



## Factors Affecting Lawyers Adoption to Live Broadcast Platforms

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### Abstract

*For many industries, live broadcasting is a free and efficient way to advertise. It has become a dedicated advertising channel for law firms to obtain clients. However, some platforms cannot provide reliable services for lawyers' live broadcasting and their features are disappointing. In order to promote the live broadcast platform to better serve lawyers, this study tries to find out factors that influencing lawyers' adoption of live broadcasting platforms. Unified Theory of Acceptance and Use of Technology (UTAUT) was extended by trust factor to form the research model. Survey was distributed among law firms in China and Smart-PLS was used to analyse research data. The empirical results indicated that all the factors were positively related to lawyers' adoption to live broadcast platforms. The findings and recommendations aim to improve the cooperation efficiency between live broadcast platforms and lawyers, and increase the client acquisition rate of law firms.*

### Keywords:

Lawyer  
Live broadcasting  
UTAUT  
Trust  
Social influence.

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## 1. Research Background

With the advent of the digital economy era, there is more and more lawyer data and information on the Internet and the professional portrait of each lawyer is becoming clearer and clearer. It is possible for clients to judge whether a lawyer is an experienced professional lawyer based on information in Internet. It is no longer achieved by simply searching online, but more by conducting investigations through public media such as lawyers' websites and public judicial judgment documents websites, and even through other professional channels. With the continuous increase of socio-economic and economic affairs, legal services have put forward higher requirements for the comprehensive ability of lawyers. Changes in the legal service market have put forward a realistic demand for law firms' development. Only a law firm with a moderate strategy can have enough professional lawyers to meet different legal needs from different clients. This is the source of the merger wave of law firms in recent years.

Specific to a single business, the fulfilment of a legal service demand requires two elements: one is the client's trust, without trust, the client cannot entrust a lawyer, and legal services cannot be achieved; the other is respect, which is the client's recognition of the profession. If clients do not recognize the lawyer's professionalism, they will not respect the lawyer. Therefore, the legal service fee they are willing to pay is likely to be much lower than the lawyer's professional service cost, which will lead to the failure of law firms. Therefore, how professional lawyers can demonstrate their professionalism has become the core competitiveness. Obviously, legal professional live broadcast is professional, which is one of the best ways for lawyers to show their professionalism to their peers, fans and clients.

Some live broadcast platforms (Tik Tok, Kuaishou, Tencent) will provide some suggestions to help lawyers manage their own accounts, including listing hot topics as reference for topic selection, short videos and live broadcast and fan marketing skills training. The live broadcast platform hopes to improve the quality of content output without interfering with lawyers' content production, so that legal knowledge can be reached out of the law firm, and everyone can reach it, so as to meet the growing demand for law study by the mass.

## **2. Literature Background**

On a global scale, there is currently very little researches on lawyers' live broadcasts. However, there are a lot of researches on law firm development that alludes to the use of the Internet for advocacy. [Rule and Ambady \(2011\)](#) pointed out that improving the image and temperament of lawyers in front of the public will help improve the ability of law firms to acquire clients. [Moran and Pandes \(2019\)](#) indicated that elite lawyers that clients trust can receive more businesses. [Wang, Wang, Yao, Li, and Wang \(2020\)](#) showed that cases represented by more reputable law firms on the Internet are more likely to be welcomed by clients. [Sun, Liu, Zhang, Tinglin, and Wan \(2022\)](#) proved that law firms located in different cities of China can gain more competitive advantages through the Internet. Many previous researches have indicated that live broadcasting can greatly increase the sales of goods and services ([Albertt, 2017](#) ; [Banerjee & Chaudhuri, 2020](#); [Carlson, Todd Donovan, George, Deitz, & Bauer, 2020](#); [Kim, Choe, & Petrick, 2018](#); [Wang et al., 2020](#)). Also, many celebrities can gain a large number of fans and customers by live broadcasts ([Lin, Luo, Cheng, & Li, 2019](#); [Xue, Liang, Xie, & Wang, 2020](#); [Zhang, Barnes, Zhao, & Zhang, 2018](#); [Zhou, Chen, & Su, 2019](#)).

With the popularization of the Internet, it has become easier to acquire basic legal knowledge. Some clients have already completed their studies on the Internet before going to consult a lawyer, and even a few clients have watched many online legal tutorials. As clients' ability to judge a lawyer's ability continues to increase, it becomes more and more difficult to win clients' contracts. From a professional point of view, senior lawyers share their legal skills through the live broadcast, which not only promotes the overall professional ability of all law firms, but also helps young lawyers to become better. The senior lawyers who shared online have contributed to the improvement of overall legal development.

