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Consumer Purchase Intent in Opinion Leader Live Streaming

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Consumer Purchase Intent in Opinion Leader Live Streaming

by

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A thesis submitted in partial fulfillment
of the requirements for the degree of
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Abstract

The COVID-19 prompted the live-streaming industry to become popular, and live streaming by opinion leaders became a new way of shopping. In live-streaming by opinion leaders, the time from understanding the product to completing the purchase behavior is short; opinion leaders, in turn, use live-streaming to boost sales and personal exposure. Despite the popularity of opinion leaders' live consumption, there are still relatively few studies on it. Therefore, this paper will study what factors promote consumers' purchase intention during the live streaming of opinion leaders.

Using the Stimulus-Organism-Response Model (SOR) as a theoretical framework, this paper uses a quantitative research approach to explore the factors that influence consumers' purchase intentions during the live streaming of opinion leaders and provides suggestions for the future development of live streaming. The questionnaires were distributed through Questionnaire Star, and the 208 valid questionnaires returned were subjected to descriptive analysis, correlation analysis, regression analysis, and mediation test through SPSSAU.This paper draws the following conclusions: firstly, in the process of opinion leaders' live broadcast, opinion leaders' influence, preferential attributes, and interactivity all positively affect consumers' purchase intention, while entertainment properties do not affect consumers' purchase intention; secondly, perceived value has a mediating role in the relationship between opinion leaders' live broadcast and consumers' purchase intention, while a trust does not have a mediating role in the relationship

between opinion leaders' live broadcast and consumers' purchase intention; thirdly,

opinion leaders' influence does not affect consumers' trust and perceived value.

Chapter One:

Introduction

COVID-19 has forced people to accept the integration of epidemic prevention into their work and life. Based on this situation, offline to online has almost become the most significant liquidity trend in 2020. More than 200 major industry summits, conferences, and technical seminars have been indefinitely postponed, canceled, or transferred live-streamed in the US alone since the COVID-19.

O 'Reilly, a publication beloved by geeks, which relied heavily on offline conferences to deliver technical content, announced that it would no longer run any offline campaigns; Facebook's Developer conference, F8, scheduled for May canceled. And Google's April development conference also switched to live stream. It seems to be a forced behavior to change offline activities into live streaming, but people can always find opportunities from the crisis. The Financial Times and The New York Times, two famous publications, rapidly developed live streaming at the beginning of the situation. Take The New York Times, for example. Although it could not hold the food festival as scheduled and lost the ticket revenue, more than 30 online events held as an alternative plan have attracted more than 100,000 participants from more than 90 countries, 80% of whom were new users. The L'Oréal Paris beauty brand set a record by selling out 52,000 lipsticks of the same celebrity in four hours through its "Zero Time Difference in Cannes" Live streaming series.

With the advent of the mobile Internet era, how audiences disseminate information is constantly changing. The rise of live streaming has changed the way audiences socialize and entertain themselves, greatly facilitating people's lives and allowing users to browse and purchase the goods they need anytime, anywhere (Srivastava, L., 2005). To better serve users, major e-commerce platforms have launched live streaming services. Unlike traditional e-commerce requires text, pictures, or short video one-way output mode (Liu, Z., 2020). In the live streaming, live streaming technology delivers product information to consumers in front of the screen in real time through sound, images, and text. Opinion leaders can communicate with consumers instantly, thus meeting their shopping needs more quickly (Scott, D. M., 2011). In this process, the goods are displayed in a comprehensive, three-dimensional, and realistic way. At the same time, consumers get an immersive experience, entertainment, socialization, etc (Edirisingha, P., Nie, M., Pluciennik, M., & Young, R., 2009).

In 1964, the original media theorist Marshall McLuhan published Understanding the Media, he pointed out that the medium is the message, i.e., that the meaningful message is the medium itself in each era, not the medium's content(Strate, L., 2012).In other words, the medium itself is far more influential than the messages it contains and the content it disseminates (Schwitzer, G.,... & Baverstock, K. A., 2005). In short, the content of the medium is insignificant to human society the form of the medium, it refers to the kind of communication tools used in each era, the attributes of the communication tools, and what innovations and changes these communication tools bring to the world (Holmes, D., 2005).

The media characteristics of live streaming have also become the decisive reason for the explosion of live streaming. One is that live streaming has the advantages of intuitiveness and portability, incomparable to other media. Analysis from the perspective of opinion leaders, live streaming omits high cost, 4 G network or WIFI makes it possible to use cell phones to broadcast live anywhere, anytime. Analysis from the audience's point of view, the audience can watch the network live without space and time restrictions (Chakraborty, P., Dev, S., & Naganur, R. H., 2015). Any time the audience can open the phone to watch live, even if the audience missed the live streaming, the platform also has a replay function (Matrix, S., 2014). Second, the rich content of the network live, a variety of topics, personalized substantial, consumers are like walking into a cafeteria, according to their tastes, "choose what you want to eat" (Chen, X., 2020). Third, the network lives interactive function is potent; watching live users can express their views through comments and real-time specific requirements for the livestreamer according to the needs of timely, dynamic adjustment of live content. (Chen, X., Chen, S., Wang, X., & Huang, Y., 2021). Fourth, the network lives utterly independent of space and time constraints; as long as the network conditions, people on the Earth's the North Pole can see what is happening at the South Pole of the Earth. Fifth, the network lives significantly to meet the growing social needs of people (Pagis, M., 2016).

The development of live streaming in a mature mobile device environment has subconsciously influenced consumers' buying habits (Lee, J., & Kwon, K. H., 2022). With the development of the Internet and the advancement of social media, online purchasing behavior is gradually maturing, and purchasing habits are different from the past. In the traditional

consumption model, after the release of commodity marketing information, consumers will have an impression of the goods, which affects the psychological level, such as establishing product awareness, refining product perception, and generating emotional characteristics for the product (Bigne, E., Ruiz, C., & Sanz, S., 2005). This series of psychological activities will influence consumers' behavioral choices and promote their purchases. However, this process begins to change in the new marketing and shopping environment (Parment, A., 2013). After receiving demand stimulation, consumers start to search for information about products or brands actively, make purchases, and finally create content and publish their understanding of the brand on online platforms to share with other consumers (Minazzi, R., 2015).

Compared with the previous consumption pattern, collecting brand information and sharing content with other users become particularly important in the purchase decision process. In addition to the data from the brand, consumers pay more attention to and recognize the brand information published by other users in the media (Mangold and Faulds, 2009). The brand information posted by other users in the media is more exciting and recognized.

To sum up, the purpose of this study is to investigate consumers' purchase intention in watching the live streaming of opinion leaders, explore what affects consumers' purchase intention, and put forward corresponding suggestions and opinions for the future development of live streaming of opinion leaders.

Chapter Two:

Literature Review

Opinion leaders

The concept of an opinion leader is defined as an "activist" who can provide information to others regularly and influence them in an interpersonal communication network. In "The People's Choice," opinion leaders are a group of people who can inform and influence others and are intermediaries in the process of mass communication or filtering role in the mass communication process.(Lazarsfeld, P. F., Berelson, B., & Gaudet, H., 1968).

Along with the development of social networks in recent years, popular opinion leaders can provide valuable information and more general and deeper perspectives to the public and expand their influence. In the process of live streaming, livestreamer choose live content according to their preferences or the preferences of their audiences, attracting audiences with the same interests and gradually becoming "opinion leaders" for this group of people.

Rogers defines opinion leaders as individuals who have different degrees of influence on personal decisions and through which consumers search for relevant opinions and information (Rogers, E. M., 2010). Zhang Yu (2016) studied that opinion leaders have a wide range of information sources and expertise on relevant products and services. At the same time, the more active and active opinion leaders are on the Internet, the higher the probability that the

suggestions and information posted by them will be accepted and adopted by users. They will be more able to influence others' thoughts and behaviors. According to Tu Hong-wei, and Yan Ming (2014), an opinion leader is defined as an individual who has specific expertise in a specific field, is willing to spread a product or service through word of mouth with the help of online channels, and can generate attitudes or behaviors that influence followers. Opinion leaders in different fields depend on different online environments and the traits that opinion leaders possess vary. Opinion leaders in e-commerce platforms have professionalism, interactivity, product involvement, and visibility. Xu Wei-cong (2012) The professionalism of online opinion leaders, the power of the network, the relationship with customers, and experience impact consumers' purchase intention, and negative evaluations influence attitudes.

Opinion leaders exist in different environments, and their characteristics vary somewhat. Opinion leaders active in social media express their views more frequently. Opinion leaders who are active on live streaming platforms generally have visibility, professionalism, and product involvement.

Visibility

Visibility refers to how an individual or organization is known and recognized by the public and includes multiple meanings such as social status, public familiarity, and celebrity effect. Usually, corporate marketing ads choose opinion leaders, or celebrity endorsement will trigger consumer trust and purchase intention precisely because of its popularity. People with a certain level of popularity are positively correlated with consumer trust and are more likely to become

opinion leaders (Chen, Jing, 2018). Opinion leaders are more socially exposed and engaged than their peers. They have a certain socioeconomic status, and some opinion leaders already have personal popularity, and then their recommended products will have a celebrity effect (Valente, T. W., & Pumpuang, P., 2007). In live streaming, opinion leaders are vital participants in the consumer shopping process.

Professionalism

Compared with consumers, those who have expertise in a particular field know more about the products and services in that field. The stronger the expertise of opinion leaders, the greater the influence on consumers' purchasing behavior. Opinion leaders are more involved and interested in the product, spend more time and effort on research than the average consumer, and have comprehensive expertise (Feick, L. F., & Price, L. L., 1987). In a study of the influence of opinion leaders on consumers' purchase intentions, the characteristics of opinion leaders include four factors: expertise, product involvement, interactivity, and popularity, and consumers value the first three characteristics of online opinion leaders more when making purchases (Liu Jun-yue, et al., 2020). In the era of online information, consumers have various ways to obtain information. Due to the lack of professional knowledge, it is not easy to filter the products suitable for them in the massive report. Against this background, many online opinion leaders have emerged to share their experiences after using products on platforms such as Instagram and Weibo, recommending good products. In live streaming, opinion leaders make consumers know more about products through their professionalism, increasing their purchase intention. The

information provided by opinion leaders are credible to consumers than media (Burt, R. S., 1999).

