With a value of 0.661, the analysis's conclusion showed a moderate association between the two variables. Furthermore, the connection was statistically significant, as demonstrated by the significance level of 0.000. Consumer is more favorably to actually show social presence if they have an interactivity during live-streaming.

Relationship among Interactivity and Social Presence

A Pearson correlation analysis was used to analyze the association among interactivity and social presence. With a value of 0.661, the analysis's conclusion showed a strong association between the two variables. Furthermore, the connection was statistically significant, as demonstrated by the significance level of 0.000.

Regression Analysis

Model 1

Model = 4

Y = TPI (Tourism Purchase Intention)

X = AU (Authenticity)

M = SP (Social Presence)

Outcome: SP (Social Presence)

Table 5: Mediating Effect through Social Presence (Model Summary)

<i>p</i>	<i>R</i>	<i>R-sq.</i>	<i>MSE</i>	<i>F</i>	<i>df1</i>	<i>df2</i>	
.0000	.4518	.2041	.7279	63.6115	1.0000	248.0000	
Model	Coeff	SE	t	p	LLCI	ULCI	
Constant	2.1599	.1539	14.0334	.0000	1.8567	2.4630	
AU	.3404	.0427	7.9757	.0000	.2563	.4244	

The regression equation is $SP = 2.1599 + 0.3404 * AU$

For the results of social presence (SP), The model's R value is 0.4518, and its R-squared value is 0.2411, as shown in the Model Summary. These values suggest that the predictor variable authenticity explains 20.41% of the variability observed in the social presence. The error of squared means is 0.7279%, the F-statistic is 63.6115, and the value of p is below 0.0000000, all of which indicate that the model is statistically significant. In addition to the coefficients, the Model table presents the t & P values, and confidence intervals. AU is a significant predictor of social presence, as indicated by its coefficient of .3404, t-value of 7.9757, and p value is 0.0000. This finding suggests that authenticity plays a crucial role in interpreting social presence, with researchers anticipating a 0.3404-unit increase in social presence for increase in every unit of authenticity.

Table 6: Mediating Effect of Social Presence Outcome: TPI (Tourism Purchase Intention) (Model Summary)

<i>p</i>	<i>R</i>	<i>R-sq.</i>	<i>MSE</i>	<i>F</i>	<i>df1</i>	<i>df2</i>	
.0000	.7757	.6018	.4403	186.6289	2.0000	247.0000	
Model	Coeff	SE	t	p	LLCI	ULCI	
Constant	.4999	.1603	3.1178	.0020	.1841	.8157	
SP	.7634	.0494	15.4574	.0000	.6661	.8607	
AU	.1249	.0372	3.3556	.0009	.0516	.1981	

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The regression equation is: $TPI = 0.4999 + 0.7634(SP) + 0.1249(AU)$

The model's R value is .7757 and R-squared is .6018 for the outcome Tourism Purchase Intention (TPI), as indicated in the Model Summary. These values suggest that social presence and authenticity can explain 60.18% of the variability observed in tourism purchase intention. The error of squared mean is 0.4403, the F is 186.6289, and the value of p is below 0.00000, all of which indicate that the model is statistically significant. The findings show that the coefficients and the lower and upper confidence intervals, t-values, standard errors, and p-values that correspond to them. The significant predictor status of social presence regarding individuals' purchase intention during tourism is supported by a p-value of less than 0.0000, a coefficient of 0.7634, and a t-value of 15.4574.

Table 7: Direct and Indirect Effect

Effect	SE	t	p	LLCI	ULCI
.1249	.0372	3.3556	.0009	.0516	.1981

Indirect Effect of X on Y

	Effect	Boot SE	LLCI	ULCI
SP	.2599	.0392	.1852	.3377

The effect of AU on TPI, after the mediator variable SP is accounted for, demonstrates the association among Authenticity and Tourism purchase intention. This effect's estimate is .1249, with a statistical significance level of 3.3556 and a p-value of .0009. The effect's 95% confidence interval has lower and higher limits of .0516 and 0.1981, correspondingly. By way of an indirect effect of AU on TPI, the association authenticity and tourism purchase intention, which is mediated by social presence, is represented. The estimated value of this effect is 0.2599%, and its bootstrapped standard error is 0.0392. The confidence interval of lower and upper limits of the 95% for this effect is 0.1852 and 0.3377, respectively.

