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An Empirical Study on Consumption Intention of Virtual Tour Streaming

(Work in Progress)

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ABSTRACT

This study employs the social interaction motivation of the audience to explore the social capital dual-model relationship generated by the audience of “Virtual Tour Streaming,” a term that describes virtual tour streaming’s nascent digital economy. This is situated in a virtual tour streaming platform to ascertain how it influences the intention of the audience and to use “Swift Guanxi” as the interaction variable to actual intention behavior. This is done to understand the contributions of virtual tour streaming adoption in a direct dial platform of different audience levels and their consumption behavior. The remaining sections discuss the theoretical and practical implications of the study.

Keywords: Consumption intention, bonding social capital, bridging social capital, vertical social motivation, horizontal social motivation, swift guanxi

INTRODUCTION

Background and Motivation of the Project

With the booming development of the internet, people are more focused on time-saving. Electronic commerce has greatly changed the shopping habits of customers, devoted largely to the merchandise on the internet instead of going to physical stores. The so-called electronic commerce of virtual tour streaming means to change the medium and to maintain the relationship with information and communication media. Also, it implies the establishment of the business activity between a streamer and a different level of audience (Lee *et al.*, 2007). However, with more and more virtual tour streaming platforms being used, the information of a product posted on the Internet is difficult to be totally accepted by the audience. Thus, most people seek advice from the Internet as virtual tour streaming platform has become the source of objective information for purchasing decisions.

Virtual tour streaming platforms such as YouTube and Facebook were ranked as part of the top three in 2017. This is attributed to the information it provides on products which consequently leads to the popularity of virtual tour streaming platforms. It has become conspicuous and certain that due to the anonymity of the internet space, there is a barrier that creates mistrust among virtual tour streaming audiences. Thus, the message and information contained in virtual tour streaming platforms are shrouded with uncertainty and unpredictable risk, which include origins of a product, risk of logistics and cash flow, and the integrity of the buyer and seller. This ultimately requires the need to pay more attention to decision-making under this volatile and uncertain situation. This situation is accentuated by scholars (e.g., Cho *et al.*, 2006; Ou *et al.*, 2014; Pavlou *et al.*, 2007) who maintain that it would affect the consumption intention of potential consumers. With the consumption pattern changing, most people deem the internet as a medium to trade, and the rate of shopping via the internet has ballooned incredibly. When the audience of the platform uses virtual tour streaming, the cause of consumption might depend on the familiarity level with the seller or the different views expressed by the audience. This is because they have considerable knowledge of this product or could refer to the information given by the audience to change the intention policy themselves. Interestingly, virtual tour streaming platforms do not only make the audiences establish their own image but also share the message with others or join the platform to build relationships among each other. The platform also sustains the interaction of audiences as well as keeps their relationship, and extend their social cycle (Ou *et al.*, 2014; Phua *et al.*, 2017). The interaction in this regard means the relationship intensity between the audience of virtual tour streaming as well as the medium of message and resource. Equally important is the time they spend and the frequency of communication in the virtual tour streaming platform. Virtual tour streaming platforms can create valuable messages and resource for the audience, initiate new interpersonal relations, and maintain original relationships (Chou & Hsu, 2016; Ou *et al.*, 2014).

Social capital is a multi-faceted concept that covers the interaction that ensues among the audience in the virtual tour streaming platforms. The platform can be created, maintained, and enforced by the function of communication and interaction. It is not a misnomer to aver that social capital is evident in the virtual tour streaming space (Choi & Lim, 2016). This becomes materialized if the behavior engendered after the interaction between the audience creates an outstanding communication quality, and the information acquired would promote positive feedback such as consumption intention. Although there is uncertainty in the online

shopping market, however, virtual tour streaming platforms provide pieces of information that generate trust and mutual understanding among the audience. This encapsulates the concept of social capital. Capital in this context means enough streaming, information, and resource, which can eliminate the uncertainty of online shopping and information and afford the audience to have the right to decision making, which would affect consumption intention.

