



The Effect of Influencer Influence on Recommendation Intention: Focused on TikTok Live Commerce in China

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Abstract

Background/Objectives : This study takes focusing on TikTok live commerce in China, divides the influence of internet celebrity into 2 factors, such as charm and professionalism, and finds out its influence on the intention of recommendation and the media effect of input and perceived value. In order to confirm this argument, this study makes an empirical analysis on Chinese native Chinese and Chinese students in Korea. **Methods/Statistical analysis** :The analysis results show that the charm and professionalism of online red have a positive impact on recommendation intention, and confirm the media role of investment and perceived value in the relationship between internet celebrity's influence and recommendation intention. **Findings** : Based on the above results, it is confirmed that the charm and professionalism of internet celebrity are important reasons to improve users' recommendation intention. **Improvements/Applications** : In addition, the enlightenment is put forward through this study, and the limitations and future research directions are discussed.

key word

Influence, Live commerce, Live streaming technology, Data science, TikTok

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I. INTRODUCTION

While the frequency of offline product purchases has sharply decreased as the amount of time consumers go out has decreased due to the coronavirus outbreak in 2020, non-face-to-face online purchases, namely contactless consumption, are becoming common around the world.

With the spread of smart devices and the rapid development of technology such as 5G, various media content can be consumed regardless of the time and place. In this environment, consumers have changed into a consumption pattern that can communicate and share large amount of condensed information within a short time through social network services and the media. In particular, a variety of short video services known as short form, representative of snack culture, is attracting attention as a new form of communication.

While there are many short clip platforms in China, Tik Tok is acknowledged as the platform with the greatest influence. TikTok is a short clip platform created in September 2016 by the Byte Dance company to create and share short 15-second videos. In less than a year since TikTok appeared, the volume of daily playback of videos has exceeded 1 billion, where according to statistics, in the first quarter of 2021, the number of Day Active Users (DAU) reached 6.8-700 million. In addition, the development of TikTok became not only limited to China, where by the end of 2020, the number of users of the international version of the TikTok app surpassed 500 million, surpassing that of Facebook and occupying first place in overall downloads within the App Store. TikTok not only provides short videos, but also provides live commerce functions since 2018, and as the 'non-face-to-face culture' spread as COVID19 spread, live commerce emerged as a major online shopping channel and has continued to grow explosively.

Live commerce is a compound word of live streaming and e-commerce, which entails the notion of enabling real-time communication between sellers and consumers in comparison to conventional online shopping, and provides detailed and vibrant information vividly through the live screen. It not only delivers, but also provides entertainment. Live commerce in China started to become popular after 2015 and began actively growing in 2018, and is predicted to continue to grow significantly in the future.

At the foundation of the development of live commerce in China, individual influencers (SNS Celebrities), exert strong influence, playing a major role and emerging one after another through various fields [1]. In China, they call influencers 'Wang Hong', and these 'Wang Hong's are in the front lines of the Chinese trend as an opinion leader to the extent that the term 'Wang Hong Economy' was coined as it is changing the sales process and industry landscape. The Chinese Wang Hong industry has vastly grown to an annual scale of 17 trillion won as the products sold by the Wang Hong became a so-called "big hit," and by November 2020, 22 million influencers earned 41.7 billion won on the TikTok app alone across the globe.

Influencers who are gaining popularity in TikTok live commerce in China, provide different information based on their product-related experiences and respond immediately to the comments of users to induce the users' purchase. Style and friendly service are becoming factors that gain popularity among general users [2]. Therefore, influencers who are rapidly developing in China, have great influence and potential, and can be linked to the consumption behavior of live commerce users, where it is expected to continue to grow significantly in the future.

