

Reviews of Theories and Conceptualizations Influencing Online Purchasing Decisions in Thailand: A Comparison of Including and Excluding Live Streaming Attribute

Kwanrudee Prachaseree* and Farida Sasha

Hatyai Business School, Hatyai University, Songkhla 90110, Thailand

**Corresponding author's e-mail: prachasereek@gmail.com*

Abstract In recent years, live commerce has become a significant activity for Thai online shopping. Previous studies in China, where live commerce is prevalent, have highlighted several unique attributes. Hence, this study compares theories and conceptualizations influencing online purchasing decisions, including the live streaming attribute, and other platforms excluding the live streaming attribute in related studies published between Jan 2019-Jun 2023. The results indicated that the top five most frequently implemented theories and conceptualizations in these related studies are the Technology Acceptance Model (TAM), Consumer Purchasing Decision, Marketing Mix, Consumer Behavior, Trust, Uses and Gratification Theory, Social Media Marketing, and Demographic Factors respectively. Besides, the top five most frequently used theories and conceptualizations in previous studies on the purchasing decisions of Thai online shoppers, including the live streaming attribute (except Social Media Marketing), are similar to those used in online platforms, excluding the live streaming attribute. The discussion and future research recommendations can be related to the Theory of Reasoned Action (TRA) and its extensions as popular theories for explaining all aspects. However, with a specific focus on live commerce, future studies should incorporate the unique aspects of live streaming attributes. Previous studies in Thailand have primarily explored the ECIL type of live attribute. Therefore, investigating the live streaming attributes of the LSEEC type holds promise for future research.

Keywords Live commerce; Online purchasing decisions; Social commerce; Online shopping; Technology Acceptance Model (TAM); Consumer purchasing decision

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Introduction

The COVID-19 pandemic has led to the widespread adoption of e-commerce as a prominent solution for online shopping (Higuera-Castillo, et al., 2023). Despite the pandemic ending, research suggests that consumers may continue to prefer online shopping over traditional methods (Shaw et al., 2022). In Thailand, the survey of Thai internet users in 2022 revealed that online shopping remains a significant activity, while live commerce, surveyed for the first time, has emerged as one of the top five online activities with 34.10% participation, surpassing other categories of online shopping activities that accounted for 24.55% (Electronic Transactions Development Agency, 2022).

Some previous studies related to live commerce have focused on the interaction of streaming during live commerce; however, there is limited research regarding the impact of live commerce on consumer perceptual perspective (Kim et al., 2023). Therefore, it is important to understand how online shoppers make decisions to engage in live commerce in order to gain competitive advantages (Apasrawirote & Yawised, 2022; Wang et al., 2022). It would be worthwhile to explore the theoretical and practical aspects that impact a consumer's propensity to purchase during live commerce (Apasrawirote & Yawised, 2022).

Moreover, previous studies conducted in China, where live streaming commerce has gained popularity (Liu et al., 2022; Merritt & Zhao, 2022; Wang et al., 2022), have indicated that it engages consumers through activities such as watching live product presentations, participating with streamers, engaging in consumer discussions, and benefiting from platform sales promotions; it may influence purchase intentions differently compared to other online shopping platforms (Liu et al., 2022; Wang et al., 2022). In other words, live commerce has its unique attributes in several aspects (Qian, 2021).

Hence, the objective of the current study is to examine and compare the differences and similarities of theories and conceptualizations that influence consumer purchasing decisions between online shopping platforms that include and exclude the live commerce attribute, based on previous research in the field. In addition, the current study aims to address the following research questions.

1) What are the theories and conceptualizations implemented in previous studies on the purchasing decisions of Thai online shoppers in live commerce?

2) Do the theories and conceptualizations in previous studies on the purchasing decisions of Thai online shoppers on online platforms, including the live streaming attribute, differ from the online platforms excluding the live streaming attribute?

