An Exploratory Analysis of How Live Broadcasting Affects Customer Decisions: A Case Study on Tao-Bao among Chinese Consumers

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Abstract

The present work aimed to explore how the customers' decision is impacted by live broadcasting. A model was formulated for this purpose with trust in live streaming, the credibility of live streaming, customer motivation of live streaming, customer impulsive behaviours as predictor variables, and consumer purchase intention as the outcome variable. The convenience sampling technique was employed to recruit 412 respondents, which comprised consumers who viewed live streaming on Taobao. Questionnaires were used to gather data from the respondents on the variables studied in this research. The data was analyzed using descriptive statistical ANOVA and linear regression and the findings supported the hypothesized association. It was reported that trust in live streaming, the credibility of live streaming, customer motivation for live streaming, and customer impulsive behaviours were significantly and positively related to consumer purchase intention. In addition, the obtained regression model was reported to be significant, which suggested that the consumers' purchase intentions are influenced by the trust and credibility of live streaming and the motivation and impulsive behaviours of the consumers.

I. INTRODUCTION

Many new developments in communication have been invented in today's globally interconnected and technologically sophisticated society. With the introduction of the internet and advanced communication technologies, many new opportunities have been offered in various businesses (Bai, Cordeiro, & Sarkis, 2020). Numerous innovative breakthroughs in communication have been made, and new opportunities have arisen. Because of the revolutionary innovations that have occurred, the internet has made it possible to communicate worldwide. Streaming live is among the technological advances that online shopping businesses are implementing to help customers, and the current study is focused on this innovation (Rocha, 2012).

Via the internet, various social networking sites (SNSs) and social media have significantly changed how individuals receive news and information in modern society. Currently, a novel way to impart information is through influencers, which is a term used to describe an individual whose social media account with a significant volume of followers (such as WeChat, Instagram, or YouTube) having a profound impact on the viewers (Lou & Yuan, 2019). Meanwhile, an influencer is considered the first generator of specific content, based on their expertise. Therefore, brands can hire influencers to generate more value by posting valuable content and regularly updating their social media content, persuading their followers. Generally, influencers have both entertainment and information values in the market (Dao, Le, Cheng, & Chen, 2014) as they create posts to introduce products and relevant alternatives to their followers, offering them an enjoyable experience.

Additionally, in the recent times live streaming has given marketers a lot of options in the world of global communication. Global communication is described as transmitting a message from one person to another,

anywhere on the globe (Orbe & Orbe, 2018). The current study focuses on live streaming, facilitating merchants in one part of the globe to connect with consumers in another part of the world in real-time. Nowadays, many managers use live streaming to communicate with customers about when they want to have a live look at the products, facilitating easier selling and buying across countries (Clemes, Gan, & Zhang, 2014). As for Chinese consumers, Chen, Liu, and Lin (2019) have reported that they look for a shopping experience with a higher level of trust and opportunities for direct communication. Chinese consumers' preference is increasing for online shopping, but they are more concerned about conveniently getting the right product, in the absence of uncertainty (Zhao, Lee, & Copeland, 2019). Taking this into account, the current research study focuses on innovation in online purchasing, namely live streaming.

Further, live commerce is an innovative type of teleshopping that has gained popularity among younger generations in a few countries, notably China. According to data, live streaming rose by 180% in China between 2016 and 2017 (Sekaran & Bougie, 2016). The last Singles Day, known as the biggest sales day in China, Alibaba started a live streaming/broadcasting with the name 'See now, Buy Now' fashion show which allowed customers to purchase the latest clothes from the top brands on its TMall platform. This strategy helped reach a sales record of US$ 17.7 billion, which is significantly higher than the sales of the last year (Hallanan, 2018). This sales strategy also incorporated more than 10,000 celebrities in the live broadcasting to review food and baby products, sports, shopping, beauty, and entertainment. At Alibaba, the live shopping conversation rate has increased from 10% to 20% on its TMall platform, while it has increased to 30% on its Taobao platform. With the help of payment solutions like AliPay and WeChat Pay, it has become

easier for 600 million active users to pay while watching any video (Lavin, 2018).

However, e-commerce has remained the centre of attention for researchers in the past two decades. Therefore, a shift in business practices has also called for a shift in live streaming in e-commerce (Fang, 2018). This technology enables customers to cope with numerous related hazards and acquire what is displayed on the screen in real-time. In China, more than 100 million viewers watch online video events every month (Yang, 2018). Yang (2018) elaborated that this live streaming feature involves an online video where sellers or marketers demonstrate a product and answer all the questions raised by the digital audience using smartphones.