Also, if you look at the current research so far, there are many preceding studies about influencers, but various studies have been done mainly through case analysis within the field of advertising. There is insufficient academic discussion on the specific characteristics of TikTok, the most popular platform in China and how it affects consumer behavior. Therefore, this study aims to investigate the relationship between recommendation intention and charm and professionalism, characteristics of influencers who secure many fans and influential people in Chinese TikTok live commerce in China, and how they increase viewing immersion and perceived value, creating a "live streaming + influencer" model. Through this, the study is significant in that it suggests implications for the sustainable development of platforms and sales companies that provide live commerce functions and improve their marketing strategies using influencers.

II. THEORETICAL BACKGROUND AND RESEARCH HYPOTHESIS

A. *Research related to Influencer Characteristics*

influencer is a leader in charge of creating and presenting content on live streaming platforms and communicating with consumers. [3] suggested the similarity, reliability, professionalism, and charm of information sources as characteristics that have high effect in persuasion. According to a study on a number of influencers conducted in the field of live commerce, the characteristics of influencers were divided into several dimensions, but charm and professionalism were verified as components that were, for the most part, essential [4-9]. In addition, it has been found that in live streaming, even if various influencers present and sell the same product, the level of understanding and attitude of the audience differs depending on who the influencer is [5]. Subsequently, this study intends to analyze the characteristics of influencers by categorizing them based on their charm and expertise.

1) Charm

Charm is defined as the degree to which a person judges how much they like and feel positive of the other person and about their presence [10]. Charm is defined as 'the power to captivate people's hearts', and is also defined as the image of an individual's appearance that induces favorable responses from others [11]. In the field of live commerce, charm refers to the degree to which an audience feels attracted and favorable to influencers who are performing the live streaming [5]. With the expansion of various channels and active relationships formed through the media, charm plays an important role in forming values not only in the relationships between people we meet in our daily lives, but also in relationships that we have with celebrities, including influencers in the media [12].

2) Expertise

Expertise refers to having considerable knowledge and experience in a specific field or to show performance above the level of the ordinary population within a certain area [13]. Expertise

also means that consumers perceive that influencers are well aware of their field and have accurate knowledge [14]. In the field of marketing, many researchers have verified that the expertise of influencers affects behavioral intention, including purchase and usage intentions [15-16, 7].

B. *Flow*

Flow in English, was first proposed by [17] in 1974, where according to his theory, it refers to a state in which a person is psychologically immersed in something. Different researchers have different definitions of flow. According to the study by [18], flow is defined as a state of being deeply immersed in a specific event or object, not recognizing the passage of time and not paying attention to anything other than what one is concentrating on. [12] defines flow as a state in which immersion is completely focused on the content of the influencer, not recognizing time or space, and forgetting any thoughts about oneself and rather feeling joy.

C. *Perceived Value*

Perceived value is rooted in the consumption value theory and is based on the perception of what consumers have consumed and provided. It refers to a measure of satisfaction with utility based on emotional, economic, quality, and social values obtained by investing in recognized tangible and intangible goods [19-23]. An individual's perceived value has been suggested as one of the causal variables that not only induce the purchase of a product, but also the decision to use a service or to inform others of it [24-25]. Moreover, it has been verified that the perceived value in terms of consumers in various fields has a positive effect on the purchase behavior starting from the pre-purchase stage to consumption choice behavior, as well as post-purchase recommendations and repurchases made [23, 26-27].

D. *Recommendation Intention*

Recommendation intention refers to the consumer's most representative behavioral intention to inform various people on information

about the service or product they used in which they induce active purchases and visits of other consumers [28]. Recommendation intention has been studied as a 'word of mouth phenomenon' in consumer behavior research, where it is defined as a positive evaluation of experience [29]. Most potential customers are not limited by the commercial information received through mass media, but tend to trust information that is provided through word-of-mouth communication through family and friends [30-31]. Recommendation intention is derived among consumers to increase the reliability of information and to influence the recipient to accept the content with more ease [32].

E. The Relationship between Influencer Characteristics and Engagement

After your paper is accepted, you will be asked to [33] divided the characteristics of influencers into charm, vividness, and professionalism, while [16] distinguished four sub-factors of influencer as charm, reliability, professionalism, and intimacy. [34] used the components of influencer influence as charm, professionalism, and vitality. Based on this, this study classifies the characteristics of influencers into charm and professionalism.

