

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



The Sales Impact of Narrativity in Live Streaming E-Commerce By

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Date : 21 Mar 2024 (THU)
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Venue : M802

Abstract

Live streaming e-commerce (LSE) has emerged as a new way of product presentation for online shopping. In contrast to the static and impersonal website interface typical of traditional e-commerce, LSE provides interactive live videos aimed at showcasing streamers' personal product experiences with a certain degree of narrativity, which shapes presentation activities into a vivid and empathic sequence. Such narrativity is constructed through the structure of streamers' verbal speech and emotional expressions during product presentation. Yet little is known about how the structure of streamers' verbal speech and emotional expressions in LSE can construct such narrativity and improve product sales. Extending narrative transportation theory to the LSE context, we posit that streamers can achieve great sales by presenting products using narrativity dimensions, including temporal embedding (i.e., structure of verbal speech that organizes the presentation activities of streamers in a temporal and causal sequence) and emotional volatility (i.e., moment-to-moment shifts between streamers' emotional valences). The unique LSE context also motivates us to understand the boundary conditions of narrative transportation theory by incorporating product trial (streamers' visual usage of products) and interaction prompt (streamers' verbal encouragement in sending live comments) as two context-specific factors moderating the relationship between product presentation and sales in LSE. Using a real-world dataset of 1,145 product-level video clips from Taobao Live, one of the largest LSE platforms in China, we find that temporal embedding improves product sales only when the streamer demonstrates product usage (i.e., high product trial). Interestingly, emotional volatility exhibits a stronger positive effect on product sales with low product trial and low interaction prompt. We elaborate on how these findings contribute to both e-commerce and the live streaming literature in the information systems field and the narrative research in the marketing field. We also discuss the practical implications for streamers and LSE platform operators.

Prof. Yulin Fang is a Professor of Innovation and Information Management and Director of the Institute of Digital Economy and Innovation (IDEI) at HKU Business School. Before joining HKU, he was the Acting Head of the Department of Information Systems and Residence Master of Sir Gordon and Lady Ivy Wu Hall at City University of Hong Kong. His research interests include digital innovation, digital entrepreneurship, digital transformation, platform ecosystems, and e-commerce/social media.

Prof. Fang has published over 70 research articles in renowned information systems and management journals, including *MIS Quarterly (MISQ)*, *Information Systems Research (ISR)*, *Journal of Management Information Systems (JMIS)*, *Journal of the Association for Information Systems (JAIS)*, *Strategic Management Journal (SMJ)*, *Journal of Management Studies (JMS)*, *Organizational Research Methods (ORM)*, *Journal of Operations Management (JOM)*, *Journal of Organizational Behavior (JOB)* among others. His articles have been cited over 9000 times (Google citation) with an H-index of 42.

He has served as a Senior Editor of *Information Systems Research*, *Information Systems Journal*, *Journal of Information Technology*. He is the Co-Editor-in-Chief of *Information Technology & People*. He was an Associate Editor for *MIS Quarterly* and *Information Systems Research* in 2012-2016, and was awarded the Associate Editor of the Year (2015) for his editorial services to *Information Systems Research*. He has also regularly served as a track co-chair for International Conference on Information Systems (ICIS) and Pacific Asia Conference on Information Systems (PACIS) since 2013. He was a faculty advisor at ICIS Junior Faculty Consortium in 2020, at ICIS Mid-Career Faculty Consortium in 2018, and PACIS Junior Faculty Consortium in 2023.

All interested are welcome.



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