Product Involvement

The study of product involvement began with Sherif and Cantril's "ego-involvements," which predict a person's attitude toward persuasion in different positions or roles (Sherif, M., & Cantril, H., 1947). Opinion leaders are recommended in platform sharing and live shopping to expand their influence among consumers, and they have to continuously and actively follow product information; Flynn et al. found that consumer shopping enjoyment positively correlated with an overall grasp of relevant product knowledge, especially for new products (Flynn, L. R., & Goldsmith, R. E., 1993). In the era of the Internet information explosion, it is difficult for consumers to have a high level of expertise in multiple domains, so the product involvement of opinion leaders is significant. The high product knowledge of opinion leaders enables them to provide consumers with sound advice when presenting products and thus influence their purchase intentions (Xiaofen, J., & Yiling, Z., 2009).

Live streaming

In the history of communication, the concept of live streaming appeared in the middle of the last century, called live broadcast, also known as live relay and instant replay. According to historical records, the world's first live news program appeared in Detroit, Michigan, USA - on

August 31, 1920. The earliest form of television programming broadcast in the United States was the live telecast. Because videotape technology was not widely available, the founders of the television medium generally believed that taping was cheating viewers, so television programming remained predominantly live. This view changed until the late 1950s. Only after the 1960s, when television media professionals began to seek higher audio and video quality and demand greater security for content broadcast, did stations gradually reduce live programming.

Regarding the definition of live streaming, there is no consistent standard in the academic field due to its short time of appearance and development. On a broad scale, live streaming uses video to post product display, background introduction, etc., to the Internet, using the Internet's fast, content-rich, intuitive, interactive, and divisible audiences to enhance the promotion effect. On a narrow scale, live streaming is an emerging, highly interactive video entertainment method, and livestreamer can spread on the Internet through live video streaming. Most of these scenes are for personal talent performances. The audience can not only watch and follow the livestreamer according to their preferences but also interact with the livestreamer through the bullet screen mechanism and use virtual props for reward (Gong Chengbo & Tian Yuan. , 2014).

Many scholars have published their definitions of live streaming in their studies. According to Zhou Liang-fa (2017), live streaming is an interactive activity using the Internet medium and communication technology. The livestreamer fully communicates and interacts with users through the live streaming platform. Live streaming also allows users to watch the livestreamer's image, talent, views, or life scenes. Liu Rui (2022) argues that live streaming is a real-time social approach in which livestreamers release video information to users based on streaming

technology. Users respond in real-time by liking, rewarding, and bullet screen after receiving the

notification. According to Sun et al. (2019), e-commerce live streaming is a demonstration of

merchandise given by merchants of e-commerce platforms with the help of a live streaming

function, allowing consumers to understand the goods they want to buy. Consumers are social

and interactive, bringing them a new buying experience while watching this process. Dong Fang

(2019) argues that e-commerce provides users with comprehensive three-dimensional product

information services in real-time through live streaming format, allowing consumers to

experience shopping more realistically, thus gaining a sense of price, social, commodity, and

platform. Consumers can experience the goods accurately in terms of visual effects in live

streaming, enhancing their willingness to purchase (Wang Xiu-jun et al., 2019).

Characteristics of the live streaming platform

Live streaming is simple to get started, users only need to have a phone with a live

streaming APP installed. This real-time distribution differs from posting messages on WeChat

and Instagrm in that live streaming allows the audience to know the status of the livestreamer in

real-time and communicate with them in real-time. The two-way interactive communication

performance facilitates emotional communication between the transmitter and receiver (Sethi,

D., & Seth, M., 2009). Live streaming is easy to operate and has no scenario requirements. The

livestreamer share the scenes they are experiencing with the audience, who will selectively watch

the live program and communicate with the livestreamer by sending text and virtual gifts during

the viewing process. The livestreamer can also answer questions or communicate with the

audience as they wish (Chen Qin. , 2016). Live streaming can reduce the information

dissemination loss allowing users to feel an absolute sense of life.

Real-time interaction

Live streaming has the advantage of real-time television streaming and the qualities of

social media interaction, building a bridge between the livestreamer and the user so that both

sides can communicate and exchange without barriers. Users can quickly get feedback from

streamers in the process of using it, and the distributors can also give real-time feedback to the

recipients. A two-way interactive relationship between the two is essential. Live streaming

allows streamers to display products in real-time videos, thus providing consumers with more

detailed information about the products (Wongkitrungrueng, A., & Assarut, N., 2020). In live

streaming, customers can exchange information through bullet screens. At the same time, live

streaming allows customers to ask questions via bullet screen. Streamers can answer consumers'

questions through real-time live streaming, providing highly personalized services and guidance

to consumers who can have a meaningful impact on consumers' purchases (Chen et al., 2017;

Kim & Park, 2013; Zhou et al., 2018).

Consumers purchase intention

Purchase intention is a possibility for consumers to take purchasing behavior. The

probability that a consumer will choose to buy a product under the influence of both subjective

attitudes and the external environment emphasizes the role of the external environment in the formation of purchase intention (Ajzen, I., & Fishbein, M., 1975). The likelihood that consumers are willing to buy a product after collecting information based on their own experience, preferences, and external environment (Zeithaml, 1988). Purchase intention contains both the consumer's attitude toward a product or service and the likelihood that the consumer will take the actual purchase behavior with subjective consumer tendencies (Dodds, W. B., Monroe, K. B., & Grewal, D., 1991). Shopping motivation is expressed as the effort consumers make to achieve the purchase behavior (Eagly, A. H., & Chaiken, S., 1993). Consumers' purchase intention is a measure of the intensity with which an individual performs a particular behavior, deciding on a product or service, and the consumer's choice of whether or not to purchase in a particular situation in the present or the future (Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A., 2003).

In general, product price influences consumers' purchase intentions to some extent, but a relatively low degree (Liao, Z., & Cheung, M. T., 2001). The quality of the service in the purchase and the additional services offered by the merchant affect consumers' purchase intention (Arun, T., Bendig, M., & Arun, S., 2012). Consumer knowledge about the product plays an integral role in consumer's purchase decision(Younus, S., Rasheed, F., & Zia, A., 2015). As an essential variable in the consumer shopping process, perceived value is an important cause of purchase intention, and the higher the perceived value, the higher the consumer's purchase intention (Chinomona, R., Okoumba, L., & Pooe, D., 2013). Consumers' purchase intention may

change under the influence of price or perceived value(Mirabi, V., Akbariyeh, H., &

Tahmasebifard, H., 2013).

This study addresses the effect of opinion leaders' live streaming on consumers' purchase

intentions. Therefore, consumers' purchase decisions occur in a specific context, this study

defines purchase intention as the likelihood that a consumer will choose to purchase a product in

a live streaming by an opinion leader.

Consumers trust

The development of the Internet and information technology has led more and more

scholars to focus on the impact of trust on the field of e-commerce. Trust becomes very

important when consumers perceive uncertainty (Gambetta, D., 1988). Consumers' most

significant concern when shopping online is uncertainty, and trust becomes an essential factor in

online transactions (Urban, G. L., Sultan, F., & Qualls, W. J., 2000). The trust exists when one

party perceives a trading partner as honest and reliable. It becomes more critical when

uncertainty in the transaction and incomplete information about the product (Morgan, R. M., &

Hunt, S. D., 1994). Trust is a willingness shown by the truster to the trustee to perform critical,

special activities as expected by the truster (Mayer, R. C., Davis, J. H., & Schoorman, F. D.,

1995). Consumer trust in an online vendor is the dependence on the vendor in the online

environment and the willingness of the consumer to take action, even though such action may

expose the consumer to risk (Jarvenpaa, S. L., Tractinsky, N., & Vitale, M., 2000). Online trust

can help consumers psychologically overcome their perceptions of risk and uncertainty and readily engage in specific online transactions(McKnight, D. H., Choudhury, V., & Kacmar, C., 2002).

To sum up, trust is the dependence or expectation that the truster creates on the trustee and is an unsuspecting psychological state. Online trust is for customers' beliefs about the competence, goodwill, and honesty of online sellers. Therefore, this study defines trust as the willingness of consumers to be influenced by the competence, goodwill, and honesty demonstrated by opinion leaders in recommending products during the live streaming process.

Consumers perceived value

Perceived value is defined as " a customer's overall assessment of gains and losses," and the greater the ratio of what the customer perceives to be "gained" to "spent," the more significant the perceived value (Zeithaml, V. A., 1988). Perceived value combines both emotional and rational values, and online providers should focus on meeting consumers' demands in terms of emotional value (Chang, H. H., & Wang, H. W., 2011). The trade-off between the benefits customers receive and the costs they incur in the transaction process(Martins, M., & Monroe, K. B.,1994); The greater the ratio of the total benefits obtained from a product or service to the total costs paid, the greater the perceived value of the product or service received by the customer (Yao, J. H., 2002), and the definition of perceived value in the above two studies emphasizes the balance benefits and disadvantages. In a given context, users' preferences and evaluations of the

outcomes of image, performance, and use of the product in question may facilitate or hinder their consumption intentions (Woodruff, R. B., 1997); users' subjective perceptions of the product or service and summarize the five characteristics of perceived value, which are subjectivity, weight deformation, multidimensionality, hierarchy, and comparability (Fan, S., & Luo, H. C., 2003). The above two studies emphasize the hierarchical nature of perceived value. They believe that perceived value should be divided into consumption situation, the expectation of the product, customer's goals and outcomes.

In this study, perceived value defines as consumers' subjective perceptions of a product during the process of watching a live streaming of an opinion leader, that is, consumers' outcome preferences facilitate or hinder their consumption intentions by comparing the magnitude of benefits (product utility, after-sales service, and pleasurable feelings) gained with the importance of costs (money and time) paid and evaluation (Woodruff ,1997; and Fan, Patrick, & Luo, Haicheng, 2003).

