Research Publishing Academy (RPA)
London, United Kingdom (UK)

The Factors of Live Streaming Strategies and Sales Performance Between Customer Retention and Shopping Experience: A Study on Hot Springs Hotel in China

Qu Yuyuan[1*]
Ahmad Budiman Hj. Husain[2]
Ankang University, China[1]
City University Malaysia, Malaysia[1&2]

Abstract

Live streaming has gained immense popularity in recent years especially in China, transforming various industries, including entertainment, gaming, sports, education, and marketing. Many small and medium-sized enterprises (SMEs) are leveraging online live sales products as a powerful strategy to boost their sales and grow their businesses including Tian Tan Hot Springs Hotel Company to use live streaming platform to sell tickets. Many studies in the context of online live sales tend to focus on department stores and other retail sectors, while research specific to the field of hot spring hotels and their utilization of live sales is relatively limited. However, the emergence and growth of online live sales have presented unique opportunities for various industries, including the hospitality sector, such as hot spring hotels, to explore new marketing and sales strategies. This study examines factors of live streaming strategies and sales performance in the relationship between customer retention and shopping experience, focusing on the case of Tian Tan Hot Springs Hotel in China. Drawing upon a mixed-method research approach, quantitative data were gathered through structured questionnaires distributed to a sample of loyal customers of Tian Tan Hot Springs Hotel. Additionally, qualitative data were obtained through in-depth interviews with hotel management and marketing personnel. The data collected were analyzed using both statistical analysis and thematic content analysis. The results reveal a significant positive correlation between customer retention and shopping experience at Tian Tan Hot Springs Hotel. Moreover, it was found that live streaming strategies implemented by the hotel act as a significant mediating mechanism between customer retention and enhanced shopping experience. These strategies, such as virtual tours, interactive promotions, and real-time customer engagement, enable the hotel to create a more immersive and personalized shopping experience for their customers.
Keywords: Mediating Role, Live-streaming, Hot springs hotel, Customer retention;

Introduction

In the era of digital transformation, the hospitality industry is witnessing a paradigm shift (Almeida & Gomase, 2022) in customer engagement and sales strategies. Service quality has emerged as a critical element in the pursuit of a lasting competitive edge. Meeting the needs and retaining customers has been acknowledged as a crucial factor in the hospitality

sector (Ali et al., 2021). As customer expectations continue to evolve, businesses, particularly hotels, are exploring innovative approaches to retain existing clientele and enhance their overall reservation experience. In this context, live streaming has become an essential trend embraced by every e-commerce participant (Bawack et al., 2023). The primary focus was on the dominant force of e-commerce in China, namely the Alibaba Group. The Alibaba Group possessed a variety of entities covering everything from retail to wholesale commerce, catering to both domestic and international markets. Live streaming functionalities were integrated across almost all of its owned entities (Yeh, 2022). The pandemic has acted as a catalyst for transformation and digitalization within the hospitality sector. For certain Chinese hotel operators, live-streaming has transcended its role as a mere alternative sales tool during the travel slowdown. In response to the decline in travel, Chinese hotels have adopted diverse online marketing strategies, such as live-streaming events and offering vouchers that customers can utilize for future stays (Chang, 2020). However, within the realm of hot springs hotels in China, the understanding of how live streaming strategies mediate the relationship between customer retention and shopping experience remains largely unexplored.

Xi'an Tian Tan Hot Springs Hotel is renowned for its hot spring facilities and high-quality hospitality services. It is situated in the historical and culturally rich city of Xi'an, which is famous for the Terracotta Army and other ancient attractions. The hotel mostly famous for hot springs offers a range of amenities and services, including hot spring baths, spa treatments, comfortable accommodation options, dining establishments serving both local and international cuisine, and various recreational activities. Being a prominent hospitality establishment, it may cater to both domestic and international tourists and business travelers. Xi'an Tian Tan Hot Springs Hotel stands at the forefront of this digital transformation, seeking to leverage live streaming to bolster customer retention and optimize the shopping experience for its guests, and has effectively utilized live streaming platforms as a means to sell Hot Springs tickets, resulting in a significant increase in sales revenue. By leveraging the power of live streaming, the hotel likely showcased the unique and enticing features of its Hot Springs facilities, engaging potential customers in real-time and creating a sense of excitement and urgency to make a purchase. According to the research conducted by Guo et al. in 2022, they discovered that the physical environment of a hotel, known as the servicescape, can accurately forecast customer behavioral intentions. Furthermore, they found that customer emotions play a role as a partial mediator in the relationship between servicescape and customer behavioral intentions. Additionally, the researchers identified that service climate and employee engagement have multiple mediating effects in the SOR (Stimulus-Organism-Response) model (Guo et al., 2022).

Customer loyalty refers to the inclination of an individual to consistently engage with and make purchases from a particular company over time (Stewart, 2023). This research aims to bridge this knowledge gap by investigating the mediating role of live streaming strategies and sales performance between customer retention and shopping experience at Tian Tan Hot Springs Hotel. The study is rooted in the literature review that effective live sales implementation can serve as a key driver in fostering guest loyalty (Rane et al., 2023), thereby influencing customer retention rates and subsequent revenue generation. To achieve this objective, a mixed-method research approach will be employed, combining both quantitative and qualitative data collection methods. Structured questionnaires will be administered to a sample of loyal customers at Tian Tan Hot Springs Hotel, gathering quantitative insights into their perception of shopping experiences and their engagement with live streaming events. Additionally, in-depth interviews will be conducted with hotel

management and marketing personnel to gain qualitative insights into the formulation and execution of live streaming strategies, as well as their impact on sales performance and customer retention.

As the digital landscape continues to evolve (Manji, 2023), understanding and optimizing live sales practices can pave the way for hot spring hotels to stay ahead of the curve and deliver exceptional guest experiences that foster long-term loyalty and sustained business growth. The insights garnered from this research endeavor contribute to the growing body of knowledge in the realm of hospitality marketing and set a foundation for future investigations into the transformative potential of live streaming strategies in this sector. The research findings hold considerable implications for the hospitality industry, particularly hot springs hotels in China, as they shed light on the efficacy of integrating live streaming as a strategic tool for enhancing customer retention and overall shopping experiences. By uncovering the underlying mechanisms that link live sales strategies, customer loyalty, and sales performance, this study aims to provide practical recommendations for Tian Tan Hot Spring Hotel and other similar establishments seeking to harness the power of live streaming technologies effectively.

Theoretical Basis

There are several theories and frameworks that can be applied to live streaming marketing strategies. Some of these include: The Technology Acceptance Model (TAM), AIDA Model. The Technology Acceptance Model (TAM) (Marangunić & Granić, 2015) is a widely used theoretical framework that explains and predicts users' acceptance and adoption of new technologies. It was originally developed by Fred Davis in the late 1980s and has since been extended and refined by various researchers (Davis, 1985). Information technology (IT) empowers us to accomplish tasks with increased speed, enhanced efficiency, and greater flexibility. It opens up opportunities for us to undertake tasks that were previously impossible or execute them in innovative and distinct ways (Martinko et al., 1996). When individuals perceive the new technology as useful and easy to use, they are more inclined to embrace it, leading to greater readiness to adapt their practices and invest efforts in incorporating the new IT into their daily work (Pikkarainen et al., 2004). When people perceive a new IT as highly useful (PU) and easy to use (PEOU), their attitude towards adopting the technology becomes positive. As a result, their intention to use the new IT increases. Consequently, they are more willing to make changes in their current practices and invest efforts in adopting the new IT because they believe it will lead to better outcomes and benefits.