Through the Internet, legal live broadcasting can let lawyers in rural areas have access to the accumulated experience from lawyers in big cities. With the continuous growth of the number of lawyers, the original service methods of the lawyer industry and the traditional methods of expanding clients and businesses have been significantly changed. The online communication and interaction conducted among lawyers and clients are constantly popularizing legal knowledge anywhere in the world

## **3. Hypothesis**

Unified Theory of Acceptance and Use of Technology (UTAUT) seeks to create a single model that integrates the essence of eight previous innovation acceptance theories. It is also designed to provide holistic insight into all factors that influence behavioral intentions to use new technologies. The four variables in UTAUT are: Performance Expectancy (PE) refers to the degree to which individuals feel that using the system is helpful to their work. Effort Expectancy (EE) refers to the effort required by individuals to use the system. Social Influence (SI) refers to the degree of influence an individual feels by the surrounding group. Facilitating Conditions (FC) refers to the individual feels that the organization is affected by related technologies and equipment Level of support for system usage.

Plenty of live broadcast platforms attach great importance to the closed loop of pan-knowledge content production to consumption to form a healthy knowledge payment ecosystem. It is understood that in addition to live broadcast rewards, lawyers on some live broadcast platforms can also increase their income through book sales, paid courses, and online communication and offline meetings with clients. The increase in income enables lawyers to produce high-quality content for clients, forming a win-win situation. A lawyer with tens of millions of fans means tens of millions of legal needs. Combination of short video and live broadcast can not only be used as a popular legal popularization tool, but also can achieve targeted legal popularization for special groups.

In this research, performance expectancy (PE) refers to the degree to which lawyers feel that using the live broadcast platforms is helpful to get more customers. Effort expectancy (EE) refers to the effort required by lawyers to use the live broadcast platforms. Social influence (SI) refers to the degree of influence a lawyer feels by the surrounding group. Facilitating conditions (FC) refers to the lawyer feels that the organization is

affected by related technologies and equipment level of support for live broadcast platform usage. Furthermore, trust is also applied to the research model, because some platforms failed to share income with lawyers in a timely manner, and recommend lawyers' fans to other businessmen, thus losing lawyers' trust in the platform. Therefore, trust in this research is that the live broadcast platform gives lawyers a reliable profit sharing and protects the intellectual property and privacy of lawyers.

Thus, the hypotheses are as follows:

- H1. Trust has positive effect on lawyers' usage in live broadcast platforms.*
- H2. Performance expectancy has positive effect on lawyers' usage in live broadcast platforms.*
- H3. Effort expectancy has positive effect on lawyers' usage in live broadcast platforms.*
- H4. Social influence has positive effect on lawyers' usage in live broadcast platforms.*
- H5. Facilitating conditions has positive effect on lawyers' usage in live broadcast platforms.*

Figure 1 is the research model.

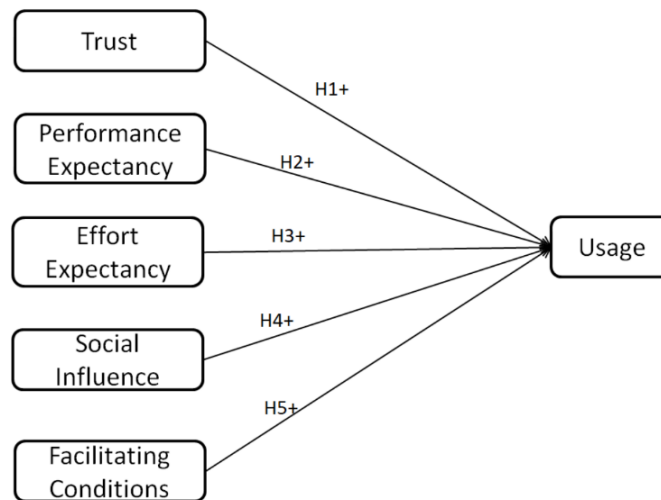


Figure 1. Research model.

#### 4. Methodology

It was necessary to survey lawyers in different law firms that are quite familiar with live broadcast platforms. With the help of BQ law firm, we collected data from 27 law firms in China, each through a contact person who worked in a managerial position. The contact person of each law firm randomly selected 3–10 lawyers and contacted them by phone. They were invited to complete an online survey. Respondents were offered two movie coupons as award. A total of 150 responses were received in two weeks. The response rate was 39%.

Trust construct was measured using three items based on Sun, Dedahanov, Shin, and Li (2021). The items are: 1. Some live broadcast platforms are trustworthy. 2. Some live broadcast platforms keep promises and commitments. 3. I trust some live broadcast platforms because they consider my best interests. They were rated on a seven-point Likert scale (1 strongly disagree, 7 strongly agree).