On a parallel end, western countries are also experiencing the popularity of live streaming on Facebook live and other similar websites and applications (Haimson & Tang, 2017). However, the growth of live streaming in China has been more dominant since last year. In addition to brands, many celebrities have also started to focus on live streaming (Lavin, 2018). It seems to impact a growing number of live e-commerce investors over several months. For example, Tencent has planned to invest money and resources valuing US$ 294 million in its live-streaming platform named Now Live. Likewise, the competitors like Huya invested US$ 75 million in 2017, and Huajiao again paid US$45 million in September 2016 (Soo, 2018). Many brands have already made their favourite channels, including Taobao Live, China Daily & China Live Stream, to communicate with customers and boost sales. A recent report conducted by a firm, Kleiner Perkins (as cited in Fang, 2018) showed that live broadcasting has emerged as a number one source of revenue per hour in the Chinese market context becoming live broadcasting is the leader in comparison to other modes of business over the Internet like radio, videos, mobile games and music.

This indicates that live streaming in China needs the attention of practitioners and academic scholars. The event-driven nature and entertaining forms, mobile payment alternatives, and celebrity engagement have contributed to live streaming's increased reputation. Through such strategies, live broadcasting and live streaming have become more attractive and can help boost customer engagement and motivate them to make purchasing decisions (Bründl & Hess, 2016).

However, even though live broadcasting is an explicitly promising marketing tool (Matsumoto, Ishi, Yoshihisa, Kawakami, & Teranishi, 2017), companies still face difficulties. A major gap in research has been found to be the application of live broadcasting to enhance client engagement. This problem is essential since modern marketers use live streaming to reach a significant proportion of their customer base. Because the issue in this study has not been thoroughly explored and requires empirical evidence, this study investigates why customers choose to rely on live streaming in online purchasing. Further, this knowledge will add on to the academics by providing a theoretical base through the relationships explored via the conceptual framework.

According to the literature, the reasons that affect live streaming include the risk customers face when purchasing online and their desire to enhance their odds of receiving the same product quality displayed on the homepage (Cai, Wohn, Mittal, & Sureshbabu, 2018). Considering this, the current research will consider the aspects of trust and credibility. Particularly, to achieve the research purpose, it is necessary to explore the following research problems: how brands in Taobao promote consumers' trust towards live streaming and how brands in Taobao promote consumers' credibility toward live streaming.

Therefore, the objective of this research is to examine factors including how the trust in live streaming, the

credibility of live streaming, customer motivation, and impulsive customer behaviours related to streaming live used by brands on the Taobao e-commerce platform influence the purchase intention of the consumer

The following research questions will be explored:

- What factors related to the online marketing of Taobao influence consumer purchase intentions?

- What socio-demographic factors affect the trust in live streaming, the credibility of live streaming, customer motivation, impulsive customer behaviours, and consumer purchase intention?

Further, in the following passage, the scope of this study is elaborated. The current study is adopting a survey research method along with quantitative analysis. To explore this topic, participants in this survey are consumers who have viewed live streaming on Taobao. A model is being formulated for this purpose with trust in live streaming, the credibility of live streaming, customer motivation of live streaming, impulsive customer behaviours as predictor variables and consumer purchase intention as the outcome variable. The convenience sampling technique is being employed to recruit 412 respondents, which comprise consumers who viewed live streaming on Taobao. Questionnaires are used to gather data from the respondents on the variables studied in this research.

Conducting this research becomes imperative due to the gaps established before, and the benefits of the current research include the following. Firstly, the present work implies offering how brands on e-commerce platforms increase consumer satisfaction and stimulate their purchasing desires. Secondly, the current study explores how brands on e-commerce platforms design live streaming marketing strategies to increase their sales. Thirdly, the present research could help suggest how brands on e-commerce platforms increase trust and credibility toward live streaming.

Therefore, through the abovementioned aspects, the current research will successfully add to the literature implications.

The connotations accepted for the terms used throughout the text are as follows:

Trust in live streaming refers to the degree of faith a consumer holds in live streaming sessions.

The credibility of live streaming refers to the authenticity and conceiving ability of live streaming.

Customer motivation for live streaming: It refers to consumer characteristics satiated with shopping behaviour that encourage the customer to participate in live streaming.

Customer impulsive behaviours: It refers to the ability of the customer to regulate their behaviours during lives streaming sessions.

Consumer purchase intention: It refers to the intent of the consumer to purchase the products or services during live streaming on e-commerce platforms.