[35] verified that the charm and professionalism of online one-person personal broadcasting BJ had a positive effect on viewing immersion, while it was revealed that the charm of an influencer significantly affects the immersion experience of viewers in a study on the viewing satisfaction and subscription intention of single influencer broadcasting users by [36]. [12] suggests that charm, the quality of Chinese influencers, has a positive (+) effect on immersion through empirical analysis based on the SOR model. [15] found that charm and professionalism of influencers within the field of live commerce have a meaningful effect on immersion. Based on these previous studies, the following hypotheses were established.

Hypothesis 1: The charm of influencers will have a positive (+) effect on engagement.

Hypothesis 2: Influencer's expertise will have a positive (+) effect on flow.

F. The Relationship between Influencer Characteristics and Perceived Values

[37] suggested that the higher the charm of the influencer and the stronger the professionalism in the marketing process, the more influence there will be on the perceived value of the consumer. By sharing influencers' actual experiences, professional knowledge and information within a specific field, influencers have greater influence on consumers' perceptions and perceived value or consumption behavior[38]. In [39]'s consumer behavior study, the characteristics of SNS influencers were classified into charm, professionalism, authenticity, and interactivity, where it was proven that they have a positive effect on perceived value. In a study by [33], it was found that the charm of live commerce information sources had a positive (+) effect on the hedonistic value, a sub-factor of the perceived value. The consumption semiotic analysis study of [40] investigated the influential relationship between charm, professionalism, interactivity, reliability, and perceived value, as the characteristics of influencers.

Based on these previous studies, the following hypotheses were established.

Hypothesis 3: The charm of influencers will have a positive (+) effect on perceived value.

Hypothesis 4: Influencer's expertise will have a positive (+) effect on perceived value.

G. The Relationship between Flow and Recommendation Intention

[41] demonstrated that commitment has a direct effect on loyalty, which includes positive word of mouth and recommendation intention, and [42] found that observing immersion had a significant effect on the recommendation intention of others in the field of motivating viewers to watch TV. In a study on the characteristics of restaurant company brand community by [43], it was found that the higher the interaction between the brand community and the more positive the immersion, the higher the positive (+) effect had on recommendation intention. In a study on the effect of SNS characteristics on restaurants' immersion, trust, and behavioral intention by [44], he said that immersion had a significant effect on word of

mouth intention, which encompasses the same notion as recommendation intention. [45]'s study on the fairness of franchise headquarters investigated the relationship between commitment and recommendation intention.

Based on this relationship, the following hypothesis was established.

Hypothesis 5: Commitment will have a positive (+) effect on recommendation intention.

H. The Relationship between Perceived Value and Recommendation Intention

[46] classified the perceived value of high-end hotel users into five dimensions: monetary, emotional, social, transactional, and acquired value, where they verified that except for the acquired value, these aspects had a positive effect on recommendation intention. In [47]'s study of Chinese telecommunication service characteristics, it was found that perceived value had a significant effect on behavioral intention including purchase intention and recommendation intention. The study on hotel brand image by [48], investigated the relationship between perceived value, satisfaction, and recommendation intention, where it was found that the more positive the hotel brand image, the more it had a positive (+) influence on perceived value, and confirmed that the higher the value, the higher the satisfaction, namely the higher the positive effect on recommendation intention. In a study on the behavioral intentions of Chinese tourists visiting Korea, [49] confirmed that the aspect of selecting a tourist destination had a positive (+) effect on the perceived value, and that the perceived value had a significant effect on the recommendation intention. [50] classify perceived value in the field of individual media content as emotional value, intellectual value, and economic value, and has derived the conclusion that at each value significantly affects recommendation intention. Based on this relationship, the following hypothesis was established.

Hypothesis 6: Perceived value will have a positive (+) effect on recommendation intention.