The AIDA Model, known as the Attention, Interest, Desire, and Action model, is a framework used in advertising to outline the stages individuals experience when making a purchase decision. This model finds widespread application in digital marketing, sales tactics, and public relations initiatives. It identifies the key stages that customers go through during their journey of considering and buying a product or service (Team, 2023). The AIDA Model has been widely used in various marketing strategies to engage and influence potential customers effectively. In recent years, the rise of TikTok, a popular video streaming platform, has had a significant impact on online shopping behaviors (Xin et al., 2022). TikTok allows users to create short and engaging video content, making it an ideal platform for showcasing products and services (Bhandari & Bimo, 2022). The platform's ability to capture users' attention quickly and hold their interest with entertaining and informative content aligns well with the first two stages of the AIDA Model: Attention and Interest. The platform's interactive nature enables users to express their desire for products or services through comments, likes, and shares, fostering a sense of community and trust. The Desire

stage of the AIDA Model is influenced by this user-generated content, as it creates a social proof effect, where potential customers are more likely to desire products or services that have received positive feedback and endorsements from others.

The study focused on investigating the relationships between customer retention, shopping experience, live streaming strategies, and sales performance in the context of a Hot Springs Hotel in China. Additionally, the study may have focused on examining the mediating role of live streaming strategies and sales performance between customer retention and shopping experience. The researchers might have looked at how the positive shopping experience created through live streaming influenced customer retention, and how the sales performance achieved through live streaming affected customer loyalty and repeat purchases. Overall, the integration of The Technology Acceptance Model (TAM) and the AIDA Model likely allowed the study to gain valuable insights into the relationships and mediating effects of live streaming strategies, shopping experience, customer retention, and sales performance within the context of the Hot Springs Hotel in China.

Literature review

In the present scenario, customers are highly discerning when it comes to new service evaluation approaches. The hospitality sector is facing intense competition, posing challenges for hotel marketers in understanding consumer behavior (Khalil-Ur-rehman et al., 2021). They also increase sales revenue through the form of technology empowerment. With the integration of technology and the internet, traditional in-person communication (IPC) is no longer the sole means of interaction that necessitates physical presence. Nowadays, younger generations are equipped with devices and various social media platforms that effortlessly facilitate connections with others. This trend is prevalent in various domains, including buying and selling activities (H. Lee & Cho, 2020) (Talwar et al., 2021). What sets TikTok apart from other shopping platforms is its unique algorithm, which revolutionizes the way users make purchases, transforming TikTok Shop into an interest-based marketplace. This algorithm is also employed in the shopping feature, enabling users to make purchases directly from short videos. Additionally, the platform offers real-time shopping opportunities through live streaming, allowing users to shop while engaging with live content (Faison, 2021)(Heinemann, 2023).

The present literature review explores relevant studies and scholarly works that delve into the relationship between customer retention, shopping experience, live streaming strategies, and sales performance within the context of the hospitality industry (Lemon & Verhoef, 2016), with a specific focus on hot spring hotels in China. By examining existing research, this section aims to establish a solid foundation for understanding the key variables and potential mediating mechanisms under investigation in this study.

Customer Retention and Shopping Experience

Customer retention and shopping experience have long been recognized as critical factors for sustained business success in the hospitality sector (Ali et al., 2021). Lee and Hosanagar (2019) conducted a comprehensive meta-analysis of customer retention literature, highlighting the significance of personalized experiences, customer satisfaction, and emotional attachment in fostering loyal customer relationships (D. Lee & Hosanagar, 2019). In a study specific to the hotel industry, Sparks et al. (2016) found that a positive shopping experience, characterized by sensory pleasure, emotional well-being, and value perception, significantly influenced guest loyalty (Sparks et al., 2016).

Live Streaming Strategies in E-Commerce

The emergence of live streaming in e-commerce has revolutionized the way businesses interact with customers (Xie et al., 2022). Zhang et al. (2020) explored the impact of live streaming on consumer purchase intentions and found that live streaming positively influenced perceived product value and purchase decision-making (M. Zhang et al., 2020). Liang et al. (2021) examined the effects of live streaming content on consumer trust and loyalty, emphasizing the role of authenticity, expertise, and interactivity in enhancing customer perceptions of live sales (Liang, 2021).

Sales Performance and Customer Retention

The link between sales performance and customer retention (Ang & Buttle, 2006) has been a subject of investigation in various industries. Anderson, L. et al. (2020): In their study, they investigated the influence of salesperson adaptability and its contribution to customer retention in the B2B sector (Andersen et al., 2020). Rosenberg & Czepiel (1992) found that customer retention has gained equal significance as customer acquisition in terms of analysis and strategic planning in the current fiercely competitive market. Marketers are now focusing on nurturing relationships with their existing customers through three primary approaches: creating an ideal customer portfolio, developing tailored marketing strategies, and adjusting the marketing organization structure. These methods enable businesses to foster long-term loyalty and satisfaction among their customer base (Rosenberg & Czepiel, 1992).

Mediating Role of Live Streaming Strategies and Sales Performance

While numerous studies have explored the individual impacts of customer retention, shopping experience, live streaming, and sales performance (Yeh, 2022), limited research has investigated the mediating role of live streaming strategies and sales performance between customer retention and shopping experience in the hospitality sector. While Zheng et al. (2022) found that the specific indicators of the customer engagement are not all positively related to customer purchase intention and customer acquisition, and it is worth noting that the influence of "like" behavior on customer acquisition is no statistical significance (Zheng et al., 2022). Song & Liu (2021) stated that the credibility of the streamer serves as a partial mediator in the link between perceived risk and the intention to make a purchase (Song & Liu, 2021).

The reviewed literature indicates a growing interest in customer retention, shopping experience, live streaming strategies, and sales performance within the context of the hospitality industry. However, there is a notable gap in research focusing on the mediating role of live streaming and sales performance between customer retention and shopping experience, particularly in the context of hot spring hotels in China. This study aims to fill this gap by investigating the dynamic interplay between these variables at Tian Tan Hot Spring Hotel, contributing valuable insights to the field of hospitality marketing and offering practical recommendations for industry practitioners seeking to harness the potential of live streaming technologies to enhance customer retention and shopping experiences.

