

The Factors Influencing Purchase Intention During Livestream Shopping

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Abstract

During the Covid-19 pandemic, live-streaming commerce emerged as a new consumption phenomenon that has undergone rapid growth. However, attempts to understand this phenomenon have not focused on the psychological processes of the buyers so far. This study explores the factors influencing purchase intention during live-streaming commerce. The study employed a quantitative research method and collected data through questionnaires collected from people in Thailand with a focus on people living in Bangkok and its vicinity. A total of 235 respondents participated through convenience sampling. Descriptive statistics and multiple linear regression analysis were applied for data analysis. The results reveal that utilitarian value, trust in the product, and a low price are the significant factors that need to be emphasized when conducting business via livestream shopping. The implications of this research can support businesses and marketers in developing appropriate strategies to drive purchase intention during live-streaming shopping events.

Keywords: livestream commerce, consumer motivation, marketing attributes, utilitarian value, hedonic value, consumer behavior

Literature review

The growth of online shopping has generated considerable interest among academic researchers (Rohm and Swaminathan, 2004). To be specific, researchers have begun exploring which factors trigger purchase intention. In the present day of online commerce, small individual sellers and retailers use live streaming as a direct selling channel to demonstrate and sell their products (Chandruangphen et.al, 2022). The existence of this livestream commerce has changed the behavior of online shopping to be more dynamic and interactive (Chan and Asni, 2022). Live streaming is the broadcasting of video content in real-time over the internet, which allows viewers to watch content as it is being created or performed rather than having to wait for a pre-recorded video to be uploaded. Live streaming can be applied for various purposes, such as in the areas of entertainment, education, marketing and communication. The growth of livestream commerce can also be attributed to well-known social media platforms such as Facebook, Instagram, YouTube and TikTok, all of which have added live-streaming

features to their platforms. Additionally, live streaming can now be accessed conveniently due to increases in high-speed internet connections (Rogers, 2023)

An effective live streaming strategy could increase consumers' online purchase intention by decreasing the psychological distance and perceived uncertainty of online shopping (Wu, 2021) However, although livestream purchase intention can be stimulated by several factors, these have not been extensively investigated and it is not clear which factors contribute to its success.

Livestream shopping attributes

Livestream shopping is defined as the delivery of e-commerce transactions through a real-time streaming platform, creating a virtual space that is highly interactive for both streamers and consumers (Chan & Asni, 2022). Some of the key attributes of livestream commerce are how the sellers interact with their viewers, such as their politeness and sense of humor, as well as the background ambience of their store, among others. Sowmong (2022) points out that among the five important criteria of purchase intention—entertainment, informativeness, attractiveness, expertise and trustworthiness—the factor having the greatest impact on purchase intention is trustworthiness. This statement is supported by (Choudhury & Karahanna, 2008), who concluded that purchase inclination will be increased if the trustworthiness of the people selling these products and services can be verified. In addition, information quality plays an important role in enhancing purchase intention because, in the absence of information to evaluate physical products, buyers who act on incomplete information that may be inaccurate or incomplete face the risk of either buying defective goods or experiencing uncertainty in their buying decisions (Budhaye & Oktavia, 2023).

Apart from the streaming attributes mentioned earlier, Taleizadeh et al. (2018) found that a product's selling price also affects customer demand. Thereby, a low price can also be used as a competitive factor when selling via live streaming. Chan and Asni (2023) supported this statement by confirming that the price in an online store is cheaper than the relative price in a traditional store or physical store because the setup and operating costs can be minimized. As a result, attractive pricing can be utilized to create a competitive advantage in livestream commerce.

Based on these findings, the following hypotheses are proposed:

H1: Trust in the seller has a positive effect on purchase intention in livestream commerce.

H2: Trust in the product has a positive effect on purchase intention in livestream commerce.

H3: Low prices have a positive effect on purchase intention in livestream commerce.

