

<b>School/Department:</b>	Rotterdam School of History, Culture and Communication Department of Media and Communication
<b>Project Title:</b>	Exploring the impact of live streaming social commerce on consumer trust in China
<b>Abstract:</b>	<p>Recently, social-commerce on social networking sites has become a low-cost, easy alternative to e-commerce whereby individuals can easily set up their own account to sell products (Wongkitrungrueng &amp; Assarut, 2018). According to PwC's (2016) Total Retail Survey, 30% of a sample of Asian online shoppers have purchased directly via a social media channel.</p> <p>In China, with live streaming becoming increasingly popular, it has been used by corporations and individuals on social networking sites to demonstrate how products are used, to compare different products and to answer customer questions in real time. In particular, live streaming allows corporate- and individual-sellers to reveal their faces and personalities, which brings the offline selling techniques back to the online world (Hajli, 2015). This has led to the emergence of a new form of social commerce called live streaming shopping.</p> <p>As consumers can interact with corporate- and individual-sellers in real time, live streaming shopping enables an immersive shopping experience and an interpersonal connection (Haimson &amp; Tang, 2017). Consequently, the sense of social presence among consumers, which refers to the salience of the interpersonal relationship (Short, Williams &amp; Christie, 1976), is enhanced through live streaming. The high degree of social presence developed from two-way synchronized communication between consumers and sellers can result in high consumer trust through reducing their uncertainty (Wongkitrungrueng &amp; Assarut, 2018).</p> <p>However, research on live streaming in China as a new social-commerce approach is still at a nascent stage. Research in the past mainly focused on platform characteristics and the motivations of consumers to engage in social-commerce activities. This research project will consist of several studies that analyze the conditions and contingencies associated with live streaming shaping consumer trust. It will aim at answering the following research questions:</p> <p><u>1) What factors drive the popularity of live streaming shopping in China?</u></p>

	<p>Chen and Lin (2018) and Sjöblom and Hamari (2017) examine the motivations of viewers to use live streaming in general, not limited to live stream shopping. The study will build on these studies, but focus on live streaming shopping only. A mixed method approach will be adopted which combines interviewing live streaming sellers and surveying consumers. The aim of the study is to clarify the antecedents of engaging in live streaming shopping.</p> <p><u>2) How is social presence formed through live streaming shopping in China?</u></p> <p>The study will conceptualize social presence shopping through understanding interpersonal activities taking place in live streaming social-commerce. A qualitative approach will be employed which conducts interviews with consumers who engaged in live streaming shopping experiences.</p> <p><u>3) How are utilitarian value, hedonic value and symbolic value represented in different forms of live streaming?</u></p> <p>Utilitarian value refers to products' expected utility, which is recognized by consumers as a fundamental need to fulfill through a shopping experience (Babin, Darden &amp; Griffin, 1994). Hedonic value reflects emotional benefits of a shopping activity, which is often associated with the level of playfulness that consumers experience (Jarvenpaa &amp; Todd, 1997). Symbolic value refers to shopping as a social act to build relationships and create consumer's identity (Firat &amp; Venkatesh, 1993). All three values are argued by Wongkitrungrueng and Assarut (2018) to influence consumers' engagement in live streaming social-commerce. This study will investigate the representation of each value through conducting content analysis on actual live streaming social-commerce in China.</p> <p><u>4) To what extent do corporate-sellers and individual-sellers affect consumer trust through live streaming differently?</u></p> <p>The study intends to explain unique mechanism through which corporate-sellers and individual-sellers affect consumer trust, respectively. An online experiment will be conducted to manipulate the sellers of live streaming social-commerce and examine whether/to what extent consumers respond to the experiment conditions differently.</p> <p><b>Keywords:</b> Live streaming, social network, corporate communication, trust, social media</p> <p><b>References:</b></p>
--	--