Model 2

Model = 4

Y = TPI (Tourism Purchase intention)

X = ET (Entertainment)

M = SP (Social Presence)

Outcome: SP

Table 8: Mediating Effect through Social Presence (Model Summary)

p	R	R-sq	MSE	F	df1	df2	
.0000	.6245	.3900	.5579	158.5781	1.0000	248.0000	
Model	Coeff.	SE	t	p	LLCI	ULCI	
Constant	1.2965	.1667	7.7784	.0000	.9682	1.6248	
ET	.5835	.0463	12.5928	.0000	.4922	.6747	

The regression equation is $SP = 1.2965 + 0.5835 * ET$

As shown in the Model Summary, the predictor variable authenticity explains 39.00 percent of the variance in social presence (SP). The R value for social presence (SP) is 0.6245, and the R-squared value is 0.3900. The error of squared means is 0.5579%, the F-statistic is 158.5781, and p value is below 0.00000, all of which indicate that the model is statistically significant. The table represents the model and includes the coefficients along with their respective t & p values, standard errors and confidence intervals. ET is a significant predictor of social presence, as indicated by its 0.5835% coefficient, 12.5928% t-value, and p-value of less than 0.000. This finding suggests that amusement plays a substantial role in interpreting social presence, with researchers anticipating a 0.5835-unit increase in social presence for increase in every unit of entertainment.

Table: 09 Mediating Effect of Social Presence

Outcome: TPI

Model Summary

p	R	R-sq.	MSE	F	df1	df2	
.0000	.8444	.7130	.3174	306.7646	2.0000	247.0000	
Model		Coeff.	SE	t	p	LLCI	ULCI
Constant		.0895	.1402	.6383	.5239	-.1867	.3657
SP		.5227	.0479	10.9139	.0000	.4284	.6170
ET		.4721	.0447	10.5500	.0000	.3839	.5602

The regression equation is: $TPI = 0.0895 + 0.5227(SP) + 0.4721(ET)$

The Model Summary indicates that social presence and entertainment can explain 71.30 percent of the variance in tourism purchase intention (TPI), the R value of 0.8444% and the R-squared value of 0.7130 for the TPI outcome. The error of squared mean is 0.3174, the F and P value is 306.7646, 0.000 respectively, all of which indicate that the model is statistically significant. The findings reveal the coefficients along with their respective p & t values, confidence intervals and standard errors. A significant predictor of consumer purchase behavior and satisfaction towards tourism-related products, social presence has a coefficient of 0.5227%, a t = 10.9139, and a value of p < 0.000000. Therefore, researchers can anticipate a 0.5227 unit increase in tourism purchase intention for each unit of social presence. The tourism purchase intention is substantially predicted by the entertainment industry, as evidenced by its coefficient of 4721, t-value, and p-value of 10.5500.

Table: 10 Direct and Indirect effect

Effect	SE	t	p	LLCI	ULCI
.4721	.0447	10.5500	.0000	.3839	.5602

Indirect Effect of X on Y

	Effect	Boot SE	LLCI	ULCI
SP	.3050	.0462	.2181	.4015

After factoring in the mediating variable SP, the association among Entertainment and Tourism purchase intention is demonstrated by the effect of ET on TPI. The estimated effect is 0.4721,

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accompanied by value of P 0.0000 and a level of significance of 0.0449. The confidence interval of lower and upper limits 95%, so the effect is 0.3839 and 0.5602, respectively. The indirect effect of entertainment on tourism purchase intention (TPI) signifies the relationship between the two, which is mediated by social presence. The estimated value of this effect is 0.0462, and its bootstrapped standard error is 0.0462. The confidence interval of lower and upper limits is 95% for this effect are 0.2181 and 0.4015, respectively.

Model 3

Model = 4

Y = TPI (Tourism Purchase intention)

X = IN (Interactivity)

M = SP (Social Presence)

Table 11: Mediating Effect through Social Presence Outcome: SP

Model Summary

p	R	R-sq	MSE	F	df1	df2	
.0000	.6611	.4370	.5149	192.5081	1.0000	248.0000	
Model		Coeff	Se	t	p	LLCI	ULCI
Constant		1.5053	.1377	10.9298	.0000	1.2340	1.7766
IN		.5736	.0413	13.8747	.0000	.4922	.6550

Regression equation SP = 1.5053 + 0.5736 * IN

The results demonstrate that the social presence (SP), the predictor variable interaction explains 43.70 percent of the variance in social presence, with a R value of .6611 and a value of R square value of .4370. The significance of the model is supported by the error of mean squared of 0.5149%, the F value is 192.5081, and the value of p being below 0.0000. The table represents the model and includes the coefficients along with their respective t & p values, and confidence intervals. The results demonstrate that interactivity play an a significantly role in interpreting social presence, with researchers anticipating a 0.5736 unit increase in social presence for increase in every unit of interactivity.