Therefore, this study employs bonding social capital and bridging social capital as important factors of consumption intention, which is advocated by Sheer and Rice (2017). Though the two concepts mean the rate of estrangement, however, bonding social capital encapsulates familiarity or acquaintance while bridging social capital represents the rate of unfamiliarity in a relationship. This necessitates social capital as a bridge to restore normalcy. When the motivation of virtual tour streaming usage is different, social capital will equally have different results (Salehan *et al.*, 2017; Sheer & Rice, 2017). However, to investigate the motivations of the audience requires the need to ascertain the level of information about the product that one needs to understand. This could be achieved through interaction with the audience.

Finally, the study will unravel the reasons why the interaction between the audience and virtual tour streaming platforms affects the consumption intention to products at different levels. How do different motivations affect the social capital of the audience? Interestingly, this study utilizes the social capital and social motivation of Sheer and Rice (2017) as the theoretical framework. Based on this premise, this study maintains that the audience can affect the consumption intention by interacting in virtual tour streaming platforms; at the same time, it deems social motivation as an antecedent to social capital. Therefore, the objectives of this study are (1) to investigate how social motivation (vertical motivation and horizontal motivation) in streaming platforms affects social capital (bonding social capital and bridging social capital), and (2) to understand how social capital affects consumption intention of audience.

LITERATURE REVIEW

Consumption Intention of Audience

This study defines consumption intention as a consumer's purchase and support intention (Chou & Hsu, 2016; Ou *et al.*, 2014). In the traditional model of consumption, the interaction between the buyer and seller takes the form face to face. According to Zhang *et al.* (2011), a dramatic change from the physical mode of transaction to online shopping is associated with numerous challenges such as lack of human interaction, untruthfulness, uncertainty, and the fast spread of reputation. In this age of internet addiction, people are inclined to use virtual tour streaming platforms to find answers to problems, ask questions and share their experiences. It is, therefore, interesting to note that information on products advertised on virtual tour streaming platform affect the consumption intention of the audience (Ou *et al.*, 2014). Studies (e.g., Ou *et al.*, 2014) have revealed that in the past, the consumption intention of the user was dependent on the mode of marketing advertisement in the platform and the resultant effect was an accumulation of capital and knowledge to make decisions. Therefore, in order to trigger the consumption intention of the product, it was a precondition to maintain the interaction between the virtual tour streaming platform and the audience. Extant studies (e.g., Chou & Hsu, 2016; Salehan *et al.*, 2017) have shown that the accumulation of social capital from the quality of the interaction between customer and seller may impact subsequent behavior.

Dual Relationship of Social Capital (The Study Concept of Second Year)

The social capital theory has been employed substantially in different fields (Nahapiet & Ghoshal, 1998) and is analyzed from three main perspectives, which are structural, cognitive, and relational. Essentially, social capital is a relational theory that could be produced by change or communication. Therefore, social capital consists of two main complementary factors, which are consistency and interaction. Significantly, relationship capital arises from interaction culminating in trust, agreement, standard, and reciprocity. This means that the audience of the virtual tour streaming platform shares some level of trust, and this creates sharing of common regulations or values. Interestingly, it also creates grounds to share responsibility leading to long-term tacit understanding, reciprocal behavior, and interpersonal relationship. It is important to underscore that social capital is evident in the physical environment, which includes face-to-face interpersonal interaction. Extant studies (e.g., Sheer & Rice, 2017) have shown that the predominance of virtual tour streaming platforms and the trendy nature of mobile commerce and social media have created a new wave of social capital for the audience. This new order is characterized by a combination of flexibility and dynamics in virtual tour streaming platforms. These have ushered in unparalleled built of relationships and have become the nucleus of the concept of social capital (Adler & Kwon, 2002; Boyd & Ellison, 2007; Sheer & Rice, 2017).