I. Mediated Effect of Flow

[51] verified the partial mediating role of immersion in a study on the mediating role of flow and the use of Afreeca TV. [16] confirmed that influencer attachment has passed through immersion to reach purchase intention, and demonstrated the mediating effect of immersion. The study by [15] verifies the mediating role of immersion in the relationship between the material of Wang Hong and consumers' impulsive purchases in live broadcasting. In addition, according to a study by [9], it was found that immersion has a mediating effect between charm, professionalism with the level of recognition and purchase intention of a live commerce show host.

Hypothesis 7: Engagement will mediate the relationship between influencers' charm and recommendation intention.

Hypothesis 8: Engagement will mediate the relationship between influencers' expertise and recommendation intention.

J. Mediated Effect of Perceived Value

The perceived value of consumers is recognized as one of the very important factors in making in-depth decisions on consumer behavior such as purchase intention, recommendation intention, and re-visitation intention. [52] investigated the mediating role of perceived value in the effects of TV advertisement attributes of eco-friendly food on consumers' perceived value, product trust, and purchase intention. [53] confirmed the influential relationship between the VMD components of duty-free shops and shopping satisfaction by using hedonic value and practical value as parameters in their VMD (Visual Merchandising) component study of duty-free shops. [54] proved the partial mediating role of the characteristics of mobile social commerce and the hedonistic value of purchase intention. Based on this relationship, the following hypothesis was established.

Hypothesis 9: Perceived value will mediate the relationship between influencers' charm and recommendation intention.

Hypothesis 10: Perceived value will mediate the relationship between influencers' expertise and recommendation intention.

III. RESEARCH MODEL AND ANALYSIS

This study intends to examine the effect of influencer influence on recommendation intention through an empirical analysis of the mediating effect of immersion and perceived value in TikTok live commerce in China. Therefore, the model of this study is as follows(Fig.1).

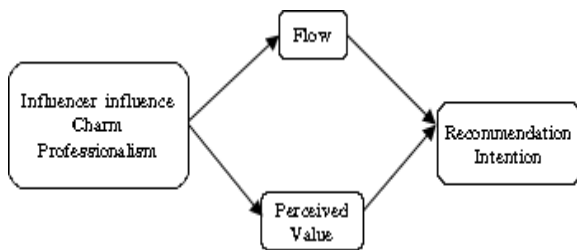


Fig. 1. Model

A. Research Subject and Data Collection

The study conducted a survey with Chinese students in mainland China and Chinese students in Korea who had purchase experience on TikTok live commerce in China through ‘wenjuanxing’, a Chinese research company. The survey was conducted for 9 days from July 28 to August 5, 2021, and a total of 350 copies were distributed. Of the 331 questionnaires collected, 313 copies were used for empirical analysis, excluding 18 copies due to poor responses.

B. Operational Definition and Measurement of Variables

In this study, the effect of influencers was set as 2 sub-variables, charm and professionalism, Based on previous studies, charm refers to the degree to which consumers perceive an influencer positively, and it can be observed that it includes psychological charm such as physical charm, ability, personality, and personality [10-11, 55] and [55] modified and supplemented three items used in the study, and measured it on a Likert 5-point scale. Expertise holds the meaning that an influencer has specific knowledge, skills, experience, or ability in a specific field or product [56-58], adjusted and supplemented 3 items from a study to measure as a Likert 5-point scale.

In addition, immersion is a mental state where an individual that is not interested in anything else when using live commerce, is unaware of the passage of time, and continues to be immersed in live broadcasting [17-18, 59]. It corrected and supplemented the 3 items used in [59] and measured on a 5-point Likert scale. Perceived value is the overall ability to satisfy customers' needs with a provided product or service, which is what consumers evaluate, and is divided into practical value and hedonistic value [19-20, 60-61] where three items were modified and supplemented and measured on a Likert 5-point scale in [50]. Recommendation intention is said to be an exchange process of communication that positively recommends to others through consumers' personal experiences [62, 29, 63], where 4 passages were modified and supplemented, and measured on a Likert 5-point scale in [63].