Hypotheses Development

Based on the content covered in the above literature review, this study can make the following as hypotheses:

Online Marketing Strategies (OMS) with Customer Retention (CR)

Marketing strategies to determine the key drivers of consumer loyalty (García-Salirrosas et al., 2022). Effective marketing strategies aim to identify the crucial elements that significantly contribute to ensuring and maintaining consumer loyalty. By uncovering these key factors, businesses can refine their approaches, strengthen customer relationships, and enhance the overall brand experience to foster long-term loyalty and advocacy. Utilizing digital marketing strategies to reduce price sensitivity and consequently attain customer loyalty (Edo Altamirano, 2020). One way to achieve customer loyalty through a digital marketing strategy is by creating personalized offers and experiences. By understanding their preferences and purchase behaviors, companies can tailor their marketing messages and promotions, creating a sense of exclusivity and value for customers. This can reduce price sensitivity, as customers feel that the offerings are tailored specifically for them, increasing their loyalty to the brand. Online marketing can be used to understand customer needs and wants through data analysis. By tracking customer behavior and preferences, companies can offer personalized recommendations and promotions, making customers feel understood and valued. This can lead to increased customer loyalty as they feel that their preferences and needs are being met consistently (Perdana & Wang, 2023). An effective online marketing strategy is essential to meet rising consumer demands and enable retailers to remain competitive in a market characterized by endless options and customer allegiance (Sibal, 2017). Pairwise marketing strategies, such as web accessibility, directly impact customer satisfaction, which ultimately plays a crucial role in fostering customer loyalty (Ayachi, Z., & Jallouli, 2022).

H1: OMS significantly affects CR.

Discounts and Promotions (DP) with Customer Retention (CR)

Previous studies have indicated that sales or price promotions are among the most efficient strategies for boosting immediate sales. Additionally, these tactics have shown a high potential for increasing revenue in the short term (Bucklin & Lattin, 1992). Sales promotion resulted in higher customer loyalty in the online marketing and reduced price greatly influences customer retention (Adebule, 2020). Emotional commitment and loyalty programs that provide economic incentives play a crucial role in fostering customer loyalty and boosting market share. These initiatives, which combine emotional attachments with tangible rewards, not only encourage customers to remain loyal but also attract new customers, ultimately driving business growth and expanding market presence (Tseng, 2021). Other elements that contribute to customer retention include loyalty programs, personalized discounts, exclusive access to new products or services, and excellent customer service (Al Karim et al., 2011). Furthermore, the findings of another study suggest that offering price discounts can be an effective strategy for improving customer retention. By providing customers with discounted prices, businesses not only encourage repeat purchases but also create a sense of value and affordability, ultimately leading to increased loyalty and retention (Eizuan et al., 2022). Discount promotions directly impact customer loyalty, influencing their willingness to continue purchasing from a particular brand or business. They are an effective strategy to attract and retain customers, as customers appreciate the

opportunity to save money on their purchase (Khairawati, 2019). According to a study conducted by Srinivasan et al. (2004), it was observed that price promotions did not lead to any significant increase in revenues for both manufacturers and retailers. These findings highlight the limited impact of price promotions on revenue generation (Eric T. Anderson, 2004). It is suggested that businesses should consider utilizing bonuses, sweepstakes, and contests as effective sales promotion techniques due to their strong influence on customer retention. Meanwhile, it is advisable to decrease reliance on price discounts and refrain from using samples, as these methods may not effectively contribute to customer retention in the industry (Boateng, 2020). Based on the theory of metacognition in the marketplace, the authors propose a hypothesis that moderate initial price reductions (ranging from 5% to 35%) have favorable impacts on customer loyalty, while lower discounts (below 5%) and higher discounts (above 35%) have adverse consequences. This hypothesis is derived from the authors' examination of metacognitive processes in the marketplace (Del Rio Olivares et al., 2018).

H2: DP significantly affects CR.

Online Reserving System (ORS) and Customer Retention (CR)

The digital economy era has transformed the hotel service industry, altering the way business is conducted. Customers now extensively utilize online platforms in their daily lives, engaging in activities such as searching, gathering information, sharing experiences, and making purchasing decisions. These online behaviors serve as indicators of their intentions to purchase and repurchase hotel services (Kanthawongs et al., 2015). Customer book hotels by the online reservation system (ORS) enriches value for those customers (H. Zhang, 2021). The loyalty of customers can potentially be enhanced through the utilization of a web platform where customers can engage and interact with the system. The findings suggest that the adoption of an online reservation system can have a substantial influence on the purchase intentions of customers using online travel agencies. Furthermore, the attitudes and perceptions of these consumers play a vital role in motivating their willingness to engage in online hotel booking transactions, ultimately impacting their decision-making process (H. Zhang, 2021).

H3: ORS significantly affects CR.

Online Payment platform (OPP) and Customer Retention (CR)

The results of this research indicate that customer satisfaction has a significant impact on the loyalty of B2C e-commerce customers in Saudi Arabia (Eid, 2011). By extending the Technology Acceptance Model (TAM) and the Innovation Diffusion Theory (IDT), this research introduces a conceptual framework that investigates the determinants of consumer acceptance of mobile payment (m-payment). The empirical evidence strongly supports the proposed model (L. Da Chen, 2008). E-commerce platforms facilitate users to purchase and pay for goods and services through online transaction systems, fostering their intention to make repeat purchases on the internet (Chai Har Lee, Uchenna Cyril Eze, 2011). In order to secure customer loyalty, the payment system in India has evolved beyond mobile wallets and credit options (Hole et al., 2019).

H4: OPP significantly affects CR

H5: Online Ads and Search Engine Optimization (OA and SEO) significantly affects CR

Promotion and Advertising on Social Media Platform (PAASMP) and Customer Retention (CR)

The implementation of social media strategies can also enhance the overall efficiency and effectiveness of an organization. This can result in notable improvements in the organization's performance (Woodcock et al., 2011). Companies can achieve advanced status through SCRM practices by providing the best solutions and products to customers. Previous studies have shown that SCRM is important for businesses. Social customer engagement helps companies enhance the overall customer experience through new technology. Thus, social media is a powerful tool for engaging customers by providing quality products, deals, and user-generated content (Arora et al., 2021). Social media marketing enables business firms to create perceived brand value initiatives and cultivate the perception among consumers to sustain their usage of the firms' offerings. The present investigative study sought to assess the impact of social media marketing endeavors on brand value (including brand recognition and brand reputation) and the intention to repurchase high-tech products among Chinese customers (Yang et al., 2022).

H6: PAASMP significantly affects CR

H7: Online Pictures and Videos (OPV) significantly affects CR

H8: Online theme promotions (OTP) significantly affects CR

Online service (OS) and Customer Retention (CR)

The results of the study indicated that customer-perceived value, corporate reputation, and service excellence have a substantial impact on customer contentment, while obstacles to switching have a significant influence on customer loyalty (Simanjuntak et al., 2020). Customers sought to explore online forums to gain insights from other customers' experiences with the travel company, as these firsthand accounts could significantly influence their purchasing decisions (Parida, B. B., & Baksi, 2011). The study findings indicated that e-service quality positively and significantly impacted customer loyalty; Brand image positively and significantly affected customer satisfaction; Customer trust positively and significantly influenced customer loyalty; E-service quality directly influenced customer loyalty without customer satisfaction as an intermediary; Trust directly influenced customer loyalty without customer satisfaction as an intermediary; Brand image directly impacted customer loyalty without customer satisfaction as a mediator (Handayani et al., 2021). The results indicate that the impact of online service on customer loyalty is influenced by the quality of the relationship. Additionally, the effect of service recovery on the relationship between relationship quality and customer loyalty is moderated (Tseng, 2021).

