

**Research Article**

**Intention to Send Gifts in Live Streaming Commerce: The Role of Emotional Attachment And Engagement**

*Canlı Yayın Ticaretinde Hediye Gönderme Niyeti: Duygusal Bağlantı ve Etkileşimin Rolü*

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**Abstract**

Live streaming commerce tends to develop continuously with the digital generation. Therefore, this study focus on gift-giving behavior in live streamings. The purpose of the study is to explore the emotional and engagement factors that influence the intention to give gifts in live broadcast commerce. Accordingly, data were collected from 492 live streaming viewers. The data obtained were analyzed in SPSS 22 and AMOS 24 package programs. As a result of the analysis, emotional attachment and engagement positively affected the intention of viewers to send gifts. In addition, emotional attachment affected the engagement of the viewers. The antecedent variables of emotional attachment were attractiveness, perceived entertainment, pleasure and arousal while the antecedent variables of engagement were trustworthiness, expertise, professionalism, price discount, social presence and self-esteem. For this reason, companies, influencers or sellers who trade live streaming can increase the intention of users to send gifts by first ensuring emotional attachment and then converting it into engagement.

**Keywords:** Live Stream Commerce, Emotional Attachment, Engagement, Intention to Send a Gift, AMOS

**Öz**

Canlı yayın ticareti dijital nesille birlikte sürekli olarak gelişme eğilimindedir. Bu nedenle, bu çalışma canlı yayınlarda hediye verme davranışına odaklanmaktadır. Çalışmanın amacı, canlı yayın ticaretinde hediye verme niyetini etkileyen duygusal ve etkileşim faktörlerini araştırmaktır. Bu doğrultuda, 492 canlı yayın izleyicisinden veri toplandı. Elde edilen veriler SPSS 22 ve AMOS 24 paket programlarında analiz edildi. Analiz sonucunda, duygusal bağlanma ve etkileşimin izleyicilerin hediye gönderme niyetini olumlu yönde etkilediği görülmüştür. Ayrıca, duygusal bağlanma izleyicilerin etkileşimini etkilemiştir. Duygusal bağlanmanın öncül değişkenleri çekicilik, algılanan eğlence, haz ve uyarılma iken, etkileşimin öncül değişkenleri güvenilirlik, uzmanlık, profesyonellik, fiyat indirimi, sosyal varlık ve öz saygıdır. Bu nedenle, canlı yayın ticareti yapan şirketler, etkileyiciler veya satıcılar, önce duygusal bağlanmayı sağlayarak ve ardından bunu etkileşime dönüştürerek kullanıcıların hediye gönderme niyetini artırabilirler.

**Anahtar Kelimeler:** Canlı Yayın Ticareti, Duygusal Bağlanma, Katılım, Hediye Gönderme Niyeti, AMOS

**1. Introduction**

Live streaming is characterized as transmitting video and audio content to viewers in real time. With the advancement of the internet and the growing popularity of mobile devices, live streaming on social media platforms like YouTube, Twitch, TikTok, Instagram, and Facebook Live has been expanding rapidly (Xu, Wu, & Li, 2020). As a form of social media, live streaming services are becoming increasingly popular due to their

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high engagement and entertainment value (Lu & Chen, 2021). Thus, social media channels have become the center of live broadcasting trade (Yılmaz, 2017). Every day, consumers spend over 150,000 hours watching live streams and buy more than 600,000 items through live streaming platforms (Kang, Lu, Guo, & Li, 2021). This number is expected to be much higher in the future with the increasing number of consumers growing in the digital generation. In live streaming marketing, it is also important for consumers to become more active than their passive role in traditional marketing. Customers can interact in real time with broadcasters and other customers in the live streaming community. Customers, as co-creators, can engage in the live streaming community by posting online reviews (Joo & Yang, 2023). In live broadcasts, viewers can create and participate in impromptu channels through co-watching, where they can interact with other viewers by commenting or sending gifts to their favorite broadcasters. Thus, while in traditional marketing, customers are only part of one-way communication, with digital tools they become an important part of two-way communication and can shape the communication process (AlFarraj et al., 2021). Twitch, one of the strongest platforms in this regard, reaches an average of 2.5 million viewers on a daily basis and can reach approximately 2 billion hours of viewing in a month (Twitchtracker, 2024). In these broadcasts, individuals are usually informed about the subject they are interested in and informative advertisements of products based on the subject they are interested in are made. The volume of products sold through live e-commerce is astonishing. In approximately 5 minutes, a live broadcast celebrity was able to sell 15000 lipsticks. Moreover, live streaming websites often support gifting giveaway services (Wongkitrungrueng & Assarut, 2020). Giveaways fall into two categories: free giveaways, provided as rewards for viewers' daily logins or viewing activities, and paid giveaways, which require real money to purchase. Companies profit from selling paid gifts, while broadcasters receive a share of the revenue generated from the gifts they receive.

Numerous companies appreciate the visibility, high traffic, and extensive audience reach that online influencers bring to live e-commerce broadcasts for promoting their products (Xu, Huang, Huang & Shang, 2023). Therefore, they attach importance to opening and actively using accounts on these platforms. However, the product sales of live streams promoted by online celebrities are increasing, and the cause and background of this phenomenon are still unclear. Therefore, the concepts behind this phenomenon can be identified and consumer wants and needs can be shaped accordingly. Most of the studies in the literature have focused on this issue and investigated the motivations and experiences of live streaming users for entertainment or information/experience sharing. Chen, Dou, and Xiao (2023) examined broadcaster behavior and identified the main factors contributing to success in live streaming e-commerce, evaluated through metrics like gross product value and fan growth. Their research highlighted three key factors influencing success, with the most significant being the streamer's platform association and the type of products promoted. In the studies in this field, the factors affecting gift-giving intention have also been addressed in studies (Sun, Shao, Li, Guo, Nie, 2019; Wongkitrungrueng & Assarut, 2020; Zheng, Wu, Liao, 2023), but the bonds/attachments caused by these variables in consumers have not been revealed. Therefore, this study was conducted to fill this gap. Unlike other studies, this study will investigate the emotional and behavioral factors that motivate consumers for live streaming commerce. Thus, the elements necessary for consumers to become a customer who buys the products sold in live broadcasts with emotional and behavioral attachment will be revealed. Research on this subject has primarily concentrated on emotional and behavioral factors, but these aspects have not been integrated. Wohn and Freeman (2020) found a significant link between gaming, watching live streams, and spending money within games in their study on game live streaming. However, their analysis of behaviors did not clarify the reasons of people spend money on live streaming platforms. In another study, Sun and Bao (2023) explored the factors that lead to compulsive buying in live streaming commerce, focusing on the roles of fear of missing out and social influence. They discovered that both informational and normative social influences heightened the fear of missing out, which subsequently drove compulsive purchasing behavior. Moreover, informational social influence directly and positively affected compulsive buying. Ma (2021) utilized the uses and gratifications theory, incorporating factors such as perceived network size, perceptions of digital celebrities, and experience-based shopping behavior, to explore the motivations behind live streaming shopping. The research revealed that people are motivated by hedonic, utilitarian, and social factors when engaging in live streaming commerce. Building on socialization theory and uncertainty literature, Lu and Chen (2021) aimed to reduce product uncertainty and enhance consumer trust by emphasizing broadcasters' physical characteristics and shared values. They achieved this by showcasing these traits through indirect product demonstrations and conveying values through real-time interactions. Their findings revealed that consumer values and trust positively influenced purchase intentions. Zhang, Liu, Wang, and Zhao (2022) developed a theoretical framework based on socio-technical systems theory to examine the impact of social and technical factors on trust, as well as how trust subsequently shapes users' intentions to continue participating in live streaming commerce. Their findings indicated that trust can be improved by social factors like real-time