Stimulus-Organism-Response theory (SOR)

Mehrabian & Russell (1974) proposed the Stimulus-Organism-Response theory (SOR) to investigate the influence of the environment on human behavior. The SOR theory suggests that stimuli from the external environment can act on an individual's cognition or emotion, resulting in either an internal response (attitude or willingness) or an external response (approach or avoidance).

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┌──────────────┐        ┌──────────────┐        ┌──────────────┐
│  Stimulus    │───────▶│  Organism    │───────▶│  Response    │
│    (S)       │        │    (O)       │        │    (R)       │
└──────────────┘        └──────────────┘        └──────────────┘
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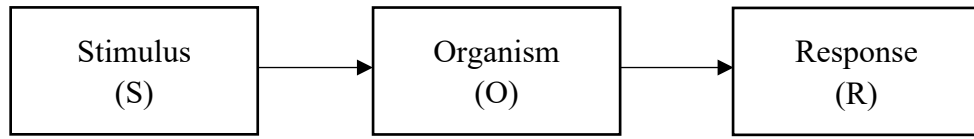
Figure 1. Theoretical model

Eroglu's (2001) SOR theory was introduced to online shopping, suggesting that the store atmosphere causes individuals to generate primary emotional states and influences them to produce behavioral responses that benefit or avoid harm. Using SOR theory, Zhu and Fang (2017) demonstrated that opinion leaders influence consumers' perceptions and emotions that affect purchase intentions. Wang and Chenghui (2020) argued that the online shopping festival atmosphere influences consumers' purchase intentions by stimulating their emotions. Chen and Jing (2018) demonstrated that opinion leader traits (professionalism, personal charisma) and information characteristics (timeliness, visual cues, information quality) influence consumers' purchase intention through consumer attitudes (cognitive attitudes and affective attitudes).

As seen from the table, the stimulating consumer factors mainly focus on live context, opinionleaders, and products. Live context is mainly stored atmosphere (interactivity, vividness, and entertainment of the website) (Jiang Hui-lin et al., 2019; Wang Xiujun, 2019; Ye Li et al., 2020); opinion leaders (Zhu Fang, 2017; Liu Junyue et al., 2020; Chen Jing, 2018); products (product price, affordability), service quality, and after-sales guarantee such as festival payout promise (Yao Qian, 2015. Jiang Hui-lin et al. 2019; Peng Zhen, et al. 2019). The organism

Author (year)	Stimulus(S)	Organism(O)	Response(R)
Liu Jun-yue et al. (2020)	Opinion Leaders	Trust, perceived risk and perceived value	Purchase intention
Jiang Hui-lin (2019)	Preference effect, sense of entertainment value, interaction effect and opportunity cost effect	Arousal, pleasure and perceived benefits	Purchase intention
Wang Jun-xiu et al. (2019)	Interactive, entertaining, preferential	Cognitive and emotional changes	Purchase intention
Ye Li et al. (2020)	The interactivity, offer and authenticity of live streaming	Perceived trust and demand release	Purchase intention
Yao Qian (2015)	Price and seller reputation	Perceived Value	Purchase intention
Peng Zhen et al. (2019)	Price concessions, product information, website service quality, online reviews	Perceive value, perceive risk	Purchase intention
Luo Yu-kui (2020)	Personalized recommendation program	Consumer Perceived Value	Purchase intention
Dong Fang (2019)	Price experience, product experience, social experience	Perceived Pleasantness, Perceived Risk	Purchase intention

Figure 2. Consumer incentive

research focuses on cognitive and emotional variables, with cognitive variables including perceived value (Yao Qian, 2015; Luo Yuqui, 2020) and trust (Dong Fang, 2019; Liu Jun-yue et al., 2020; Ye Li et al., 2020), among others. Emotional variables include pleasure and arousal (Dong Fang, 2019; Jiang Hui-lin, 2019).

In summary, in this study, the factors of influence of opinion leader Live streaming on consumers are focused on the live streaming context, opinion leaders, and products. The elements of the interaction process with users in the opinion leader live streaming are viewed as the stimulus (influence, preferential properties, interactivity, entertainment, etc.), the trust, and perceived value generated by consumers after the opinion leader recommends a product are viewed as the organism. The purchase intention generated by consumers after receiving the information dissemination is viewed as the RESPONSE.

The opinion leaders' live streamingprovides consumers with favorable prices and high-quality products. It instantly interacts with consumers in both directions, and the entertainment atmosphere created in the interaction brings sensory stimulation (stimulus) to consumers, which in turn enhances their trust and perceived value (organism) and leads to consumers' willingness to purchase and purchase behavior (response). Therefore, the theoretical model of SOR in this study.

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┌─────────────┐      ┌─────────────┐      ┌─────────────┐
│  Stimulus   │ ───▶ │  Organism   │ ───▶ │  Response   │
│    (S)      │      │    (O)      │      │    (R)      │
└─────────────┘      └─────────────┘      └─────────────┘
       │                    │                    │
       ▼                    ▼                    ▼
┌─────────────┐      ┌─────────────┐      ┌─────────────┐
│Related factors│    │  Trust and  │      │  Purchase   │
│  of opinion   │──▶ │perceived value│──▶ │  intention  │
│   leaders     │    │             │      │             │
└─────────────┘      └─────────────┘      └─────────────┘
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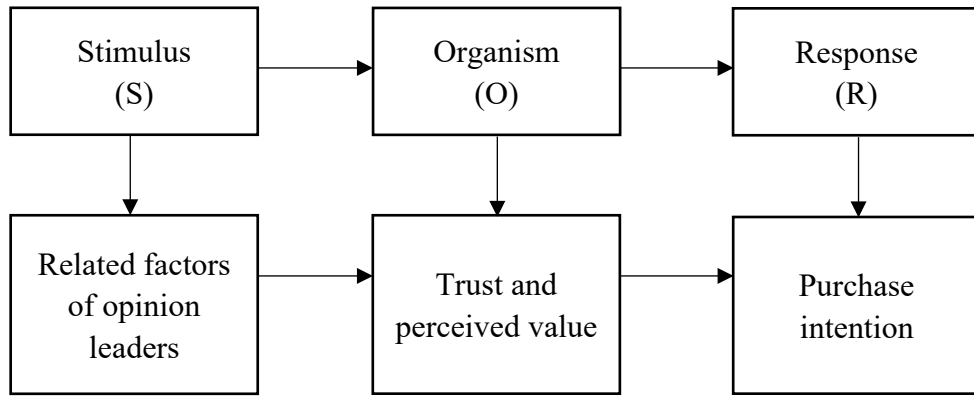
Figure 3. The theoretical model of this study

Chapter Three:

Research Hypothesis

Influence of opinion leaders

The influence of opinion leaders includes visibility, professionalism, number of fans, and ability to bring goods. Visibility refers to the degree of being known and familiar with the public. Opinion leaders generally have a certain level of popularity, which can significantly influence consumers' purchase intention. Celebrities significantly influence consumer trust, which influences consumers' purchase intentions (Tanner, R. J., & Maeng, A., 2012). Opinion leaders have a certain level of expertise, and the expertise of opinion leaders significantly and positively affects consumers' purchase intentions (Liu, Z. Y., Zhao, X. H., & Long, W., 2012). In the study of the influence of opinion leaders on consumers' purchase intention, popularity and professionalism were considered as their characteristics, and the results showed that popularity and professionalism influence consumers' purchase intention by affecting their knowledge and consumer trust (Qiaoxian Fu, 2020). An opinion leader's ability to bring in goods refers to the volume and amount of goods sold by the opinion leader during the live streaming. The more robust an opinion leader can bring in goods, the stronger its business value and the greater its influence. The number of followers of an opinion leader refers to the number of followers on the social media platform. The number of followers is the audience that an opinion leader can

directly influence, and it is also an essential quantifiable indicator to measure the influence of an opinion leader. The more followers an opinion leader has, the more attention he or she receives and the more attractive he or she is to his or her fans, which means that the influence of the opinion leader is also more significant. Therefore, opinion leaders are summarized as one of the independent variables in this study.

Therefore, the following hypothesis is proposed.

H1: In live streaming, the influence of opinion leaders positively affects consumers' purchase intention.

H1a: In live streaming, the influence of the opinion leader positively affects consumers' trust.

H1b: In live streaming, the influence of opinion leaders positively affects consumers' perceived value.

Preferential attributes

The promotion attribute refers to a series of promotional activities during the live streaming process, including discounted prices of products in the live streaming, shopping lottery, sale of limited products, limited-time seconds, issuance of coupons, and gift-giving. Promotions are short-term in nature and combine external stimuli and additional rewards to stimulate consumers to purchase certain products and services (Kotler, P., & Keller, K. L., 2006). During the live streaming, consumers are stimulated to purchase through promotions such as seconds, lotteries,

and coupons issued, and the live promotional price influences consumers' willingness to purchase (But Mingxiao, & Wu, F., 2018). Opinion leader promotional interactions affect apparel consumers' perceived value and thus their purchase intentions (Lin, T., & Qu, H. J., 2019). Through literature combing and observing the activity strategies of opinion leaders to attract consumers during the live streaming of e-commerce platforms and combining the analysis of in-depth interview cases, the researchers found that the price of products and services is a factor that influences consumers. Therefore, this study summarizes the preferential attribute as one of the independent variables.

Therefore, the hypothesis is formulated.

H2: In live streaming, the preferential attribute of the product positively influences consumers' purchase intention.

H2a: In live streaming, the preferential attribute of the product positively influences consumers' trust.

H2b: In live streaming, the preferential attribute of the product positively affects the perceived value of consumers.

Interactivity

Interactivity refers to the immediate, two-way interaction between opinion leaders and consumers and between consumers and consumers during live streaming. The development of information technology provides the basis and support for interactive marketing, which is more

diversified than traditional marketing, and it will be easier to evaluate its marketing effect (Liu Cuiping, 2006). At the early stage of e-commerce development, consumers could only learn about products or services through text and pictures. The emergence of live streaming allows consumers to interact and chat with opinion leaders and other consumers in the live streaming room and see vivid products. During the live streaming process, consumers can instantly ask exciting questions to the opinion leaders, who will give professional answers or meet personalized needs according to the questions raised by consumers. This instant feedback is a great encouragement to the live audience. It directly affects the length of consumers' stay, thus enhancing consumers' trust in the products and services, which affects consumers' willingness to purchase. Therefore, this study includes interactivity as one of the independent variables.