II. LITERATURE REVIEW

Online purchasing has completely transformed the world, and everyone is now participating in the process. Live broadcast is a new phenomenon in online buying that has become an essential component of many online businesses. Taobao (managed by Alibaba group) is the largest online shopping platform, having implemented its live-streaming platform named Taobao Live streaming. The critical characteristic of Taobao's live streaming platform is interactivity referring to high-quality two-way visual interaction between the seller and buyer (Chen et al., 2019). In China, Taobao's live streaming relies on famous celebrities (called Wang Hong) and has significant value on various social media platforms (Johnson & Woodcock, 2019).

Pappas, Kourouthanassis, Giannakos, and Chrissikopoulos (2016) report that many websites often work to get the

information which eventually leads to hacking and identity theft. Some businesses offer products similar to what is shown in the pictures, but their quality is not original. Consumers' trust in online shopping has decreased in response to such scams. Therefore, e-commerce websites are currently encountering the challenge of attracting new customers (Hernandez, Alvarez, Fabra, & Ezpeleta, 2017). Liaukonyte, Teixeira, and Wilbur (2015) have reported that a single poor experience on any online shopping website discourages the customers from shopping online again. Interventions are needed to solve such concerns, and one such strategy is live broadcasting of products / online video selling / live streaming of products. There is a massive dearth of research as very few studies have been conducted on this phenomenon, leading to a vacuum of knowledge regarding it. Hence, the present research focuses on this aspect. The following section will discuss this concept's main features, functions, and potential to examine how online commerce websites can adopt this and the customers' motivations to rely on it.

A. Applications of Live Streaming and Building of Trust

Online shopping dominates the consumer market, where retailers find new ways to innovate and engage with customers and live streaming offers numerous opportunities for brands to easily do that (Matsumoto et al., 2017). This communication enables the customers to develop trust in brands (Kim & Ko, 2012) by providing assistance, post-sales support, advice, text chat, real-time video, and voice to customers. Therefore, live streaming can collaborate the mentioned contexts to offer customers an interactive and tailored online platform that can deliver excellent customer service (Barra & Scaglioni, 2014).

According to the relatively newer research by Bertino and Matei (2016), it has been identified that this interaction between consumers and producers has changed due to Internet development and live streaming, making it easy for people to choose what they want to buy while increasing the risks involved as well. As Live streaming is also a part of social media in China, and young people largely depend on it for its primary online buying purposes, it becomes all the more imperative to explore this area further. Therefore, as the process of live streaming is increasingly gaining importance, it is also essential to help people gain satisfaction and trust in online services (Boczkowski, Mitchelstein, & Matassi, 2017).

According to Eastman, Ferguson, and Klein (2012), the option of real-time videos is being explored now to overcome such hurdles including question-answer sessions, video games, teaching etc. As demonstrated by Lu and Chen (2021), the trust of consumers in the product and their purchase intentions are affected by the source's uncertainty, which can be resolved via online broadcasting.

B. Motivations to Use Live Streaming

A study by Chen, Liu and Lin said that one of the most important reasons to use live streaming is cost-effectiveness (Chen, Liu, & Lin, 2019). Sellers only need an internet connection and hardware, which are way more cost-effective than mainstream marketing activities. Todd and Melancon have highlighted that live streaming has become popular because of its wide accessibility (Todd & Melancon, 2018). It is available to everyone with a smartphone or laptop without adding extra costs to the client.

Another report by Zhang, Liu, Wang, and Zhao (2022) has said that the role of transparency is essential in live streaming because it can become a source of cultivation of trust. The authors have demonstrated that live interactive features including active oversight, two-way communication, synchrony, and technology enablers like personalization can improve trust.

Meiser (2019) says that the motivation for sellers to use live streaming is because the only requirement to use it is possessing adequate social media skills. It is suitable for everything irrespective of the nature of the products; hence sellers can adopt it as per their needs. Hilvert-Bruce, Neill, Sjöblom, and Hamari (2018) say that one of the essential motivations for live streaming use by online sellers is its simplicity. It is more accessible and straightforward and can be used by anyone. Cai et al. (2018) cover the many motivations of live streaming, which intrinsically stimulate sellers to use this tool. All marketers aim to engage their customers and live stream videos are the highest-rated engagement tool with options for live chat, feedback, and comments; therefore, relaying information swiftly.