	<p>Babin, B. J., Darden, W. R., &amp; Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. <i>Journal of consumer research</i>, 20(4), 644-656.</p> <p>Chen, C. C., &amp; Lin, Y. C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. <i>Telematics and Informatics</i>, 35(1), 293-303.</p> <p>Firat, A. F., &amp; Venkatesh, A. (1993). Postmodernity: the age of marketing. <i>International Journal of research in Marketing</i>, 10(3), 227-249.</p> <p>Haimson, O. L., &amp; Tang, J. C. (2017, May). What makes live events engaging on Facebook Live, Periscope, and Snapchat (Chairs) in G. Mark, &amp; S. Fussell (Eds.). <i>Proceedings of the 2017 CHI conference on human factors in computing systems</i> (pp. 48-60). New York, NY: Association for Computing Machinery.</p> <p>Hajli, N. (2015). Social commerce constructs and consumer's intention to buy. <i>International Journal of Information Management</i>, 35(2), 183-191.</p> <p>Jarvenpaa, S. L., &amp; Todd, P. A. (1997). Is there a future for retailing on the Internet. <i>Electronic marketing and the consumer</i>, 1(12), 139-154.</p> <p>PwC. (2016, February). <i>Total retail 2016</i>.  <a href="https://www.pwc.com/gx/en/retail-consumer/publications/assets/total-retail-global-report.pdf">https://www.pwc.com/gx/en/retail-consumer/publications/assets/total-retail-global-report.pdf</a></p> <p>Short, J., Williams, E., &amp; Christie, B. (1976). <i>The social psychology of telecommunications</i>. Hoboken, NJ: John Wiley &amp; Sons.</p> <p>Sjöblom, M., &amp; Hamari, J. (2017). Why do people watch others play video games? An empirical study on the motivations of Twitch users. <i>Computers in human behavior</i>, 75, 985-996.</p> <p>Wongkitrungrueng, A., &amp; Assarut, N. (2018). The role of live streaming in building consumer trust and engagement with social commerce sellers. <i>Journal of Business Research</i>, 117, 543-556.</p>
<b>Requirements of candidate:</b>	<p>Master degree: Yes</p> <p>Background:          ✓ At least an MSc, MA or MPhil degree in communication,</p>

	<p>media, organization studies or from related fields.</p> <ul style="list-style-type: none"> <li>✓ Excellent results in first degree/graduate study.</li> <li>✓ Explicit interest in and motivation for scientific research.</li> <li>✓ Experience with qualitative and quantitative research preferred.</li> </ul> <p>Language:</p> <ul style="list-style-type: none"> <li>✓ IELTS: 7.5 (min. 6.0 for all subs.) or TOEFL: 100 (min. 20 for all subs.)</li> </ul>
<b>Supervisor information:</b>	<p>The project will be supervised by:</p> <ul style="list-style-type: none"> <li>• <b>Prof. dr. Susanne Janssen</b> (promotor) &amp;</li> <li>• <b>Dr. Yijing Wang</b> (co-promotor).</li> </ul> <p>Dr. Yijing Wang will serve as the daily supervisor of the candidate.</p> <p><b>Dr. Yijing Wang</b></p> <p>Email address: <a href="mailto:y.wang@eshcc.eur.nl">y.wang@eshcc.eur.nl</a>          Personal website: <a href="https://www.eur.nl/en/people/yijing-wang">https://www.eur.nl/en/people/yijing-wang</a></p> <p><u>Recent publication list</u> (last 3 years)</p> <p><b>Wang, Y.</b> &amp; Laufer, D. (2020). Crisis communication and management in China: A review of the literature and an agenda for future research. <i>Journal of International Management</i>. Advance online publication. <a href="https://doi.org/10.1016/j.intman.2019.100708">doi.org/10.1016/j.intman.2019.100708</a></p> <p><b>Wang, Y.</b> &amp; Pala, B. (2020). Communicating philanthropic CSR versus ethical and legal CSR to employees: Empirical evidence in Turkey. <i>Corporate Communications: An International Journal</i>. Advance online publication. <a href="https://doi.org/10.1108/CCIJ-01-2020-0014">doi.org/10.1108/CCIJ-01-2020-0014</a></p> <p><b>Wang, Y.</b> &amp; Holznagel, K. (2020). Evolving cross-sector collaboration in the arts and culture sector: From sponsorship to partnership. <i>Corporate Reputation Review</i>. Advance online publication. <a href="https://doi.org/10.1057/s41299-019-00093-x">doi.org/10.1057/s41299-019-00093-x</a></p> <p>Gong, Q., Verboord, M. &amp; <b>Wang, Y.</b> (2020). Media usage and political trust among young adults in China: The roles of media credibility, trust in sources and political membership. <i>Global Media and Communication</i>. In press.</p> <p><b>Wang, Y.</b> &amp; Chaudhri, V. (2019). Business support for refugee integration in Europe: Conceptualizing the link with organizational identification. <i>Media and Communication</i>, 7(2), 289-299.</p>