interactions and technical factors such as visibility and personalization, which in turn influence users' intentions to persist. In studies in this field, the factors affecting the intention to give gifts have also been addressed in studies, but the bonds/dependencies that these variables cause in the consumer have not been revealed. Therefore, this research was carried out to fill this gap.

Thus, the aim of the study is to examine the emotional and behavioral factors that influence the intention to give gifts in live streaming commerce. It is predicted that the variables of attractiveness, interaction, pleasure, arousal, perceived entertainment, visualization enable consumers to become emotionally attached, while trust, expertise, professionalism, price discount, social presence, and self-esteem enable consumers to become behaviorally attached. In addition to these, emotional attachment is also thought to affect the engagement. Through emotional attachment and engagement, consumers may be directed towards gift-giving behavior. The model created in this direction will be tested in the research. The study offer two significant contributions to the existing literature. Firstly, it will reveal why consumers engage in gift-giving behavior on online platforms. Whether emotional or cognitive values are more important in this behavior will be revealed. Thus, the variables that can be used in live streaming commerce can be used more accurately by companies, influencers and celebrities. The doubts of companies due to the uncertainty in this area will also be eliminated. Secondly, the variables that emotionally and behaviorally connect consumers to these channels will be revealed. Thus, the number of consumers who are familiar with this type of consumption can be increased by reducing the actions that are low in emotional attachment and do not turn into behavior. Thus, online sales consultants/influencers will be able to replace traditional sales consultants and efficiency in this field will be increased. Based on the fact that digital elements should be used much more effectively in the future, the elements created in this model can be interacted with more successfully by live broadcasters.

## 2. Literature

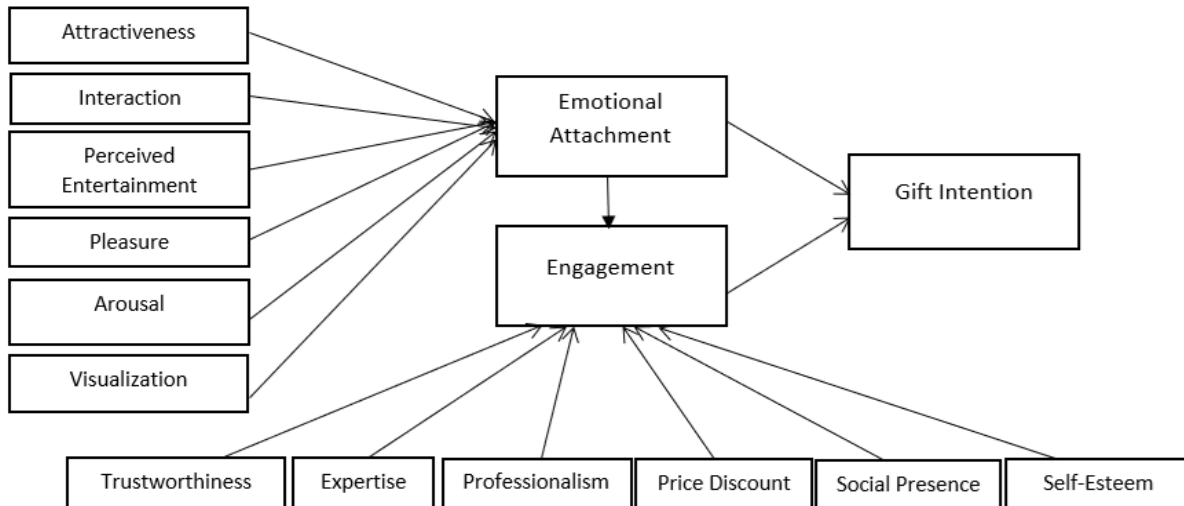
Virtual commerce uses social media to promote social interaction between individuals, increase online transactions and enhance the online shopping experience for consumers (Luo, Cheah, Lim, & Ng, 2022). Live broadcast marketing is a form of virtual commerce as well. live streaming, considered a new type of social media, has been referred to as mixed media in some studies (Sun et al., 2019; Guo, Hu, Lu, & Ma, 2021), distinguishing it from traditional social media platforms like Facebook and Twitter. It has a narrower term than social media, to which social networking sites are linked, and can be categorized as asynchronous and synchronous (Hua & Chiu, 2022). Live streaming is primarily a synchronized form of social media. It includes features such as synchronicity and authenticity, visualization, and animation. Crucially, live streaming enhances the value of social networks by incorporating the presence of broadcasters (Singh, Singh, Kalinić, & Liébana-Cabanillas, 2021). It enables sellers to show their faces, homes/offices, and personalities (i.e., their social presence), bringing buyer-seller interactions and offline selling techniques into the online space (Wongkitrungrueng, Dehouche, & Assarut, 2020). The social presence and interaction facilitated by live streaming can improve the shopping experience, lower shopper uncertainty, and build trust in the e-commerce seller (Yao et al., 2024). In addition real-time live broadcast platforms are still new, celebrities, politicians, bloggers and companies have started to use these areas very actively (Daştan, 2020). Therefore, as the number of individuals broadcasting live increases, this form of selling will become more common in the future.