Literature review

Live commerce: Definition and concept

The online shopping platform in Thailand can be divided into three types: e-marketplace, social commerce, and e-tail (Marketing Association of Thailand, 2019; Taemkongka et al., 2022). An E-marketplace is an electronic medium that enables online shoppers and sellers to trade and conduct transactions (Standing et al., 2010). Social commerce is integrating social media platforms by both online shoppers and sellers into the online shopping process (Robert & Kamdjoug, 2023). E-tailing refers to the direct purchasing of products by the consumer from the retailer platform online (Ahsan & Rahman, 2022).

Live commerce is an updated online shopping attribute that provides live streaming, real-time interactive consumer participation, and immediate purchasing (Kim et al., 2023; Liu et al., 2022), which can be embedded into various types of online platforms (Liu et al., 2022) such as online shopping platforms, online game platforms, and social media (Merritt & Zhao, 2022).

Live commerce can be categorized into two distinct types: the first type, referred to as "Live Streaming Embedded in E-Commerce" (LSEEC), represents an online shopping platform that incorporates live streaming functionality, with users of these platforms such as Taobao and JD, typically having a specific shopping goal in mind (Xie et al., 2022). The second type of live commerce,

referred to as “E-Commerce Integrated into Live Streaming” (ECILS), combines online shopping with live streaming on platforms that provide entertainment and social attributes, such as TikTok and Kwai, to compel viewers into making emotionally driven purchases (Xie et al., 2022). Following the body mentioned earlier of knowledge, therefore, the current study focuses on examining live commerce in Thailand in terms of LSEEC, which employs e-marketplaces such as the live streaming attributes in Shopee and Lazada, and ECILS which employs social commerce, such as the live streaming attribute in Facebook, Tiktok and Instagram.

Consumer purchasing decision: Definition and concept

Consumer purchasing decision refers to making choices (Ratneshwar & Mick, 2005; Willman-Iivarinen, 2017) about pursuing desires, fulfilling needs, and being influenced by the factors that shape their thoughts (Ratneshwar & Mick, 2005).

In classical consumer theory, the consumer purchasing process, Philip Kotler explains, provides insights into how consumers make product purchases (Stankevich, 2017). The consumer purchasing process consists of five stages: 1) “Problem Recognition” which refers to the stage where consumers become aware that they desire particular products; 2) “Information Search”, which refers to the stage where consumers search for different alternatives they can purchase; 3) “Evaluation of Alternatives”, which refers to the stage where consumers choose the most important attribute based on which they will make a final decision; 4) “Purchase Decision”, which refers to the stage where consumers implement the decision and make the actual purchase; and 5) “Postpurchase Behavior”, which refers to the stage where consumers assess and critique the products (Kotler, 2002). Hence, the current study also examines consumer purchasing decisions based on the abovementioned aspects.

Methodology

Due to the recent emergence of live commerce as a significant phenomenon, which may become one of the major channels within five years (Kim et al., 2023), a comprehensive review is conducted in this current study. The review focuses on relevant studies published in the last five years, between January 2019 and June 2023. The study retrieved 296 articles from Google Scholar and Thai Journals Online (ThaiJO) using the search strategy: Online Shopping, Live Streaming Commerce, E-Marketplace Social Commerce, Thai, and Consumer Decision Process (5 Stages). Some lists of articles from Google Scholar may need to be supplemented by searching through other databases such as Emerald Insight and ScienceDirect.

Next, the current study focuses on the impact on the Consumer Decision Process; therefore, relevant studies with dependent variables related to the Consumer Decision Process are selected, leaving a total of 73 studies. Later, the previous studies that could not identify names or types of platforms, comparison studies between Thai online shoppers and online shoppers from other nationalities, and studies published in languages other than Thai or English are not included, leaving 43 studies for the next step. Since live commerce is employed in social commerce and e-marketplaces (Xie et al., 2022). Finally, the criteria for categorizing relevant studies on purchasing decisions in online shopping across social commerce and e-marketplaces include two groups: one where studies include live streaming attributes (15 studies) and another where studies exclude live streaming attributes (28 studies). (See Figure1)