Table 12: Mediating Effect through Social Presence

Outcome: TPI

Model Summary

p	R	R-sq	MSE	F	df1	df2	
.0000	.7686	.5907	.4525	178.2562	2.0000	247.0000	
Model		Coeff.	SE	t	p	LLCI	ULCI
Constant		.7405	.1572	4.7117	.0000	.4309	1.0500
SP		.9198	.0595	15.4507	.0000	.8025	1.0370
IN		-.1070	.0517	-2.0706	.0394	-.2087	-.0052

The regression equation is: $TPI = 0.7405 + 0.9198(SP) - 0.1070(IN)$

The value of R-squared is 0.5907 and a R value of .7686 for the outcome tourist Purchase Intention ("TPI"), the results indicates that social presence and interaction can explain 59.07% of the variation in tourist purchase intention. The mean of squared error is 0.4525, the value of F and P value is 178.2562, 0.00000, respectively. So, that the model is statistically significant. The findings reveal the coefficients along with their respective p-values. Social presence is a significant predictor of individuals' purchasing intentions during tourism, as evidenced by its coefficient of 0.9198, t and p value is 15.4507, 0.0000 respectively. Therefore, researchers can anticipate 0.9198 unit rise in tourism purchase intention for each unit of social presence. The coefficient of interaction, which is 0.01070, along with its t & p value is 2.0706 and 0.0394 respectively, significantly predict the intention to purchase tourism-related items. This indicates that interaction has unfavorable impact on the intention to purchase in the tourism industry.

Table: 13 Direct & Indirect effect

Direct effect of X on Y						
Effect		SE	t	p	LLCI	ULCI
-.1070		.0517	-2.0706	.0394	-.2087	-.0052

Indirect Effect of X on Y				
	Effect	Boot SE	LLCI	ULCI
SP	.5276	.0518	.4294	.6317

After influencing for the mediating variable SP, the association among Interactivity and Tourism Purchase Intention is direct effect of IN on TPI. This effect is estimated to have a p-value of 0.000, level of statistical significance is 0.0394. The estimated value is 0.0517. The confidence interval of lower and upper limits is 95% for this effect of 0.2087 and -0.0052, respectively.

The social presence mediated with the relations of interactivity and tourism purchase intention is represented by IN's indirect effect on TPI. The estimate of this effect's bootstrapped standard error is 0.5276, and its estimated value is 0.0519. The confidence interval of lower and upper limits is 95% for this effect are 0.4294 and 0.6317, respectively.

Results and Discussions

The outcomes of this study shed light on the intricate interplay between Entertainment, Interactivity, Authenticity aspects of Tourism E-commerce Live Streaming, Social Presence, and Tourism Consumer's Purchase Intention. The discussion goes into the ramifications and intricacies of the results, taking into account their theoretical, practical, and methodological significance.

The large beneficial impact of Entertainment on Social Presence is consistent with the idea that engaging and entertaining content fosters a sense of immersion, promoting stronger ties between customers and the platform (Bazi et al., 2023). This research emphasizes the significance of including fascinating and pleasurable aspects in tourism e-commerce live streaming to increase consumer engagement and perception of social presence (Hewei & Youngsook, 2022). However,

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the low influence of Entertainment on Tourism Purchase Intention suggests that, while it helps to create a sense of presence, other elements may play a more significant role in directly driving purchase decisions. Further research into the interaction of entertainment and factors influencing purchasing desire could produce useful insights.

Surprisingly, Interactivity have negative influence on Social Presence, in previous study also interactivity found negative effect (Fazli-Salehi et al., 2022). This emphasizes the importance of a more comprehensive examination of these categories in tourism live streaming of e-commerce. Variations in consumer tastes, platform design, or the way interactivity and authenticity are presented could all be factors impacting this lack of significance (Legendre & Baker, 2021). Future studies could focus on specific features of involvement and authenticity that resonate with consumers more strongly in this scenario.

It's vital to recognize the mediating function of Social Presence despite the non-significant direct effects of Interactivity, Authenticity, and Social Presence on Tourism Purchase Intention. Although Social Presence did not directly influence buy intention, it did play a role in moderating the impact of Entertainment on Travel buy Intention. This mediation underlines how perceived connections and interactions made possible by social presence may unintentionally improve buying intention. As a result, given its mediating effect, initiatives to increase social presence may also indirectly increase purchase intention.

Conclusion

The study's analysis of the complex interactions between the entertainment, interactivity, authenticity, live streaming, social presence, and purchase intention of tourists was its conclusion. The results offer insights into the complex dynamics that exist in this field and highlight the critical function that entertainment plays in promoting social presence. However, Interactivity and Authenticity had no discernible effect on Social Presence, highlighting the need for more research.

Social Presence's mediating impact highlights how indirectly important it is in influencing travel purchase intention. Although there were few direct effects, the connections between these constructs show how intricately they interact with live streaming e-commerce for tourism. These results provide a basis for improving marketing tactics, platform layouts, and content production in order to raise customer engagement, social presence, and eventually buy intention.

Although this study aids in comprehending the links under investigation, its limitations call for cautious interpretation. For a more thorough knowledge of the complex dynamics within tourism e-commerce live streaming and its influence on customer behavior, future research might explore other variables, use qualitative methodologies, and cover a variety of populations.

This study does have limitations. Its cross-sectional nature restricts causal inferences and calls for long-term studies. Due to the study narrow focus on specific aspects of tourism e-commerce live streaming, it is necessary to conduct more extensive investigations. The size of the sample and its demographic make-up may also have had an impact on how generalizable the results were.

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