Using Grounded Theory to Explore the Words of Mouth in Live Broadcast Platform

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Abstract: The purpose of this study is to explore in depth the special context and unique experience of the live video streaming and to provide insights regarding an interpretation of the contextualization experiences model. This study uses grounded theory, depth interviews, and the physical travel of researchers to the field for participation and observations. Finally, the insight of the live broadcast platform contextualization was developed. The theoretical contribution of this study is to establish the words of mouth relationship of the live broadcast platform and ten related propositions. The study revealed the mystery of live video streaming.

Keywords: Grounded theory; Live broadcast platform; Words of mouth

1. Introduction

Social networking and communication media have become an indispensable necessity for people. Sharing through social networks can more directly interact with other users without being affected by factors such as time and place. According to institute for information industry[1] investigate that Taiwan's frequent online population has exceeded 11.1 million, and the internet penetration rate has reached 48%, institute for information industry[1] has been found that up to 72% of Taiwanese people watch video and audio content online every week, which revealed the importance of online media technology to people. According to the survey in 2019, people use mobile phones twice as long as watching TV, and up to 71% of people use their mobile phones to watch videos[2]. The number of users using mobile devices is increasing, and these users should be more valued for both entertainment and business[3].

Facebook starts to open the function to the public so that users are no longer restricted. It is not that celebrities do not need to have a large number of fans[4]. As long as they are Facebook users, they can turn on the live broadcast function, and share what they see and hear through the live broadcast without restriction[5]. Intermittent use and delivery of instant pictures to friends, able to discuss and interact with the current viewers to participate in the experience, the role of the listener will no longer be just a one-way message receiver, but together with the event participants involved[6]. In addition to individual users, most of the live broadcasts are conducted by setting up a channel or a special page[7]. Fan interaction helps fans to spread information on the page, thereby increasing the number of fans and the frequency of interaction[8].

The rise of social media platform, sharing of posts and thumbs-up, etc., so that fans receive the content delivered by streamer in time, is very popular. However, what are the motivations, decision-making processes, and impact variables of the live platform's word-of-mouth? Still a gap in literature. Therefore, the purpose of this study is (1) explore the motives, decision-making process and the factors affecting the reputation of the live broadcast platform; and (2) construct the word-of-mouth relationship in the live broadcast platform.

2. Literature Review

2.1 Internet live streaming and video sharing platform

The live broadcast platform is just an emerging web technology in 2010[3]. Until 2015, it has developed into a "live broadcast platform for all people"[9]. The live broadcast platform is an audio-visual live broadcast platform based on the internet. It is different from the traditional context and habits of traditional media. The online video broadcast platform has immediacy and interactivity[10].

The immediacy of live streaming is the most prominent feature of the live broadcast platform. The feature of instant interactive feedback allows viewers to interact with the live broadcaster in the live channel[11]. The development and application of the webcast platform are quite different from the traditional media[12]. This kind of user-centered webcast platform mainly determines the content of the program through the live broadcast master. The live broadcaster can broadcast the live image of the site to the live broadcast platform so that the audience in the world can be timely. Simultaneously watch the live broadcast of the live broadcast, and the netizens can also zoom in closer to the live broadcast through the webcast platform chat room function[8].

The main personal charm of the live streamer lies in his subjectivity[6]. A live broadcaster may operate different live broadcast platforms at the same time. He or she may be both YouTube, Facebook live broadcaster[5], or Twitch's live streamer facing different media[4]. The platform to change their identity and the way to interact with netizens; this is the attraction of the network video live broadcast platform[10].

2.2 Words of mouth

Oh and Ki[13] believes that word of mouth is a spoken communication behavior in which a recipient and a communicator conduct a communication process that does not have any commercial intent for a certain brand, product, or service. For consumers, it is a very important and optional source of information[14]. Therefore, consumers will share or promote their experiences with others[15]. When they have a positive impression on a retailer, they will prompt consumers to recommend or communicate this retailer to others[13]. Word of mouth is the exchange of information and communication between people, either do not communicate with commercial intent[16]. Communication of products and services delivery with consumers is through non-vendor marketing channels[17]. Consumers will use their product or service a pleasant or unpleasant experience to share with other consumers; the consumers themselves contain content ideas and evaluation of the product or service[18]. Harrison-Walker proposed to word of mouth applied to the organization in 2001, think that it is a brand, product, service, or organization related, and other informal communication between people do not involve commercial intent each other[15].