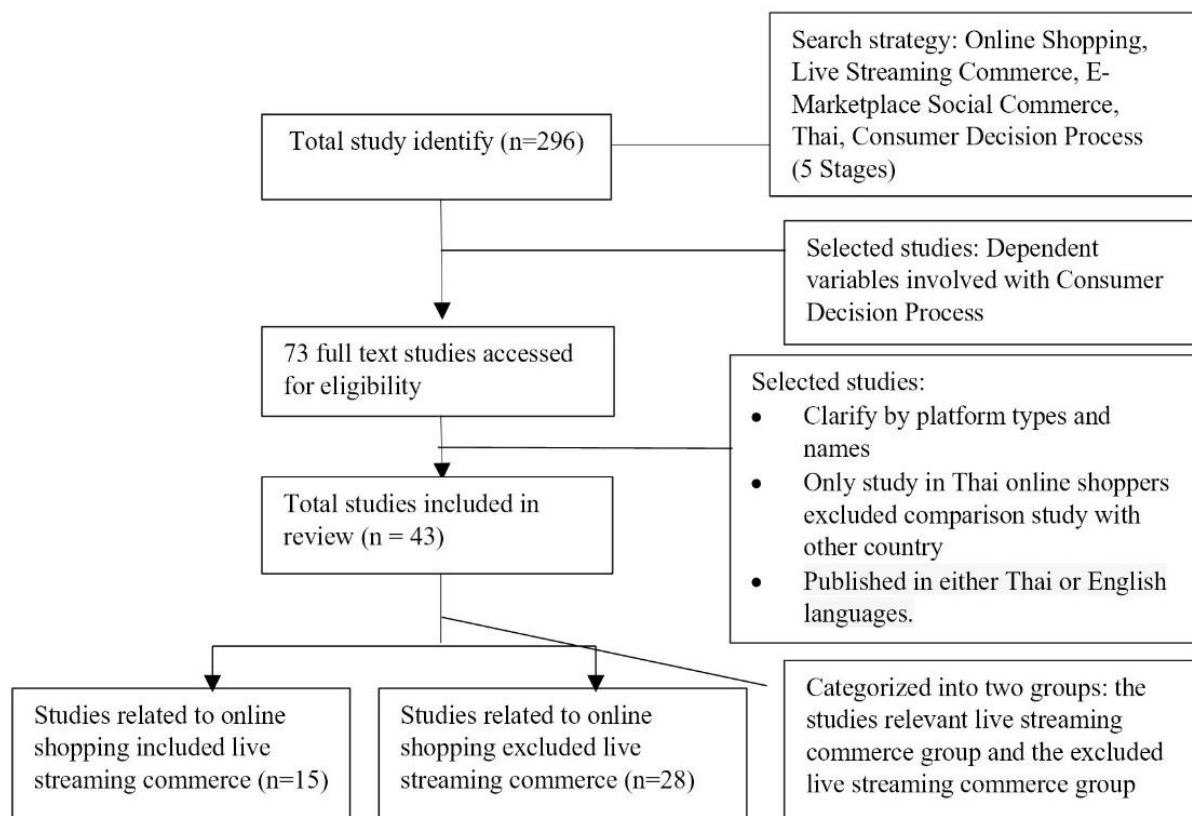


Figure 1 Review methodology

Results

Purchasing decision in live commerce: Theories and conceptualizations

Based on the reviewed literature that met the current study's criteria, 15 studies related to the purchasing decisions of Thai online shoppers in the context of live commerce were selected. All of the studies are only focused on "E-Commerce Integrated into Live Streaming" (ECILS), and almost all of them focused specifically on Facebook or through "Facebook Live" (11 studies). Two studies should have provided details about their platform, while one involved live streaming on TikTok. Additionally, one study examined live streaming on multiple platforms, including Facebook, TikTok, and Instagram.

The technology acceptance model or TAM is the most frequently utilized theories and conceptualizations in related previous studies, as evidenced by six studies. Other theory and conceptualization that have been employed in the related previous studies are as follows: Consumer Purchasing Decision (4 studies), Online Marketing Mix (including Marketing Mix and Marketing Strategies) (4 studies), Trust (3 studies), Uses and Gratification Theory (3 studies), Social Media Marketing (2 studies), and Demographic Factors (2 studies), respectively.