Bridging social capital

Bridging social capital is a situation whereby there is less contact between people, indicating there is a weak relationship among the audience in virtual tour streaming platforms (Sheer & Rice, 2017). Consequently, this weak relationship would create more different opinions and diversified viewpoints as well as messages (Kobayashi, 2010). Bridging social capital is a procedure or mechanism intended to restore the weak relationship evident on the virtual tour streaming platform. (Boyd & Ellison, 2007). Bridging social capital creates enabling environment for people to cooperate and tolerate each other in virtual tour streaming platforms. Interestingly, while social relationship on the virtual tour streaming platform makes it conducive to spreading information and triggering unity, less social interaction generates ill-feeling and conflict on the virtual tour streaming platform. There is a body of literature (e.g., Boyd & Ellison, 2007; Sheer & Rice, 2017) that concludes that bridging social capital is a panacea and creates an enabling environment for virtual tour streaming platforms to thrive.

Bonding social capital

Bonding social capital covers the level of the relationship among individuals and boosts the emotional relationship among the group. The unfamiliarity of virtual tour streaming platforms makes its acceptance lower among other groups comparatively. According to Adler and Kwon (2002), the distinctiveness of a homogenous group is evident, thereby making a heterogenous group apparent. This effect is classified as a negative impact of social capital. Social capital is built on a strong relationship and persistent reciprocity. Bonding social capital can be created and be practiced when there is an emotion or substantial support. The shortcoming is that it will be deemed as isolation and rivalry to other groups (Kobayashi, 2010). For example, a friend who always keeps in touch in a virtual tour streaming platform has a strong relationship characterized by emotional support and obligation. While those who lack these experiences and resources have exclusivity, leading to limit personal choice and the acceptance of information (Adler & Kwon, 2002; Sheer & Rice, 2017).

Effects of Audience Social Motivation

Social interaction motivation is defined as an act of a person that seeks to control and fulfill a requirement (Salehan *et al.*, 2017). The motivation, in this sense, triggers the orientation and strength of the behavior. The actions or behavior of an individual is well calculated and is based on the desires and goals of the person. In other words, one's behavior is triggered by desire before acting. Motivation is therefore based on knowledge, abilities, and skills people acquire and are directed towards a goal. One's motivation determines their participation levels and results, which is tied to subsequent behaviors and resource allocation (Boyd & Ellison, 2007; Salehan *et al.*, 2017; Valenzuela *et al.*, 2009).

The vertical social motivation of the audience

Vertical social motivation means a close relationship built on obligation and responsibility with people who share similar ideas (Salehan *et al.*, 2017). Studies have revealed that vertical motivation stems from close relationships built on strong reliance and a sense of trust. In the context of this study, most of the audience maintains this intimate relationship (vertical social motivation) through virtual tour streaming platforms and social media (Valenzuela *et al.*, 2009). Most of the audience share their lives and interact with others in the virtual tour streaming platforms, and this consolidates social activity.

The horizontal social motivation of the audience

Horizontal motivation, in contrast to vertical social motivation, is an association with less familiar people and prioritizes establishing new social relationships (Valenzuela *et al.*, 2009). This becomes necessary when there is a sense of trust and unanimity of viewpoints which ultimately triggers conceptual change. Significantly, the generation of horizontal motivation is through the connection established between people with common goals and interests. Consequently, the audience expands their interpersonal relationship and establish their reputation through virtual tour streaming platforms by sharing information and messages with others in a different environment. In other words, if the audience wants to share links through a virtual tour streaming platform, a major precondition is to build a relationship with one another and share common interests. This creates an enabling environment for others to provide related information (Boyd & Ellison, 2007; Salehan *et al.*, 2017).