Accordingly, the following hypotheses are proposed.

H3: Interactivity in live streaming positively affects consumers' purchase intention.

H3a: Interactivity in live streaming positively affects consumers' trust.

H3b: interactivity in live streaming positively affects consumers' perceived value.

Entertainment properties

The entertainment attribute refers to the happy and enjoyable feeling that consumers perceive in the live streaming of opinion leaders. The level of pleasure that consumers can feel physically and mentally when shopping online can be called perceived entertainment (Moon, J. W., & Kim, Y. G., 2001). The development of society has led to the diversification of consumer

needs. Consumers are not only involved in shopping to satisfy their own shopping needs, but also some consumers prefer to release their emotions during the online shopping process. New technologies have made online shopping activities richer and more entertaining in the online consumption process. Opinion leaders usually create an entertaining atmosphere and enhance entertainment in their live streaming to bring pleasure to consumers and thus influence their purchase intentions. Live streaming entertainment affects consumers' purchase intention (Guo, Rong, & Li, Yan. , 2018). The entertainment and interactivity of live streaming affect the purchase intention of apparel consumers through perceived value (Cui, Shooting, & Qu, Hongjian. , 2020). Therefore, this study includes entertainment as one of the independent variables.

Therefore, the hypothesis is proposed.

H4: Entertainment properties in live streaming positively affect consumers' purchase intention.

H4a: The entertainment properties in live streaming positively affects consumers' trust.

H4b: Entertainment properties in live streaming positively affect consumers' perceived value.

Trust

In live streaming by opinion leaders, trust refers to consumers' evaluation of their perceived competence, goodwill, and honesty. Consumers generally perceive opinion leaders as competent,

well-intentioned, and honest and believe that the information provided by opinion leaders is reliable. Trust influences consumers' purchase intention in the process of opinion leaders' live streaming. Trust has a positive influence on consumers' purchase intentions (Cheng, 2013). Opinion leader expertise influences consumers' purchase intention by affecting their trust and thus their purchase intention (Shouliang Zhou, Zhenhua Liu, & Jie Yao. , 2019). Consumers' trust in product recommenders significantly affects their purchase intentions (Hsiao, K. L., Lin, J. C. C., Wang, X. Y., Lu, H. P., & Yu, H., 2010). Therefore, this study uses the trust generated by consumers towards opinion leaders as a mediating variable.

Therefore, the hypothesis is proposed.

H5: Trust in live streaming significantly and positively affects consumers' purchase intentions.

H5a: There is a mediating effect of trust in the influence of opinion leaders and consumers' purchase intention.

H5b: There is a mediating effect of trust in preferential attributes and consumers' purchase intention.

H5c: Trust mediates between interactivity and consumers' purchase intention.

H5d: There is a mediating effect of trust in the entertainment attribute and consumers' purchase intention.

Perceived value

Perceived value refers to consumers' subjective feelings about a product while watching an opinion leader's live streaming. Consumers compare the size of the benefits gained (product utility, after-sales service, and pleasurable feelings) with the size of the costs paid (money and time) and the resultant preferences and evaluations that promote or hinder their consumption intentions. Consumers' perceived value influences their purchase intentions (Zeithaml, V. A., 1988). Perceived value is the most important factor influencing consumers' purchase intentions (Chang, T. Z., & Wildt, A. R., 1994). Perceived value was empirically demonstrated to positively influence consumers' purchase intention in a study on IWOM, perceived value, and consumers' purchase intention (Wang, J., Wang, L. Y., & Wang, M. M., 2019). Professional opinion leaders have strict selection teams who screen out inferior products and merchants for consumers. The direct products are both practical and economical, and consumers can buy quality products that meet their needs at a better price. In addition, opinion leaders pay great attention to personal word-of-mouth. They ask merchants to provide consumers with quality after-sales service, in which case the perceived value of consumers increases, thus influencing consumers' willingness to purchase. Therefore, perceived value is summarized as a mediating variable in this study.

Therefore, the hypothesis is proposed.

H6: Perceived value in live streaming positively influences consumers' purchase intention.

H6a: There is a mediating effect of perceived value in opinion leaders' influence and consumers' purchase intention.

H6b: There is a mediating effect of perceived value in preferential properties and consumers' purchase intention.

H6c: There is a mediating effect of perceived value in the relationship between interactivity and consumers' purchase intention.

H6d: There is a mediating effect of perceived value in the relationship between entertainment and purchase intention.

Purchase intention

It is known from the literature that purchase intention is a psychological intention that occurs before the purchase behavior and can predict the purchase behavior. In this study, purchase intention refers to the likelihood that consumers will choose to buy a product in the context of a live streaming by an opinion leader. Purchase intention was taken as the dependent variable in this study.
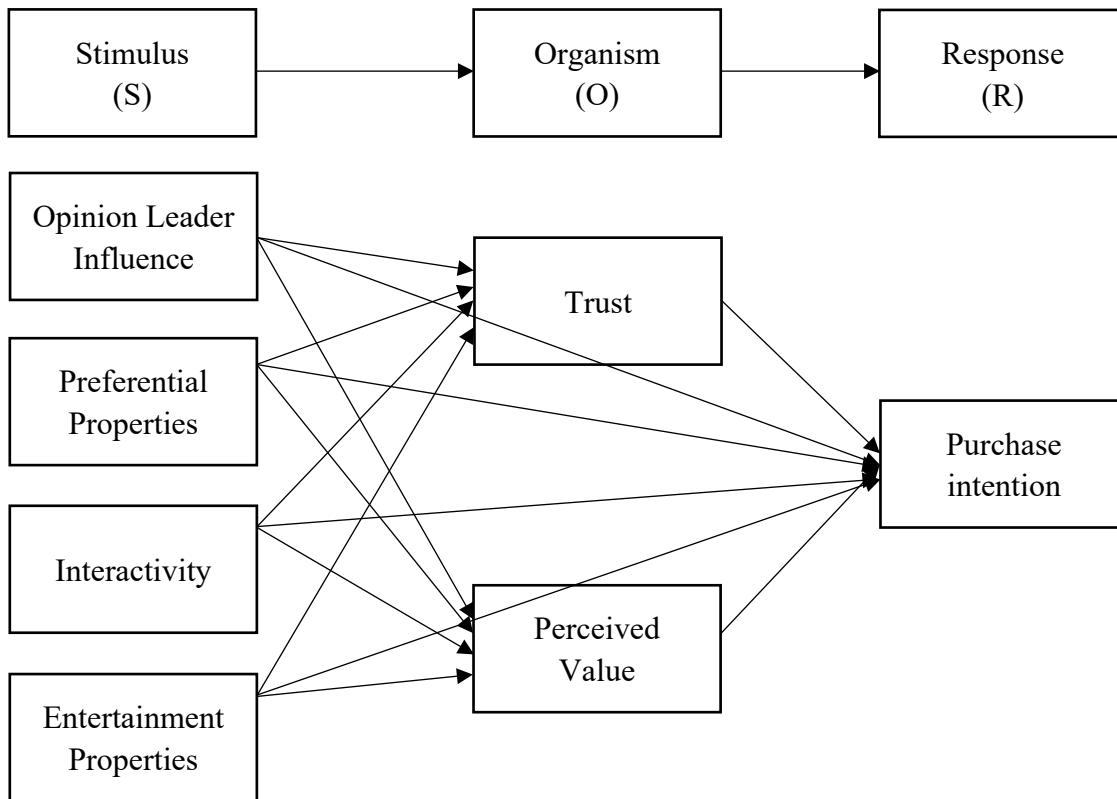
Figure 4. Research hypothesis

Chapter Four:

Methodology

Data collection

The researchers posted questionnaire information on social networking sites to identify how live-streaming influences consumers' purchase intentions. The researchers actively distributed coupons and small gifts to attract eligible people to participate in this study's questionnaire. The participants in this study had a common characteristic: all participants were live-streaming viewers. A total of 208 questionnaires were distributed in this study.

The questionnaire design for this study was as follows.

The first part of the questionnaire was designed as a screening item, and participants were terminated if they had not watched live-streaming shopping. The following five questions were designed to understand the level of involvement in live-streaming shopping for the eligible respondents.

The second part contains the basic information of the participants, including gender, age, income, education and occupation.

The third part is why the participant purchased the product recommended by the livestreamer, and the Likert scale is used.

Measures

In this study, the Likert Scale is used (1= Strongly disagree, 5= Strongly agree), and 1~5, in turn, means "Strongly disagree," "Disagree," "Neither Agree nor disagree," "Agree," "Strongly agree."

Instrumentation

This study used a questionnaire method to collect data. An online questionnaire was created using Questionnaire Star.

Data analysis

To test the hypotheses of this study, the researcher used the Statistical Package for the Social Sciences (SPSS) version 26 for all data analysis procedures.

Chapter Five:

Results

Descriptive analysis

The descriptive statistical analysis in this study is to organize, summarize and analyze the collected valid questionnaires.

Table 1. Descriptive analysis (Frequency)

Frequency

Items	Categories	N□	Percent (%)□	Cumulative Percent (%)□
Have you ever watched an opinion leader's live shopping experience?	Watched and purchased	202	97.12	97.12
	Watched but did not buy	6	2.88	100.00
How long have you been shopping through watching of opinion leaders live streaming?	Less than half a year	32	15.38	15.38
	Half a year to one year	60	28.85	44.23
	1-2 years	72	34.62	78.85
	2-3 years	37	17.79	96.63
	More than 3 years	7	3.37	100.00
How often do you watch your favorite opinion leaders' live streams?	Less than 1 time/month on average	14	6.73	6.73
	Average 1 time/month	12	5.77	12.50
	Average 1 time/week	45	21.63	34.13
	Average 1 time/day	79	37.98	72.12

Table 1. (Continued).