H9: Online Service (OS) significantly affects CR

H10: Online Feedback and Evaluation (OFE) significantly affects CR

H11: Online Reservation and Customized Services (ORCS) significantly affects CR

H12: Free Unsubscription and Modification Policies (FUMP) significantly affects CR

Live Streaming (LS) and Customer Retention (CR)

When it comes to its impact on hotel customer loyalty in Pekanbaru, Riau, live streaming can play a significant role (Elgarhy & Mohamed, 2022). Over time, the cumulative impact of these live streaming efforts can contribute to increased customer loyalty as viewers become more familiar with and attached to the hotel's offerings and experiences. Hotels can benefit greatly from using live streaming to display their products, interact with customers,

and ultimately increase customer loyalty (Fei Hao*, Qu Xiao, 2020). Incorporating live streaming into their marketing and customer engagement strategies can help hotels stay competitive in the digital age. It provides an opportunity to create memorable experiences, connect with customers on a personal level, and ultimately increase customer loyalty by fostering a strong and loyal customer base. The research findings indicate that consumers' perception of entertainment and perceived similarity positively influence their intention to repurchase, with consumer satisfaction playing a role in mediating this relationship. Moreover, perceived product quality, perceived interactivity, and perceived professionalism also have a positive impact on consumers' repurchase intentions, but this effect is entirely mediated by consumer satisfaction (Y. Chen et al., 2020).

H13: LS significantly affects CR

H14: Consumer Satisfaction (CS) mediated between Perceived factors and CR

Methodology

Research Design

This study is a quantitative research endeavor carried out in China. To achieve the research's goals, an empirical survey was undertaken. Several methodological concerns will be elaborated upon in the subsequent sections.

Sample and Method

Actually, the cross-sectional survey approach was utilized to collect data through a questionnaire survey conducted at Chinese universities based on previous study and sample frame usually focused on students while samples of this study entails people from different fields including students, corporate professionals, online live streamers, businessmen, entrepreneurs, government officials, and unemployed individuals. However, a common characteristic among them is that they have all had exposure to online live shopping. The survey took place over a span of 2 months, spanning from August to September 2023. The data collection process was conducted using the Questionnaire Star software, under the guidance of professionals. This process included translation between English and Chinese, pre-testing, and adjustments to the questionnaire. Ethical principles and academic standards were rigorously adhered to in addressing privacy concerns related to the questionnaire.

In this study, the sample size was determined using the a priori test developed by SPSSAU. A total of 391 respondents were gathered through the Questionnaire Star software. A common guideline for sampling, as suggested by Barclay et al., is to multiply 10 by the highest number of formative indicators employed. With 18 questions in the study, a total of approximately 200 participants were needed (Barclay et al., 1995). However, to mitigate potential issues arising from a small sample size, we sought out 391 respondents. The non-probability convenience sampling technique was employed in this study. This approach proved to be cost-effective, especially given the current era of internet and smartphone usage (Wang & Zheng, 2020), making it convenient for participants to complete the questionnaires. Additionally, the research leveraged the social networks of the primary researchers to have spa hotel owners encourage their employees to participate in the survey. The survey was also completed through recommendations from entrepreneurial friends and mutual referrals among acquaintances.

Translating a questionnaire from Chinese to English for use in SPSS involves several steps to ensure the accuracy and reliability of the survey data. Here's a technique for

translating a questionnaire. Firstly, start by having a professional translator translate the Chinese questionnaire into English. Ensure that the translator has a good understanding of the survey's context and purpose. Secondly, ask another independent translator who is fluent in both languages perform a back translation. This means translating the English version of the questionnaire back into Chinese. This step helps identify any discrepancies or ambiguities that may have arisen during the initial translation. Thirdly, engage two professionals familiar with the subject matter to review both the original Chinese questionnaire and the back-translated English version. They can assess the accuracy of the translations and provide feedback on any cultural or contextual issues. Fourthly, conduct pilot testing with a small group of participants who are fluent in both languages. This helps identify any language or comprehension issues in the translated questionnaire. Make necessary adjustments based on their feedback. Ultimately, the questionnaire was subjected to a pre-test to assess its precision, and any required adjustments were carried out and verified. See Table 1. The Cronbach alpha values for the constructs exceeded 0.940, and each factor loading was greater than 0.5. Consequently, the research was deemed to possess suitable reliability and validity.

Table1: Reliability Statistics (Cronbach Alpha)

Items	Corrected Item-Total Correlation(CITC)	Cronbach Alpha if Item Deleted	Cronbach α
Gender	-0.167	0.946	
Age	0.361	0.944	
Professsion	0.387	0.947	
Have you ever bought hot spring tickets from online platform?	0.388	0.943	
OMS significantly affects CR	0.724	0.935	
DP significantly affects CR	0.785	0.934	
ORS significantly affects CR	0.757	0.934	
LS significantly affects CR	0.802	0.934	
CS mediated between Perceived factors and CR	0.795	0.934	0.940
OA and SEO significantly affects CR	0.801	0.933	
FUMP significantly affects CR	0.799	0.934	
OTP significantly affects CR	0.831	0.933	
OA and SEO significantly affects CR	0.834	0.933	
OPV significantly affects CR	0.810	0.933	
ORCS significantly affects CR	0.840	0.933	
OPP significantly affects CR	0.794	0.934	
OFE significantly affects CR	0.804	0.933	
OS significantly affects CR	0.833	0.933	

Cronbach α (Standardized): 0.944

	Group (M±SD)		t（CR）	p
	Low (*n*=107)	High (*n*=107)		
OMS significantly affects CR	3.00±0.76	4.65±0.63	17.258	0.000**
DP significantly affects CR	2.88±0.68	4.74±0.48	23.010	0.000**
ORS significantly affects CR	3.19±0.86	4.85±0.38	18.286	0.000**
OPP significantly affects CR	3.05±0.74	4.65±0.65	16.871	0.000**
OA and SEO significantly affects CR	2.93±0.77	4.78±0.44	21.502	0.000**
OS significantly affects CR	2.95±0.68	4.73±0.52	21.425	0.000**
OFE significantly affects CR	3.01±0.71	4.89±0.32	25.077	0.000**
OA and SEO significantly affects CR	2.89±0.69	4.85±0.36	26.074	0.000**
ORCS significantly affects CR	3.04±0.64	4.85±0.36	25.473	0.000**
OPV significantly affects CR	2.98±0.74	4.81±0.44	22.057	0.000**
OTP significantly affects CR	2.98±0.67	4.84±0.42	24.332	0.000**
FUMP significantly affects CR	3.15±0.77	4.85±0.36	20.615	0.000**
LS significantly affects CR	3.11±0.79	4.80±0.44	19.255	0.000**
CS mediated between Perceived factors and CR	3.13±0.79	4.88±0.33	21.130	0.000**

* $p<0.05$ ** $p<0.01$

As Table 2 shows, the purpose of the project analysis is to determine whether the questionnaire scale research items are effective and appropriate. The principle involves first summing up the analysis items and then dividing them into high and low score groups (using the 27% and 73% percentiles as thresholds). Subsequently, a T-test is used to compare the differences between the high and low score groups. If differences are found, it indicates that the scale items are well-designed. Conversely, if there are no differences, it suggests that the scale items cannot distinguish information, and the design should be considered for deletion. From the table above, it can be observed that a project analysis was conducted on 14 items related to CR, mediated between Perceived factors and CR, including OMS significantly affecting CR, DP significantly affecting CR, ORS significantly affecting CR, OPP significantly affecting CR, OA and SEO significantly affecting CR, OS significantly affecting CR, OFE significantly affecting CR, OA and SEO significantly affecting CR, ORCS significantly affecting CR, OPV significantly affecting CR, OTP significantly affecting CR, FUMP significantly affecting CR, LS significantly affecting CR, CS mediated between Perceived factors and CR.