	<p><a href="https://doi.org/10.17645/mac.v7i2.1877">doi.org/10.17645/mac.v7i2.1877</a></p> <p>Laufer, D. &amp; <b>Wang, Y.</b> (2018). Guilty by association: The risk of crisis contagion, <i>Business Horizons</i>, 61(2), 173-179.  <a href="https://doi.org/10.1016/j.bushor.2017.09.005">doi.org/10.1016/j.bushor.2017.09.005</a></p> <p>Opitz, M., Chaudhri, V. &amp; <b>Wang, Y.</b> (2018). Employee Social-Mediated Crisis Communication as Opportunity or Threat? <i>Corporate Communications: An International Journal</i>, 23(1), 66-83. <a href="https://doi.org/10.1108/CCIJ-07-2017-0069">doi.org/10.1108/CCIJ-07-2017-0069</a></p> <p><b>Wang, Y.</b> &amp; Wanjek, L. (2018). How to Fix a Lie? The Formation of Volkswagen's Post-Crisis Reputation among the German Public, <i>Corporate Reputation Review</i>, 21(2), 84-100.  <a href="https://doi.org/10.1057/s41299-018-0045-8">doi.org/10.1057/s41299-018-0045-8</a></p> <p><b>Prof. dr. Susanne Janssen</b></p> <p>Email address: <a href="mailto:s.janssen@eshcc.eur.nl">s.janssen@eshcc.eur.nl</a>        Personal website: <a href="https://www.eur.nl/en/people/susanne-janssen">https://www.eur.nl/en/people/susanne-janssen</a></p> <p><u>Recent publication list</u> (last 5 years):</p> <p>Gong, Q., Verboord, M., &amp; <b>Janssen, S.</b> (forthcoming) Cultural taste repertoires and online engagement with the arts and culture in the digital age: The case of China.</p> <p>Verboord, M., R. Koreman, &amp; <b>S. Janssen</b> (Jan 2021, <i>in press</i>). Where to look next for a shot of culture? Repertoires of cultural information production and consumption on the Internet. In: N. Kristensen, U. Fromm &amp; H. Hastrup (Eds.). <i>Rethinking cultural criticism: New voices in the digital age</i>. Palgrave MacMillan.</p> <p>Gong, Q., M. Verboord, &amp; <b>Janssen, S.</b> (2020) Cross-media usage repertoires and their political impacts. The case of China. <i>International Journal of Communication*</i>, 14, 3799-3818.  <a href="https://ijoc.org/index.php/ijoc/article/view/11387/3154">https://ijoc.org/index.php/ijoc/article/view/11387/3154</a></p> <p>Mols, A &amp; <b>S. Janssen</b> (2020). Not Interesting Enough to be Followed by the NSA: An analysis of Dutch privacy attitudes. In: K. Wahl-Jorgensen, A. Hintz, L. Dencik, and L. Bennett (Eds.), <i>Journalism, Citizenship and Surveillance Society</i> (277-298) Routledge (reprint of <i>Digital Journalism</i> article)</p> <p>Brandellero, A., <b>Janssen, S.</b>, &amp; Verboord, M. (2018). "Do you remember rock 'n' roll radio?" How audiences talk about music-</p>
--	---

	<p>related personal memories, preferences, and localities. In: S. Baker, C. Strong &amp; L. Istvandy (Eds.): <i>The Routledge Companion to Popular Music and Heritage</i> (pp. 217-228). Abingdon, UK: Routledge.</p> <p>Mols, A., &amp; <b>Janssen, S.</b> (2017). "Not interesting enough to be followed by the NSA": An analysis of Dutch privacy attitudes. <i>Digital Journalism</i>, 5(3), 277-298. doi:10.1080/21670811.2016.1234938</p> <p>Bennett, A., &amp; <b>Janssen, S.</b> (Eds.) (2017). <i>Popular Music, Memory and Heritage</i>. Abingdon, UK: Routledge</p> <p>Van der Hoeven, A., <b>Janssen, S.</b>, &amp; Driessen, S. (2017). Articulations of identity and distinction. In: A. Bennett and S. Janssen (Eds.), <i>Popular Music, Cultural Memory, and Heritage</i> (pp. 42-57). Abingdon: Routledge</p> <p>Kersten, A., &amp; <b>Janssen, S.</b> (2017). Trends in cultural journalism. The development of film coverage in cross-national perspective, 1955-2005. <i>Journalism Practice</i>, 11(7), 840-856. doi:10.1080/17512786.2016.1205955</p> <p>Bennett, A., &amp; <b>Janssen, S.</b> (2016). Popular music, memory and heritage. <i>Popular Music and Society</i>, 39(1), 1-7. doi:10.1080/3007766.2015.1061332</p> <p>Hoeven, A. van der, <b>Janssen, S.</b>, &amp; Driessen, S. (2016). Articulations of identity and distinction: The meanings of language in Dutch popular music. <i>Popular Music and Society</i>, 39(1), 43-58. doi:10.1080/03007766.2015.1061344</p> <p>Verboord, M., &amp; <b>Janssen, S.</b> (2016) Arts Journalism and its packaging in France, Germany, the Netherlands and The United States, 1955–2005. In N. Norgaard Kristensen &amp; U. From (eds.). <i>Cultural Journalism and Cultural Critique in the Media</i>. London: Routledge</p>
--	---