In an online forum, there are no limitations to the location or size of the venue; hence, sellers can reach as many audiences as they want with just their internet access (Zimmer & Scheibe, 2019). Lu, Xia, Heo, and Wigdor (2018) have stated that live streaming enables one to take their content directly to where the followers already are (Zimmer, & Scheibe, 2019). There are no limits to the content which can be shared; hence sellers are allowed to communicate without any limitations.

According to Fietkiewicz and Stock (2019) live streaming has become motivating for sellers because there is room for instant feedback. The input could be obtained anytime, anywhere, and about anything. Customers' concerns about the product's originality could be managed well through the virtual tour. Marketers interact directly; hence, customers' ambiguities could be handled well (Faas, Dombrowski, Brady, & Miller, 2019). Further, Xu, Wu, and Li (2020) state that using the interactive user experience to the fullest, enables the seller to enhance the customer's motivations. Additionally, Ma (2021) states that the product's hedonistic and utilitarian values too affect the

motivations of purchase intention of the consumer. However, it was noticed that even though the seller's motivations have been thoroughly examined, there is a relative vacuum regarding the buyer's motivations, which will be catered to through the current research.

C. Streaming Videos and Value Generation Enhancing Credibility

The shopping value resulting from this experience has not yet been found until now by any systematic research. None of the strategies by sellers would have been helpful if they did not have any value customers. The consumer shopping value is the determinant of the behavioural consequences; hence the success of any shopping strategy could be assessed through the value analysis.

Value is a powerful force in the marketplace for understanding consumer behaviour. It originated from the confrontation between what customers receive (like worth, quality, utilities and benefits) and how they can acquire these benefits. It is about the overall judgment of the gifts and sacrifices. This value can potentially predict customers' choices and future purchase intentions (Childers, Carr, Peck, & Carson, 2001).

According to Hilvert-Bruce et al. (2018), every shopping experience includes some sort of thought or sense stimulation; hence these are viewed as a process through which cognitive (utilitarian) and affective (hedonic) benefits can be accomplished. There are always specific tangible attributes of the offered products and services that provide cognitive benefits, also associated with utilitarian benefits that are obtained when the consumer possesses the needed product. This value is further increased when consumers get this desired product without effort (Moon, 2016). The live streaming feature is associated with this value concept. Consumers' efforts are reduced when they can get the

product more efficiently with little effort and a lesser level of risk. Hazari, Bergiel, and Sethna (2017) has said that hedonic shopping value is associated with emotional worth and perceived entertainment through shopping activities. Additionally, Park and Lin (2020) also state that hedonic values of products increase the customer purchase intentions. Wu, Ke, and Nguyen (2018) noted that any shopping experience's value could be determined jointly by the quality of the shopping experience and price. There is a vital role of preference for activating and reinforcing behavioural intentions. However, the behavioural purposes could change over time and even become more robust when these are associated with choice, as preference is expected to be obtained with the help of consumer experience and satisfaction at an overall level. Therefore, the values related to live streaming enhance consumers' taste for a particular brand; hence their intentions are developed to purchase a specific brand (Etemad-Sajadi & Ghachem, 2015). This association between value, preference and behaviour for the live streaming used by individual sellers has not obtained empirical support. Therefore, this research studies how the value component comes when customers rely on live streaming.

D. Factors Influencing Live Streaming Popularity in Online Shopping

Researchers have become more inclined to show interest in studying Chinese consumer characteristics associated with shopping behaviour. Mallapragada, Chandukala, and Liu (2016) state that consumer characteristics are essential and Chinese consumers have unique characteristics; therefore, this study focuses on Chinese consumers.

E. Impulsive Shopping Behaviours

Yeo, Goh, and Rezaei (2017) have said that self-regulating ability is associated with online shopping. Those individuals who are known to have limited self-regulating ability are more likely to do online shopping due to the available sensory stimulation, and the live streaming option is fascinating for them. Chinese consumers are already high on such characteristics, and they prefer cognitive and sensory stimulation in the form of live videos. Richard and Chebat (2016) have also said that affective involvement is an essential factor affecting the customers' purchase intention behaviour. Xu, Wu, Chang, and Li (2019) state that customers possessing high emotional energy are more likely to become impulsive in their decision making and consumption. Chinese are known to be compulsive consumers, and they can be motivated to purchase anything with the help of light persuasion (Clemons, 2016). However, Chinese consumers are quite worried about the rising attachment to online shopping. Without looking at anything in front of them, they are pertinent to online shops (Zhang & Tsai, 2015).

Bründl and Hess (2016) have stated that live streaming behaviour is associated with compulsive behaviour, ranging from a chronic addiction to abusive activities. Yang, Pang, Liu, Yen, and Tarn (2015) say that price sensitivity is also essential, as many times, consumers want to purchase the cheapest products from online stores.