Adjustment Results of Swift Guanxi

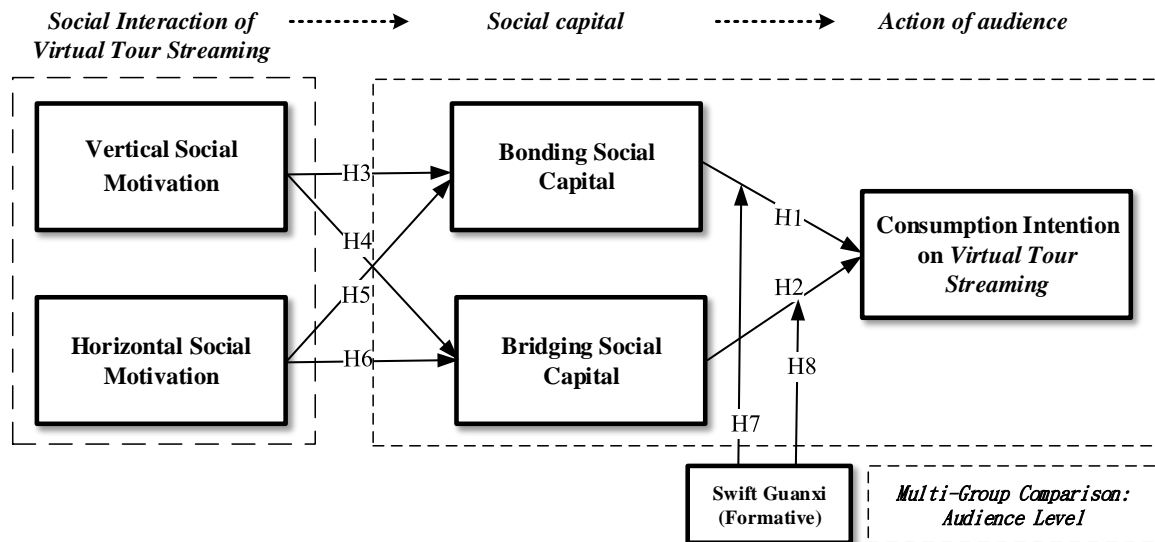
Swift guanxi is an unfamiliar virtual group on social media and has gained popularity in recent times (Ou *et al.*, 2014). However, in traditional settings, establishing a relationship takes time, starting from cultivating feelings and building mutual emotions. This ultimately graduates to mutual understanding and knowing each other better. The establishment of a traditional relationship requires time and cost in this regard. This study employs swift guanxi as a social capital construction in a virtual tour streaming context. Swift guanxi is a revolutionary trend compared to the traditional relationship, which takes time and resources. Swift guanxi thrives on social media, which covers mutual understanding, reciprocal favor, and relationship harmony.

Control Variable

A control variable was included in this study to ensure that the independent variable will not be affected by extraneous factors which have no relation to the study. Therefore, the streaming adoption behavior (audience contribution behavior) in this study may be different when using virtual tour streaming platform; as a result, this study uses participation audience (professional audience and general audience) in virtual tour streaming platform as a control variable (Venkatesh *et al.*, 2003).

Research Method and Design

This study employs the innovative cognitive theory to analyses audience (i.e., professional and general audience) consumption intention in virtual tour streaming platforms. This is done from the lens of benefits, risk, and innovative atmosphere, not excluding social motivation and interaction among the audience. The vertical and horizontal social motivation affect the dual relationship of social capital between the audience in the virtual tour streaming platform. This is actualized and materialized when the content is satisfactory and affects their usage behavior. Thus, the study adopts "social motivation – dual social capital-swift guanxi - consumption intention" to explicate virtual audience tour streaming adoption. The measure of this study is shown in Figure 1. Significantly, the audience consumption behavior of virtual tour streaming platforms is dependent on the dual social capital, which stems from the vertical and horizontal motivations. Consequently, a change in the vertical and horizontal motivations would alter the audience's consumption intention. This is called the 'professional sponsorship audience,' which has a unique class of audience. Therefore, this study uses this conceptual framework based on the literature (see Figure 1).



Source: This study.

Figure 1: Conceptual Framework.

Dual social capital relationship and consumption intention

Bonding capital mainly focuses on the close relationship between individuals and acquaintances. For example, those who are always keeping in touch on virtual tour streaming platforms would have strong emotional support and the relationship of obligation (Sheer & Rice, 2017). In a virtual tour streaming platform, an interaction among acquaintances could develop into long-lasting relationships. Once there is the dissemination of good or bad information, the other party will share and information with each other (Chou & Hsu, 2016; Sheer & Rice, 2017). Therefore, the audience in virtual tour streaming platforms could ascertain the authenticity of the information before consumption.