Consumers' desire to be present and stand out, especially in the digital world, also develops live streaming shopping. This desire and the desire to stand out are addressed in social presence theory (Chen et al., 2023). Social presence theory explores the feeling of being with each other in the online interface. This theory states that computer-based communication is less sociable than face-to-face communication (Lin & Lee, 2024). The concept of social presence is comprised of three dimensions: awareness, cognitive social presence, and emotional social presence (Chen et al., 2023). First, establishing an online presence is crucial, as awareness fosters personal interactions (Sun et al., 2019). Second, digital platforms enable participants to access information, address challenges, and find solutions through interactions between creators and users, as well as among users. Shared dialogue allows users to build a mutual understanding with ease (Ming et al., 2021). Lastly, emotional social presence represents the degree of emotional connection users form through online interactions. Elevated emotional social presence has been shown to enhance the exchange of information (Yao et al., 2024). Therefore, it is predicted that emotional ties established in live streaming exchanges will influence behavioral ties and participants' intention to send gifts will be affected.

As mentioned before, the variables of attractiveness, interaction, pleasure, arousal, perceived entertainment, visualization will be considered as the components that provide emotional attachment. Broadcasters play the role of a representative or “endorser” of the product or brand in the live broadcasting trade. Therefore, the attractiveness of broadcasters is an important factor in consumers' purchase decisions (Ji, Liu, & Chen, 2023).

There are many studies in the literature and findings from different sectors have proven the impact of attractiveness on behavioral intention and behavior (Choi et al., 2020; AlFarraj et al., 2021; Apasrawirote & Yawised, 2022; He et al., 2022; Zheng et al., 2023 Kim & Park, 2023). Due to the high interactivity of e-commerce live streams, consumers can bridge emotional gaps by communicating and interacting with live broadcasters in real time. At the same time, by responding to consumers' inquiries about products, broadcasters can alleviate concerns related to uncertainty and improve the overall shopping experience (Kang et al., 2021). Therefore, interaction has also been identified as a variable that increases emotional attachment. Studies on this subject (Ming et al., 2021; Ma et al., 2022; Zheng et al., 2023) have also revealed that being able to interact is an effective tool. In the study, pleasure evokes consumers' feelings of happiness or satisfaction, while arousal is considered as a feeling of arousal caused by the environment (Li, Wang, & Cao, 2022). The effect of pleasure on online consumers has been revealed in many studies (Meng et al., 2021; Lee & Chen, 2021). Similarly, the positive effect of arousal on participants has been revealed in previous studies (Li et al., 2022; Zheng et al., 2023). The study will reveal how much the broadcast can attract the interest of the consumer along with the participants' pleasure and environmental elements. Perceived entertainment refers to the enjoyment consumers experience from e-commerce live streams. Typically, a positive and enjoyable shopping experience creates a lasting impression on consumers, encouraging repeat purchases (Ma, 2021). Researches (Ma et al., 2022; Lv et al., 2022) also indicate that participants are more likely to engage in positive intentions and behaviors when they are entertained. Especially in live broadcasts based on game playing, entertainment comes to the fore (Pazarbaşı & Toğlukdemir, 2019). Visualization is an important element of commerce as it can enable individuals to better perceive people and objects. It is also an excellent tool to mobilize consumers' emotions (Ma et al., 2022). Therefore, it is considered to be important for ensuring attachment. In many studies (Lo et al., 2022; He & Jin, 2024), its effect on online consumers has been proven. In this direction, visualization was used as the last variable that provides emotional attachment in the study.

In the study, trust, expertise, professionalism, price discount, social presence, self-esteem were considered as variables that provide engagement. Trustworthiness reflects the live broadcaster's integrity, authenticity, and reliability. It also signifies the extent to which users accept and believe in the broadcaster and their message. (Guo et al., 2021). Many studies in the literature (Ma et al., 2022; Chen & Yang, 2023; Wu & Huang, 2023) have also proven the impact of credibility on online decision-making processes. Expertise, also known as "authority," encompasses the knowledge, experience, and skills possessed by the live streamer. Expertise is also among the factors that live streaming consumers attach importance to. Studies in the literature (Lee & Chen, 2021; He & Jin, 2024) have also revealed that the expertise of the live streamer has an impact on the behavior of the participants. Consumers are able to make more confident purchasing decisions by gaining a clear understanding of the products, thanks to the expert knowledge shared by broadcasters during e-commerce live streams (Chen, Zhang, Shao, Gao, & Xu, 2022). In other words, broadcasters in e-commerce live broadcasts use their product expertise to influence consumers' buying choices. Therefore, professionalism is important (Wang, Wang, Wang, Wang, & Zhao, 2022). The impact of professional live broadcasters on participants has also been revealed in many studies (Ma et al., 2022; Xu et al., 2022). Most live-streaming customers believe that they can benefit from special offers that are not available in other shopping channels, such as bigger discounts or more gifts. Therefore, perceived discounts have been shown to significantly impact consumers' purchasing decisions in e-commerce live streams, with repeat purchases being one form of such decisions (Ji, Fu, & Li, 2023). Research on this subject (Meng et al., 2021; Lee & Chen, 2021; Lo et al., 2022) also supports this view. Therefore, it is predicted that price discounts can provide behavioral attachment. Social presence is defined as a buyer's perception of closeness with a seller in terms of human contact, human warmth and sensitivity (Ming et al., 2021). Therefore, it can create a behavioral commitment. Research on this subject (Ming et al., 2021; Yao et al., 2024; Lin & Lee, 2024) also supports this prediction. Self-esteem refers to one's self-confidence. It is known that this can be an important variable in the desire to put oneself forward during live broadcasting (Wu, Niu, Chen, & Zhang, 2022). In the research on this subject (Kimiagari & Malafe, 2021; Chen et al., 2023), it has also been stated that it can affect consumers' decisions. Therefore, in this study, it is predicted that it can affect consumers behaviorally and play a role in gift-giving intentions. The model created in this direction (Figure 1).