It has been clearly established above that live streaming's perceived trust and credibility are closely related to high degrees of consumer purchase intentions. Credibility in turn is affected by the utilitarian benefits of the products determining their value. Additionally, customers' motivations have not been adequately represented through empirical research. Further, with the increasing frequency of the online forum of sales, there is a rise in misrepresentation of products online

leading to a dip in consumer trust levels. This enhances the necessity of exploring options to increase trust. Therefore, a better understanding of all the above

factors is needed to mend the gap in the knowledge, which is being explored through the current research and the following conceptual framework (Figure 1).
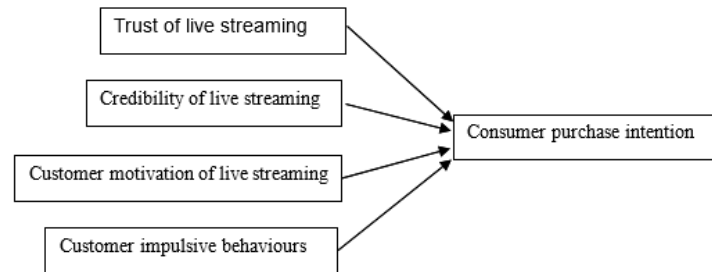

Figure 1: Conceptual framework

Hypothesis development

The following hypotheses were drawn from the study:

H_1: Trust in live streaming has a significant relationship with consumer purchase intention.

H_2: The credibility of live streaming has a significant positive relationship with consumer purchase intention.

H_3: Customer motivation for live streaming has a significant relationship with consumer purchase intention.

H_4: Customer impulsive behaviours on live streaming have a positive significant relationship with consumer purchase intention.

II. RESEARCH METHODOLOGY

The current study is survey research that employed closed-ended questionnaires to gather information from the participants. The questionnaire comprised 27 questions with six categories: a. demographic information, consumer purchase intention, trust of live streaming, the credibility of live streaming, customer motivation, and impulsive customer behaviours.

Factors influencing customer purchase intention on live streaming were measured by questions created based on different previous studies. Most of the factors influencing customer purchase intention on live streaming were based on Baniya and Paudel (2016) and Vinh (2013)

as they explored similar constructs to our study, being the behavioural intentions and the push and pull motives, of behavioural engagement. In addition, the following kinds of literature were also considered in the process of exploring factors that influence customer purchase intention on live streaming such as Kanagaraj and Bindu (2013); Park, Lee, and Miller (2015); Sirisack, Xayavong, Phongsavath, and Vongsanga, 2014; Yousefi and Marzuki (2015). The acquired items were also customized to satisfy the context of this study.

The questionnaire was pre-tested using factor analysis to filter the initial version, and for this, the present paper uses three purification and correction criteria as follows. The inter-item correlation was computed, and the items with coefficients obtained below 0.5 were deleted. Following this, the article was removed when the Cronbach α-value reliability coefficient was more than the α-value of all the latent variables after the item was deleted as per the previous standard. Third, the consideration for redesigning the questionnaire was a benchmark of 0.7 or lower reliability coefficient of the latent variable. The reliability, validity and internal correlation were calculated for the entire questionnaire.

The corrected item total correlation analysis (CICT) coefficients for trust of live streaming ($\alpha = 0.903$),

credibility of live streaming (α = 0.864), customer motivation of live streaming (α = 0.845), customer impulsive behaviours (α = 0.823), and consumer purchase intention (α = 0.913) variables were reported to be higher than 0.5.

The Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) was adopted for the data processing of factor analysis. The correlation of each variable was tested, and the sample was measured using this test. All the variables were expressed as a single factor demonstrating one-dimensionality of the factor, and better variance explanation ability was depicted as the explanation percentages were all greater than 60%. Moreover, all KMO values were reported to exceed 0.6. The KMO value was reported to be 0.868, significantly greater than the standard 0.70. A significant result of Bartlett's sphericity test was obtained with a value of 4953.327 ($p < .000$), which suggested that the data is suitable for factor analysis. The principal component analysis method extracted factors with a characteristic value greater than 1. This led to the extraction of five common factors, and 72.621% was obtained as the cumulative sum of squares of rotation greater than 60%. These five factors were reported using the orthogonal rotation method with twenty item options. The factor loading was reported to be greater than 0.5, which suggested that there was no high average double factor load and the generated model was more comprehensive. The observed variables are included in each dimension according to the theoretical setup. Overall, it was found that the scales displayed good construct validity based on the above analysis.