Customer Motivation

As stated by Tyagi et al. (2022), there are numerous types of motivation that cause consumers to behave in a particular way when deciding to make a purchase, such as when engaging in recreational shopping, window shopping, utilitarian shopping and economic shopping. Two factors will be examined in this paper—hedonic and utilitarian—as they were found to be significant by Kim (2005). In addition, To et al. (2007) reported that both hedonic and utilitarian shopping motives coexist among consumers, and while one may tend to control a few consumers over others, both influence their actions. According to Singh et al. (2023), the utilitarian motive is always related to functional factors, while the hedonic motive

is related to the entertainment dimension. Consumer behavior not only implies the fulfilment of functional needs but also involves emotional motivations as well.

Hedonic motivation

Hedonic attributes are described as the characteristics associated with an individual's sensory experiences based on their emotions and satisfaction (Hong et al., 2023). Hedonic motivations can be described as the pleasure derived by a consumer from their shopping experience (Anderson et al., 2014). To measure this motivation, a six-factor hedonic scale was developed by Arnold & Reynolds (2003), consisting of adventure, gratification, role, value, social, and idea shopping motivations. These six hedonic motivations are fundamental to enjoyable shopping outcomes and are relevant to the customer experience. Andira et al. (2023) stated that the hedonic components are connected to emotional customers, as they make consumers feel glad, hateful, or angry while they purchase. Thus, the relationship between hedonic motivation and purchase intention via livestream shopping is hypothesized as follows:

H4: Hedonic motivation has a positive effect on purchase intention in livestream commerce.

Utilitarian motivation

Teller et al. (2008) stated that the utilitarian values of shopping relate to consumers looking out for and concentrating on the most generic goals of shopping such as, for example, to get the right product for the right price and at a minimum effort or cost. Utilitarian value also relates to the importance of convenience in making a shopping experience more enjoyable and easier. In e-commerce, customers seek utilitarian benefits such as by comparing prices (Bilgihan, 2016). Kim (2005) identified two dimensions of utilitarian motivation: efficiency and achievement. Efficiency refers to the needs of consumers to save time and resources, while achievement relates to a goal-related shopping orientation where success in finding specific products that were planned for at the outset of the trip is important. The relationship between the utilitarian motivation and purchase intention via livestream commerce is therefore hypothesized as follows:

H5: Utilitarian motivation has a positive effect on purchase intention in livestream commerce.

Conceptual framework

Figure 1 represents the framework for understanding the factors influencing purchase intention in the context of livestream commerce.

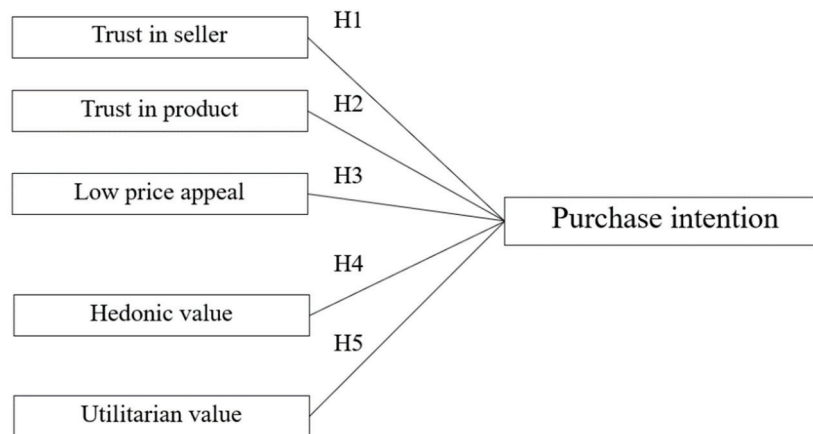


Figure 1 : Conceptual framework

Methodology

This study employed a quantitative research method and collected data through a questionnaire. This research targeted a group of people who are much savvier in their understanding and use of technology because it has emerged and developed throughout their youth. As such, the capacity to absorb and master technology and information effortlessly, especially online, has become both a culture and a habit for them.