	Frequency			
Items	Categories	N☐	Percent (%)☐	Cumulative Percent (%)☐
What is the average number of live shopping you watch per month?	No limit to the number of times, watch it when it is on	58	27.88	100.00
	1 piece or less	15	7.21	7.21
	2-5 pieces	40	19.23	26.44
	6-9 pieces	75	36.06	62.50
	More than 10 pieces	78	37.50	100.00
Gender	Male	82	39.42	39.42
	Female	126	60.58	100.00
Age	19-24 years old	57	27.40	27.40
	25-29 years old	75	36.06	63.46
	30-35 years old	51	24.52	87.98
	Over 36 years old	25	12.02	100.00
Monthly income	Less than 2000 RMB	64	30.77	30.77
	2001-5000RMB	103	49.52	80.29
	5001-10,000RMB	29	13.94	94.23
	10001RMB or more	12	5.77	100.00
Academic background	Secondary school	7	3.37	3.37
	Elementary school	28	13.46	16.83
	Undergraduate	159	76.44	93.27
	Master and above	14	6.73	100.00
Occupation	College Students	57	27.40	27.40
	White collar	43	20.67	48.08
	Teachers	34	16.35	64.42

Table 1. (Continued).

<div align="center">Frequency</div>

Items	Categories	N☐	Percent (%)☐	Cumulative Percent (%)☐
	Medical workers	24	11.54	75.96
	Freelance self-employment	28	13.46	89.42
	Others	22	10.58	100.00
Total		208	100.0	100.0

Opinion leaders' purchase intention live and their behavioral characteristics

From the experience of whether or not to watch the opinion leaders live streaming, it can be concluded that the number of "watched and purchased" in the sample is 202, accounting for 97.12%; the number of "watched but did not buy" is 6, accounting for 2.88%. Due to the COVID-19, offline to online has almost become the biggest trend in 2020, and live streaming has become popular and one of the more successful ways to cash in. In this study, 97.12% of people have "watched and purchased", which shows that live shopping has become popular nowadays.

Opinion Leader Live Time

The survey results show that 34.62% of the sample watched the live streaming for "1-2 years". And the percentage of the sample from half a year to one year is 28.85%. The number of people who have watched live streaming for more than 3 years is the least, only 3.37%. The data coincides with the current development, the COVID-19 in 2020 began, users from offline

shopping to online. This indicates that live enough is a relatively new thing, and with the development of the times, more people may pay attention to live shopping. Therefore, this study has profound practical significance.

Watch the frequency of live streaming of favorite opinion leaders

The highest percentage of viewers was "average one time/day" at 37.98% and " No limit to the number of times, watch it when it is on " at 27.88%, "average one time/week" at 21.63% the other two percentages were 5.77% and 6.73%. These data show that many users do not have the habit of watching live shopping regularly, and watching live shopping has not become their daily routine. The frequency with which users watch live streaming also gives opinion leaders and the live industry food for thought about the need to generate different live content for different audiences.

The average number of live shopping pieces per month

In the sample, the most significant number of people watch live shopping "buy more than 10 pieces" per month, accounting for 37.05%; and "6-9 pieces" of live shopping per month is 41.32%; watch live shopping "2-5 pieces" per month, accounting for 19.23% of the population; "1 piece or less" accounted for only 1.74%.

Gender

By analyzing the basic information of the participants, the researcher can find that the number of participants is more female than male. The percentage of the people who watched the live streaming of opinion leaders was 60.58% female. In addition, the rate of the male sample was 39.42%.

Age

Regarding age distribution, the most significant proportion of the sample was 25-29 years old, with a balance of 36.06%. The next is 19-24 years old with 27.40%. 30-35 years old and 36 years old and above accounted for 24.52 and 12.02%. Live streaming is a new shopping trend, young people aged 25-29 who have just entered the society pursue cost performance, so most of them choose live streaming shopping. And college students like to explore new things, so it is easier to accept.

Monthly income

Live shopping is a consumption behavior related to income, therefore, the researcher collected the monthly income of the participants. In this study, 49.52% of the sample had a monthly income of "2001-5000 RMB", followed by less than 2000 RMB, accounting for 30.77%. "5001-10,000 yuan" with 13.94%; and more than 10,001 yuan with 5.77%.

Academic background

From the perspective of the participants' educational background, 76.44% of the surveyed population had "college students"; "secondary school" accounting for 13.46%; master's degree accounting for 6.73%; elementary school accounting for only 3.37%.

Occupation

In this questionnaire, more than 20% of the sample population's work is "college students,"; followed by white-collar workers and teachers, accounting for 20.67% and 16.35%.

Live-streaming platform response rate

Opinion leaders need to rely on various platforms to live-stream their goods; therefore, this study collected data on the media.

Table 2. Live-streaming platform response and popularity rate

Response and popularity rate

Categories	Response		Popularity rate (n=208)
	n	Response rate	
Taobao, Jindong, etc	174	33.66%	83.65%
Tik Tok, Kuaishou, etc.	198	38.30%	95.19%
WeChat, Weibo, etc.	145	28.05%	69.71%
Total	517	100%	248.56%

Goodness of fit:χ^2=8.174 p=0.017

The distribution of the proportion of choices for each multiple-choice question was analyzed using the chi-square goodness-of-fit test. As can be seen from the above table, the goodness-of-fit test showed significance (chi=8.174, p=0.000<0.05), implying a significant difference in the proportion of choices for each item. The difference can be compared explicitly by response rate or the prevalence rate.

Specifically, TikTok, Kuaishou, etc., 's response rate and popularity are significantly higher, followed by Taobao, Jindong, etc. TikTok, Kuaishou and other live streaming, content to win, exciting content, accurate algorithm push, attracting the eyes of many young people, TikTok, Kuaishou and other live streaming with goods added to the function, the performance is far ahead of other platforms. The response rate ranked second to Taobao, Jindong and others born to have shopping attributes, so Taobao also lives in the live with goods platform inside the excellent development. Its output is second only to TikTok, Kuaishou and other live.

Analysis of the reasons

In this study, the researcher understands why consumers pay attention to opinion leaders' live streaming to propose targeted countermeasures.

The analysis was conducted using the chi-square goodness-of-fit test to determine whether the proportion of choices for each multiple-choice question was evenly distributed. As can be seen from the table, the goodness-of-fit test showed significance (chi=174.315, p=0.000<0.05), implying that the proportion of each choice has significant variability, and the variability can be

compared explicitly by response rate or the prevalence rate. Specifically, the response rate and

prevalence rate of four items, saving time in choosing products, looking at product details, seeing

if there is anything to buy, and buying products at low prices, were significantly higher. The

above data shows that users can save time, learn product details, get more product information

and get products at lower costs and offers through live shopping. The percentage of

entertainment and pastime is 14.17%, indicating that the development of the Internet has

increased the fragmentation time. Some people will spend time in the live streaming room, which

means that the focus should be on live content to meet users' entertainment needs.

Table 3. Reasons to follow opinion leaders live

Reasons to Follow Opinion Leaders Live

Categories	Response		Popularity rate *(n=208)*
	n	Response rate	
To buy products at low prices	194	25.46%	93.27%
For recreation and entertainment	177	23.23%	85.10%
Look at the product details	149	19.55%	71.63%
To save time in choosing products	124	16.27%	59.62%
See if there is anything to buy	111	14.57%	53.37%
Other	7	0.92%	3.37%
Total	762	100%	366.35%

Goodness of fit: $\chi^2=174.315$ $p=0.000$

Correlation analysis

Correlation analysis is a statistical method that refers to the closeness of the relationship between the variables studied and the proximity of the association. It is used to verify whether there is an interrelated relationship between several variable factors in the research hypothesis and the closeness of this relationship. This paper uses the Pearson correlation coefficient for correlation analysis among variables. In general, the absolute value of the correlation coefficient is the magnitude of the closeness between the variables, and the larger the value of the correlation coefficient, the higher the similarity between the two variables and the higher the correlation.

The correlation analysis was conducted by correlating the variables in this study, and the results of the correlation analysis were obtained.

Table 4. Reasons to follow opinion leaders live

Reasons to Follow Opinion Leaders Live

variable		Opinion Leader Influence	Preferential attribute	Interactivity	Entertainment properties	Trust	Perceived Value
Purchase intention	Coefficient	0.419**	0.379**	0.473**	0.532**	0.567**	0.616**
	p value	0.000	0.000	0.000	0.000	0.000	0.000

Data source: questionnaire data collation Note: * p<0.05 ** p<0.01, two-sided test

The above table shows that the Pearson correlation coefficient is used to indicate the strength of the correlation. The specific analysis shows that.

The correlation coefficient between opinion leaders and purchase intentions was 0.419 and showed a 0.000 level of significance, thus indicating a significant positive relationship between opinion leaders and purchase intentions. The correlation coefficient between the preferential attribute and purchase intention was 0.379 and showed a 0.000 level of significance, thus indicating a significant positive relationship between the preferential attribute and purchase intention. The correlation coefficient between interactivity and purchase intention was 0.473 and showed a 0.000 level of significance, thus indicating a significant positive relationship between interactivity and purchase intention. The correlation coefficient value between entertainment properties and purchase intention is 0.532. The p-value is 0.000, thus indicating a significant positive relationship between entertainment properties and purchase intention. The correlation coefficient between trust and purchase intention was 0.567 and showed a 0.000 level of significance, thus indicating that there is a significant positive relationship between trust and purchase intention. The correlation coefficient between perceived value and purchase intention was 0.616 and showed a 0.000 level of significance, thus indicating a significant positive relationship between perceived value and purchase intention.

Correlation coefficients of all variables correspond to P values less than 0.01, indicating that the remaining variables are closely correlated with each other, and the correlation coefficient values are all greater than 0, meaning that there is a positive correlation between each of the remaining variables in this study.

Linear regression analysis

Regression analysis is a relatively common method of data analysis to test whether a causal relationship between variables holds. Regression analysis describes the relationship between variables and can reflect the degree of influence of one or more variables on a particular variable. Research hypotheses and models are tested for validity by examining the regression coefficients and significance level. This study uses multiple regression analysis to explore the regression analysis between opinion leader live streaming and purchase intention, each dimension of opinion leader live streaming and trust, each size of opinion leader live streaming and perceived value, and belief, perceived value and purchase intention.