**Figure 1: Proposed Model**

### 3. Methodology

Quantitative research design will be used in the study. Purposive sampling will be used in the study and it was conducted on consumers participating in live broadcasting commerce. Throughout our research, a total of 59 survey questions consisting of 3 sections were directed to the people in our sample and the answers were recorded. Power analysis was performed using G\*Power software. Setting the alpha level at 0.05, the analysis showed that with a sample size of 420, the attained statistical power was 0.99, based on a medium effect size ( $f^2 = 0.15$ ). This analysis underscores the robustness of our study design in detecting the anticipated effects within our sample population (Faul et al., 2009). A total of 492 data were collected in the study. The model estimation was performed using the partial least squares structural equation modeling technique (Hair et al., 2021). The first step for testing the model is to evaluate the measurement model examining the reliability and validity of the constructs. The second step is to evaluate the structural model that examines the direct relationship between exogenous and endogenous variables (Dewi, Mohaidin, & Murshid, 2020). Thus, the relationships between variables can be revealed. In the study, it is expected that the variables of attractiveness, interaction, pleasure, arousal, perceived entertainment, visualization affect emotional attachment, and the variables of trustworthiness, expertise, professionalism, price discount, social presence, and self-esteem affect engagement. Emotional attachment is also predicted to trigger engagement. In addition, emotional attachment and engagement are expected to affect consumers' intention to send gifts in live streaming. The ethics committee document for the study was obtained from the author's university.

#### 3.1. Measures

Among the scales used in the study, attractiveness (4 items), emotional attachment (3 items), trustworthiness (3 items) and expertise (3 items) are from Li and Peng (2021); interaction (3 items) and perceived entertainment (3 items) are from Ma (2021); pleasure (4 items), arousal (3 items) are from Tong et al. (2022); visualization (3 items), engagement (3 items) are from Ma et al. (2022); professionalism (4 items), Zhong et al. (2021); price discount (3 items), Chen et al. (2020); social presence (5 items), Sun et al. (2019); self-esteem (4 items), Su et al. (2020). All scales were measured using a 7-point Likert-type scale.

#### 3.2. Measurement model estimation

As indicated in Table 1, the Cronbach's  $\alpha$  and composite reliability (C.R.) values for all fifteen variables exceeded 0.7, suggesting that the reliability of this study is deemed satisfactory (Hair et al., 2021). Prior to testing the structural model, the primary constructs were assessed for reliability, as well as convergent and discriminant validity (refer to Tables 1 and 2). The factor loadings for the observed variables were all above 0.70 and statistically significant ( $p < 0.001$ ), indicating strong reliability at the item level. The average variance extracted (AVE) values were greater than 0.50 for all constructs, indicating adequate convergent validity (Podsakoff et al., 2003). Therefore, all latent variables have good convergent validity. In addition, the HTMT values are below 0.90 (Hair et al., 2021). This shows that discriminant validity is achieved (Table 2).

**Table 1: Preliminary Analysis of Reliability and Validity**

Constructs	VIF*	C.A.*	C.R.*	AVE*
Attractiveness	1,112	0,93	0,93	0,84
Social Interaction	1,032	0,94	0,94	0,84
Pleasure	1,104	0,93	0,93	0,79
Arousal	1,294	0,93	0,93	0,83
Perceived Entertainment	1,187	0,92	0,92	0,80
Visualization	1,175	0,94	0,94	0,84
Trustworthiness	1,212	0,91	0,91	0,78
Expertise	1,197	0,88	0,88	0,71
Professionalism	1,144	0,92	0,92	0,75
Price Discount	1,219	0,90	0,90	0,75
Social Presence	1,230	0,95	0,95	0,82
Self-Esteem	1,214	0,88	0,88	0,67
Emotional Attachment	1,251	0,85	0,85	0,65
Engagement	1,157	0,82	0,83	0,64
Gift Intention	1,246	0,79	0,78	0,55

\*VIF: Variance Inflation Factor, C.A.: Cronbach Alpha, C.R.: Composite Reliability, AVE: Average Variance Extracted

**Table 2: Heterotrait–Monotrait Ratio (HTMT)**

Variables*	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	-														
2	,09	-													
3	,08	,04	-												
4	,24	,04	,09	-											
5	,25	,10	,26	,22	-										
6	,10	,06	,05	,37	,03	-									
7	,11	,10	,12	,05	,11	,11	-								
8	,39	,05	,04	,23	,41	,07	,06	-							
9	,14	,08	,07	,13	,05	,08	,21	,16	-						
10	,18	,09	,11	,10	,16	,05	,12	,21	,08	-					
11	,14	,37	,05	,03	,09	,06	,06	,09	,17	,05	-				
12	,32	,08	,06	,05	,08	,05	,27	,14	,21	,05	,14	-			
13	,29	,03	,17	,20	,34	,10	,17	,38	,06	,32	,05	,16	-		
14	,07	,05	,12	,08	,25	,07	,30	,14	,26	,20	,23	,33	,25	-	
15	,31	,08	,04	,27	,18	,16	,10	,40	,24	,19	,09	,07	,25	,16	-

\*Attractiveness 1; Social Interaction 2; Pleasure 3; Arousal 4; Perceived Entertainment 5; Visualization 6; Trustworthiness 7; Expertise 8; Professionalism 9; Price Discount 10; Social Presence 11; Self-Esteem 12; Emotional Attachment 13; Engagement 14; Gift Intention 15

The study also compared a one-factor model with a two-factor model. The second model allows for free estimation of correlation coefficients. When the results were evaluated, it was seen that the chi-square value for the single-factor model was significantly lower than the two-factor model. This outcome provides evidence of adequate discriminant validity (Hair et al., 2021). The Harman one-way analysis of variance was also used to test the sample data for common method bias. results showed that the first factorial variance explained 27.43% (<50%) indicating that there was no serious common method bias in this study (Tehseen et al., 2017). Furthermore, the outcomes indicated that the variance inflation factors (VIFs) were below the recommended threshold of 3 (Malhotra et al., 2006), signifying the absence of significant multicollinearity concerns in the study.

**4. Results**

A two-phase model assessment, as proposed by Anderson and Gerbing (1988), was utilized, involving confirmatory factor analysis (CFA) and structural modeling. This method was chosen for its suitability for the analysis of complex models and its ability to effectively handle both reflective and formative measurement models. The results obtained are presented in detail below.

**4.1. Confirmatory Factor Analysis**

The validity of the constructs was evaluated through confirmatory factor analysis (CFA). The goodness-of-fit indices indicated that most criteria aligned with the recommended thresholds for the measurement model ( $\chi^2 = 340.45$ ,  $df = 115$ ,  $p < 0.001$ ; CFI = 0.90; GFI = 0.86; RMR = 0.02; RMSEA = 0.08). These results suggest that the measurement model demonstrated a good fit to the data (Byrne, 2001). Detailed data and fit indices are provided in Table 3.