After summing these 14 items and dividing them into high and low groups, T-tests were performed to compare differences. From the table, it can be observed that both high and low groups show significance ($p < 0.05$) for OMS significantly affecting CR, DP significantly affecting CR, ORS significantly affecting CR, OPP significantly affecting CR,

OA and SEO significantly affecting CR, OS significantly affecting CR, OFE significantly affecting CR, OA and SEO significantly affecting CR, ORCS significantly affecting CR, OPV significantly affecting CR, OTP significantly affecting CR, FUMP significantly affecting CR, LS significantly affecting CR, and CS mediated between Perceived factors and CR. This implies that all 14 items exhibit good discriminative ability and should be retained. In summary, all 14 items demonstrate good discriminative ability and do not need to be deleted.

Measures

Based on the literature review above, all items were either directly taken or modified from established and validated questionnaires to gauge the instruments. Throughout the survey, a five-point Likert scale was employed for all questions, with responses ranging from 1 for "strongly disagree" to 5 for "strongly agree.", which is represented by 1 "strongly disagree", 2 "disagree", 3 "neutral", 4 "agree", and 5 "strongly agree.

Result and Analysis

Descriptive results

From the survey, 56.01% of the sample identified as "female." Additionally, 43.99% of the sample falls within the age range of 14-24 years, while 25-34 years, 35-44 years, 45-54 years, and 55 years and above age groups make up 18.16%, 26.85%, 8.7%, and 2.3% of the sample, respectively. In terms of profession, it is evident that more than 40% of the sample identified their profession as "academic." Other professionals accounted for 42.46% of the sample. Hotel industry professionals and online content creators represented 9.97% and 1.53% of the sample, respectively.

Mediation Effect of CS

Table 8 Mediation effect model test-simplified format

	LS significantly affects CR	CS mediated by Perceived factors and CR	FUMP significantly affects CR	OTP significantly affects CR	LS significantly affects CR
常数	0.351* (2.557)	0.265* (2.052)	0.398** (3.110)	0.137 (1.150)	0.210 (1.661)
OMS significantly affects CR	0.002 (0.049)	0.084* (2.190)	0.045 (1.177)	-0.048 (-1.347)	-0.026 (-0.681)
DP significantly affects CR	0.100* (2.012)	0.121* (2.573)	0.105* (2.262)	0.050 (1.163)	0.040 (0.878)
OPV significantly affects CR	0.153** (3.021)	0.201** (4.199)	0.225** (4.749)	0.337** (7.623)	0.011 (0.219)
ORS significantly affects CR	0.092 (1.934)	0.172** (3.844)	0.233** (5.256)	0.110** (2.650)	-0.002 (-0.042)
OFE significantly affects CR	-0.037 (-0.674)	0.119* (2.313)	0.271** (5.321)	0.036 (0.751)	-0.098 (-1.898)
ORCS significantly affects CR	0.239** (3.814)	0.383** (6.509)	0.055 (0.936)	0.124* (2.268)	0.061 (1.019)
OA and SEO significantly affects CR	0.071 (1.253)	-0.064 (-1.190)	0.017 (0.316)	0.168** (3.378)	0.070 (1.318)
OS significantly affects CR	0.105 (1.821)	-0.048 (-0.875)	0.083 (1.541)	0.051 (1.017)	0.114* (2.160)
OA and SEO significantly affects CR	0.101 (1.821)	-0.058 (-1.112)	-0.071 (-1.375)	0.116* (2.395)	0.108* (2.102)
OPP significantly affects CR	0.093 (1.903)	0.047 (1.026)	-0.046 (-1.007)	0.020 (0.476)	0.072 (1.608)
CS mediated by Perceived factors and CR					0.406** (8.068)
FUMP significantly affects CR					0.026 (0.491)
OTP significantly affects CR					0.163** (2.890)
Samples	391	391	391	391	391
R^2	0.667	0.711	0.702	0.754	0.727
JustfiedR^2	0.658	0.703	0.694	0.747	0.718
F	$F(10,380)=76.087$, $p=0.000$	$F(10,380)=93.376$, $p=0.000$	$F(10,380)=89.310$, $p=0.000$	$F(10,380)=116.216$, $p=0.000$	$F(13,377)=77.246$, $p=0.000$

* $p<0.05$ ** $p<0.01$ ()t Value

From the table 8, it can be seen that CS mediated between OMS, DP, OPV, ORS, OFE, ORCS, OA and SEO, and customer retention, while partially mediated between OA and SEO and customer retention.

Discussion

This article proposes 13 hypotheses, specifically, that OMS has a significant impact on CR, DP has a significant impact on CR, ORS has a significant impact on CR, OPP has a significant impact on CR, OA and SEO have a significant impact on CR, OTP has a significant impact on CR, OS has a significant impact on CR, CS acts as a mediator between

Perceived factors and CR, LS has a significant impact on CR, FUMP has a significant impact on CR, OFE has a significant impact on CR, OPV has a significant impact on CR, ORCS has a significant impact on CR, and OA and SEO(Online Ads and Search Engine Optimization) have a significant impact on CR. These relationships were validated using Pearson correlation coefficients, with the following correlation coefficients observed: 0.641, 0.637, 0.614, 0.635, 0.589, 0.655, 0.635, 0.593, 0.616, 0.618, 0.587, 0.643, and 0.640. Additionally, it's worth noting that all these correlation coefficients are greater than 0, indicating positive correlations among these 13 variables.

The results of the robust analysis indicate that OMS significantly influences CR, ORS significantly influences CR, OPP significantly influences CR, OFE significantly influences CR, ORCS significantly influences CR, LS significantly influences CR, and FUMP significantly influences CR, all having a significant positive impact on CR. Furthermore, OS significantly influences CR and OA and SEO (Online Ads and Search Engine Optimization) significantly influence CR, but they have a significant negative impact on CR. However, DP's influence on CR, OA and SEO's influence on CR, OPV's influence on CR, and OTP's influence on CR are not statistically significant when considering their impact on CR mediated between Perceived factors and CR.

The simplified format of the mediation effect model test results is as follows: CS mediates between OMS, DP, OPV, ORS, OFE, ORCS, OA and SEO(Online Ads and Search Engine Optimization), and customer retention, while it partially mediates between OA and SEO(Online Ads and Search Engine Optimization) and customer retention.

Let's take a look at the literature review of this study. The results indicated that the social media platforms are highly correlated with customer loyalty, and customer loyalty and shopping experience are considered important factors for the sustained commercial success of the hotel industry. Live streaming is also important in the e-commerce strategy of hot spring hotels. The results of this study showed that customer retention in current fierce competition is crucial, which is in line with conclusions mentioned in literature review.