A questionnaire survey was developed to test the conceptual model. The questionnaire survey consisted of six parts. The first part covered the issues of screening by asking respondents buying experience via livestream shopping. In the second part, respondents were asked to provide information regarding with buying attitude. The third part is a motivation to buy via livestream shopping. The fourth part is buyer opinions when watching live-streaming. The fifth part is about livestream shopping buying behavior, and the last part is about general personal information. A formal online questionnaire was distributed to people through widely utilized social media tools.

A questionnaire was constructed in Thai and distributed among people who use social commerce and participate in livestreaming commerce, the questionnaire used in this study utilizes a five-point Likert scale ranging from (1) "strongly disagree" to (5) "strongly agree." Screening questions were applied to ensure that prospective respondents had relevant experience in using social commerce platforms and live commerce channels. Suitable respondents were identified through convenience sampling and a total of 235 usable questionnaires were collected.

Results

As presented in Tables 1 and 2, descriptive statistics and Pearson's correlations were applied for initial data checking. All reliability coefficients were above 0.70, which is acceptable (Nunnally, 1978).

Table 1 : Descriptive Statistics

Variable		n	%
Gender	Male	72	30.6
	Female	163	69.4
Status	Single	229	97.4
	Married	6	2.6
Education	Lower than Bachelor's degree	7	3
	Bachelor's degree	223	94.9
	Higher than Bachelor's degree	5	2.1

Table 2 : Correlations

Cronbach's alpha		1	2	3	4	5	6
Utilitarian Value	0.906	1	.620**	.557**	.578**	.474*	.628**
Hedonic Value	0.918	.620**	1	.597**	.603**	.586**	.567**
Trust in seller	0.898	.557**	.597**	1	.739**	.607**	.607**
Trust in product	0.874	.578**	.603**	.739**	1	.635**	.652**
Low price appeal	0.866	.474**	.586**	.607**	.635**	1	.589**

**Correlation is significant at the 0.01 level (2-tailed).

Table 3: Data analysis

Hypothesis	Data analysis				
	b	Beta	t	Sig	Interpretation
Consumer motivation					
Utilitarian Value	0.328	0.302	5.028	0.000	Supported
Hedonic Value	0.061	0.061	0.957	0.339	Not supported
Marketing attributes					
Trust in seller	0.121	0.117	1.678	0.095	Not supported
Trust in product	0.234	0.241	3.328	0.001	Supported
Low price appeal	0.162	0.177	2.869	0.004	Supported

R-SQUARE = 0.555, F = 57.175 *P≤0.05

Independent variable = Utilitarian value, Hedonic value, Trust in Seller, Trust in Product, Low Price Appeal

Dependent variable = Consumer Purchase Intention

Table 3 summarizes an analysis of the factors influencing purchase intention in video livestream commerce. When combining all variables, the results of R-Squared analysis is at .555, with the value of the coefficient of determination indicating that all independent variables (Consumer motivation and Marketing attributes) can explain the dependent variable, which is consumer purchase intention, by 55.5%.

In terms of the sub-variable of consumer motivation, this independent variable showed that utilitarian value had a significant influence on consumer purchase intention (Sig.=0.000). However, for the hedonic value, the result was insignificant (Sig.=0.339)

According to the marketing attributes independent variables, which consisted of trust in seller, trust in the product and low price appeal, the analysis showed that trust in the product and low price appeal had significant effects on consumer purchase intention (Sig.= < 0.01). However, the result for trust in the seller showed that its effect on consumer purchase intention was not supported (Sig.=0.095)

Additionally, the absolute value of the standardized beta coefficient showed that utilitarian value (Beta = 0.302) had the strongest effect on consumer purchase intention, followed by trust in the product (Beta = 0.241), low price appeal (Beta = 0.177), trust in the seller (Beta = 0.117) and hedonic value (Beta = 0.061). Therefore, it can be concluded that the factor which had the greatest effect on consumer purchase intention is utilitarian value, while hedonic value had the weakest effect on consumer purchase intention.