Furthermore, previous studies employed some other theories and conceptualizations only once. These include Consumer behavior (6W1H), Loyalty, Theory of Planned Behavior (TPB), Source Credibility Theory, Expectation Confirmation Theory (ECT), Stimulus-Response (S-R) Theory, Flow Theory, Value-based Adoption Model (VAM), Selective Exposure Theory, Stimulus-Organism-Response (S-O-R) Theory, Attitude, and Integrated Marketing Communication (IMC). (See Table 1)

Therefore, based on the review of related previous studies, the first research question of the current study is answered as follows.

1) Due to the related previous studies, there is only one type of online shopping, social commerce, employing live commerce. The top five frequency theories and conceptualizations implemented in these previous studies on the purchasing decisions of Thai online shoppers in social commerce are as follows: Technology Acceptance Model (TAM), Consumer Purchasing Decision, Marketing Mix, Trust, Uses and Gratification Theory, Social Media Marketing, and Demographic Factors.

Table 1 Previous studies related to purchasing decisions in live commerce

Author	Name of platform	Type of live commerce	Underpinning Theory/conceptualization	Dependent variable
Wanasuwannakul and Vannavanit (2023)	TikTok	ECILS	1. Consumer Purchasing Decision 2. Online Marketing Mix	Purchasing Decision Making Process
Thunyawannichnondh and Kessuvan (2023)	Facebook, TikTok and Instagram	ECILS	Consumer Behavior (6W1H)	Consumer Purchasing Behavior on Low Involvement Products
Chanyanat et al., (2023)	Facebook	ECILS	1. Consumer Purchasing Decision 2. Online Marketing Mix	Decision to Buy
Sripraseat and Samerjai (2023)	Facebook	ECILS	1. Online Marketing Mix 2. Loyalty by Ivanauskiene and Auruskeviciene(2009)	1. Loyalty in Purchasing 2. Marketing Mix
Chavee and Vongurai (2023)	Facebook	ECILS	1. Stimulus-Organism-Response (S-O-R) Theory 2. Uses and gratification theory (UGT) 3. Flow theory 4. Value based adoption model (VAM)	Purchasing Intention
Laosuraphon and Nuangjamnong (2022)	Facebook	ECILS	Adapted model from Qian (2021) and Koo (2018)	Repurchase Intention
Apasrawirote and Yawised (2022)	N/A	N/A	Theory of planned behavior (TPB)	Online purchasing Intention
Sawmong (2022)	N/A	N/A	1. Uses and Gratification theory (UGT) 2. Source Credibility Theory	Purchase Intention.
Naranupab and Tangpattanakit (2021)	Facebook	ECILS	1. Technology Acceptance Model (TAM) 2. Social Media Marketing 3. Trust 3. Consumer Purchasing Decision	Purchasing Decision
Chotpong et al.(2020)	Facebook	ECILS	1. Technology Acceptance Model (TAM) 2. Trust 3. Marketing Strategies	Decision Making Behavior
Yaem-ot and Pankham (2020)	Facebook	ECILS	Based on Al-Maghrabi and Dennis (2012) which adapt from Technology Acceptant Model (TAM) and Expectation Confirmation Theory	Repurchasing Intention

Author	Name of platform	Type of live commerce	Underpinning Theory/conceptualization	Dependent variable
Sanaophol (2020)	Facebook	ECILS	1. Technology Acceptance Model (TAM) 2. Demography 3. Integrated Marketing Communication (IMC)	Purchasing Intention
Sangtongsakullerd (2019)	Facebook	ECILS	1. Technology Acceptance Model (TAM) 2. Demography 3. Trust 4. Marketing Mix 5. Attitude	Decision Making on Purchasing
Wisit et al. (2019)	Facebook	ECILS	1. Selective Exposure Theory 2. S – R Theory 3. Uses and Gratification Theory (UGT)	Consumers' Decisions in Buying
Muslin and Rujiphas (2019)	Facebook	ECILS	1. Technology Acceptance Model (TAM) 2. Social Media Marketing 3. Consumer Purchasing Decision	Intention to Buy

Purchasing decisions on online shopping platforms excluding live commerce: Theories and conceptualizations.