IV. ANALYSIS RESULTS

A. Demographic Analysis

As a result of analyzing the demographic characteristics of the survey subjects, there were 174 women (55.59%) and 139 men (44.41%). Based on age, there were 17 people in their teens (5.43%), 141 people in their 20s (45.05%), 91 people in their 30s (29.07%), 43 people in their 40s (13.74%), and 21 people in their 50s or older (6.71%). Based on occupation, there were 68 students (21.73%), 65 office workers (20.77%), 64 civil servants (20.45%), 33 self-employed (10.54%), and 83 others (26.52%). According to average monthly income, there are 72 individuals with RMB 2000-3000 (23%), 82 with RMB 3000-5000 (26.2%), 76 with RMB 5000-8000 (24.28%), 36 with RMB 8000-10000 (11.5%), and 47 with more than RMB 10000 (15.02%). For the average viewing time of TikTok live streaming per day, 204 people watched less than 1 hour (65.18%), 61 people watched 1-2 hours (19.49%), 30 people watched 2-3 hours (9.58%), 10 people watched 3-4 hours (3.19%), and 8 people (2.56%) watched for more than 4 hours. 19 people (6.07%) replied that they do not know about TikTok influencers at

all, 64 people (20.45%) claimed to not know, 163 people (52.08%) were average, 57 people (18.21%) claimed to know about Tik Tok, while 10 people (3.19%) claimed that they knew.

B. Factor, Reliability, and Correlation Analysis

In this study, the reliability of the variables was tested using spss24.0, and the credibility of each item was secured, as the Cronbach's value of all variables was 0.7 or higher. The KMO value was 0.948, demonstrating that the data collected by the survey is valid for factor analysis. The analysis results are shown in <Table 1>.

Table 1. RELIABILITY AND VALIDITY ANALYSIS RESULTS

Variable	Question	Component					Cronbach's α
		1	2	3	4	5	
Flow	1	0.837	0.126	0.242	0.010	0.142	.858
	2	0.815	0.087	0.204	0.207	0.235	
	3	0.777	0.230	0.163	0.220	0.185	
Expertise	1	0.117	0.832	0.110	0.342	0.162	.883
	2	0.227	0.814	0.244	0.249	0.164	
	3	0.177	0.696	0.327	0.195	0.319	
Perceived Value	1	0.364	0.247	0.652	0.242	0.296	.900
	2	0.247	0.222	0.762	0.306	0.276	
	3	0.283	0.239	0.774	0.290	0.225	
Charm	1	0.237	0.309	0.370	0.676	0.141	.881
	2	0.185	0.237	0.235	0.798	0.292	
	3	0.086	0.377	0.218	0.743	0.261	
Recommendation Intention	1	0.420	0.330	0.365	0.161	0.594	.919
	2	0.335	0.217	0.220	0.373	0.745	
	3	0.201	0.257	0.357	0.445	0.624	
	4	0.296	0.331	0.454	0.238	0.588	
Characteristic Value	9.593	1.474	0.853	0.663	0.544		
Explanation Rate (%)	59.957	9.214	5.334	4.145	3.402		
Accumulation Rate (%)	59.957	69.171	74.505	78.650	82.052		
KMO=0.948(sig=.000)							

According to the correlation analysis of variables, both charm and professionalism of influencers displayed a positive (+) correlation with commitment and perceived value, as well as a positive (+) influence of commitment and perceived value on recommendation intention. The analysis results are shown in <Table 2>.

Table 2. CORRELATION ANALYSIS RESULT

	Charm	Professionalism	Flow	Perceived Value	Recommendation Intention
Charm	1				
Professionalism	.708***	1			
Flow	.484***	.479***	1		
Perceived Value	.712***	.647***	.639***	1	
Recommendation Intention	.756***	.703***	.667***	.811***	1
***p < .001. **p < .01. *p < .05.					