Each dimension of opinion leader live-streaming with goods and purchase intention

To test the causal relationship between each dimension of opinion leaders' live-streaming with goods and purchase intention was conducted, regression analysis with opinion leaders' influence, preferential attributes, instant two-way interactivity and entertainment properties as independent variables and purchase intention as dependent variables, and the results of the analysis are as follows.

Table 5. Results of linear regression analysis

Results of linear regression analysis of each dimension of opinion leader's live streaming and purchase intention (*n*=208)

	Unstandardized Coefficients		Standardized Coefficients	t	p	VIF	R^2	Adj R^2	F
	B	Std. Error	Beta						
Constant	-2.962	1.228	-	-2.411	0.017**	-			
Opinion Leader Influence	0.111	0.034	0.194	3.233	0.001**	1.231			
Preferential Properties	0.115	0.054	0.130	2.145	0.033*	1.254	0.413	0.395	F (6.201)=23.545,p=0.000
Interactivity	0.137	0.056	0.147	2.433	0.016*	1.253			
Entertainment Properties	0.136	0.055	0.148	2.461	0.015*	1.239			
Trust	0.145	0.053	0.160	2.718	0.007**	1.191			
Perceived Value	0.179	0.045	0.237	3.938	0.000**	1.245			

Dependent Variable: Purchase intention D-W:1.860 * *p*<0.05 ** *p*<0.01

From the above table, we can see that the model formula is: Purchase intention = 2.962 + 0.111*opinion leader + 0.115* preferential attribute + 0.137*interactivity + 0.136*entertainment detail + 1.989 + 0.101*trust + 0.321*perceived value, and the model R-squared value is 0.413, which means that opinion leader, preferential attribute, interactivity, and entertainment attribute can explain 41.3% of the variation in purchase intention. The model passed the F-test (F=23.545,

p=0.000<0.05), which means that at least one of the attributes of opinion leader, preference, interactivity, and entertainment has an influence on the purchase intention, and the multicollinearity of the model was found to be less than 5, which means that there is no collinearity. The D-W values are around the number 2, thus indicating that the model does not have autocorrelation and there is no correlation between the sample data, and the model is good. The final specific analysis shows that:

The regression coefficient value of the opinion leader is 0.111(t=3.233, p=0.001<0.01), implying that the opinion leader will have a significant favorable influence relationship on purchase intention. The value of the regression coefficient of the preferential attribute is 0.115(t=2.145, p=0.033<0.05), implying that the preferential attribute will have a significant favorable influence relationship on purchase intention. The regression coefficient value of interactivity is 0.137(t=2.433, p=0.016<0.05), implying that interactivity will significantly positively affect purchase intention. The regression coefficient value for entertainment properties is 0.136(t=2.461, p=0.015<0.05), meaning that entertainment properties do have a meaningful relationship with purchase intentions. The final analysis shows that the regression coefficient value of trust is 0.145(t=2.718, p=0.007<0.01), which means that trust does impact purchase intention. The regression coefficient value of perceived value is 0.179(t=3.938, p=0.000<0.01), which means that perceived value has a significant positive effect on purchase intention. To sum up the analysis, it can see that: opinion leaders, preferential attribute, entertainment detail , trust, perceived value and interactivity have a significant favorable influence on purchase intention.

Therefore, H1, H2, H3, H4,H5 and H6 are valid.

Each dimension of opinion leaders' live-streaming with trust and perceived value

In order to examine the influence of each dimension of opinion leader's live streaming on trust, this study used opinion leader, discount attribute, interactivity, and entertainment attribute as independent variables. The figure shows that trust was used as a dependent variable for linear regression analysis. The analysis results are as follows.

Table 6. Results of linear regression analysis

Results of linear regression analysis between each dimension of opinion leader live streaming and trust ($n=208$)

	Unstandardized Coefficients		Standardized Coefficients	t□	p□	VIF□	R^2□	Adj R^2□	F□
	B□	Std. Error□	Beta□						
Constant	8.327	1.444	-	5.765	0.000**	-			
Opinion Leader Influence	0.047	0.045	0.075	1.057	0.292	1.191	0.141	0.124	$F(4,203)=8.357, p=0.000$
Preferential Properties	0.244	0.068	0.250	3.570	0.000**	1.156			
Interactivity	0.003	0.074	0.003	0.045	0.964	1.234			
Entertainment Properties	0.185	0.072	0.182	2.568	0.011*	1.185			

Dependent Variable: Trust D-W:1.830 * $p<0.05$ ** $p<0.01$

From the above table, it can be seen that the model formula is: Trust $= 8.327 +$

0.047*opinion leader $+ 0.244$* preferential attribute $+ 0.003$*interactivity $+ 0.185$ *entertainment

attribute, and the model R-squared value is 0.141, which means that opinion leader, preferential attribute, interactivity, and entertainment attribute can explain 14.1% of the variation in trust. The model passed the F-test (F=8.357, p=0.000<0.05), which means that at least one of the attributes of an opinion leader, preference, interactivity, and entertainment, influences trust. -W values are around the number 2, thus indicating no autocorrelation in the model, there is no correlation between the sample data, and the model is good. The final specific analysis shows that.

The regression coefficient value of the opinion leader is 0.047(t=1.057, p=0.292>0.05), implying that the opinion leader does not have a meaningful relationship with trust. The regression coefficient value of preferential attributes is 0.244(t=3.570, p=0.000<0.01), implying that preferential attribute have a significant favorable influence relationship on trust. The regression coefficient value of interactivity is 0.003(t=0.045, p=0.964>0.05), meaning that interactivity will not have a meaningful, clear influence relationship on trust. The regression coefficient value for the entertainment attribute is 0.185(t=2.568, p=0.011<0.05), implying that the entertainment attribute will have a significant favorable influence relationship on trust. To summarize the analysis, it can be seen that: preferential attributes, entertainment attribute have a meaningful, evident influence on faith. But opinion leaders and interactivity do not have an influence relationship on trust.

In summary, preferential attribute, entertainment attribute all have a significant favorable influence relationship on trust; therefore, the H2a, H4a hypotheses are valid. However, opinion

leaders and interactivity will not have a meaningful relationship with trust. This analysis verifies that the research hypothesis H1a, H3a are not valid.

In order to test the influence of each dimension of opinion leaders' live-streaming with goods on perceived value, linear regression analysis was conducted with opinion leaders, preferential attributes, interactivity, and entertainment properties as independent variables and perceived value as dependent variables, as shown in the figure. The analysis results are as follows:

Table 7. Results of linear regression analysis

Results of linear regression analysis between each dimension of opinion leaders' live bandwagon and perceived value (n=208)

	Unstandardized Coefficients		Standardized Coefficients	t	p	VIF	R^2	$Adj\ R^2$	F
	B	Std. Error	$Beta$						
Constant	9.437	1.698	-	5.559	0.000**	-			
Opinion Leader Influence	0.132	0.053	0.174	2.512	0.013*	1.191			
Preferential Properties	0.211	0.080	0.180	2.626	0.009**	1.156	0.179	0.163	F (4,203)=11.043, p=0.000
Interactivity	0.154	0.087	0.125	1.764	0.079	1.234			
Entertainment Properties	0.172	0.085	0.141	2.031	0.044*	1.185			

Dependent Variable: Perceived Value D-W:1.963 * p<0.05 ** p<0.01

From the table above, the model formula is: Perceived value = 9.437 + 0.132*opinion leader + 0.211*preferential attribute + 0.154*interactivity + 0.172*entertainment attribute, and the model R-squared value is 0.179, which means that opinion leader, preferential attribute, interactivity, and entertainment attribute can explain 17.9% of the variation in perceived value. The model passed the F-test (F=11.043, p=0.000<0.05), which means that at least one of the attributes of an opinion leader, preference, interactivity, and entertainment, affects perceived value. The model was tested for multicollinearity and found that all VIF values in the model are less than 5, which means no co-collinearity. And the D-W values are around the number 2, thus indicating that the model does not have autocorrelation, and there is no correlation between the sample data, and the model is good. The final specific analysis shows that.

The regression coefficient value of opinion leaders is 0.132(t=2.512，p=0.013<0.05), implying that opinion leaders do have a meaningful relationship with perceived value. The regression coefficient value of preferential attributes is 0.211(t=2.626，p=0.009<0.01), implying that preferential attribute will significantly influence perceived value. The regression coefficient value of interactivity is 0.154(t=1.764，p=0.079>0.05), meaning that interactivity will not significantly affect perceived value. The regression coefficient value for the entertainment attribute is 0.172(t=2.031，p=0.044<0.05), implying that the entertainment attribute will have a significant favorable influence relationship on perceived value. To summarize the analysis, it can be seen that: preferential attributes, entertainment attribute have a meaningful, evident influence on perceived value. However, opinion leaders and interactivity do not have any effect on perceived value.

Therefore, H2b, H4b are valid. However, opinion leaders and interactivity do not have a meaningful relationship with trust. This analysis verifies that the research hypothesis H1b , H3b does not valid.