The rationale for bridging capital on consumption intention is to interact with unfamiliar audiences who have consistent attitudes and opinions through the virtual tour streaming platform to broaden one's horizon and exposure (Adler & Kwon, 2002; Boyd & Ellison, 2007; Sheer & Rice, 2017). Therefore, the reason for bridging capital is to interact with unfamiliar audiences who share common ideas and goals. Consumption intention may change after the interaction with the audience. However, the audience can share the consumption experience by interacting with others in the virtual tour streaming platform. After interacting, bonding capital could be created, which makes the audience gain the target message and have some ideas of the product so as to produce consumption intention. As a result, the opinions of the audience may be an important resource to consumption intention. Research shows that the behavior intention of bridging social capital has a considerable influence on the audience. In other words, bridging social capital is dependent on user behavior and the frequency of audience on the virtual tour streaming platform (Ou *et al.*, 2014; Sheer & Rice, 2017). Therefore, this study proposes the hypothesis below:

Hypothesis 1: The bonding social capital of the audience in virtual tour streaming platforms has a positive influence on the audience's consumption intention in virtual tour streaming platforms.

Hypothesis 2: The bridging social capital of the audience in virtual tour streaming platforms has a positive influence on the audience's consumption intention in virtual tour streaming platforms.

Social motivation and the dual social capital relationship

Vertical motivation means to have a close relationship with an acquaintance, which thrives on a sense of obligation and trustworthiness (Salehan *et al.*, 2017; Valenzuela *et al.*, 2009). Motivation depends on several factors, as echoed by extant studies. For example, vertical motivation comes from one's acquaintances and depends on the sense of trust and level of familiarity. Many studies point out that participating in virtual tour streaming platforms can bring beneficial social capital to the audience, and the exchange of information is also quite rich (Salehan *et al.*, 2017; Sheer & Rice, 2017). Interestingly, it should be emphasized that vertical motivation and bonding social capital are interdependent (Salehan *et al.*, 2017). Also, it proves that the audience tends to interact with those who they trust to maintain the relationship or acquire new knowledge. As a result, this study proposes the hypothesis below:

Hypothesis 3: The vertical motivation of the audience in virtual tour streaming platforms has a positive influence on the bonding social capital of the audience.

Hypothesis 4: The vertical motivation of the audience in virtual tour streaming platforms has a positive influence on bridging the social capital of the audience.

Horizontal motivation is deemed as having a connection with those who are less familiar. It may be that they have common and consistent ideas and a sense of trust in each other. In view of professionalism and trust, they may change their ideas. The generation of horizontal motivation is to have contact with those who have common goals and interests within a group. Most audiences expand their interpersonal relationship through virtual tour streaming platforms. They use sharing mechanism to spread information and message to others so as to influence the audience to interact in different environments (Boyd & Ellison, 2007; Salehan *et al.*, 2017). While sharing is not the only way to link with the unfamiliar, there are other ways to ensure interaction among the audience. For example, providing related information comments or sharing daunting tasks or problems could ignite discussions which would ultimately trigger social interaction. Therefore, this study proposes the hypothesis below:

Hypothesis 5: The horizontal motivation of the audience in virtual tour streaming platforms has a positive influence on the bonding social capital of the audience.

Hypothesis 6: The horizontal motivation of the audience in virtual tour streaming platforms has a positive influence on bridging the social capital of the audience.

The moderating effect of swift guanxi on the dual relationship between social motivation and social capital

The predominance and booming of virtual tour streaming platforms are fraught with untrustworthiness, low switching cost, uncertainty, and low reputational issues (Zhang *et al.*, 2011). However, its consumption intention does not necessarily require a thorough understanding of each other as long as they can understand the requirements of the other party. Thus, it can reduce the cost of suspicion. More effectively, the audience consumption intention of virtual tour streaming platforms can be constructed on the reciprocity of the relationship between the parties. Its sustainability is dependent on the benefits accrued by each other. The establishment of the new relationship rapidly in this regard is called “Swift Guanxi” (Ou *et al.*, 2014). While swift guanxi has gradually been valued, the element of “swift” means that when a virtual tour streaming platform is established, the audience may build a sense of trust because of the interaction (Ou *et al.*, 2014; Sheer & Rice, 2017). As a result, this study proposes the hypothesis below:

Hypothesis 7: Swift guanxi moderates the relationship between the bonding social capital of the audience and the consumption intention of the audience.