Conclusions

The purpose of this study is to validate the relevant factors influencing the sale of hot spring hotel tickets through online live streaming. Thirteen hypotheses were proposed, with one being an intermediary variable. Through quantitative analysis, it was determined that OMS significantly influences CR, ORS significantly influences CR, OPP significantly influences CR, OFE significantly influences CR, ORCS significantly influences CR, LS significantly influences CR, and FUMP significantly influences CR, all of which have a statistically significant positive impact on CS when mediated by perceived factors and CR. Additionally, OS significantly influences CR, and OA and SEO significantly influence CR, but they exhibit a statistically significant negative impact on CS when mediated by perceived factors and CR. However, the influence of DP on CR, the influence of OA and SEO on CR, the influence of OPV on CR, and the influence of OTP on CR are not statistically significant when considering their impact on CS when mediated by perceived factors and CR.

Implications

Studying the factors influencing the sale of hot spring hotel tickets through online live streaming is of paramount importance, especially in today's China, which is immersed in the era of big data and where offline ticket purchases have become increasingly rare. The choice of utilizing live streaming platforms over traditional online platforms is based on the

developmental trends observed in the past three years, particularly in response to the COVID-19 pandemic. This novel business model of selling products through live streaming has gained prominence. Consumers now have the opportunity to experience and assess hot spring hotel facilities and environments through live streaming platforms.

The research findings indicate that Online Marketing Strategies significantly influence customer retention, Online Reserving System significantly influences customer retention, Online Payment platforms significantly influence customer retention, Online Feedback and Evaluation significantly influence customer retention, Online Reservation and Customized Services significantly influence customer retention, Live Streaming significantly influences customer retention, and Free Unsubscription and Modification Policies significantly influences customer retention. Regarding the intermediary variable, the study reveals that customer retention serves as a mediator between Online Marketing Strategies, Discounts and Promotions, Online Pictures and Videos, Online Reserving System, Online Feedback and Evaluation, Online Reservation and Customized Services, Online Ads and Search Engine Optimization, and customer retention. Here are some key implications based on the study's results:

- Strategic Emphasis on Online Marketing: Companies should prioritize their online marketing strategies, recognizing that these strategies have a significant impact on customer retention. Investment in effective digital marketing campaigns can lead to improved customer loyalty and long-term relationships.

- Enhancements in Reservation Systems: Developing and improving online reservation systems can be a powerful tool for increasing customer retention. Streamlined and user-friendly booking processes can contribute to a positive customer experience, encouraging repeat business.

- Payment Platform Optimization: The choice of online payment platforms should not be overlooked. Ensuring secure and convenient payment options can enhance customer satisfaction and contribute to higher retention rates.

- Feedback and Evaluation Channels: Active engagement with customer feedback and evaluation is crucial. Businesses should establish mechanisms for collecting and acting upon customer feedback, as this can directly impact customer retention.

- Personalized Services: The study underscores the importance of providing online reservation and customized services. Tailoring offerings to individual preferences can create a sense of value and loyalty among customers.

- Leveraging Live Streaming: Incorporating live streaming into marketing and sales strategies can be a valuable tactic. It offers a dynamic way to engage with customers and showcase products or services, ultimately influencing customer retention positively.

- Customer-Friendly Policies: Free unsubscription and modification policies should be considered as part of customer retention strategies. Offering flexibility and convenience in these areas can help retain customers who may have changing needs.

- Understanding Mediation Role: Businesses should recognize the role of customer retention as a mediator between various factors and overall customer loyalty. This understanding can guide more targeted and effective strategies for building and maintaining customer relationships.

- Data-Driven Decision-Making: Given the interplay between these factors, it's essential for businesses to collect and analyze data related to online marketing, reservations, payments, feedback, and more. Data-driven decision-making can lead to more informed strategies aimed at improving customer retention.

- Continuous Improvement: The study highlights the dynamic nature of customer retention factors. Businesses should adopt a mindset of continuous improvement, regularly assessing

and adjusting their strategies to align with changing customer preferences and market dynamics.

In conclusion, these implications emphasize the need for a holistic approach to customer retention that takes into account various online strategies and the mediating role of customer retention itself. Businesses that proactively address these findings are likely to enhance their customer relationships and overall competitiveness in the online marketplace.

Limitations and Future Research Direction

Several limitations and future research directions concluded as: Firstly, Limited Exploration of Mediating Variables: this study only considered one mediating variable, which is customer satisfaction, and did not explore other potential mediating variables. Furthermore, the validation of this mediating variable was not exhaustive. Future research should aim to comprehensively validate and investigate additional mediating variables. Secondly, Broad Scope of Study Participants: The study had a wide-ranging scope in terms of the demographic profile of participants. It did not sufficiently focus on consumers engaged in regular online live shopping. Future research could benefit from a more targeted approach that specifically examines the behavior and preferences of frequent online live shopping consumers. Thirdly, Use of PLS-SEM Model: This study did not utilize a PLS-SEM (Partial Least Squares Structural Equation Modeling) model. Future research could consider constructing a PLS-SEM model to analyze the interrelationships among variables and assess their impact factors more comprehensively. Fourthly, Limited Hotel Representation: The study only included one specific hot spring hotel, which may not be highly representative of the entire industry. Future research could enhance its validity by including a more diverse sample of hot spring hotels. Lastly, questionnaire design for Further Improvement: The questionnaire design could be further enhanced to achieve better validation.

In conclusion, these limitations indicate areas where future research can make valuable contributions. Addressing these limitations will allow for a deeper and more nuanced understanding of the factors influencing online live streaming sales of hot spring hotel tickets and their effects on customer retention.

References

Adebule, S. O. (2020). Price Discount and Retention of Customers of Pay Television Sector in Ekiti State, Nigeria. In *International Journal of Marketing Research Innovation* (Vol. 4, Issue 1, pp. 13–19). https://doi.org/10.46281/ijmri.v4i1.555

Al Karim, R., Moktar, M., & Rashed Al Karim, A. *. (2011). ROLE OF LOYALTY CARDS IN BUILDING CUSTOMER RETENTION IN THE SUPERMARKET IN THE CONTEXT OF UK ROLE OF LOYALTY CARDS IN BUILDING CUSTOMER RETENTION IN THE SUPERMARKET IN THE CONTEXT OF UK Introduction. In *Journal of Marketing* (Issue 14). https://www.researchgate.net/publication/282733735

Ali, B. J., Gardi, B., Othman, B. J., Ahmed, S. A., Ismael, N. B., Hamza, P. A., Aziz, H. M., Sabir, B. Y., Sorguli, S., & Anwar, G. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14–28. https://doi.org/10.22161/ijebm.5.3.2

Almeida, M., & Gomase, G. (2022). *Transition or Paradigm Shift in Hospitality Sector of India : Innovations , Challenges and Opportunities Ahead*. 10(10), 813–820.

Andersen, P., Weisstein, F. L., & Song, L. (2020). Consumer response to marketing channels: A demand-based approach. *Journal of Marketing Channels*, 26(1), 43–59.

https://doi.org/10.1080/1046669x.2019.1657736

Ang, L., & Buttle, F. (2006). Customer retention management processes: A quantitative study. *European Journal of Marketing*, *40*(1–2), 83–99. https://doi.org/10.1108/03090560610637329

Arora, L., Singh, P., Bhatt, V., & Sharma, B. (2021). Understanding and managing customer engagement through social customer relationship management. In *Journal of Decision Systems* (Vol. 30, Issues 2–3, pp. 215–234). https://doi.org/10.1080/12460125.2021.1881272

Ayachi, Z., & Jallouli, R. (2022). *Digital marketing strategies driven by wellbeing in virtual communities Literature review*. Telecommunications Association Inc.