C. Hypothesis Testing

In this study, multiple regression analysis was performed to test the hypothesis. According to the analysis results in <Table 3>, influencer influence had a positive effect on immersion (attraction, β=0.484, t=9.765, P<0.05), (professionalism, β=0.479, t= 9.627, P<0.05) Therefore, Hypothesis 1 and Hypothesis 2 are substantiated.

Table 3. REGRESSION ANALYSIS RESULTS OF HYPOTHESIS 1-2

Model		Unstandardized Coefficients		Standardized Coefficients	t	p
Independent Variable	Dependency Variable	B	Standard Error	β		
Charm	Flow	.524	.054	.484	9.765	.000
<i>R</i> ² =.235(Ajusted <i>R</i> ² =.232) <i>F</i> =95.345 <i>P</i> =.000 Durbin-Watson=1.752						
Expertise	Flow	.509	.053	.479	9.627	.000
<i>R</i> ² =.230(Ajusted <i>R</i> ² =.227) <i>F</i> =245.747 <i>P</i> =.000 Durbin-Watson=1.686						
***:p<.001, **:p<.01, *:p<.05 (Dependent Variable: SS)						

The results of the analysis <Table 4> revealed that influencer influence had a positive effect on perceived value (attraction, β=0.712, t=17.891, P<0.05), (professionalism, β=0.647, t =14.947, P<0.05). Therefore, Hypothesis 3 and Hypothesis 4 are substantiated.

Table 4. REGRESSION ANALYSIS RESULTS OF HYPOTHESIS 3-4

Model		Unstandardized Coefficients		Standardized Coefficients	t	p
Independent Variable	Dependent Variable	B	Standard Error	β		
Charm	Perceived Value	.719	.040	.712	17.891	.000
<i>R</i> ² =.507(Ajusted <i>R</i> ² =.506) <i>F</i> =320.095 <i>P</i> =.000 Durbin-Watson=1.937						

Expertise	Perceived Value	.641	.043	.647	14.947	.000
R ² =.418(Adjusted R ² =.416 F=223.400P=.000 Durbin-Watson=1.909						

***:p<.001, **:p<.01, *:p<.05 (Dependent Variable: SS)

According to the analysis results in <Table 5>, it was found that commitment had a positive effect on recommendation intention ($\beta=0.666$, $t=15.788$, $P<0.05$). Therefore, hypothesis 5 was substantiated.

Table 5. REGRESSION ANALYSIS RESULTS OF HYPOTHESIS 5

Model		Unstandardized Coefficients		Standardized Coefficients	t	p
Independent Variable	Dependent Variable	B	Standard Error	β		
Flow	Recommendation Intention	.666	.042	.667	15.788	.000
R ² =.445(Adjusted R ² =.443) F=249.252P=.000 Durbin-Watson=1.698						

***:p<.001, **:p<.01, *:p<.05 (Dependent Variable: SS)

The analysis results in <Table 6> revealed that perceived value had a positive effect on recommendation intention ($\beta=0.666$, $t=15.788$, $P<0.05$). Therefore, hypothesis 6 is substantiated.

Table 6. REGRESSION ANALYSIS RESULTS OF HYPOTHESIS 6

Model		Unstandardized Coefficients		Standardized Coefficients	t	p
Independent Variable	Dependent Variable	B	Standard Error	β		
Perceived Value	Recommendation Intention	.868	.036	.811	24.24	.000
R ² =.657(Adjusted R ² =.656) F=596.518P=.000 Durbin-Watson=1.941						

***:p<.001, **:p<.01, *:p<.05 (Dependent Variable: SS)

Mediated regression analysis was performed to verify the mediating effect of commitment and perceived value in the effect of influencer influence (attraction, professionalism) on recommendation intention. According to the analysis results in <Table 7>, the standardized regression coefficient values of charm and professionalism, the independent variables of step 3 were less than the values of step 2, so it was verified that there was a partial mediating effect of the parameter. Therefore, Hypothesis 7 and Hypothesis 8 are substantiated.