The impact of word-of-mouth has made the starting point of today's marketing efforts to make consumers willing to try products through word-of-mouth, and that products are trustworthy, rather than using salespeople to try to get rid of goods[14]. Word of mouth to convey the message content; usually consumers experience sharing after using the product or service, the content of the message itself contains consumer sentiment product does not have commercial intent, so compared to other media, word of mouth is not only reliable content but it is also more trustworthy[15]. When consumers face higher product risks, word-of-mouth persuasion is more obvious[13].

Word-of-mouth communication is two-way, not one-way communication[16]. Both parties are able to interact with each other through many channels not just through receiving and giving feedback[14]. Through word of mouth can provide potential customers to experience Burgundy, so can reduce the uncertainty and risk of buying bits of purchased products[13]. Due to word-of-mouth can be queried and responded immediately, it provides a higher reference value for relevance and integrity[15]. Product information can be updated to help consumers understand and familiar with new products and the company itself. Word-of-mouth has the title of "zero intermediary," and it can achieve the function of propaganda almost at no cost[16]. If the company can focus on the image of the brand and maintain the quality of the product, it can be easily obtained through the positive evaluation of the consumer. The public trusts and receives satisfactory sales and profits[13].

3. Research Design

3.1 Methodology

This study uses grounded theory, which is a naturalistic inquiry, which mainly collects data from natural observations, and then observes and deeply analyzes the occurrence of a phenomenon and the meaning implied by a particular phenomenon[19]. This method is creative and dedicated to exposing and discovering[20]. In the natural context, we use a variety of data collection to explore social phenomena and use inductive methods to sort out data or theory[21].

The systematic collection and analysis of data are based on the establishment of theories based on empirical data[22]. Most researchers do not have research hypotheses before the start of the research, but directly derive the propositions and concepts from the original data, and then the concepts[7]. Upgrade to the theory; a theory is a concept of establishing a bottom-up approach to find a response to the phenomenon on the basis of the information on through contact established in concept formation theory[19].

Regard to software solutions, adopt the quick service restaurant NVivo12 qualitative analysis software package, which can facilitate coding, data linking, and theory establishment. More detail process is shown in Figure 1.

3.2 Participants

The participants in this study were recruited from the fan page of Facebook. The number of active users on Facebook exceeds 2320 million people, which is the most popular social media platform worldwide. Most registered members are aged between 18 and 34 years and consist of working adults and students. Interviews began in May-December 2018. Online interviews with 80 users of live broadcast platform on Facebook. In total, 25 users participated in this study, of whom nine were working adults, and 16 were students. These users had all been using the live-streaming services on the platform for at least a year. In order to understand and establish the relationship between live broadcast and words of mouth. More details related to the sample are shown in Table 1.
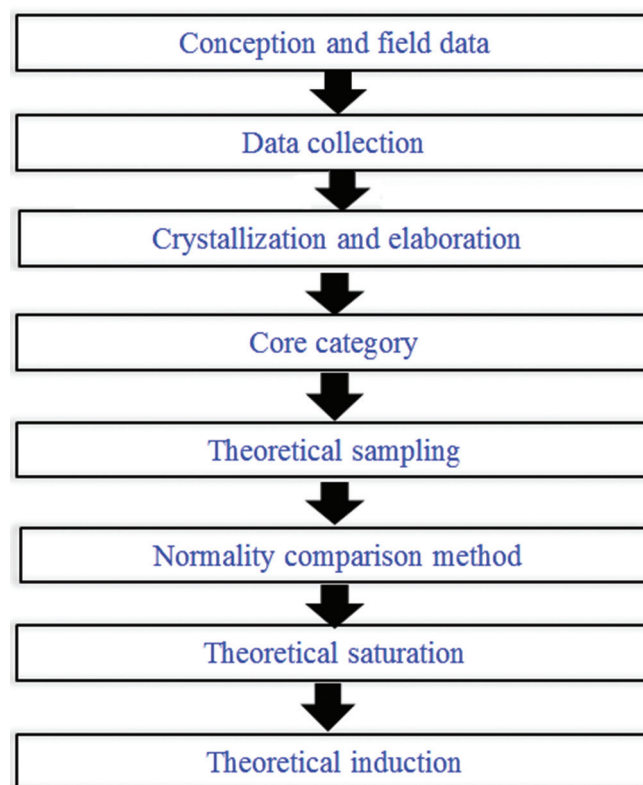

Figure 1. Data analysis process.