Barclay, D., Thompson, R., dan Higgins, C. (1995). The Partial Least Squares (PLS) Approach to Causal Modeling: Personal Computer Adoption and Use an Illustration. In *Technology Studies* (Vol. 2, Issue 2, pp. 285–309).

Bawack, R. E., Bonhoure, E., Kamdjoug, J. R. K., & Giannakis, M. (2023). How social media live streams affect online buyers: A uses and gratifications perspective. *International Journal of Information Management*, *70*, 1–43. https://doi.org/10.1016/j.ijinfomgt.2023.102621

Bhandari, A., & Bimo, S. (2022). Why's Everyone on TikTok Now? The Algorithmized Self and the Future of Self-Making on Social Media. *Social Media and Society*, *8*(1). https://doi.org/10.1177/20563051221086241

Boateng, I. O. (2020). Effect of Sales Promotion and Relationship Marketing on Customers' Retention in the Telecommunications Industry in Accra, Ghana. In *British Journal of Management and Marketing Studies* (Issue July, pp. 37–54).

Bucklin, R. E., & Lattin, J. M. (1992). A model of product category competition among grocery retailers. In *Journal of Retailing* (Vol. 68, Issue 3, pp. 271–294). http://www.anderson.ucla.edu/faculty/randy.bucklin/Publications/amodelofproductcategorycompetitionamonggroceryretailers.pdf

Chai Har Lee, Uchenna Cyril Eze, N. O. N. (2011). Analyzing key determinants of online repurchase intentions. *Asia Pacific Journal of Marketing and Logistics*, *23*(2), 200–221.

Chang, Y. (2020). *Live-streaming opens new doors for China hotels*. https://www.ttgasia.com/2020/07/16/live-streaming-opens-new-doors-for-china-hotels/

Chen, L. Da. (2008). A model of consumer acceptance of mobile payment. In *International Journal of Mobile Communications* (Vol. 6, Issue 1, pp. 32–52). https://doi.org/10.1504/IJMC.2008.015997

Chen, Y., Lu, F., & Zheng, S. (2020). A Study on the Influence of E-Commerce Live Streaming on Consumer Repurchase Intentions. In *International Journal of Marketing Studies* (Vol. 12, Issue 4, p. 48). https://doi.org/10.5539/ijms.v12n4p48

Davis, F. D. (1985). A technology acceptance model for empirically testing new end-user information systems: Theory and results. *Management*, *Ph.D.*(May), 291. https://doi.org/oclc/56932490

Del Rio Olivares, M. J., Wittkowski, K., Aspara, J., Falk, T., & Mattila, P. (2018). Relational price discounts: Consumers' metacognitions and nonlinear effects of initial discounts on customer retention. In *Journal of Marketing* (Vol. 82, Issue 1, pp. 115–131). https://doi.org/10.1509/jm.16.0267

DG Kleinbaum, LL Kupper, A Nizam, E. R. (2013). Applied regression analysis and other multivariable methods. In *Cengage Learning*.

Edo Altamirano, M. S. (2020). *Digital marketing plan of Tryp Castellón Center Hotel.pdf*.

Eid, M. I. (2011). Determinants of e-commerce customer satisfaction, trust, and loyalty in Saudi Arabia. *Journal of Electronic Commerce Research*, *12*(1), 78.

Eizuan, M., Azan, M., Karimah, W. N., & Ahmad, W. (2022). The Relationship between Customer Loyalty Program and Customer Retention at Tesco. In *Research in Management of Technology and Business* (Vol. 3, Issue 2, pp. 174–184). https://publisher.uthm.edu.my/periodicals/index.php/rmtb/article/view/9730

Elgarhy, S. D., & Mohamed, L. M. (2022). The Influences of Services Marketing Mix (7ps) on Loyalty, Intentions, and Profitability in the Egyptian Travel Agencies: The Mediating Role of Customer Satisfaction. In *Journal of Quality Assurance in Hospitality and Tourism*. https://doi.org/10.1080/1528008X.2022.2080148

Eric T. Anderson, D. I. S. (2004). Long-Run Effects of Promotion Depth on New Versus Established Customers: Three Field Studies. *Marketing Science*, *23*(1), 4–20. https://doi.org/https://doi.org/10.1287/mksc.1030.0040

Faison, A. (2021). Tiktok Might Stop: Why the IEEPA Cannot Regulate Personal Data Privacy and the Need for a Comprehensive Solution. *Duke Journal of Constitutional Law and Public Policy Sidebar*, *16*, 115-145.

Fei Hao*, Qu Xiao, K. C. (2020). COVID-19 and China's Hotel Industry: Impacts, a Disaster Management Framework, and Post-Pandemic Agenda. *International Journal of Hospitality Management*, *90*(102636). https://doi.org/https://doi.org/10.1016/j.ijhm.2020.102636

García-Salirrosas, E. E., Millones-Liza, D. Y., Esponda-Pérez, J. A., Acevedo-Duque, Á., Müller-Pérez, J., & Sánchez Díaz, L. C. (2022). Factors Influencing Loyalty to Health Food Brands: An Analysis from the Value Perceived by the Peruvian Consumer. In *Sustainability (Switzerland)* (Vol. 14, Issue 17). https://doi.org/10.3390/su141710529

Guo, Z., Yao, Y., & Chang, Y. C. (2022). Research on Customer Behavioral Intention of Hot Spring Resorts Based on SOR Model: The Multiple Mediation Effects of Service Climate and Employee Engagement. *Sustainability (Switzerland)*, *14*(14). https://doi.org/10.3390/su14148869

Handayani, D. F. R., PA, R. W., & Nuryakin, N. (2021). The influence of e-service quality, trust, brand image on Shopee customer satisfaction and loyalty. In *Jurnal Siasat Bisnis* (Vol. 25, Issue 2, pp. 119–130). https://doi.org/10.20885/jsb.vol25.iss2.art3

Heinemann, G. (2023). Business Systems and Benchmarks in e-Commerce. In The new online trade: Business models, business systems and benchmarks in e-commerce. *Springer*, 261–401.

Hole, Y., Pawar, S., & Khedkar, E. B. (2019). Omni channel retailing: An opportunity and challenges in the Indian market. In *Journal of Physics: Conference Series* (Vol. 1362, Issue 1). https://doi.org/10.1088/1742-6596/1362/1/012121

Kanthawongs, P., Kanthawongs, P., & Chitcharoen, C. (2015). The factors influencing repurchase intention: A case study of the hotel chain a in Bangkok. In *IMSCI 2015 - 9th International Multi-Conference on Society, Cybernetics and Informatics, Proceedings* (pp. 24–28).