Hypothesis 8: Swift guanxi moderates the relationship between bridging social capital of audience and consumption intention of audience.

The level of differences between consumption intention and audience (professional and general)

Extant studies (e.g., Karahanna & Preston 2013; Wagner *et al.*, 2014) have shown that audience requirements determine their consumption intentions. Based on this premise, both professional and general audiences have different perspectives on the motivation for dual social capital. Therefore, this study explores the differences in accumulated social capital and motivation between users of different levels (professional audience and general audience) from the perspective of the virtual tour streaming platform when they interact with broadcasters (Salehan *et al.*, 2017; Sheer & Rice, 2017). The consumption intention of the audience may be affected by the different levels of an audience (Ou *et al.*, 2014; Salehan *et al.*, 2017; Sheer & Rice, 2017). Based on this literature, the study proposes the hypothesis below by performing MGA analysis on different audience levels:

Hypothesis 9: There are different perspectives on the motivation for dual social capital between the professional and general audience.

RESEARCH METHODS, STEPS, AND PROGRESS

Recovery Rate and Object Screening

In this section, the study designs an interview guide tailored to solicit responses from broadcasters, professional audiences, and general audiences. First, the study targeted catering owners who adopt and use information systems based on big data business analysis systems as the target population for the expert qualitative interview. This was followed by collecting vital data from the big data analysis interface and formed the basis to generate the interview guide. This aided the identification of salient factors which underpinned the development of the questionnaire and its administration. The qualitative approach was followed by quantitative analysis. The themes that were generated from the qualitative approach formed the basis for the items used for the questionnaire development. To ensure the reliability and validity of various aspects of measurement items, the employed scales are based on previous studies in information management. A 7-Point Likert Scale measurement was used to ascertain respondents' actual experiences and feeling. Pretest was done by inviting experts of virtual tour media and related scholars in the field of information management to check the operationalization and validity of the measurement items. The process ensured the content validity and the expert validity of the questionnaire. Finally, the pretest was followed by piloting the questionnaire with thirty audiences who are conversant with virtual tour streaming platform environments to clarify whether there are hidden ambiguities in the questionnaire items and then revise the questionnaire accordingly. The study purposely targeted accurate streaming industry audiences to fill in the questionnaires. As suggested by extant studies (e.g., Bhattacharjee, 2001; Hair *et al.*, 2018), the study purposely targeted respondents who are the audience of the virtual tour streaming platforms via online questionnaire administration as well as self-selecting by posting it on social media platforms. Therefore, this research adopts online

questionnaires to solicit data. To enhance the quality and accuracy of the data collection, an explanatory video was embedded in the online questionnaire to explain key concepts before commencing the answering of the questionnaire.

In the first step, the qualitative procedure of this study employed the snowball sampling technique to select participants (professional and general audience of virtual tour streaming platforms) for the interview session, which generated the key factors for the study. In the second year, which employed the quantitative approach, the research questionnaire was divided into two parts. These include the first section, which covered 'Basic Information' and 'The Difference in Audience Level.' The research variables in the second section include 'Consumption Intention in Virtual tour streaming Platform,' 'Bonding Social Capital,' 'Bridging Social Capital,' 'Vertical Social Motivation,' 'Horizontal Social Motivation,' and 'Swift Guanxi.' The 7-point Likert scale was employed in the second section to solicit responses ranging from "strongly disagree" to "strongly agree." While the first part of the questionnaire, i.e., "Basic Information" and "The Difference in Audience Level," are both nominal scales.