**Table 3: Goodness of Fit Values**

Indexes	CFI	GFI	RMR	RMSEA
Fit Values	0,90	0,86	0,07	0,08
Goodness of fit values	>.90	>.85	<.08	<.08

**4.2. Path Analysis**

Since the confirmatory factor analysis values showed a good fit, convergent validity was also ensured. Therefore, path analysis was performed with structural equation modeling. The obtained data ( $\chi^2=91.184$ ,  $df=41$ ,  $p<0.001$ ); CFI=0.95; GFI=0.97; AGFI: 0.93, RMR=0.01; RMSEA=0.05) show that the study has excellent fit values (Hair et al., 2021).

**Table 4: Path Analysis**

Paths	$\beta$	S.E	p	Supported/Not supported
Attractiveness → Emotional A.	<b>0,212</b>	<b>0,03</b>	<b>0,00*</b>	<b>Supported</b>
Interaction → Emotional A.	<b>0,006</b>	<b>0,02</b>	<b>0,84</b>	<b>Not supported</b>
Pleasure → Emotional A.	<b>0,087</b>	<b>0,03</b>	<b>0,01**</b>	<b>Supported</b>
Arousal → Emotional A.	<b>0,118</b>	<b>0,03</b>	<b>0,00*</b>	<b>Supported</b>
Perceived Entertainment → Emotional A.	<b>0,126</b>	<b>0,02</b>	<b>0,00*</b>	<b>Supported</b>
Visualization → Emotional A.	<b>0,056</b>	<b>0,03</b>	<b>0,11</b>	<b>Not supported</b>
Trustworthiness → Engagement	<b>0,148</b>	<b>0,03</b>	<b>0,00*</b>	<b>Supported</b>
Expertise → Engagement	<b>0,151</b>	<b>0,04</b>	<b>0,00*</b>	<b>Supported</b>
Professionalism → Engagement	<b>0,192</b>	<b>0,03</b>	<b>0,00*</b>	<b>Supported</b>
Price Discount → Engagement	<b>0,089</b>	<b>0,03</b>	<b>0,02**</b>	<b>Supported</b>
Social Presence → Engagement	<b>0,198</b>	<b>0,03</b>	<b>0,00*</b>	<b>Supported</b>

Self-Esteem → Engagement	<b>0,189</b>	<b>0,04</b>	<b>0,00*</b>	<b>Supported</b>
Emotional A. → Engagement	<b>0,504</b>	<b>0,01</b>	<b>0,00*</b>	<b>Supported</b>
Emotional A. → Gift Intention	<b>0,152</b>	<b>0,02</b>	<b>0,00*</b>	<b>Supported</b>
Engagement → Gift Intention	<b>0,320</b>	<b>0,01</b>	<b>0,00*</b>	<b>Supported</b>

**\*p<0.01, \*\*p<0.05**

As a result of the path analysis, emotional attachment ( $\beta=0.15$ ) and engagement ( $\beta=0.32$ ) were found to be effective on gift giving behavior (Table 4). It was also found that emotional attachment ( $\beta=0.50$ ) of live broadcast consumers had a significant effect on their engagement. It was revealed that the characteristics of the live broadcaster being attractive ( $\beta=0.21$ ), providing a pleasure ( $\beta=0.09$ ), arousal ( $\beta=0.12$ ), and good entertainment of the participants ( $\beta=0.13$ ) had a significant and positive effect on emotional attachment. However, interaction with the participants and visualization did not have any effect on their emotional attachment ( $p>0.05$ ). On the other hand, trusting live broadcast consumers ( $\beta=0.15$ ), expertise of the broadcaster ( $\beta=0.15$ ), professionalism ( $\beta=0.19$ ), offering price discounts ( $\beta=0.09$ ), social presence ( $\beta=0.20$ ), and increasing participants' self esteem ( $\beta=0.19$ ) had a significant and positive effect on their engagement. Therefore, the study reveals the variables that provide emotional attachment and engagement for live broadcast consumers and proves their impact on gift-giving behavior.

## 5. Discussion

The theoretical benefits obtained in line with the results obtained in the study and recommendations for practitioners are presented below.

### 5.1. Theoretical Contribution and Managerial Implication

The objective of the study was to explore the emotional and behavioral factors that influence the intention to give gifts in live streaming commerce. As a result of the analysis conducted in this direction, attractiveness, pleasure, arousal and perceived entertainment affect emotional attachment; trust, expertise, professionalism, price discount, social presence and self-esteem affect engagement. Interaction and visualization do not affect emotional attachment. Emotional attachment affects the engagement of the participants and both elements (emotional attachment and engagement) affect the intention to send a gift. These findings make two key contributions to the literature. First, it has been revealed that emotional attachment and engagement in live broadcast marketing significantly affect the intention to send a gift. There is no study that reveals the effect of emotional attachment and behavioral engagement in live broadcast marketing. Therefore, an important contribution has been made to the literature of live broadcast marketing. Participants who are emotionally and behaviorally connected intend to send more gifts. Therefore, it can be stated that businesses, influencers, sellers, etc. using live broadcast marketing can first provide emotional commitment and then turn this into behavioral commitment and direct users to the intention to send a gift. Secondly, variables that can provide emotional attachment and engagement have been revealed as a result of the research. It has been proven in the study that live broadcasters who want to provide emotional attachment should be attractive. Studies in the literature (Choi et al., 2020; Kim & Park, 2023) also support this finding. Broadcasters who want to provide this should pay attention to their appearance, clothes, makeup, health and body language. In addition, smiling a lot and polite behavior can contribute to the attractiveness of the live broadcaster. Another element that can provide emotional attachment for live broadcast participants is that the live broadcaster provides a pleasant environment. Other studies (Meng et al., 2021; Lee & Chen, 2021) have also stated that it is very important for the participants to enjoy themselves. This prediction is also supported in this study. In order to create a pleasant environment in the live broadcast, determining the environment elements that the target audience likes and preparing an environment/chat in this direction can increase the enjoyment of the participants. For example, a conversation in the style of an interview with an expert on vintage fashion in a live broadcast about sustainable fashion can attract more attention from the participants and increase the enjoyment they can get from this conversation. Another variable that can provide emotional attachment is arousal. The effect of arousal on purchase intention has been proven in studies in the literature (Li et al., 2022; Zheng et al., 2023). This study also revealed its effect on consumers' emotional attachments and gift sending intentions. In order to develop the arousal element, live broadcasters need to show participants what the product can do. For example, the functions of the equipment (weapons, shields, vehicles, etc.) sold in live broadcasts related to the game are shown in a practical way. This provides participants with the opportunity to visually experience these products that they cannot obtain and can trigger their gift sending intentions. The last element proven to increase emotional attachment in the study is the participants' perceived entertainment. The effect of perceived