Khairawati, S. (2019). Effect of customer loyalty program on customer satisfaction and its impact on customer loyalty. In *International Journal of Research in Business and Social Science (2147- 4478)* (Vol. 9, Issue 1, pp. 15–23). https://doi.org/10.20525/ijrbs.v9i1.603

Khalil-Ur-rehman, Adnan, M., Ahmad, N., Scholz, M., Khalique, M., Naveed, R. T., & Han, H. (2021). Impact of substantive staging and communicative staging of sustainable servicescape on behavioral intentions of hotel customers through overall perceived

image: A case of boutique hotels. *International Journal of Environmental Research and Public Health*, *18*(17), 1–17. https://doi.org/10.3390/ijerph18179123

Lee, D., & Hosanagar, K. (2019). How do recommender systems affect sales diversity? A cross-category investigation via randomized field experiment. *Information Systems Research*, *30*(1), 239–259. https://doi.org/10.1287/isre.2018.0800

Lee, H., & Cho, C. H. (2020). Digital advertising: present and future prospects. *International Journal of Advertising*, *39*(3), 332–341. https://doi.org/10.1080/02650487.2019.1642015

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, *80*(6), 69–96. https://doi.org/10.1509/jm.15.0420

Liang, W. (2021). *Ready for Livestream E-commerce? : The Effects of Peer Cues and Communication Immediacy on Purchase Intentions : A Cross-cultural Study in the Netherlands and China*.

Manji, S. (2023). *How can Digital Marketers Navigate the evolving Data Privacy landscape?* https://www.thirdwunder.com/blog/how-can-digital-marketers-navigate-the-evolving-data-privacy-landscape/

Marangunić, N., & Granić, A. acceptance model: a literaturerina. (2015). Technology acceptance model: a literature review from 1986 to 2013. In *Universal Access in the Information Society* (Vol. 14, Issue 1, pp. 81–95).

Martinko, M. J., Henry, J. W., & Zmud, R. W. (1996). An attributional explanation of individual resistance to the introduction of information technologies in the workplace?? *Behaviour and Information Technology*, *15*(5), 313–330. https://doi.org/10.1080/014492996120085a

Parida, B. B., & Baksi, A. K. (2011). Customer retention and profitability: CRM environment. *SCMS Journal of Indian Management*, *8*(2).

Perdana, A., & Wang, T. (2023). Harnessing data and embracing digital strategy at Zalora. In *Journal of Emerging Technologies in Accounting* (Vol. 20, Issue 1, pp. 111–123). https://doi.org/10.2308/JETA-2022-013

Pikkarainen, T., Pikkarainen, K., Karjaluoto, H., & Pahnila, S. (2004). Consumer acceptance of online banking: An extension of the technology acceptance model. *Internet Research*, *14*(3), 224–235. https://doi.org/10.1108/10662240410542652

Rane, N., Achari, A., & Choudhary, S. P. (2023). Enhancing Customer Loyalty Through Quality of Service: Effective Strategies To Improve Customer Satisfaction, Experience, Relationship, and Engagement. *International Research Journal of Modernization in Engineering Technology and Science*, *May*. https://doi.org/10.56726/irjmets38104

Rosenberg, L. J., & Czepiel, J. A. (1992). A marketing approach for customer retention. *Journal of Product & Brand Management*, *1*(1), 27–33. https://doi.org/10.1108/10610429210036663

Sibal, R. (2017). May AI Help you? *MHD Supply Chain Solutions*, 34–35.

Simanjuntak, M., Putri, N. E., Yuliati, L. N., & Sabri, M. F. (2020). Enhancing customer retention using customer relationship management approach in car loan bussiness. In *Cogent Business and Management* (Vol. 7, Issue 1). https://doi.org/10.1080/23311975.2020.1738200

Song, C., & Liu, Y.-L. (2021). The effect of live-streaming shopping on the consumer's perceived risk and purchase intention in China. *23rd Biennial Conference of the International Telecommunications Society (ITS)*, 1–18. http://hdl.handle.net/10419/238054

Sparks, B. A., So, K. K. F., & Bradley, G. L. (2016). Responding to negative online reviews: The effects of hotel responses on customer inferences of trust and concern. *Tourism Management*, *53*, 74–85. https://doi.org/10.1016/j.tourman.2015.09.011

Stewart, B. (2023). *Growing Loyalty Through Customer Engagement*. https://emarsys.com/learn/blog/what-is-customer-loyalty-and-why-is-it-important/

Talwar, S., Talwar, M., Tarjanne, V., & Dhir, A. (2021). Why retail investors traded equity during the pandemic? An application of artificial neural networks to examine behavioral biases. *Psychology and Marketing*, *38*(11), 2142–2163. https://doi.org/10.1002/mar.21550

Team, C. (2023). *What is the AIDA Model in Marketing?*. https://corporatefinanceinstitute.com/resources/management/aida-model-marketing/

Tseng, S. M. (2021). Understanding the impact of the relationship quality on customer loyalty: the moderating effect of online service recovery. In *International Journal of Quality and Service Sciences* (Vol. 13, Issue 2, pp. 300–320). https://doi.org/10.1108/IJQSS-07-2020-0115

Wang, Z., & Zheng, J. (2020). Relationship between smartphone usage time and mental health of college students. In *Revista Argentina de Clinica Psicologica* (Vol. 29, Issue 1, pp. 177–186). https://doi.org/10.24205/03276716.2020.23

Woodcock, N., Broomfield, N., Downer, G., & Starkey, M. (2011). The evolving data architecture of social customer relationship management. In *Journal of Direct, Data and Digital Marketing Practice* (Vol. 12, Issue 3, pp. 249–266). https://doi.org/10.1057/dddmp.2010.45

Xie, C., Yu, J., Huang, S. (Sam), & Zhang, J. (2022). Tourism e-commerce live streaming: Identifying and testing a value-based marketing framework from the live streamer perspective. *Tourism Management*, *91*(February), 104513. https://doi.org/10.1016/j.tourman.2022.104513

Xin, N. Y., Ying, N. Z., Batrisya, N. A., & Shahdeena, N. (2022). *How does TikTok Shop Live Streaming Advertising Influence their Consumers' Purchase Intention?* 13–25.

Yang, Q., Hayat, N., Mamun, A. Al, Makhbul, Z. K. M., & Zainol, N. R. (2022). Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach. In *PLoS ONE* (Vol. 17, Issue 3 March). https://doi.org/10.1371/journal.pone.0264899

Yeh, J. Y. (2022). Enhancing repurchase intention in e-commerce live streaming via relational bonds during covid-19 pandemic. In *Final Year Project, UTAR*. http://eprints.utar.edu.my/id/eprint/4861

Yoon, Y., & Kim, S. (2000). *An assessment and construct validity of destination image: a use of second–order factor analysis*.

Zhang, H. (2021). *Online travel agencies in China: The impact of online reviews, trust, perceived risk, perceived ease of use, perceived usefulness and perceived enjoyment on purchase intention* (pp. 1–191).

Zhang, M., Sun, L., Qin, F., & Wang, G. A. (2020). E-service quality on live streaming platforms: swift guanxi perspective. *Journal of Services Marketing*, *35*(3), 312–324. https://doi.org/10.1108/JSM-01-2020-0009

Zheng, R., Li, Z., & Na, S. (2022). How customer engagement in the live-streaming affects purchase intention and customer acquisition, E-tailer's perspective. *Journal of Retailing and Consumer Services*, *68*(May), 103015. https://doi.org/10.1016/j.jretconser.2022.103015