Conclusion

The results from this study reveal that consumer motivation and marketing attributes can act as influencing factors that drive purchase intention in relation to livestream shopping. From these findings, it is clear that utilitarian value, trust in the product and low price appeal are factors that need to be emphasized when conducting business via livestream shopping. On the other hand, hedonic value and trust in the seller were found not to be crucial factors influencing consumer purchase intention in this context.

Discussion

This research studied the influence of five independent variables—utilitarian value, hedonic value, trust in the seller, trust in the product and low price appeal—on the purchase intention of consumers engaging in livestream shopping. The results show that three out of these five independent variables are supported, which means that utilitarian value, trust in the product and low price appeal have an influence on consumers' purchase intention in the context of livestream shopping, while trust in the seller and hedonic value were not found to have any influence on the purchase intention of consumers when they engage in livestream shopping.

In terms of consumer motivations, even though there are differences between online and traditional shopping behaviors, there are also similarities in terms of shopping motivation. Therefore, hedonic and utilitarian shopping motivations are also valid for online shopping (Saygili & Sutetemiz, 2020). Childers et al. (2001) emphasized that an online shopping environment must be made more attractive and entertaining in order to motivate utilitarian shoppers with useful and interactive components, while hedonic shoppers can be motivated with factors such as the use of images, videos, colors, music, games and animations. For many consumers, shopping is more than a utilitarian experience of meeting the need

for a particular service/product. It may be used for several other purposes, such as overcoming loneliness, relieving stress, realizing fantasies and escaping one's daily routine.

Cai et al. (2018) also concluded that there are two types of motivations when consumers have an intention to engage in livestream shopping: utilitarian motivation and hedonic motivation. The results in the present study show that hedonic value does not have an influence on consumer purchase intention in the context of livestream shopping, which contradicts the findings of Lin et al. (2023), who reported that engaging in online shopping is a voluntary and pleasurable action, prompting users to participate in this activity. Moreover, Çavuşoğlu et al. (2020) confirmed that the feelings of joy, pleasure, and excitement significantly influence consumers' behavior, encouraging them to make purchases. Also, shoppers tend to appreciate a shopping experience that provides entertainment and enjoyment. However, according to the results of this paper, consumers tend to make a decision to buy products by focusing on their practicality, usefulness and effectiveness when engaging in livestream shopping. As a result, products with utilitarian value might be more dominant in terms of positively affecting buying intentions.

In terms of marketing attributes, trust in the seller can be defined as the customer's belief that the seller is competent and reliable enough to serve the customer's long-term interests (Crosby et al., 1990). Swan et al. (1999) found that trust in a salesperson creates a successful sales relationship through positive customer attitudes, intentions, and behaviors. However, according to the findings of Chandruangphen et al. (2022), trust in the seller has a significant positive influence on consumer intention to purchase, which does not align with the findings from this research paper. Zhou et al. (2023) also supported the positive effects of trust in the seller by pointing out that in livestream commerce, the reputation of the seller and trust in the streamer significantly influence consumer purchase attitudes. This statement is supported by the study of Wang et al. (2022), who reported that trust in the seller is a strong determinant of consumer purchase intention. Trust in the seller is built on the seller's provision of information to the consumer. Perhaps a plausible explanation for this is that individual behavior is more likely to be affected by relevant information from the group but not by group norms in the combined context of social media and e-commerce, which leads consumers to tend to trust in the sellers.

Two other factors that play an important role in driving purchase intention are trust in the product and low price appeal. A product's trustworthiness can be shown in various forms, such as trust in the product's size, product accuracy, ease of operation, and ease of maintenance. Products can be in the form of tangible objects or services offered to customers who are willing to pay for them (Asrilsyak et al., 2021). When presenting a product to a customer, the core of the product and the value it adds need to be focused on in order to meet the needs and desires of customers, as pointed out by Hashim and Hamzah (2014). These findings indicate that a product's trustworthiness can significantly influence purchase intention.