Pearson Product Moment Correlation was computed for the present work to determine the degree and direction of association among the variables chosen in this study.

The model was computed for regression analysis using four independent variables: trust in live streaming, the credibility of live streaming, customer motivation of live streaming, customer impulsive behaviours, and one dependent variable, namely consumer purchase intention.

Two kinds of statistics were used to analyse the data: Firstly, descriptive statistical computations were composed of frequencies, means, and standard deviations. Secondly, inferential statistical analysis is written of ANOVA and multiple linear regression.

A. Independent Variable

The independent variable included trust in live streaming (5 questions), the credibility of live streaming (4 questions), customer motivation of live streaming (4 questions), and customer impulsive behaviours (3 questions). These were based on a five-point Likert scale, and the response category ranged from strongly agree (5) to strongly disagree (1).

B. Dependent Variable

The consumer purchase intention (5 questions) was the dependent variable. It followed a five-point Likert scale, and the response category ranged from strongly agree (5) to strongly disagree (1).

The required information for this survey was gathered using online questionnaires. The questionnaire was shared with the prospective participants using website links that directed them to this survey. The responses were collected from 412 participants, with more female respondents (69.2%) than males. The prospective participants were recruited using the convenience sampling technique. This kind of sample is a type of non-probability sampling method, as the researcher shared the link only with consumers who had viewed live streaming through Taobao beforehand.

The distribution of these participants was calculated using frequency and percentage and was computed over age, gender, marital status, monthly income, education level and occupation.

III. RESULTS AND DISCUSSION

For the purpose of understanding the demographic distribution better, the tools of frequency and percentage were used. It was seen that 69.2% of the respondents were females. The dominant age range was from 21–30 years with a 40% dominance followed by the 30.6% representation of 31-40-year-olds. 46.1% of the sample was married followed by 33% of single individuals. 33% of the income range lied between 20,001 to 30,000 RMB, followed by 22.1% at 30,001 to 40,000 RMB. The majority of the sample has obtained their higher education with a degree higher than a bachelor's at 52.7%, followed by a single bachelor's degree. Freelancers were seen to dominate the sample group at a 36.7% followed by civil servants and others at 24.8% and 9% respectively.

Gender differences were computed on each variable using Student's t-distribution. No significant difference was reported on trust of live streaming (t = -1.194, p = 0.233) and consumer impulsive behaviours (t = -1.408, p = 0.160) among male and female respondents. However, a significant gender difference was obtained on credibility of live streaming (t = -2.917 p < 0.01), customer motivation of live streaming (t = -3.428, p < 0.01), and consumer purchase intention (t = -4.408, p < 0.01). Therefore, female respondents (M = 3.60, SD = 0.88) depicted significantly higher credibility of live streaming than male respondents (M = 3.34, SD = 0.80). Similarly, female respondents (M = 3.56, SD = 0.90) depicted significantly higher customer motivation of live streaming than male respondents (M = 3.22, SD = 0.97). Likewise, female respondents (M = 3.85, SD = 0.76) depicted significantly higher consumer purchase intention than male respondents (M = 3.47, SD = 0.76).

To determine the age differences on each variable, one-way ANOVA was computed. It was found that there was no age difference in Trust of live streaming among survey subjects (f = 1.494, p = .203). However, a significant age difference was obtained on the credibility of live streaming (f = 3.419, p <0.01), customer motivation of live streaming (f = 4.835, p <0.01), customer impulsive behaviours (f = 3.182, p <0.01), and consumer purchase intention (f = 11.197, p <0.01). The respondents belonging from the age range 31-40 years depicted significantly higher credibility of live streaming (M = 3.66, SD = 0.76), customer motivation of live streaming (M = 3.65, SD = 0.90), customer impulsive behaviours (M = 3.77, SD = 0.75), and consumer purchase intention (M = 3.94, SD = 0.70) than respondents from other age groups.

Similarly, to determine the income differences on each variable, one-way ANOVA was computed. It was found that there was no income difference in Trust of live streaming (f = 1.603, p = .173), credibility of live streaming (f = 1.161, p = .328), and customer impulsive behaviours (f = 1.192, p = .314) among survey subjects. However, a significant income difference was obtained on customer motivation of live streaming (f = 4.000, p <0.01) and consumer purchase intention (f = 3.747, p <0.01). The respondents with monthly income more than 40,000 RMB depicted significantly higher customer motivation of live streaming (M = 3.82, SD = 0.82) and consumer purchase intention (M = 3.93, SD = 0.70) than respondents with below monthly incomes.