entertainment obtained in other studies (Ma et al., 2022; Joo & Yang, 2024) on live broadcast participants was also supported in this study. Elements such as jokes, funny jokes, and stories can be used to ensure that participants have fun in live broadcasts. For example, a funny story about using mascara incorrectly in a makeup live broadcast can both entertain participants and increase their interest in that topic. In the study, interaction and visualization were determined as two variables that do not affect emotional attachment. Although these variables affect consumer decisions in live streaming in the literature (Ming et al., 2021; Lo et al., 2022; He & Jin, 2024), they were not found to have an effect in this study. It is thought that the reason for this is that the participants do not want to establish a connection among themselves and do not like exaggerated visual elements. However, it needs to be confirmed with different studies.

One of the most important elements that provide engagement has been determined as the trust of the live broadcasters. This finding also supports previous studies (Chen & Yang, 2023; Wu & Huang, 2023). In order to ensure the trust of live broadcast participants, characteristics such as acting naturally, providing accurate information, being honest, being consistent, being able to empathize, taking responsibility and being respectful can trigger the sense of trust of the participants. The study found that expertise increases behavioral attachment in live broadcasts. This is information that supports previous studies (Lee & Chen, 2021; He & Jin, 2024). The more an expert the live broadcaster is in his field, the more people watch and use his opinions on the relevant subject. For example, an expert who can correctly predict the direction of the prices of gold, foreign exchange, cryptocurrency, etc. in a live broadcast on the economy will be watched more and his influence on the behavior of the participants will increase. Professionalism, like expertise, increases behavioral attachment. This confirms previous knowledge (Xu et al., 2022; Ma et al., 2022) for live streaming commerce. The professional appearance and speech of the live broadcaster can increase the level of commitment of the participants. For example, in a live broadcast about CS Go, one of the computer games, the use of a gaming computer, gaming equipment (keyboard, mouse, headset, etc.) or watching a live broadcaster who uses professional tools and terms about economics may be higher. It has been observed that price discount is another element that provides behavioral attachment in live broadcasts. This supports the existing knowledge in the literature (Meng et al., 2021; Lo et al., 2022). However, the effect of price discount is lower than other behavioral attachment elements (trust, expertise, professionalism, self-esteem). It is thought that the reason for this is the need of consumers in live broadcasts to feel like they belong to a social group rather than the price discount. In other words, although consumers in live broadcasts want the price discount, they do not participate in live broadcasts due to the need for the price discount. Therefore, small price discounts can be made to live broadcast consumers, but in order to ensure their behavioral commitment, it will be necessary to give more importance to their needs such as trust, entertainment, and socialization. Social presence is another important element affecting engagement of participants. This situation has been supported by many studies in the literature (Yao et al., 2024; Lin & Lee, 2024). Due to the need for socialization of online consumers, they can also be affected by the opinions of other participants in these live broadcasts and can also convey their own opinions. Therefore, the need for socialization should be taken into account by live broadcasters and an interactive environment should be created where the opinions of the participants are given importance. Finally, self-confidence also positively affects the engagement of the participants. This result is also consistent with the studies in the literature (Kimiagari & Malafe, 2021; Chen et al., 2023). Participating in live broadcasts and receiving information from experts/professionals on the subject increases the self-confidence of the participants. Therefore, if the amount of logical information about the live broadcast content can be increased, the self-confidence of the participants can also increase.

## **5.2. Limitations and Future Research**

There are some time and cost-based limitations in the study. First, purposeful sampling was used as the sampling method. Generalizability can be increased with a study conducted using one of the random sampling methods. Second, in order to explain gift-sending behavior, emotional attachment and engagement and antecedent variables were considered in the study. The quantity of these variables can be expanded and examined in future research. In addition, an evaluation can also be made on the basis of the live broadcast presenter. Thus, issues such as the trustworthiness, recognition and reputation of the live broadcaster can also be evaluated. Therefore, the coefficient of the model explaining gift-sending behavior can be increased. Third, no category distinction was made in the study in live broadcasting. If category distinction is made in future studies, more detailed information can be obtained on live streaming. In addition, the results that can be obtained from different countries in future studies can increase the knowledge on live streamers behavior.

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**Arastırma Makalesi**

**Intention to Send Gifts in Live Streaming Commerce: The Role of Emotional Attachment And Engagement**

*Canlı Yayın Ticaretinde Hediye Gönderme Niyeti: Duygusal Bağlantı Ve Etkileşimin Rolü*