Based on the reviewed literature that met the criteria of the current study, the live streaming attribute is employed in social commerce and e-marketplace (Xie et al., 2022). Therefore, 28 studies related to the purchasing decisions of Thai online shoppers in the context of social commerce and e-marketplace, excluding live streaming attributes, were selected. The studies are focused on the e-marketplace, with 17 studies, and social commerce, with 10 studies, and both e-marketplace and social commerce, with 1 study.

The most frequently utilized theories and conceptualizations in related previous studies are Consumer decision making (including Online purchase intention and Willingness to pay) as evidenced by nine studies. Other theories and conceptualizations that have been employed in the related previous studies are as follows: Technology Acceptance Model (TAM) (including Extended TAM) (6 studies), Marketing Mix (including Promotion mix) (5 studies), Consumer Behavior (including Online consumer behavior) (5 studies), Service Quality (including Electronic service quality) (4 studies), Theory of Reasoned Action (TRA) (3 studies), Theory of Planned Behavior (TPB) (3 studies), Trust (3 studies), Digital Marketing Communication (2 studies), Social Commerce Construct (2 studies) and Demographic Factors (2 studies), and Repurchase Intention and Behavior (2 studies), respectively.

Furthermore, there are other theories and conceptualizations that been employed only once in the related previous studies. These include Latent Stage Traits theory, Use and Gratification Theory, Unified Theory of Acceptance and Use of Technology (UTAUT), Social Capital Theory, S-R Theory, Belief Adjustment Model Organizational Behavior, Online Retail/Service (ORS) Brand Equity, Effect of Country of Origin (COO), Value Perception of Website Quality, Satisfaction, Perceived Risk, Relationship Quality, Design of Experiments (DOEs), Influential Factors, Types of Shoppers, Image Influence, Product Name, Review Score and Store Rating, Generation, Impulse Buying, Social Media Influencer, Consumer's Brand Awareness, Consumer Brand Engagement, Perceived Privacy and Attitude. (See Table2)

Table 2 Previous studies related to purchasing decisions in online platform excluding live commerce

Author	Name of Platform	Type of platform	Theory/Conceptualization	Dependent Variable
Chanthana (2023)	1.Lazada 2.Shopee 3.Facebook	1.E-marketplace 2. Social commerce	1. Marketing Mix 2. Consumer Behavior (6W1H) 3. Consumer Purchasing Decision	Buying Behaviors
Songmuang (2023)	1.Facebook 2. Twitter 3. Youtube 4. Instragram 5. Tiktok 6. Line	Social commerce	1. Social Media Influencer 2. Consumer's Brand Awareness	Consumer's Purchasing Decision
Chaisuwan et al.(2023)	N/A	Social commerce	1. Consumer Purchasing Decision 2. Organizational behavior 3. Unified Theory of Acceptance and Use of Technology (UTAUT)(Venkatesh, 2003) 4. Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 2010) 5. Previous studies from Chu and Chu (2011), Kim and Park (2013), Vasileiadis (2014), Chiu et al. (2017), Chen et al.(2018), Junveroad et al. (2021)	Online Transaction (through social commerce of teachers)
Prachaseree et al. (2023)	N/A	E-marketplace	1. Theory of Reasoned Action (TRA) 2. Online Retail/Service (ORS) Brand Equity 3. Effect of Country of Origin (COO)	E-marketplace Patronage Intention
Khunnak and Intanai (2023)	1. Shopee 2. Lazada 3. Se-ed 4. Siam-makro 5. Lotus 6. Powerbuy	E-marketplace and E-tail	1. Adoption of e-commerce technology (Technology Acceptance Model or TAM) 2. Value Perception of Website Quality	Consumers' Purchasing Decisions
Cherdboonmug and Tansuwan (2023)	N/A	E-marketplace and E-tail	Pervious studies by Gan and Wang (2017) and Wu et al.(2018) which are originated by 1. Social Capital Theory 2. Belief Adjustment Model	Purchase Intention
Napontun (2023)	TikTok	Social commerce	1. Use and Gratification Theory 2. Promotion Mix 3. Satisfaction 4. Repurchase Intention	Repurchase Intention
Juthasilaparutt and Piriapada (2022)	N/A	E-marketplace	1. Technology Acceptance Model (TAM) 2. Extended TAM	Behavioral Intention to Use
Detnakarin et al. (2022)	N/A	E-marketplace	1. Theory of Reasoned Action (TRA) 2. Trust	Purchase Intention