Likewise, to determine the educational differences on each variable, one-way ANOVA was computed. It was found that there was no educational difference in Trust of live streaming (f = 1.075, p = .342), credibility of live streaming (f = 2.714, p = .067), customer motivation of live streaming (f = 1.175, p = .310), customer impulsive behaviours (f = 0.402, p = .669), and consumer purchase intention (f = 1.963, p = .142) among survey subjects.

Similarly, to determine the occupational differences on each variable, one-way ANOVA was computed. It was found that there was no occupational difference in Trust of live streaming (f = 0.96, p = .429), credibility of live streaming (f = 2.148, p = .074), and customer impulsive

behaviours (f = 0.998, p = .409) among survey subjects. However, a significant occupational difference was obtained on customer motivation of live streaming (f = 6.731, p <0.01) and consumer purchase intention (f = 2.522, p <0.01). The enterprise employee depicted significantly higher customer motivation of live streaming (M = 3.70, SD = 0.85) than other respondents. However, respondents with other occupational backgrounds depicted significantly higher consumer purchase intention (M = 3.93, SD = 0.70) than the remaining respondents.

Pearson Product Moment Correlation was computed (Refer to Table 1) to determine the degree and direction of association among the variables and a significant positive relationship was reported among all the variables. Trust of live streaming depicted a significant weak association with Credibility of live streaming (r = .271, p < .01), Customer motivation of live streaming (r = .376, p < .01), Customer impulsive behaviours (r = .171, p < .01), and Consumer purchase intention (r = .306, p < .01). Similarly, Credibility of live streaming was reported to have a significant weak relationship with Customer motivation of live streaming (r = .312, p < .01), Customer impulsive behaviours (r = .222, p < .01), and Consumer purchase intention (r = .307, p < .01). Further, Customer motivation of live streaming was found to have significant association with Customer impulsive behaviours (r = .284, p < .01), and Consumer purchase intention (r = .417, p < .01). Lastly, Customer impulsive behaviours and Consumer purchase intention were found to be significantly and moderately related to each other (r = .498, p < .01). Overall, this suggested that if one variable increases, the other variable also increases.

The regression analysis for the conceptual model was computed (Refer to Table 2) and it was found to explain 36% of the total variance of the dependent variable (R^2 = 0.360). Overall, the model was found to be effective (f = 57.287, p < .01) and the influence of the independent variables on consumer purchase intention was found to be verified with this regression model. Trust of live streaming (β = 0.124, t = 2.846, p < 0.01), credibility of live streaming (β = 0.118, t = 2.756, p < 0.01), customer motivation of live streaming (β = 0.224, t = 4.980, p < 0.01), and customer impulsive behaviours (β = 0.387, t = 9.245, p < 0.01) was found to have a significant positive effect on consumer purchase intention. This supported the speculated hypotheses, which predicted that the trust, credibility, and customer motivation of live streaming and customer impulsive behaviors would significantly impact consumer purchase intention.

Table 1: Results for Correlational Analysis

	Trust of live streaming	Credibility of live streaming	Customer motivation of live streaming	Customer impulsive behviors	Consumer purchase intention
Trust of live streaming	1				
Credibility of live streaming	.271**	1			
Customer motivation of live streaming	.376**	.312**	1		
Customer impulsive behaviours	.171**	.222**	.284**	1	
Consumer purchase intention	.306**	.307**	.417**	.498**	1

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

Table 2: Regression Test Results

	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	0.822	0.202		4.068	0.000
Trust of live streaming	0.112	0.039	0.124	2.846	0.005
Credibility of live streaming	0.118	0.043	0.118	2.756	0.006
Customer motivation of live streaming	0.200	0.040	0.224	4.980	0.000
Customer impulsive behaviours	0.399	0.043	0.387	9.245	0.000
R Square	0.360				
F	57.287				