Performance expectancy construct was measured using three items based on Sun, Dedahanov, Shin, and Kim (2019). The items are: 1. Using live broadcast platforms can sometimes help overcome the troubles in daily law work. 2. Using live broadcast platforms will increase my productivity. 3. Using live broadcast platforms can sometimes improve the efficiency of my work. They were rated on a seven-point Likert scale (1 strongly disagree, 7 strongly agree). Effort expectancy construct was measured using three items. The items are: 1. learning how to use live broadcast platform is easy for me. 2. My interaction with live broadcast platform is clear and understandable. 3. It is easy for me to become skilful at using live broadcast platform. They were rated on a seven-point Likert scale (1 strongly disagree, 7 strongly agree). Social Influence construct was measured using three items Based on Wu, An, Wang, and Shin (2022). My colleague suggested that I use live broadcast platforms. 2. There are positive reports about live broadcast platforms in the media. 3. In general, most people welcome live broadcast platforms. They were rated on a seven-point Likert scale (1 strongly disagree, 7 strongly agree). Facilitating conditions construct was measured using three items based on Sun et al. (2019). 1. I have the resources necessary to use live broadcast platforms. 2. I have the knowledge necessary to understand live broadcast platforms. 3. I can get help from others when I have difficulties using live broadcast platforms. They were rated on a seven-point Likert scale (1 strongly disagree, 7 strongly agree).

#### 5. Results

Smart-PLS was applied to this test because live broadcasting is new and PLS technics has advantages in testing new model. In the meantime, PLS technics can prevent restrictive distributional assumptions as well as

allow modelled latent constructs by formative indicators. Therefore, Smart-PLS 3.0 was chosen to test the research model. Table 1 shows a demographic statistics description.

Table 1. Demographic statistics description.

| Category                    | Subject        | N   | %     |
|-----------------------------|----------------|-----|-------|
| Gender                      | Male           | 61  | 40.7% |
|                             | Female         | 89  | 59.3% |
| Education Level             | Bachelor       | 100 | 66.7% |
|                             | Master         | 41  | 27.3% |
|                             | Ph.D           | 9   | 6.0%  |
| Yearly Income (US dollar)   | <20000\$       | 58  | 38.6% |
|                             | 20000-50000\$  | 49  | 32.6% |
|                             | 50000-100000\$ | 32  | 21.5% |
|                             | >100000\$      | 11  | 7.3%  |
| Usage Frequency (Per month) | <3 time        | 102 | 68.0% |
|                             | 3-8times       | 33  | 22.0% |
|                             | >8 times       | 15  | 10.0% |

Table 2. Convergent validity, composite reliabilities testing results.

| Construct              | Item | Standardized Loading | AVE   | Composite Reliability | Cronbach's $\alpha$ |
|------------------------|------|----------------------|-------|-----------------------|---------------------|
| Trust                  | T1   | 0.801                | 0.791 | 0.861                 | 0.868               |
|                        | T2   | 0.787                |       |                       |                     |
|                        | T3   | 0.765                |       |                       |                     |
| Performance expectancy | PE1  | 0.858                | 0.812 | 0.869                 | 0.854               |
|                        | PE2  | 0.856                |       |                       |                     |
|                        | PE3  | 0.851                |       |                       |                     |
| Effort expectancy      | EE1  | 0.835                | 0.801 | 0.864                 | 0.856               |
|                        | EE2  | 0.850                |       |                       |                     |
|                        | EE3  | 0.846                |       |                       |                     |
| Social Influence       | SI1  | 0.860                | 0.827 | 0.874                 | 0.886               |
|                        | SI2  | 0.864                |       |                       |                     |
|                        | SI3  | 0.862                |       |                       |                     |
| Usage                  | U1   | 0.846                | 0.793 | 0.862                 | 0.880               |
|                        | U2   | 0.835                |       |                       |                     |
|                        | U3   | 0.852                |       |                       |                     |

Table 2 gives an evaluation of research model's basic results. The values of all variables' Cronbach's alpha and composite reliability are all above the threshold value (0.7) (Sun, Dedahanov, Shin, & Kim, 2020). The values of AVE are all above the threshold value (0.5). Standard loadings are all above the threshold (0.6) (Sun, Dedahanov, Shin, & Li, 2021). Therefore, the research model's convergent validity and reliabilities are supported.