No.	Gender	Age (years)	Occupation
F01	Female	25	Administration staff
F02	Female	20	College students
F03	Male	15	Junior high school student
F04	Female	25	Solicitor
F05	Male	20	College students
F06	Male	17	High school student
F07	Female	29	Service specialist
F08	Male	27	Activities PR personnel
F09	Male	24	Master degree student
F10	Female	16	High school student
F11	Male	23	Media workers
F12	Female	21	College students
F13	Female	17	High school student
F14	Male	19	College students
F15	Female	28	Office worker
F16	Male	19	College students
F17	Male	35	Engineer
F18	Female	17	High school student
F19	Female	19	College students
F20	Male	24	Master degree student
F21	Male	32	Office worker
F22	Female	20	College students
F23	Male	20	College students
F24	Male	18	High school student
F25	Female	30	Office worker

Table 1. Participants.

4. Text Analysis and Context Induction

Strauss[23] proposed three qualitative data encoding methods, including open coding, axial coding, and selective coding. He believes that researchers apply three different coding methods to make 3 times of coding with the original data[21].

4.1 Open coding

This study is open coding for verbatim drafts of online interviews to find out the influencing factors of users when using the live broadcast platform[22]. Table 2 illustrates the concept of open coding stage summed.

4.2 Axial coding

The concept of the open coding is summarized, and the concept of the same nature is summarized to the higher-level concept[21]. This study concludes nine axial coding, represents the meaning of each of the axial coding and coding comprises the opening, as shown in Table 3:

4.3 Selective coding

The concept developed by the axial coding is summarized, and the core concept of the user in the decision-making process of selecting the live broadcast platform system is developed[20]. The meaning of each selective coding and the axial coding included is shown in Table 4:

No.	Open coding	Description
01	Personal experience	Read the experience of the audience using the live broadcast platform
02	Information immediacy	The transmission of information through the live broadcast platform can be immediacy
03	New media platform preferences	User preferences for the live platform
04	Live platform function	Refers to the platform services provided by the system side of the live broadcast platform
05	Peer experience	The user's peers use the experience of the live platform
06	Platform service quality	The service quality provided by the system side of the live broadcast platform
07	Learning needs	The readers believe that they can learn through live programs
08	Watch the live stream for free	The audience of the live broadcast platform can watch the live broadcast through the platform without paying
09	Live interaction	In the process of live broadcast, the live streaming and the listener can directly leave a message and reply through the platform page
10	Easy to get information	There is no time, space, or location restrictions for delivering messages through the live broadcast platform
11	Positive impact	Live-streaming users believe that using live broadcasts can have a positive impact on self
12	Contact a friend	Users can connect with friends through the live broadcast platform
13	Relieve stress	The listener believes that watching the live broadcast can relieve the pressure
14	Loyal fans	Refers to the audience who will watch a live show of a live broadcaster
15	Official channel	Refers to a live channel or page created by a team or group of people on a live broadcast platform
16	Interact with the live stream message	Through the platform system, the live broadcast and the audience can communicate in two directions
17	Live selection	The platform has a diverse range of users, with multiple channels and types and a wide range of options
18	A lot of features are very useful	It means that the service provided by the system side of the live broadcast platform is highly usable
19	Purchase Intention	A product or service appears in the process of live broadcast, affecting the audience's willingness to purchase
20	Easy to use APP	The mobile-related application software provided by the live broadcast platform is highly usable
21	Select the live broadcast to decide to use the platform	The listener follows and listens to the content and style of a live streamer, and follows the live streaming to determine the use of the platform
22	No preference for the platform	The user has no specific preference for the selection of the live platform

Table 2. Open coding and description.

(Contd...)