Dependent Variable: Consumer purchase intention

IV. CONCLUSION

The present work was carried out to explore how the customers' decision is impacted by live broadcasting. For this purpose, the current study examined the impact of trust in live streaming, the credibility of live streaming, customer motivation of live streaming, and impulsive customer behaviours on consumer purchase intention. It was hypothesized that trust in live streaming, the credibility of live streaming, customer motivation of live streaming, and impulsive customer behaviours would be significantly and positively related to consumer purchase intention. A sample of 412 respondents was recruited using the convenience sampling technique. It included consumers who have viewed live streaming on Taobao. The respondents gathered the information on the variables of interest using questionnaires based on a five-point Likert scale. In addition, sociodemographic information was also acquired from the participants. Preliminary analysis was conducted to analyze the gathered responses statistically. The obtained data were examined for impurified items and the unidimensional nature of the variables. Cronbach's Alpha and KMO values were used for this purpose, and it was found that all the variables could be presented in a single factor. Further, it was reported that the obtained correlational findings supported the predicted relationship among the variables. Overall, the

regression model was found to be influential and significant, which suggested that the customers' purchase intentions are influenced by the trust and credibility of live streaming and the motivation and impulsive behaviors of the consumers. This indicated that customer intention is influenced by trust and credibility of live streaming and customer impulsive behaviors and motivation.

Upon analyzing the hypothesis through the Pearson moment correlation, it was established that all the hypotheses of the current research were accepted. The alternate hypothesis one was accepted as the trust in live streaming depicted a significant weak association with Consumer purchase intention (r = .306, p < .01). Further, the second alternate hypothesis was also accepted as the Credibility of live streaming was reported to have a significant weak relationship with Consumer purchase intention (r = .307, p < .01). Both these findings are in congruency with the previous research by Lu and Chen (2021) who emphasize that reducing uncertainty meanwhile increasing credibility enhances customer trust enhancing customer purchase intentions. Next, Customer motivation for live streaming was found to have a significant association with Consumer purchase intention (r = .417, p < .01). This is consistent with the previous trend in literature by Xu, Wu, and Li (2020) and Ma (2021) who state that

enhanced interaction and increasing the hedonic and utilitarian motivations of the buyer respectively, the purchase intentions can be affected. This led to the acceptance of the third alternate hypothesis as well. Lastly, Customer impulsive behaviors and Consumer purchase intention were found to be significantly and moderately related to each other ($r = .498$, $p < .01$), leading to acceptance of the fourth alternate hypothesis. This finding is seen to be consistent with the previous research of Xu et al. (2019) who highlight that higher emotionality leads to more impulsive customer purchase behaviors.

Therefore, following the analysis of the hypotheses, it can be successfully concluded that the research hypotheses have been accepted and the findings of the current study are in congruence with the previous and current trends in the live broadcasting industry. Furthermore, it also supports the conceptual framework proposed as the regression analysis concluded that the trust in live streaming, the credibility of live streaming, customer motivation for live streaming, and customer impulsive behaviors have significant positive effects on the consumer purchase intention.

A thorough examination of the strengths and shortcomings of the present work was conducted. The study recruited respondents from different age groups, educational backgrounds, occupations, and varied monthly income groups. This suggested that the sample was heterogeneous in nature. The survey comprised a few items, which allowed the partakers to respond quickly, and it was easy to administer and score. However, the limitations surrounded the generalizability problems and virtual mode of data collection. The respondents belonged to a similar geographic area, and the study was conducted virtually, which might add to errors leading to a limited scope of generalizability of the findings. Therefore, the prospective studies in this domain could replicate the survey using

a face-to-face conduction mode, and a larger sample can be employed from diverse geographic regions. In addition, different additional aspects of live streaming could have been included, such as the speaker's characteristics or the impact of visual graphics on the consumer's purchase intentions. These would have enhanced the academic scope of the current research.

The findings of this study have managerial implications as it could be applied to determine ways to increase consumers' trust and credibility towards live streaming to stimulate their purchasing behaviours. This research would help promote the authenticity of live streaming and yield more purchase intentions from consumers. Consumers can rely on online platforms for buying products when the credibility of live streaming is improved. Furthermore, the results may also imply how different brands on e-commerce platforms can stimulate the purchasing desires of the consumers and augment their satisfaction. Moreover, it may also assist in promoting sales by employing live streaming marketing strategies on e-commerce platforms. The eCommerce platforms can alter methods that gain more reliance from the customers. These findings show that if companies want to increase customers' purchase intentions, the trust and credibility of live streaming need to be improved for live streaming sessions. These can be implied to promote effective strategies to increase customer purchase intentions and the companies' sales. Specifically, the company can focus on quality content by providing superior product knowledge. Unique audio-visual graphics can be used in live streaming sessions to attract customers mainly belonging to the young generation. They can majorly target children and young adults by including famous and credible public figures in live streaming to enhance customer impulsive behaviours and purchase intentions. These implications can be extracted from the current findings. Overall, the present work offered

more profound insights into the aspects related to live streaming and how purchasing intentions of the customers can be increased.

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