Author	Name of Platform	Type of platform	Theory/Conceptualization	Dependent Variable
Vicheanpant (2022)	Facebook	Social commerce	Consumer Purchasing Decisions	Decision to Buy Products via Social Media.
Taemkongka et al. (2022)	1.Shopee 2.Lazada 3.Facebook marketplace 4.JD central 5.IKEA	E-marketplace and E-tail	1.Perceived Behavior Control (TPB) 2.Perceived Risk 3.Technology Acceptance Model (TAM) 4.Social Commerce Construct 5.Trust 6.Online Purchase Intention	Online purchase Intention
Ruanguttamanun and Peemanee (2022)	Lazada	E-marketplace	Service Quality (SERVQUAL) Model	Purchase Intention
Samranphan et al. (2022)	Shopee	E-marketplace	1.Consumer Purchasing Decisions 2.Marketing Mix 3.Demographic Factors	Consumer Purchasing Decisions
Pithuk (2022)	N/A	Social commerce	1.Marketing Mix 2.Consumer Purchase Decision	Online Purchase Decisions
Mitchev et al. (2022)	Lazada	E-marketplace	Adapted from Chiu et al. (2009), Fang et al. (2011), and Weisberg et al. (2011), which are originated from 1.Technology Acceptance Model (TAM) 2.IS Success Model by DeLone and McLean (1992), Service Quality (SERVQUAL) 3.Theory of Planned Behavior (TPB)	Online Repurchase Intention
Panyaprachum and Hinthaw (2022)	1.Facebook, 2.Line 3.Instagram	Social commerce	1.Technology Acceptance Model (TAM) 2.Online Consumer Behavior by Richard and Chebat (2016) 3.Consumer Purchasing Decision	Purchasing through Online Shopping Platforms
Kitbumrungrat (2022)	N/A	Social commerce	Marketing Mix	Consumer Decision of Goods
Vongurai (2021)	N/A	E-marketplace and E-tail	1.Theory of Planned Behavior (TPB) 2.Perceived Value 3.Price Consciousness	Purchase Intention of Flash Sales
Wonglorsaichon and Wiriyakitjar (2021)	1.Facebook 2.Instagram 3.Line 4.Twitter	Social commerce	1.Social Commerce Construct 2.Relationship Quality 3.Social Commerce Intention	Social Commerce Intention.
Phochai and Pavilai (2021)	N/A	E-marketplace	1.Marketing Mix 2.Digital Marketing Communication	Online Shopping Decisions
Imbanberk (2021)	Shopee	E-marketplace	Electronic Service Quality	Purchase Decision of Pre

Author	Name of Platform	Type of platform	Theory/Conceptualization	Dependent Variable
				Order Fashion Clothes
Fukkham (2021)	Shopee	E-marketplace	1. Willingness to pay 2. Design of Experiments (DOEs) 3. Influential Factors 4. Types of Shoppers 5. Image Influence 6. Product Name 7. Review Score and Store Rating 8. Customer Behavior on Online Shopping	Willingness to Pay
Vapeevuttikorn and Changchenkit (2021)	Shopee	E-marketplace	Digital Marketing Communication	Consumer Decision Process
Jungsamanukul (2020)	TikTok	Social commerce	1. Generation 2. Impulse Buying 3. Latent Stage Traits Theory	Urge to Buy Impulsively
Pronanan (2020)	Shopee	E-marketplace	1. Consumer Brand Engagement 2. Perceived Privacy 3. Trust 4. Attitude	Intention to Buy
Supunpong and Tantraku (2020)	1. Lazada 2. Shopee 3. LineOA 4. Instragram 5. Facebook	E-marketplace and Social commerce	1. Marketing Mix 2. Technology Acceptance Model (TAM) 3. Online Consumer Behavior 4. Post Purchase Behavior (Word of Mouth and Repurchase)	Online Purchase Behavior
Kajornsaksirikul and Phrapratanporn (2020)	Shopee	E-marketplace	1. Demographic Factors 2. S-R Theory 3. Buying Decision Process 4. Consumer Behavior (6W1H)	Level of Buying Decision
Inthasang et al. (2019)	N/A	Social commerce and Etail	Service Quality	Purchasing Intention