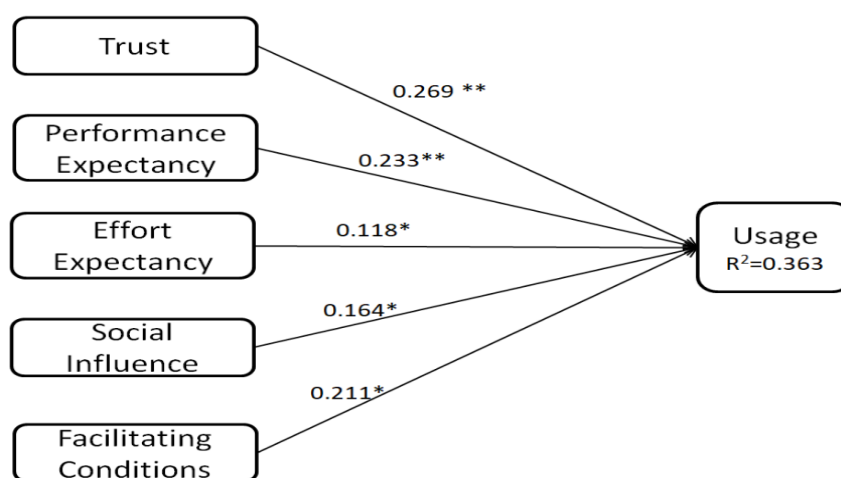


Figure 2. Structural model note: Standardized coefficients.

Note: \*\*P < 0.01; \* P < 0.05.

Figure 2 illustrates the PLS analysis results including standardized path coefficient and confidence level. The path coefficient is a standardized regression coefficient that represents the direct impact of one variable on another variable. Trust has a significant positive effect on live broadcast platform usage with path coefficient 0.269 and P value is less than 0.01. Performance expectancy has a significant positive effect on live broadcast platform usage with path coefficient 0.233 and P value is less than 0.01. Effort expectancy has a significant positive effect on live broadcast platform usage with path coefficient 0.118 and P value is less than 0.05. Social Influence has a significant positive effect on live broadcast platform usage with path coefficient 0.164 and P value is less than 0.05. Facilitating conditions has a significant positive effect on live broadcast platform usage with path coefficient 0.211 and P value is less than 0.05. Based on the structural model, it shows usage can be explained by all the five independent variables in variance proportion of 36.3%.

## 6. Conclusion

To increase the lawyers' trust to live broadcast platforms, it is suggested to establish a live broadcast platform trust index. When platform's trust index is high, lawyer's business rights and interests will have more protection. The trust index can include multiple dynamic evaluation indicators such as the quality of the platform provider's network, the quality of offline services, the speed of the platform's payment to lawyers, the lawyer's live broadcast experience, promotion and social evaluation before and after the live broadcast. To increase the performance expectancy, the live broadcast platforms are suggested to set up a dedicated lawyer live broadcast service department to provide full guidance and advice on lawyer live broadcast. To increase the effort expectancy, the live broadcast platforms can co-operates with law firms and develop a system where lawyers can directly log in to the platform and start live broadcasts. It can also design different lawyer service interfaces, so that civil affair lawyers, criminal defences attorney and economic affaire lawyers can offer different services in them. To increase the social influence, the live broadcast platforms could launch some famous lawyers for live broadcasting and push their live broadcasts to more clients. It can also invite well-known lawyers to tell classic cases in the live broadcast room, thereby attracting more potential clients. Free legal live broadcasts should also be vigorously pushed to low income clients. To increase the facilitating conditions, the live broadcast platforms can provide lawyers with paid live broadcast services, so that those young lawyers can make money through live broadcasts, thereby enhancing the enthusiasm of young lawyers. Free tablets and phones pre-installed with the live broadcasting platform software can also be sent to prominent law firms, encouraging lawyers to join the live broadcasting.

More and more lawyers are entering the field of live broadcasting, and legal short videos show a dissemination power that cannot be ignored. The reason for the success of the lawyer's live broadcast is that it is useful for both lawyers and clients. Live broadcast platforms and lawyers need to cooperate to provide professional content that meet users' aesthetic expectations. Law firms should seize the opportunity of live broadcast to establish a professional operation team. Fully considering user attribute, law firms can create more interesting short videos, and then encourage clients to communicate with lawyers by online and offline channels.

## 7. Limitations and Future Research

Although this article studies the factors that affect lawyers' acceptance of live broadcast platforms, it ignores the factors that affect clients' acceptance of lawyers' live broadcasts. Future research should study the acceptance of lawyers' live broadcasts from the perspective of clients. Furthermore, the survey object of this study is limited to lawyers in China, and future research should include lawyers from countries with different legal systems.

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