Formative indicator analysis

PLS (Partial Least Squares) can deal with both reflective and formative indicators at the same time. To perform measurement model analysis for formative items scale, weights of the items are analyzed while the factor loadings and average variance explained is ascertained in the case of reflective indicators. In terms of formative indicator, the concept is based on the integration basis of the measurement indicator. The formative measurement indicators jointly determine the meaning of the construct. Thus, if a certain indicator is missing from the measurement, the concept of the construct is incomplete. When a potential variable is constituted by a formative indicator, the indicator will affect the potential variable, and it will not have an influence on individual indicator (Hair *et al.*, 2012; Ringle, Wende, & Becker, 2015). This study adopts a two-stage approach to analyze reflective - formative indicators. In the first stage, it uses the repeated index method to obtain the potential variable score of the first-order reflective variable, which can be used as the observation variable of the second-order formative indicator. It then performs subsequent analysis and conducts the second-order formative analysis of swift guanxi variable, including first-order dimensions such as "Mutual Understanding" and "Reciprocal Favor" and "Relationship Harmony." However, the treatment of the first-order variable of this study adopts reflective indicators for analysis (Hair *et al.*, 2018; Ou *et al.*, 2014).

Data analysis and hypothesis verification

The study adopts Smart PLS 3.0 (Partial Least Squares), which has been used widely in information system and related studies for measurement and structural model assessments (Hair *et al.*, 2018; Jöreskog & Wold, 1982). PLS is a component-based Structural Equation Modeling and is designed to investigate path coefficient of the research model, and the structural relationship of a potential variable based on nonparametric approach (Ahuja & Thatcher, 2005; Chin *et al.*, 2003; Hair *et al.*, 2013). It can perform a robust test on statistical data with small samples and abnormal characteristics (Ahuja & Thatcher, 2005; Wynne W Chin, 1998; Hair *et al.*, 2018). PLS adopts the bootstrap method to avoid the prediction risk that the estimated coefficients will be affected by the traditional multiple regression method due to the small number of samples. In this research, the value is proportionally increased according to the actual number of samples, which can be used to set up the sample value for a repetitive sampling of bootstrap and adopts the setting method for the following repetitive sampling recommended by Lohmöller (1982) and Hair *et al.* (2013): (1) more than an original number of samples (2) the maximum number of samples for repetitive sampling is 5000.

RESULTS

Expected Contribution in this Research

Social capital discusses the degree of relationship with people in real life and could equally be used in the context of a virtual tour streaming platform and its audience. Applying virtual tour streaming in this regard, the study shows that whether the familiarity or otherwise of the audience, there is the interaction among actors in the virtual tour streaming audience. It was found that people are inclined to conform to things that are introduced by their friends and relatives, and this ultimately affects their consumption intention. This echoes the concept of social capital and discusses the impact of different levels of capital on subsequent contribution behavior. Thus, it is vital to interact with the audience in a virtual tour streaming platform to ascertain the differences in the audience level (i.e., professional and general audience) as well as the degree (stronger or weak) of the relationship to mitigate uncertainty and enhance consumption intention.

The resources provided in the virtual tour streaming platform would affect the adoption behavior of the audience. Social capital is dependent on mutual benefit and understanding and promotes contribution intention. The aim of this study was underpinned by the contribution intention of the audience because virtual tour streaming platform has become a vital way for people. The need for the audience to gain resources informs their behavior to interact with others. Thus, the study has shown that different motivations of the audience explain their accumulation of social capital and affect their subsequent contribution behavior. The audience should have access to a vast array of information, and an enabling environment should be created for the interpersonal relationship to thrive. This way could help the audience to have a solution to problems they confront via a virtual tour streaming platform. By influencing the in-depth interaction and the influence of swift guanxi, the impact of the subsequent adoption behavior between the audience and the virtual tour streaming platform is strengthened. This expected contribution is consistent with the social capital theory of the bonding/bridging framework of the consumption intention, and different level audiences evaluate the vertical and horizontal social motivation with swift guanxi's interaction effect on virtual tour streaming. Therefore, the results of this study are consistent with our proposed research model.

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