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**Genişletilmiş Özet**

Canlı yayın, izleyicilere gerçek zamanlı olarak video ve ses içeriği iletmek olarak nitelendirilmektedir. İnternetin gelişmesi ve mobil cihazların artan popülaritesiyle birlikte YouTube, Twitch, Tik Tok, Instagram ve Facebook Live gibi sosyal medya platformlarında canlı yayın ticareti hızla yaygınlaşmaktadır (Xu, Wu ve Li, 2020). Tüketiciler her gün canlı yayınları izleyerek 150.000 saatten fazla zaman harcamakta ve canlı yayın platformları aracılığıyla 600.000'den fazla ürün satın almaktadır (Kang, Lu, Guo ve Li, 2021). Canlı yayınlarda izleyiciler, yorum yaparak veya favori yayıncılarına hediye göndererek diğer izleyicilerle etkileşime girebilecekleri, birlikte izleme yoluyla doğaçlama kanallar oluşturabilmekte ve bunlara katılabilmektedir. Bu nedenle, geleneksel pazarlamada müşteriler yalnızca tek yönlü iletişimin bir parçasıyken, dijital araçlarla iki yönlü iletişimin önemli bir parçası haline gelirler ve iletişim sürecini şekillendirebilirler (AlFarraj ve diğerleri, 2021). Bu canlı yayınlarda, bireyler genellikle ilgilendikleri konu hakkında bilgilendirilmekte ve ilgilendikleri konuya dayalı olarak ürünlerin bilgilendirici reklamları yapılmaktadır. Canlı e-ticaret yoluyla satılan ürünlerin hacmi oldukça şaşırtıcıdır. Yaklaşık 5 dakikada, canlı yayın yapan bir ünlü 15000 ruj satabilmiştir. Buna ek olarak, canlı yayın web siteleri de genellikle hediye verme hizmetlerini desteklemektedir (Wongkitrungrueng & Assarut, 2020). Birçok işletme, çevrimiçi etkileycilerin ürünlerini tanıtmak için canlı e-ticaret yayınlarına getirdikleri görünürlük, yüksek trafik ve geniş kitle erişimini desteklemektedir (Xu, Huang, Huang ve Shang, 2023). Dolayısıyla bu konudaki araştırmaların sayısı da son dönemde oldukça artmıştır (Sun, Shao, Li, Guo ve Nie, 2019; Wongkitrungrueng & Assarut, 2020; Chen, Dou, ve Xiao, 2023; Zheng, Wu, Liao, 2023). Bu alandaki çalışmalarda hediye verme niyetini etkileyen unsurlar da çalışmalarda ele alınmış ancak bu değişkenlerin tüketicide yol açtığı bağlar/bağlılıklar ortaya konulmamıştır. Dolayısıyla bu araştırma bu boşluğu doldurmak için gerçekleştirilmiştir. Bu doğrultuda çalışmanın amacı canlı yayın ticaretinde hediye verme niyetini etkileyen duygusal ve davranışsal unsurların araştırılması olarak belirlenmiştir. Çekicilik, bağlantı, hoşlanma, uyarılma, algılanan eğlence, görselleştirme değişkenlerinin tüketicilerin duygusal olarak bağlanmasını sağlarken, güven, uzmanlık, profesyonellik, fiyat indirimi, sosyal varlık, özgüven unsurlarının tüketicilerin davranışsal olarak bağlanmalarını sağladığı öngörülmektedir. Bunlara ek olarak duygusal bağlanmanın da davranışsal bağlılığı etkilediği düşünülmektedir. Duygusal ve davranışsal bağlılık aracılığıyla da tüketiciler hediye gönderme davranışına yönlenebilmektedirler. Bu doğrultuda oluşturulan model araştırmada test edilmiştir.

Tüketicilerin özellikle dijital dünyada mevcut olma ve öne çıkma arzusu, canlı yayın alışverişini de geliştirir. Bu arzu ve öne çıkma arzusu sosyal varlık teorisinde ele alınır (Chen vd., 2023). Sosyal varlık teorisi, çevrimiçi arayüzde birbirleriyle birlikte olma hissini araştırır. Bu teori, bilgisayar tabanlı iletişimin yüz yüze iletişimden daha az sosyal olduğunu belirtir (Lin ve Lee, 2024). Sosyal varlık kavramı üç boyuttan oluşur: farkındalık, bilişsel sosyal varlık ve duygusal sosyal varlık (Chen vd., 2023). İlk olarak, çevrimiçi bir varlık kurmak çok önemlidir, çünkü farkındalık kişisel etkileşimleri teşvik eder (Sun vd., 2019). İkinci olarak, dijital platformlar katılımcıların yaratıcılar ve kullanıcılar arasındaki etkileşimler yoluyla bilgilere erişmesini, zorlukları ele almasını ve çözümler bulmasını sağlar. Paylaşılan diyalog, kullanıcıların kolaylıkla

karşılıklı bir anlayış oluşturmasını sağlar (Ming vd., 2021). Son olarak, duygusal sosyal varlık, kullanıcıların çevrimiçi etkileşimler yoluyla oluşturduğu duygusal bağlantının derecesini temsil eder. Yükseltmiş duygusal sosyal varlığın bilgi alışverişini artırdığı gösterilmiştir (Yao vd., 2024). Bu nedenle, canlı yayın alışverişlerinde kurulan duygusal bağların davranışsal bağları etkileyeceği ve katılımcıların hediye gönderme niyetinin etkileneceği öngörülmektedir. Daha önce de belirtildiği gibi, çekicilik, etkileşim, hoşlanma, uyarılma, algılanan eğlence, görselleştirme değişkenleri duygusal bağlanma sağlayan bileşenler olarak kabul edilecektir. Çalışmada, güven, uzmanlık, profesyonellik, fiyat indirimi, sosyal varlık, öz saygı bağlılığı sağlayan değişkenler olarak ele alınacaktır.

Çalışmada nicel araştırma tasarımı kullanılmıştır. Çalışmada amaçlı örnekleme kullanılacak olup canlı yayın ticaretine katılan tüketiciler üzerinde yürütülmüştür. Araştırmamız boyunca, örneklemimizdeki kişilere 3 bölümden oluşan toplam 59 anket sorusu yöneltilmiş ve cevaplar kaydedilmiştir. Çalışmada toplam 492 veri toplanmıştır. Model tahmini, kısmi en küçük kareler yapısal eşitlik modelleme tekniği (Hair vd., 2021) kullanılarak gerçekleştirilmiştir. Modeli test etmenin ilk adımı, yapıların güvenilirliğini ve geçerliliğini inceleyen ölçüm modelini değerlendirmektir. İkinci adım, dışsal ve içsel değişkenler arasındaki doğrudan ilişkiyi inceleyen yapısal modeli değerlendirmektir (Dewi, Mohaidin ve Murshid, 2020). Bu doğrultuda çalışmada belirlenen hipotezler test edilmiştir. Çalışmada, on beş değişkenin tümü için Cronbach'ın  $\alpha$  ve bileşik güvenilirlik (C.R.) değerleri 0,7'yi geçmiştir. Bu da bu çalışmanın güvenilirliğinin tatmin edici olarak kabul edildiğini göstermektedir (Hair vd., 2021). Yapısal modeli test etmeden önce, birincil yapılar güvenilirlik ve yakınsak ve ayırıcı geçerlilik açısından değerlendirilmiştir. Çıkarılan ortalama varyans (AVE) değerleri tüm yapılar için 0,50'den büyüktür ve bu da yeterli yakınsak geçerliliği göstermektedir (Podsakoff vd., 2003). Ek olarak, HTMT değerleri 0,90'ın altındadır (Hair vd., 2021). Bu, ayırıcı geçerliliğin sağlandığını göstermektedir. Sonrasında Anderson ve Gerbing (1988) tarafından önerilen iki aşamalı bir model değerlendirmesi kullanılmıştır; bu değerlendirmede doğrulayıcı faktör analizi (CFA) ve yapısal modelleme kullanılmıştır.