A test of the mediating role

Table 8. Summary of intermediary role test results

				Summary of intermediary role test results							
Items	c Total effects	a	b	a*b Intermediar y Effect Value	a*b (Boo t SE)	a*b (z)	a*b (p)	a*b (95% BootCI)	c' Direct effects	Test conclusions
Entertainmen t Properties => Perceived Value => Purchase intention	0.194**	1.356**	0.179**	0.243	0.175	1.38 4	0.16 6	0.245 ~ 0.949	-0.009	Totally Intermediar y
Entertainmen t Properties => Trust => Purchase intention	0.194**	1.185**	-0.034	-0.040	0.235	0.17 1	0.86 4	-0.545 ~ 0.363	-0.009	Insignificant intermediary role
Interactivity => Perceived Value => Purchase intention	-0.029	-0.199	0.179**	-0.036	0.068	0.52 4	0.60 0	-0.202 ~ 0.074	0.001	Insignificant intermediary role
Interactivity => Trust => Purchase intention	-0.029	-0.181	-0.034	0.006	0.031	0.19 5	0.84 5	-0.056 ~ 0.078	0.001	Insignificant intermediary role

Table 8. (Continued)

Items	c Total effects	a	b	a*b Intermediary Effect Value	a*b (Boot SE)	a*b (z)	a*b (p)	a*b (95% BootCI)	c' Direct effects	Test conclusions
Opinion Leader Influence => Perceived Value => Purchase intention	0.141**	0.179*	0.179**	0.032	0.032	1.008	0.314	0.006 ~ 0.130	0.111*	Some Intermediary
Opinion Leader Influence => Trust => Purchase intention	0.141**	0.047	-0.034	-0.002	0.010	0.153	0.878	-0.029 ~ 0.016	0.111*	Insignificant intermediary role
Preferential Properties => Perceived Value => Purchase intention	0.023	0.297	0.179*	0.053	0.042	1.253	0.210	-0.025 ~ 0.147	-0.022	Insignificant intermediary role
Preferential Properties => Trust => Purchase intention	0.023	0.240*	-0.034	-0.008	0.025	0.320	0.749	-0.066 ~ 0.042	-0.022	Insignificant intermediary role

* $p<0.05$ ** $p<0.01$

The analysis of mediation model shows that:

Mediation path1: Entertainment properties => perceived value => purchase intention

influence path is significant and the mediation type is full mediation. That is,

a=1.356**(p<0.05), entertainment properties can positively affect perceived value;

b=0.179**(p<0.05), c =0.194** (p<0.05) , that is , perceived value has a significant positive effect on purchase intention. Therefore, the h6d hypothesis holds a mediating effect of perceived value in the relationship between entertainment and purchase intention.

Mediation path2: Opinion leader influence => perceived value => purchase intention influence path is significant and the mediation type is partial mediation. In other words, a=0.179**(p<0.05), the influence of opinion leaders can have a positive impact on perceived value; similarly, c`=0.111**(p<0.05), the influence of opinion leaders can also have a positive impact on purchase intention. And perceived value has a positive effect on purchase intention, b=0.179**(p<0.05), c =0.141**(p<0.05). Therefore, the h6a hypothesis is valid, and there is a mediating effect of perceived value in the influence of opinion leaders and consumers' purchase intention.

Entertainment properties => trust => purchase intention, interactivity => perceived value => purchase intention, interactivity => trust => purchase intention, opinion leader influence => trust => purchase intention, preferential properties => perceived value => purchase intention, preferential properties => trust => purchase intention. In the above mediating paths, the mediating effect is not significant. That is to say, the above mediating paths do not appear at a statistically significant level. Therefore, h5a, h5b, h5c, h5d, h6b, h6c are all hypotheses are not valid.

Chapter Six:

Discussion

This study uses SOR theory, combined with literature compilation. It uses quantitative research methods to construct a model of the influence of opinion leaders' live streaming on consumers' purchase intentions. With 22 hypotheses, 12 empirically proven to be valid and 10 not.

In live streaming, opinion leader influence, preferential properties, interactivity and entertainment properties have a significant favorable influence relationship on purchase intention. The above shows that although consumers' living standards have improved, people who live-stream shopping still prefer products with reasonable prices. They like to watch and participate in online interactions.

In live streaming, opinion leader influence, and entertainment properties all positively influence consumers' willingness to purchase through perceived value, i.e., perceived value plays a mediating role. The above shows that the live streaming of opinion leaders can enhance consumers' perceived value of products and influence their willingness to purchase by bringing fun to consumers (entertainment attribute).

In live streaming, opinion leaders do not influence the relationship between trust and perceived value. The influence of opinion leaders offer features, interactivity and entertainment properties do not positively influence consumers' purchase intention through trust, i.e., faith does not play a mediating role. The above suggests that the sample group participating in this study has focused more on other factors than trust. Some studies have demonstrated that opinion leaders often interact with consumers in live-streaming, and consumers build up trust emotions towards opinion leaders. According to social capital theory, people are more likely to trust people they are associated with than people with whom they are not associated. Although consumers are less likely to buy when they see negative word-of-mouth from others, the adverse effects of negative word-of-mouth are mitigated to some extent when their more trusted opinion leaders recommend the product. These are the main reasons for including the trust factor in this study.

Limitations and future research

This study focuses on opinion leader live streaming on consumers' purchase intention. Because opinion leader live streaming is an emerging product, the small amount of influential related research literature and some objective reasons, this study has many shortcomings. Limitations of the study: This study only considers two mediating variables (trust and perceived value), consumer purchase is a complex process, and in real life, there may also be other variables (age, etc.) that can strengthen or weaken this meaningful relationship. Limitations of

the research sample: the sample selection is small, the development of opinion leader live streaming is still short, the population watching live streaming is limited, and the conclusions obtained from the data analysis are convincing within a specific range.

In future research, we can further explore the influence of other variables, explore more influence factors, refine the research content to increase the relevance and validity of the research results; we can expand the scope of sample selection, not only limited to online questionnaires, and enrich the sample size to make the research results more objective and reliable, and obtain more generalized conclusions.

Conclusions

This study analyzes the influence of opinion leaders' live streaming on consumers' purchase intention and finds that in live streaming, opinion leaders' influence, preferential properties, interactivity and entertainment properties all have a significant favorable impact on purchase intention; opinion leaders' influence, preferential properties, interactivity and entertainment attribute all positively influence consumers' purchase intention through perceived value, i.e., perceived value plays a The effect of opinion leaders, preferential attributes, interactivity and entertainment attribute all positively influence consumers' purchase intention through perceived value, i.e., perceived value plays an intermediary role; opinion leaders do not affect trust and perceived value. Opinion leaders' influence, preferential attributes, interactivity and

entertainment properties do not positively influence consumers' willingness to purchase through trust, i.e., faith does not play a mediating role.

The following are suggestions and recommendations for the various participants in the opinion leader live streaming.

Opinion leaders. This study proves that interactivity affects perceived value and thus consumers' willingness to purchase. The essential purpose of consumers in watching the live streaming is to understand the product by asking questions to opinion leaders or communicating with other consumers through bullet screen. Therefore, opinion leaders should improve their ability to explain effects, efficiently display product features, highlight product highlights, and answer consumer questions on time to help consumers make better shopping decisions; this study proves that entertainment properties positively influence consumers' purchase intentions through perceived value, therefore, focus on creating an entertainment atmosphere in the live streaming room, improve the entertainment nature of the live streaming, attract consumers' interest, and make consumers feel relaxed and physically and mentally happy during live shopping This study proves that the offered attribute will have a significant positive impact on purchase intention. Merchants should develop more flexible live streaming offer strategies and conduct promotions on specific holidays, such as discounts, giveaways, coupons, complete reductions and other activities.

Live streaming platform/merchant enterprise. Introduce new technology, optimize the operating interface, reduce the difficulty of user operation, and make it easy to learn, even if the older audience can easily shop through live streaming. Increase the interaction experience of

consumers in the live streaming so that consumers have more room for interaction besides bullet screen. This study finds that in opinion leader live-streaming with goods, preferential attributes are the most significant factor influencing consumers' willingness to purchase, followed by interactivity. The influence of opinion leaders accounts for a tiny percentage. Therefore, merchants should base on the preferential value of their products, match products and preferential strength to enhance consumers' perceived value from consumers' needs, and provide quality products that meet consumers' needs to improve their purchase willingness. In addition, merchants can try their live streaming, focus on brand image building, and enhance brand awareness.

Consumers. Opinion leaders live-streaming goods can easily make consumers produce impulsive buying behavior. Consumers should be rational in the process of watching the l live streaming. They should start from their own actual needs and consume moderately with their needs entirely determined and consider their actual consumption capacity. Before purchasing products, consumers should pay attention to the collection of product information to reduce the risk of purchase due to a lack of knowledge. Consumers should try to choose opinion leaders who have the strength to focus on their brands in the live shopping process. Appropriately control the length and frequency of watching the live streaming of opinion leaders, watching live groups are most college students or young white-collar workers are in the study stage or career struggle period, should cherish the time to study hard to improve skills.

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Appendix A. Survey Questionnaire (English Version)

Hello!

Thank you for participating in this survey. I am a graduate student at the University of South Florida and this research activity is my thesis project to study the factors that influence consumers' purchase intentions in opinion leader live streaming.

To the best of our knowledge, your participation in this study will not harm you.

No one, not even the people who are doing this study, will know that the information you provide comes from you.

If you decide to take part in the study you still have the right to change your mind later. No one will think badly of you if you decide to stop participating. Also, the people who are running this study may need for you to stop. If this happens, they will tell you when to stop and why.

Note: In this study, opinion leaders refer to internet celebrities who have a large fan base and live-stream goods through Taobao and other platforms to obtain sales commissions. Opinion leaders live-streaming with goods refers to opinion leaders selling products or services, etc., through platforms in live-streaming.

Part 1: Live Streaming of Opinion Leaders

1. Have you ever watched an opinion leader's live shopping experience?

☐☐Watched and purchased

☐☐Watched but did not buy

☐☐No (Please skip to the end of the questionnaire and submit your answer)

2. What is the platform you usually watch the live streaming? [Multiple choice]

☐☐Taobao, Jindong, etc.

☐☐Tik Tok, Kuaishou, etc.

☐☐WeChat, Weibo, etc.

3. How long have you been shopping through watching of opinion leaders live streaming?

☐☐Less than half a year

☐☐Half a year to one year

☐☐1-2 years

☐☐2-3 years

☐☐More than 3 years

4. Why do you watch opinion leaders live streaming? [Multiple Choice]

☐☐To buy products at low prices

☐☐For recreation and entertainment

☐☐Look at the product details

☐☐To save time in choosing products

☐☐See if there is anything to buy

☐☐Other _____

5. How often do you watch your favorite opinion leaders' live streams?

☐☐Less than 1 time/month on average

☐☐On average 1 time/month

☐☐Average 1 time/week

☐☐Average 1 time/day

☐☐No limit to the number of times, watch it when it is on

6. What is the average number of live shopping you watch per month?

☐☐1 piece or less

☐☐2-5 pieces

☐☐6-9 pieces

☐☐More than 10 pieces

Part II:Basic Information

7. Your gender:

☐☐Male

☐☐Female

8. Your age?

☐☐19-24 years old

☐☐25-29 years old

☐☐30-35 years old

☐☐Over 36 years old

9. Your monthly income?

☐☐Less than 2000 RMB

☐☐2001-5000RMB

☐☐5001-10,000RMB

☐☐10001RMB or more

10. Your education?

☐☐Elementary school and below

☐☐Secondary school and secondary school

☐☐College and undergraduate

☐☐Master and above

11. What is your occupation?

☐☐College Students

☐☐White collar

☐☐Teachers

☐☐Medical workers

☐☐Freelance self-employment

☐☐Other _____

Part III: Opinion leaders live and purchase intention

Using the scale below, please indicate your level of agreement with the following statements by

ticking the appropriate box, depending on your personal situation.