No.	Open coding	Description
23	Low platform error rate	The functionality and service error rates offered by the live platform are low
24	Peer influence	The user uses the live broadcast platform due to peer influence
25	Live streaming affects purchase decisions	The content and description of the live broadcast affect the purchase decision of the reader when purchasing a product or service
26	Different live broadcast platform features are small	The difference in system services provided by different live broadcast platforms is low
27	Repulsive for specific live platforms	Users have a bad experience with a live broadcast platform, so they are reluctant to a particular platform
28	For new channel preferences	It means that the readers will have a fresh sense of the newly created channel and therefore have a preference
29	Financial ability	The economic status of the platform user's self
30	Meet the needs of friends	Users make friends through the live broadcast platform
31	Recommended for peers	Users join and use the live broadcast platform through peer introduction
32	Super live broadcast	The content provided by the live broadcast of the live broadcast platform gives the readers a sense of expectation
33	Live sharing happy	Through the live broadcast platform, users can share the joy of self to others
34	Receive more knowledge	Readers can receive more knowledge messages through the live broadcast platform
35	Share current status with others	Users can share status and messages with others in a timely manner
36	Everyone is using it is not very strange	It means that people around the life, such as colleagues, family members and colleagues, are using the services provided by the live broadcast platform so that they hope to have a meal together
37	Record life	Through the live broadcast platform, users can record their daily life chores on the platform
38	Free subscription and viewing	On the live platform, you can change the view at any time according to user preferences
39	Live broadcaster with specific tracking	Users will follow a particular live host and watch the content provided by their channel based on their personal preferences
40	Free sweepstakes	The live broadcast will cooperate with the owners to carry out business cooperation, and often hold various sharing and publicity methods and conduct sweepstakes
41	Instant event invitation	When any user on the live broadcast platform initiates an event, the live broadcast platform can receive the message instantaneously
42	Recommended by colleagues	The user uses the services provided by the live broadcast platform due to the recommendation of the colleague

(Contd...)

Table 2. *(Continued)*

No.	Open coding	Description
43	Used earlier between friends	Between the users' friends, the user is the person who first contacts and uses the products or services provided by the live platform
44	Family recommended	The user uses the services provided by the live broadcast platform due to the recommendation of the family
45	Live can receive new product messages	Through the introduction of the live broadcast in the live broadcast, the listener can immediately receive relevant information about the new product
46	Live streamer without specific tracking	Users will follow a particular live host and watch the content provided by their channel based on their personal preferences
47	Use live broadcast platform with high frequency	The platform of the live platform users using this platform is frequently used
48	Use live broadcast platform frequency is low	The platform of the live platform users using this platform is frequently low
49	Live platform interface design	The live platform system side is designed for using the interface
50	Curious about the media	Users are curious about the self-media field

Table 2. *(Continued)*

5. Findings

Selective coding, users will find that generate demand and attitudes toward the use of live platform varies depending on the motive. After the demand is generated, the user then begins to enter the decision-making process, which includes the combination of attributes and the decision-making sequence, and finally makes the decision. The motivation and decision-making process will be affected by variables such as the degree of involvement of the live broadcast platform, experience learning, reference groups, business coordination activities, and attitudes of the operators and the motivation, decision-making process, and influence variables of the live broadcast platform. They will affect each other and change (Figure 1).

5.1 Development of propositions

Wang[21] pointed out that the better the social media service, and thus the user's use of the media for information transmission and exchange of opinions, the willingness of users to continue to use the social media will also increase. The virtual community is a social aggregate that is not limited by time and space. As long as there are enough people with sufficient emotions, people can develop on the internet for a long time[7]. Interviewer expressed that:

In addition, to watch the live streaming when I feel bored, I will also chat with friends on Facebook or see

their dynamics, I visit Facebook every day. (*Coding: F06, high school student*)

According to literature and field data, the live streaming itself is conducted through the social media platform. However, the functions provided by the social media platform are quite diverse. In addition to the live streaming function, users can also connect with friends through "make friends". The following proposition was made in this study based on literature review and field data:

P1. The platform's services generate user social motivation and trying motivation

Wang, Lee *et al.*[22] suggest that people's participation in community interaction is to meet the following basic needs: Interest, interpersonal relationships, transactions, and fantasies, through emotional communication and communication between social media users. In terms of its motivation, Recktenwald[5] used the focus group method to summarize the use of social networking sites to satisfy effective communication, communication convenience, curiosity, popularity, and relationship formation. Interviewer expressed that:

No.	Axial coding	Description	Open coding
01	Attribute combination	User considerations for the live broadcast platform when selecting	Information immediacy
			Platform service quality
			Easy to use APP
			Live platform interface design
02	Decision order	The order in which the user considers the live broadcast and live broadcast platforms when making decisions	Select the live broadcast to decide to use the platform
03	Social motivation of live broadcast platform	Users have a demand for mobile communications due to social satisfaction	Contact a friend
			Meet the needs of friends
04	Attempt to try the live platform	The user has a demand for the live broadcast platform due to the tentative satisfaction	Curious about the media
			Used earlier between friends
05	Experience learning	Users experience the live broadcast platform due to the surrounding reference groups, and the use of the live broadcast platform changes	Personal experience
			Peer experience
06	Reference group	Users are influenced by family members, peers, and colleagues when making live platform selections	Peer influence
			Family recommended
			Recommended by colleagues
07	Involvement level for live broadcast platforms	In the user's cognition, the degree of importance to the user when selecting the decision of the live broadcast platform	Different live broadcast platform features are small
			Use live broadcast platform with high frequency
			Use live broadcast platform frequency is low
08	Attitude toward the live platform	The attitude of the user to a particular broadcast platform may be positive or negative	Live broadcaster with specific tracking
			Live broadcaster without specific tracking
			Repulsive for specific live platforms
			No preference for the platform
			For new channel preferences
09	Business paid advertisement activity	Due to business and marketing needs, the manufacturer cooperates with the live broadcaster to conduct promotional activities through the live broadcast platform	Free sweepstakes
			Instant event invitation

Table 3. Axial coding and description.

Not only watching live streaming, but also chatting with friends on Facebook. (*Coding:F10, high school student*)

From the above literature and field data, it is found that users can also use the dating and chat functions provided by the platform to communicate with friends through the platform, and can satisfy the curiosity of the user, thereby generating usage requirements for the social platform. The following proposition was made in this study based on literature review and field data:

P2. The user's society and trying motivation will generate user demand for the platform

Many studies have pointed out that Facebook usage behavior of the biggest motivation is to maintain friendship and entertainment[18], if the user is using Facebook to feel valuable, will contribute to re-use behavior[16]. Yu *et al.*[6]

| Selective coding	Description	Axial coding
Motivation	Refers to the user's reasons for the use of the live platform	Social motivation of live broadcast platform
		Attempt to try the live platform
Decision making	Refers to the process of the user's decision to generate the completion of the live broadcast platform	Attribute combination
		Decision order
Influence variable	Refers to variables that affect user behavior	Involvement level for live broadcast platforms
		Experience learning
		Reference group
		Business paid advertisement activity
		Attitude toward the industry

Table 4. Axial coding and description.
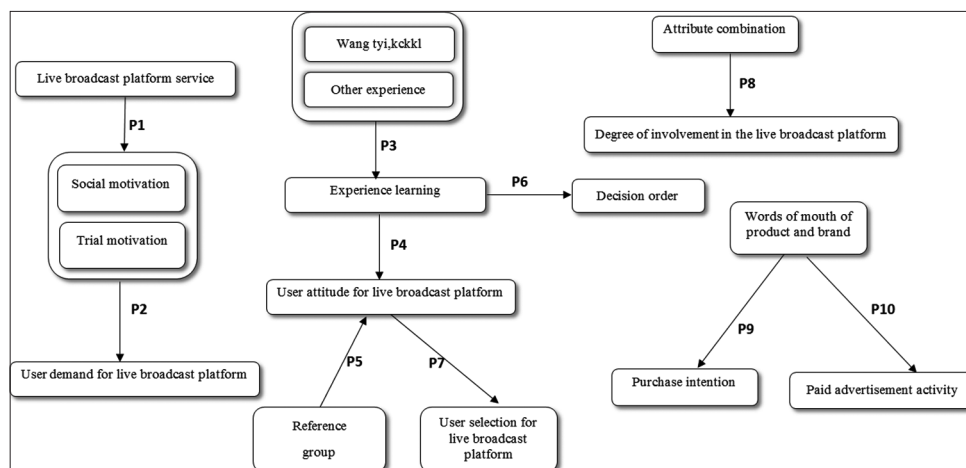
Figure 2. The words of mouth relationship in live broadcast platform.

point out that individuals are influenced by others mainly due to the influence of information and norms, while normative influence refers to the individual's expectations to meet the expectations of others or groups. Interviewer expressed that:

> The beginning because my classmates are using Facebook, feeling good so I followed them. (*Coding: F24, high school student*)

According to literature and field data, it is found that the influence of peers is also one of the factors influencing the user's choice in platform selection. In addition to personal experience, the use of peers in the interaction and communication of peers will also render each other; and the attitude toward the platform itself has changed. The following proposition was made in this study based on literature review and field data:

P3. The service experience of peers will affect the user's attitude toward the platform

The advent of new media has transformed the readers' habits of using media and magnified the interaction between interpersonal and virtual networks[4], a virtual community on social networking sites, which effectively makes interacting and interacting with each other on specific areas of the internet[3] generates interesting events on Facebook that affect their attitudes and thus their continued use[12]. Interviewer expressed that:

> Features of Facebook are constantly updated, and there are lots of fun and funny content that I would like to continue to use. (*Coding F20, master degree student*)

According to literature and field data, users through the live broadcast platform can use it in the process and gain experience; users will have a feeling and view on the platform from the experience, which will affect the user's willingness to use. The following proposition was made in this study based on literature review and field data:

P4. The user's experience and learning affect the user's attitude toward the platform

During the process of using the live broadcast platform, the user will continue to get the experience of using the experience. When using and selecting the social media platform, the user will have an influence on the choice due to the cognition generated by the previous experience. The live content provided by the live broadcaster is affirmed by the user and may be converted to the platform by following the live streamer. Interviewer expressed that:

>Sometimes I use YouTube, depends on my favorite streamer (*Coding: F1, college student*)

According to literature and field data, the live streamer itself is also one of the consideration factors of the user. The user does not necessarily use the same social platform. When the user enjoys and follows the live broadcast conversion platform, users may also convert at the same time. The following proposition was made in this study based on literature review and field data:

P5. User decision-making order platform will be affected by experiential learning

Users in their social networks will exchange ideas and opinions with others, so the experience of using the live platform will also be shared. The reference group includes colleagues, colleagues and family members. Deng *et al*.[15] is a reference group that refers to a person or group of people that can significantly affect a person's behavior. Interviewer expressed that:

>I did not think there was anything, but there were many people around using Facebook, so I followed.
>(*Coding: F21, college student*)

From the above literature and field data, it is found that the reference group is also one of the factors affecting the user's choice of the platform. The user will use it as a reference for family, colleagues, and friends and have different attitudes toward the platform. The following proposition was made in this study based on the literature review and field data:

P6. The reference group will affect the user's attitude toward the live platform

Kim and Kim[2] studied the impact of online fan community attributes on community members and found that familiarity is one of the most important attractions. Horsman[12] pointed out through interviews that the live broadcaster attracts users to watch the live broadcast authenticity, thereby narrowing the distance between the two parties and increasing user satisfaction. The interaction between users in the live broadcast is important. On the other hand, the frequent interaction between the live broadcaster and the user will also attract users to continue watching the live broadcast. Interviewer expressed that:

>Because I like teacher Ruby to unbox some snacks and teaching English on Facebook, I like to comment
>on the live-streaming channel, and often wait for the notification of live streaming on Facebook. (*Coding:*
>*F15, office worker*)

According to literature and field data, it is found that the content provided by the live streamer on the platform is one of the factors that affect the user's choice of using the platform. More importantly, the interaction with the audience through the live broadcast process cannot not only bring each other closer but also this will affect the user's decision on platform selection. The following proposition was made in this study based on literature review and field data:

P7. The choice of live content affects the user's attitude, which, in turn, affects the user's choice of platform selection

Recktenwald[5] mentioned that under the intermediary of the nature of Facebook media, the interaction and relationship between people is different. In the past, self-expression is limited to real society, but it is not the case today. The invisible performance in the network can also shape the personal image. Kim and Kim[2] explored consumer's continued intent to App service providers and found that satisfaction, trust, and service quality have a positive impact on continued intent. Interviewer expressed that:

>When I use the Facebook on my mobile phone, I feel smooth. I navigate Facebook every day. (*Coding:*
>*F24, high school student*)

From the above literature and field data, in addition to the services provided by the platform itself, the design of the interface and application software will also affect the user experience. A good design will enhance the user's willingness and frequency. The following proposition was made in this study based on literature review and field data:

P8. Interface design and platform services affect the user's involvement in the platform

Since the operation of the self-media, the cognition of mass communication has been cut into a niche media of specific ethnic groups[20]. If the internet reds want to operate live broadcasts, they may be able to follow the form of web short films. Create a powerful theme that attracts people interested in the topic to join the watch[18]. Because the fans are concerned about the net red, they are more sensitive to the products they are interested in. It is also easier to accept, so the more bases a fan has the better it will translate into a commercial purchase[7]. Celebrities use the media or blogs and newspapers and magazines to post any articles with experience and comments, provide detailed product or service related information, and attach a photo of the experience to provide a reference for the consumer to trust the business. Goods, resulting in subsequent purchase motivations[13]. Interviewer expressed that:

> It seems delicious to see Andy always eat; even know it is paid news. I also want to buy. (*Coding: F04,*
>
> *Solicitor*)

According to literature and field data, the business paid advertisement activity provided by the manufacturers not only makes the readers more aware of the products and brands but also increase the consumers' willingness to purchase. The handling of the lottery activities will also increase the user's willingness to participate. The following proposition was made in this study based on literature review and field data:

P9. Paid advertisement activity can increase the willingness to purchase and the frequency of platform use

Kim and Kim[2] have pointed out that the establishment of a fan web platform is indeed a strong marketing channel. According to Recktenwald[5], fun is often the main factor in consumers using FB pages. In each live broadcast page, through the business match with the product delivery main event provided by the manufacturer, the content is often expressly told that you can draw the prize immediately after sharing the praise and sharing the post so that the whole page becomes very lively and even full of different national languages. The message, the whole looks very lively. Through sharing, brand and product information is continuously transmitted and spread, and product and brand awareness is enhanced. Interviewer expressed that:

> There are almost lottery events in paid advertisement activity. It is great, just common on the platform.
>
> (*Coding: F21, Office worker*)

The following proposition was made in this study based on literature review and field data:

P10. Paid advertisement activity can increase product and brand awareness

6. Discussion and Implication

6.1 Discussion

First, content is the main attraction because it is an important driver of the relationship with the fans, and the content and title of the live broadcast are firmly focused. Second, the live broadcast can be a powerful tool. If there is a sense of identity and participation, it will encourage other fans to socialize to achieve word-of-mouth communication. The mystery of users' interactions and experiences on the live broadcast platform was revealed, as where their specific online experiences and their explanation were the first contribution of this study. Actively participate in real life of the interviewer, and gain a deeper understanding of the experience and feelings of the interviewee through interviews. This is the second contribution of this study. The theory gives meaning to the data, through actual interviews and data analysis, and sums up the structure diagram of live and word-of-mouth relationship. This is the third contribution of this study.

6.2 Managerial implications

The key to live streaming platform development is "adhesion." Audiences' adhesion toward and satisfaction with content are important factors for live video streaming choices. Audiences expressed the view that content with a punch line had an appealing force and was an important driver in audience community relations. Punch lines are characterized by practicability, appealing force, and attraction of attention. Similar to article headlines, they attract people. Content and headings capture people's attention. Finally, "Going viral" was found to be the second driver of change on live video streaming. When an activity is commonly recognized to require the joint participation of a large

number of audiences, the information goes viral and is shared by many internet users, enabling people to follow the newest dynamics.

7. Conclusion

Actually, in the society at this moment, the internet has become one of the indispensable tools for people. No matter whether the data are collected or distributed, the transmission through the network can be timely and not limited by space and time. The era of new media is coming and transformed. Listening to people's habits of using media and amplifying the interaction between interpersonal and virtual networks[23], the virtual social network and real-life links, creating the value of live broadcast platforms, creating more business opportunities.

To gain a deeper understanding of the relationship between word-of-mouth and live broadcast platforms, this study uses the grounded theory approach in qualitative research methods. Through in-depth interviews and theoretical sampling, respondents explain their experience and history of using Facebook's live broadcast platform. In this study, a total of 25 interviewees were interviewed, and online interviews were conducted. After the interviews, the verbatim drafts were prepared and collated. After arranging the feelings of the 25 respondents on the use of the live platform, through the coding of the verbatim drafts of the interviews, 50 open codes, nine axis codes, and three selective codes were developed, and finally, the live broadcast platform was summarized. The relationship between live broadcast platform and words of mouth was presented as the chart.

The contribution of this research is that in the past, many literatures have discussed the topic of live platform interface design or related engineering. In recent years, the media have been booming, so the field of live broadcast will be the trend of future social media, except for the live broadcast itself. In the process of live broadcast, the services and functions provided by the platform itself will also be one of the influencing factors. Each factor is interlocked, affecting the habits of the listeners, the willingness to engage in continuous use, and the degree of involvement, and finally the business cooperation. Wait for commercial activities to proceed.

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