Yapıların geçerliliği doğrulayıcı faktör analizi (CFA) ile değerlendirilmiştir. Uyum iyiliği endeksleri, ölçütlerin çoğunun ölçüm modeli için önerilen eşiklerle uyumlu olduğunu göstermiştir ( $\chi^2 = 340,45$ ,  $df = 115$ ,  $p < 0,001$ ; CFI = 0,90; GFI = 0,86; RMR = 0,02; RMSEA = 0,08). Doğrulayıcı faktör analizi değerlerinin iyi uyum göstermesi nedeniyle yakınsak geçerlilik de sağlanmıştır. Bu nedenle yapısal eşitlik modellemesi ile yol analizi yapılmıştır. Elde edilen veriler ( $\chi^2=91.184$ ,  $df=41$ ,  $p<0.001$ ); CFI=0.95; GFI=0.97; AGFI: 0.93, RMR=0.01; RMSEA=0.05) çalışmanın mükemmel uyum değerlerine sahip olduğunu göstermektedir (Hair vd., 2021). Yol analizi sonucunda duygusal bağlanma ( $\beta=0,15$ ) ve etkileşimin ( $\beta=0,32$ ) hediye verme davranışı üzerinde etkili olduğu bulunmuştur (Tablo 4). Ayrıca canlı yayın tüketicilerinin duygusal bağlanmalarının ( $\beta=0,50$ ) etkileşimleri üzerinde anlamlı bir etkiye sahip olduğu bulunmuştur. Canlı yayıncının çekici olması ( $\beta=0,21$ ), zevk vermesi ( $\beta=0,09$ ), uyarılma ( $\beta=0,12$ ) ve katılımcıların iyi eğlendirmesi ( $\beta=0,13$ ) özelliklerinin duygusal bağlanma üzerinde anlamlı ve pozitif bir etkiye sahip olduğu ortaya çıkmıştır. Ancak katılımcılarla etkileşim ve görselleştirmenin duygusal bağlanmaları üzerinde herhangi bir etkisi olmamıştır ( $p>0,05$ ). Öte yandan canlı yayın tüketicilerine güvenmek ( $\beta=0,15$ ), yayıncının uzmanlığı ( $\beta=0,15$ ), profesyonellik ( $\beta=0,19$ ), fiyat indirimi sunmak ( $\beta=0,09$ ), sosyal varlık ( $\beta=0,20$ ) ve katılımcıların öz saygılarını artırmak ( $\beta=0,19$ ) katılımcıların katılımları üzerinde anlamlı ve pozitif bir etkiye sahipti. Bu nedenle çalışma, canlı yayın tüketicileri için duygusal bağlanma ve katılım sağlayan değişkenleri ortaya koymakta ve hediye verme davranışı üzerindeki etkilerini kanıtlamaktadır.

Bu bulgular literatüre iki önemli katkı sağlamaktadır. Birincisi, canlı yayın pazarlamasında duygusal bağlanma ve etkileşimin hediye gönderme niyetini önemli ölçüde etkilediği ortaya konmuştur. Duygusal bağlanma ve davranışsal etkileşimin canlı yayın pazarlamasındaki etkisini ortaya koyan bir çalışma bulunmamaktadır. Bu nedenle canlı yayın pazarlaması literatürüne önemli bir katkı sağlanmıştır. Duygusal ve davranışsal olarak bağ kuran katılımcılar daha fazla hediye gönderme niyetindedir. Bu nedenle canlı yayın pazarlamasını kullanan işletmelerin, etkileyicilerin, satıcıların vb. önce duygusal bağlılık sağlayıp daha sonra bunu davranışsal bağlılığa dönüştürerek kullanıcıları hediye gönderme niyetine yönlendirebileceği söylenebilir. İkincisi, araştırma sonucunda duygusal bağlanma ve etkileşim sağlayabilecek değişkenler ortaya konulmuştur. Duygusal bağlanma sağlamak isteyen canlı yayıncıların çekici olması, keyifli bir ortam sağlanması, katılımcıların uyarılmasının sağlanması, eğlenceli bir ortam oluşturulması gerektiği çalışmada kanıtlanmıştır. Bunu sağlamak isteyen yayıncılar görünümüne, kıyafetlerine, makyajlarına, sağlıklarına ve beden dillerine dikkat etmelidirler. Canlı yayında keyifli bir ortam yaratmak için hedef kitlenin hoşuna giden ortam unsurlarını belirleyip bu doğrultuda bir ortam/sohbet hazırlamak katılımcıların keyfini artırabilir. Uyarılma unsurunu geliştirmek için canlı yayıncıların katılımcılara ürünün ne yapabileceğini göstermeleri gerekir. Katılımcıların canlı yayınlarda eğlenmesini sağlamak için şakalar, komik fıkralar ve hikayeler gibi unsurlar kullanılabilir. Canlı yayınlara katılımı sağlayan en önemli unsurlar ise canlı yayıncıların güven vermesi, uzmanlığı,

profesyonelliđi, fiyat indirimi, sosyal varlık olarak deęerlendirilmesi, özgüven olarak belirlenmiştir. Canlı yayın katılımcılarının güvenini sağlamak için doğal davranmak, doğru bilgi vermek, dürüst olmak, tutarlı olmak, empati kurabilmek, sorumluluk almak ve saygılı olmak gibi özellikler katılımcıların güven duygusunu tetikleyebilir. Canlı yayıncı alanında ne kadar uzman olursa ilgili konu hakkındaki görüşleri o kadar çok izlenir ve kullanılır. Ayrıca canlı yayıncının profesyonel görünümü ve konuşması, katılımcıların bağlılık düzeyini artırabilir. Çevrimiçi tüketicilerin sosyalleşme ihtiyacı nedeniyle, bu canlı yayınlardaki diğer katılımcıların görüşlerinden de etkilenebilirler ve kendi görüşlerini de iletebilirler. Son olarak, canlı yayınlara katılmak ve konu hakkında uzmanlardan/profesyonellerden bilgi almak katılımcıların özgüvenini artırabilecektir.