1	2	3	4	5			
Totaly disagree	Disagree	Neutral	Agree	Totally agree			

12	Opinion Leader Influence	1	2	3	4	5
a	The opinion leader has a strong reputable and influence in the field.					
b	The opinion leader has a large number of followers and a strong ability to bring in goods.					
c	The opinion leader is very professional and has a lot of practical experience in the field.					
d	The opinion leader has always been patient and attracted me by explaining product information.					
e	I am attracted by the opinion leader's focus on self-improvement and passion for public service.					
13	Preferential Properties	1	2	3	4	5
a	I think the price of the opinion leader's live streaming itself is very good and good value.					
b	I will buy the product because of the special price during the live streaming.					

		1	2	3	4	5
c	I will buy the product because of the gift for the purchase.					
d	I will buy because of the occasional lucky draw during the live streaming.					
14	Interactivity	1	2	3	4	5
a	I am willing to take the initiative to participate in the interaction during the live streaming and share my shopping and use experience.					
b	I am able to participate in activities such as receiving coupons during the live streaming.					
c	I can get instant answers to my questions during the live streaming.					
d	I can feel the other consumers watching and shopping with me through the bullet screen.					
15	Entertainment Properties	1	2	3	4	5
a	I am relaxed and happy while watching the opinion leader live.					
b	I am entertained by watching the opinion leader live.					
c	The opinion leader's humorous language during the streaming makes the room more enjoyable.					

		1	2	3	4	5
	Different holiday costumes resonate with me.					
16	Trust	1	2	3	4	5
a	I have more trust in the product by watching the live stream.					
b	I think the opinion leader's product information is objective.					
c	I think that the products recommended by the opinion leader in the live streaming are true.					
	I think the product quality is more credible when introduced and shown live.					
17	Perceived Value	1	2	3	4	5
a	The price I paid was worth it compared to the products and services I received.					
b	The quality of the products recommended by the opinion leader in the live streaming is reliable and complete, with a large selection of products available.					
c	I am happy to buy the products recommended by the opinion leader.					
d	The products from the opinion leader's live stream are good for me to show my inner image.					

e	I can get the approval of others by buying the products from the opinion leader.					
18	Purchase intention	1	2	3	4	5
a	In the near future, I will choose (or continue to choose) to buy products from the opinion leader's live stream.					
b	I am willing to consider purchasing products while watching the opinion leader live.					
c	I would recommend others to watch or purchase the products in the live stream.					

Thank you again for filling out the questionnaire!

Appendix B. Survey Questionnaire (Chinese Version)

您好!

感谢您参与本次调查。我是南佛罗里达大学的一名研究生，这次研究活动是我的论文项目，研究意见领袖直播中影响消费者购买意愿的因素。

据我们所知，您参与这项研究不会对您造成伤害。

没有人，即使是做这项研究的人，也不会知道你提供的信息来自你自己。

如果你决定参加这项研究，你仍然有权在以后改变你的想法。如果你决定停止参与，没有人会对你有不好的印象。此外，进行这项研究的人可能需要你停止。如果发生这种情况，他们会告诉你什么时候停下来以及为什么停下来。

注:在本研究中，意见领袖是指拥有大量粉丝基础，通过淘宝等平台直播商品获取销售提成的网红。意见领袖带货直播是指意见领袖通过直播平台销售产品或服务等。

第一部分:意见领袖直播

12. 您曾有过看意见领袖直播购物的经历吗?

☐☐观看过且购买过

☐☐观看过但没有购买过

☐☐没有观看过　(请跳至问卷末尾，提交答卷)

13. 您一般看意见领袖直播的平台是?　[多选题]

☐☐淘宝，京东等

☐☐抖音，快手等

☐☐微信，微博等

14. 您通过观看意见领袖直播购物有多久了?

☐☐小于半年

☐☐半年到一年

☐☐☐1-2 年

☐☐☐2-3 年

☐☐☐3 年以上

15. 您为什么看意见领袖直播? [多选题]

☐☐低价购买产品

☐☐消遣娱乐

☐☐看产品细节

☐☐节约选择产品的时间

□□看看有没有什么可以买的东西

□□其他 _____

16. 您看喜欢的意见领袖直播的频次是?

□□少于平均 1 次/月

□□平均 1 次/月

□□平均 1 次/周

□□平均 1 次/天

□□不限次数，开播就看

17. 您平均每月看直播购物件数是?

□□□1 件及以下

□□□2-5 件

□□□6-9 件

□□□10 件以上

第二部分:基本信息

18. 您的性别:

□□男

□□女

19. 您的年龄?

□□□19-24 岁

□□□25-29 岁

□□□30-35 岁

□□□36 岁以上

20. 您每个月收入?

□□□2000 元以下

□□□2001-5000 元

□□□5001-10000 元

□□□10001 元以上

21. 您的学历?

□□小学及以下

□□中学及中专

□□大专及本科

□□硕士及以上

22. 您的职业是?

□□大学生

□□白领

□□教师

□□医务工作者

□□自由职业自主创业

□□其他　　_____

第三部分:意见领袖直播与购买意愿

使用下面的量表，根据个人实际情况，请在相应的选项上画"√"，以表明您对下列陈述的同意程度。

1	2	3	4	5				
完全不同意	不同意	中立	同意	完全同意				
12	意见领袖影响力				1	2	3	4	5
a	该意见领袖在领域内具有较强的声誉地位和影响力								
b	该意见领袖拥有庞大的粉丝数量且带货能力强								
c	该意见领袖在领域内非常专业且具有丰富的实践经验								
d	该意见领袖总是耐心的讲解产品信息吸引了我								
e	该意见领袖注重自我提升且热心公益事业，吸引了我								
13	优惠属性				1	2	3	4	5
a	我认为该意见领袖的直播价格本身很优惠，很划算								
b	我会因为直播中进行的商品特价秒杀活动而购买								
c	我会因为下单购买直播产品赠送礼物而购买								
d	我会因为直播过程中不定时抽奖活动而购买								
14	互动性				1	2	3	4	5
a	我愿意在直播中主动参与互动，分享购物心得与使用感受								

b	我能够参与直播间点赞领优惠券等活动					
c	我在直播间的提问能得到即时解答					
d	我能够通过弹幕感受到其他消费者和我一起观看与购物					
15	娱乐属性	1	2	3	4	5
a	在观看意见领袖直播时，我是放松且愉悦的					
b	观看该意见领袖直播让我感到有趣					
c	该意见领袖在直播中用幽默搞笑的语言使直播间气氛更欢乐					
	不同节日装扮会引起我的共鸣					
16	信任	1	2	3	4	5
a	通过观看直播，我对产品更信任					
b	我认为该意见领袖所说的产品信息是客观的					
c	我认为该意见领袖在直播中推荐的产品是真实的					
	我认为直播介绍与展示，产品质量更加具有可信度					
17	感知价值	1	2	3	4	5
a	相对于我获得的产品和服务，我支付的价格是值得的					
b	该意见领袖直播带货的产品质量是可靠的且品类齐全，可供选择性大					

c	购买该意见领袖推荐的产品令我很开心					
d	该意见领袖直播带货的产品很适合我展示自己内在形象					
e	购买该意见领袖直播的产品，我能获得他人的认同感					
18	购买意愿	1	2	3	4	5
a	在不久的将来，我会选择（或继续选择）购买该意见领袖直播的产品					
b	我愿意在观看意见领袖直播的过程中考虑购买商品					
c	我愿意推荐他人观看或购买直播间产品					

再次感谢您填写问卷！

Appendix C. IRB Exemption Letter

UNIVERSITY of
SOUTH FLORIDA

EXEMPT DETERMINATION

November 14, 2022

Jihong Huo

████████████████

Dear Ms. Jihong Huo:

On 11/11/2022, the IRB reviewed and approved the following protocol:

Application Type:	Initial Study
IRB ID:	STUDY004918
Review Type:	Exempt 2
Title:	Consumer Purchase Intent in Opinion Leader Live Streaming
Funding:	None
Protocol:	• HRP-503a - Social-Behavioral Protocol Template_5.1.20 (7).docx;

The IRB determined that this protocol meets the criteria for exemption from IRB review.

In conducting this protocol, you are required to follow the requirements listed in the INVESTIGATOR MANUAL (HRP-103).

Please note, as per USF policy, once the exempt determination is made, the application is closed in BullsIRB. This does not limit your ability to conduct the research. Any proposed or anticipated change to the study design that was previously declared exempt from IRB oversight must be submitted to the IRB as a new study prior to initiation of the change. However, administrative changes, including changes in research personnel, do not warrant a modification or new application.

Ongoing IRB review and approval by this organization is not required. This determination applies only to the activities described in the IRB submission and does not apply should any changes be made. If changes are made and there are questions about whether these activities impact the exempt determination, please submit a new request to the IRB for a determination.

Institutional Review Boards / Research Integrity & Compliance
FWA No. 00001669
University of South Florida / 3702 Spectrum Blvd., Suite 165 / Tampa, FL 33612 / 813-974-5638

Page 1 of 2

Sincerely,

Laura Alfonso
IRB Research Compliance Administrator

Institutional Review Boards / **Research Integrity & Compliance**
FWA No. 00001669
University of South Florida / 3702 Spectrum Blvd., Suite 165 / Tampa, FL 33612 / 813-974-5638

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