

What Drives Perceived Value and Loyalty in Live Broadcasting*

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* Presented at the 39th IBIMA International Conference, 30-31 May 2022, Granada, Spain

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Abstract

The purpose of the present study is to analyze consumers' loyalty to the brand and the broadcast owner in live broadcast e-commerce and to determine whether the brand in live broadcast e-commerce has enough influence to analyze whether live broadcast sales bring long-term value or result in the dilemma of short-term promotion. The present research is helpful to find the factors that affect the long-term interests and loyalty of the brand and provide reference and contribution to the future development of live marketing in the industry.

Keywords: Live broadcast sales, Brand equity, Broadcaster loyalty, Brand loyalty