One of the most practical and widely adopted methods used by online sellers or livestream retailers is price attractiveness, which can then generate price appeal. According to He et al. (2022), enhancing price appeal has frequently been seen as a highly successful marketing strategy in livestream commerce due to its ability to fulfil both the practical and the emotional needs of customers simultaneously. Moreover, a positive customer experience, happiness and excitement can be obtained via various price strategies, such as special sales, discount coupons, buy-one-get-one-free offers, gifts and conditional low-price offerings (Souiden et al., 2019). Additionally, Broekhuizen and Huizingh (2009) stated that a

compelling price offered during live streaming events can help customers save money, which is the basic element of utilitarian value.

Academic contribution and practical implications

This research provides numerous practical implications in the context of livestream shopping that be beneficial for the management, marketers, and individual sellers who consider using livestream commerce as a solution to promote or sell their products and services. The initial suggestion is that when using livestream shopping to attract utilitarian customers, practical benefits and value must be implemented. For example, sellers should emphasize how their product or service meets particular needs or solves problems efficiently with a focus on aspects such as durability, reliability, functionality and convenience. In terms of pricing, utilitarian customers are often price-conscious and seek the best offer. Therefore, offering competitive prices that provide clear cost savings or value for money compared to alternatives in the market is important to this group of consumers. In terms of creating trust in the seller and trust in the product, utilitarian customers appreciate transparency to help them make informed decisions based on practical considerations. As such, detailed information about product features, specifications, and performance should be provided. Ensuring consistent quality in the product and building trust with utilitarian customers can be achieved by offering quality assurances and certifications in order to reassure utilitarian customers of the reliability and durability of the products.

Social proof can help to build confidence and credibility. Therefore, positive reviews and testimonials from satisfied utilitarian customers who have benefited from a product's practical advantages should be provided as well. Utilitarian customers value reliability and appreciate companies that stand behind their products. In order to support this preference, customer service and effective after-sales support to address any issues or concerns swiftly must be applied. By implementing these strategies mentioned above, sellers can effectively attract utilitarian customers by demonstrating how the tangible benefits and value of their products or services meet the practical needs of consumers and thereby increase their purchase intention in the context of livestream shopping.

In terms of academic contribution, in the evolving landscape of e-commerce, the convergence of Artificial Intelligence (AI) and live-streaming shopping has emerged as a game-changer. This synergy presents a novel approach to understanding and influencing consumer behavior. The synergy between AI and research on live stream shopping and purchase intention is transformative, reshaping the landscape of e-commerce and consumer behavior. For instance, personalized recommendations, real-time data analysis or interactive communication such as AI chatbots and virtual assistants facilitate interactive communication between streamers and viewers during live-streaming shopping sessions. However, this study is in the exploratory stage, which requires several key steps and considerations that are undertaken to deepen understanding and set a solid foundation for subsequent investigations. For example, utilize qualitative research methods such as interviews, focus groups, or ethnographic observations to gather rich, in-depth insights from participants. Qualitative data can provide nuanced perspectives and uncover underlying motivations and behaviors that may not be captured through quantitative methods alone. Moreover, this is considered an exploratory study. Future studies can collect data from various generations and across countries to understand streaming commerce in more detail.

Limitations and future research

The first limitation of this study is that the data used in the analysis were gathered from people the majority of whom are from Generation Z. As a consequence, the results may be limited to this generation. To address this, it is suggested that future research include participants from Generation X or Generation Y to generate more insightful details related to purchase intention in the context of livestream shopping. Secondly, the data were collected only from urban areas (Bangkok and vicinity). As a result, the accuracy of the results could be improved by expanding the collection area to include more rural settings. Lastly, in order to gain an understanding of the factors that drive purchase intention, future research could be conducted in other countries. Future research should also consider assessing other independent variables that can influence purchase intention in the context of livestream shopping, such as perceived entertainment, perceived ease of use, promotions, social interaction, etc. Moreover, the research should be expanded into particular markets, such as healthcare, education, automobile sales, and financial services.

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