Comparison of including and excluding the live streaming attribute: Theories and conceptualizations.

From the literature reviews of the related studies, nineteen theories and conceptualizations are employed on the online shopping platform that includes the live streaming attribute, and twenty theories and conceptualizations are employed on the online shopping platform that excludes the live streaming attribute.

Additionally, ten of these theories and conceptualizations employed on the online shopping platforms, including live streaming attributes, are similar to those of the studies that exclude live streaming attributes, such as Technology acceptance model (TAM), Consumer purchasing decision, Marketing mix, Trust, Uses and gratification theory, Demographic factor, Consumer behavior (6W1H), Stimulus-response (S-R) theory, Attitude, and Theory of Planned Behavior (TPB).

Notably, the top five theories and conceptualizations employed on the online shopping platform, including the live streaming attribute, are employed 24 times, occupying 64.9 percent of all theories and conceptualizations in the same group (37 times). These top five are as follows: Technology Acceptance Model (TAM) (6 times), Consumer Purchasing Decision (5 times), Marketing

Mix (4 times), Trust (3 times), Uses and Gratification Theory (3 times), Demographic Factors (2 times) and Social media marketing (2 times).

Similarly, the top five theories and conceptualizations utilized on the online shopping platform, excluding the live streaming attribute, are also employed 38 times. However, they occupy 59.2 percent of all theories and conceptualizations in the same group (65 times), a proportion lower than that of the including live streaming group. These top five are as follows: Consumer Purchasing Decision (9 times), Technology Acceptance Model (TAM) (6 times), Consumer Behavior (6W1H) (5 times), Marketing Mix (5 times), Service Quality (4 times), Trust (3 times), and Theory of Reasoned Action (TRA) (3 times), and Theory of Planned Behavior (TPB) (3 times). (See Table 3)

Therefore, based on the review of related previous studies, the current study's second research question is answered as follows.

1) The top five most frequently used theories and conceptualizations in previous studies on the purchasing decisions of Thai online shoppers, including the live streaming attribute (except Social Media Marketing), are similar to those used in online platforms, excluding the live streaming attribute.

Table3 Comparison of theories and conceptualizations between online platforms, including and excluding the live streaming attribute

Theory/Conceptualization	Frequency of employing in related previous studies (times)	
	Including live commerce	Excluding live commerce
Technology Acceptance Model (TAM)	6	6
Consumer purchasing decision	5	9
Marketing mix	4	5
Trust	3	3
Uses and gratification theory	3	1
Demographic factors	2	2
Social media marketing	2	-
Stimulus-Response (S-R) theory	1	1
Attitude	1	1
Theory of Planned Behavior (TPB)	1	3
Expectation Confirmation Theory (ECT)	1	-
Source credibility theory	1	-
Flow theory	1	-
Value-Based Adoption Model (VAM)	1	-
Selective exposure theory	1	-
Stimulus-Organism-Response (S-O-R)	1	-
Integrated Marketing Communication (IMC)	1	
Consumer Behavior (6W1H),	1	5
Loyalty	1	-
Service quality	-	4
Theory of Reasoned Action (TRA)	-	3
Digital marketing communication	-	2
Social commerce construct	-	2
Repurchase intention and behavior	-	2
Latent stage traits theory	-	1
Unified Theory of Acceptance and Use of Technology (UTAUT)	-	1
Value perception of website quality	-	1
Satisfaction	-	1
Online Retail/Service (ORS) brand equity	-	1
Effect of Country of Origin (COO)	-	1
Perceived risk	-	1

