

Streamers' Influence in Live Shopping: A Cross-Country Analysis of Persuasive Styles and Product Value Communication

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Abstract

Live commerce is gaining traction not only in prominent Asian markets like China but also globally, experiencing recent growth in various Western countries. This study delves into how brands communicate product value and utilize viewer stimuli for audience engagement in live commerce events. Applying persuasion theory to marketing strategies, we conduct a content analysis, based on six online events across four countries on three live streaming service platforms, to analyse streamers' persuasive styles, product value communication, and their link to consumer engagement behaviours. Preliminary findings suggest that logic appeals are the predominant persuasive style, followed by credibility and rewards. Popularity in terms of connected viewers or active participation in games and at the chat seems to be closely related to the event's length. This comparative analysis provides insights into effective engagement strategies based on product value and streamers' persuasive style, and it extends our understanding of live-streaming consumer engagement within a persuasion model, enriched by diverse cultural contexts.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing, Entertainment Marketing, Hedonic Products, Promotion*

Track: Digital Marketing & Social Media