Table 7. MEDIATING EFFECT OF FLOW

	Stage 2			Stage 3		
	β	t	VIF	β	t	VIF
Charm	.756	20.357	1.000	.565	15.631	1.307
Flow				.393	10.868	1.307
R ²	.571(.570)			.690(.688)		
Adjusted R ²	-			.119(.118)		
F	414.416***			344.297***		
Expertise	.703	17.413	1.000	.497	12.723	1.298
Flow				.429	10.973	1.298
R ²	.494(.492)			.635(.633)		
Adjusted R ²	-			.141(.141)		
F	303.212***			270.020***		

***:p<.001, **:p<.01, *:p<.05

The results of the analysis in <Table 8> displayed that the standardized regression coefficient values of charm and professionalism, the independent variables of step 3, were less than the values of step 2, so it was verified that there was a partial mediating effect of the perceived value as a parameter. Therefore, Hypothesis 8 and Hypothesis 9 are substantiated.

Table 8. MEDIATING EFFECT OF PERCEIVED VALUE

	Stage 2			Stage 3		
	β	t	VIF	β	t	VIF
Charm	.756	20.357	1.000	.362	8.487	2.029
Perceived Value				.553	12.958	2.029
R ²	.571(.570)			.722(.720)		
Adjusted R ²	-			.151(.150)		
F	414.416***			402.382***		
Expertise	.703	17.413	1.000	.307	7.673	1.718
Perceived Value				.613	15.331	1.718
R ²	.494(.492)			.712(.710)		
Adjusted R ²	-			.218(.218)		
F	303.212***			383.203***		

***:p<.001, **:p<.01, *:p<.05

V. CONCLUSION

A. Results and Implications

This study verified the influence of influencers' charm and professionalism on recommendation intention while focusing on TikTok live commerce

in China, through empirical analysis on the mediating effect of immersion and perceived value. As a result of empirical analysis, it was found that the charm and professionalism of influencers had a significant effect on recommendation intention, and the mediating effect of commitment and perceived value was also verified.

Based on these results, it was confirmed that the charm and professionalism of influencers in China's TikTok live commerce are important factors that can increase users' recommendation intention, and it can be considered to be used preferentially for future studies in the live commerce field.

On the other hand, according to the survey results, more than half of the respondents selected 'Average', 'Not at all', or 'Not at all' for all the questions regarding the charm and professionalism of influencers. Therefore, it is implied that active influencers or companies that are utilizing influencers should focus on this aspect and supplement and improve on this idea, and develop and provide better content and services to reach the level of consumer immersion and perceived value so that consumers are not only induced to make purchases but also further induced to make recommendations. When an influencer conducts a broadcast, not only physical charm such as appearance and style, but also psychological charm such as humor and a unique personality may appeal to the good will of consumers, as well as professional understanding and explanation of related fields that positively affect consumers' personal intellectual level and values. Like this, by making the consumer feel the hedonistic or practical value as well as extreme immersion, the recommendation intention can be enhanced.

B. Limitations and Directions of Future Study

Although this study broadened its scope of research in the field of live commerce and influencer influence and supplemented existing studies, it has the following limitations.

First, the study only analyzed the TikTok application in China, so it is uncertain whether it can be applied to other applications that have live commerce functions. Hence, it may lack universality. In addition, the research scope of this

study is limited to China, so it is necessary to examine or conduct comparative studies on live commerce platforms in various cultures beyond China.

Second, this study simply examined the characteristics of general influencers without subdividing the types of influencers. Since each characteristic factor, immersion experience, perceived value, recommendation intention, etc. may vary depending on the type of influencer, it is necessary to categorize the type of influencer and study them in detail in future research.

Third, in this study, the characteristics of influencers are limited to two dimensions: charm and professionalism. Therefore, a more meaningful study may be conducted if other characteristics of live streaming influencers are selected and measured in subsequent studies.

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