Theory/Conceptualization	Frequency of employing in related previous studies (times)	
	Including live commerce	Excluding live commerce
Relationship quality	-	1
Influential factors	-	1
Product name	-	1
Types of shoppers	-	1
Review score and store rating	-	1
Design of Experiments (DOEs)	-	1
Image influence	-	1
Generation	-	1
Social media influencer	-	1
Consumer's brand awareness	-	1
Perceived privacy	-	1
Social capital theory	-	1
Belief adjustment model	-	1
Organizational behavior	-	1
Impulse buying	-	1

Discussion and recommendations

Although previous studies from China have indicated that live commerce has unique attributes that impact consumer purchase intention in different aspects (Liu et al., 2022; Wang et al., 2022), the literature review of the current study found that many related studies in Thailand employed similar theories and conceptualizations, regardless of whether they included or excluded the live streaming attribute. However, the significance of live streaming as the new paradigm for online shopping is underscored by the necessity to study and comprehend the unique attributes of streaming (Kim et al., 2023), which is essential for formulating effective online shopping strategies in the present era. Therefore, the current study provides discussions and recommendations to enhance the body of knowledge and benefit future studies as follows:

Firstly, the Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1980) is considered as it can explain the behavioral intention of individuals (Ajzen & Fishbein, 1980). This theory has been extended and modified to improve prediction accuracy (Sheppard et al., 1988). Therefore, TRA was further developed to include the Theory of Planned Behavior (TPB) (Ajzen, 1991) and the Unified Theory of Acceptance, and Use of Technology (UTAUT) (Lee et al., 2003). Another theory and conceptualization popularly employed in the literature review of the current study is the Technology Acceptance Model (TAM). It was proposed by Fred Davis in 1985 and has been widely used in the field of technology adoption research (Lee et al., 2003).

Hence, TRA and extended theories and conceptualizations, such as TPB, UTAT, and TAM, can be employed to investigate online consumer behavior intentions, including live streaming attributes. However, the extended components should differ from those used in other online platforms, excluding live streaming commerce, and should reflect the uniqueness of live streaming commerce.

Secondly, there are two types of live commerce: “Live Streaming Embedded in E-Commerce” (LSEEC) and “E-Commerce Integrated into Live Streaming (ECIL)” (Xie et al., 2022). LSEEC represents an online shopping platform or e-marketplace that aims to enhance sales by incorporating live streaming functionality. On the other hand, ECIL aims to integrate online shopping with live streaming on platforms that provide entertainment and social attributes, such as live streaming on social media (Huang & Benyoucef, 2013; Xie et al., 2022). Moreover, specifically in the case of China, live streaming on E-marketplaces like Taobao has shown remarkable success (Liu & Zhang, 2023; Rungruangjit, 2022).

However, most previous studies conducted in Thailand have focused on the ECIL type, and more research is needed on the LSEEC type. Interestingly, even the top e-marketplaces in Thailand, such as Lazada and Shopee, offer the streaming features to their vendors. Therefore, investigating the impact of the live streaming attribute on e-marketplace platforms in Thailand may be worthy of consideration for future studies. Additionally, conducting comparative studies on LSEEC in various aspects between two countries, such as Thailand and China, would be beneficial in enhancing the scope of LSEEC research.

Thirdly, the previous study indicated that the features and functions of e-marketplaces in Thailand are similar (Panruang & Tancharoen, 2020). However, significant differences become apparent when comparing social commerce platforms, such as Facebook, Line, and Instagram. For instance, these platforms offer varied features, including adding new user functions, creating group communication functions, reaching the target audience through social media applications, providing information for online commerce, facilitating online shopping activities, and obtaining feedback and responsiveness, among others (Thaipradit & Treeratanaporn, 2019). The different features and functions may impact customer purchasing decisions. Therefore, future studies on live streaming attributes in social commerce should focus on investigating insert each social commerce application's differing features and functions.

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