Factors Influencing the Behavioral and Purchase Intention on Live-streaming Shopping

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Abstract

This empirical research study aimed to examine factors influencing consumer's behavioral intentions to purchase products via live-streaming services. This study proposed four key factors, namely customer perception, marketing mix, content marketing, and influencer, and tested their relationships with the perceived value and attitude through consumer's behavior. At the same time, the path analysis of the perceived value and attitude was conducted to reveal the relationships with consumer's behavioral intentions through consumer's online purchase intention. The proposed theoretical model comprised relevant variables developed from the current literature on digital marketing disciplines under three theoretical strands, where the Theory of Planned Behavior (TPB) was established as the main theory. The study tested the structural model using cross-sectional data. Purposive sampling was used to administer a questionnaire to 198 participants who had experience with live-streaming online shopping, and the data was analyzed using the Partial Least Squares (PLS) approach and regression analysis. The findings showed that customer perception and marketing mix had significant positive impacts on perceived value. Content marketing and influencer marketing also had positive relationships with consumer's attitudes. Moreover, consumer's perceived value and attitudes influenced their behavior and actions. These results reaffirmed the positive role of consumer's behavioral intentions in their online purchase intentions.

Introduction

The development of technology has continually changed consumer's behavior via new forms of interactions between customers and businesses (Cambra-Fierro et al., 2021). As expected, in the disruptive technology era, many marketers and practitioners have developed approaches to engage with consumers and increase brand awareness through the use of communication messages by leveraging digital technologies and collaboration among such actors (Krishen et al., 2021). Live video streaming has emerged as an effective marketing channel supported by new technologies and provided through personal computers and smartphone devices (Chen & Lin 2018). Specifically, the Internet offers the advantages of convenience, ease of accessibility, and two-way communication. At the same time, social media (SM) channels provide the means to engage and develop relationships with businesses' targeted customers (Sun et al., 2020). Thus, in the context of marketing, live-streaming is defined as an electronic medium platform that broadcasts online in real-time to deliver messages to target audiences for certain specific purposes.

This research study focused on Thai local consumers with the preferences of live-streaming shopping in Phitsanulok, a province in northern Thailand, for three reasons. First, the number of online purchases of products and services over the past year has been rising sharply, with 75% of the younger generation accessing the Internet searching for data and shopping online, based on the Digital 2020 Global Overview report (Kemp, 2020). This implied that there were predominant factors affecting online impulse buying behavior, particularly during live-streaming. Online streaming content together with influencers played a vital role in promoting brand awareness and sharing business content, leading to online customers' satisfaction. Thus, it would be worthwhile to examine the factors influencing consumer's willingness to purchase products during live streaming. Second, the growth of SM channel subscriptions had become increasingly competitive, which led to the rise of "live" content and fast changes in both the entertainment landscape and its underlying technology to drive sales. This implied that using solely SM channels for sales was not enough, and online live-streaming content created by business owners (or even influencers) emerged to deliver live synchronous video to engage with current customers. Third, while there have been an increasing number of research studies on the actual and behavioral intention of live-streaming shopping, a complete theorization of the factors that influence the relationship between behavioral and live-streaming purchase intention is still lacking, particularly in the aftermath of the COVID-19 pandemic lockdowns, when many businesses turned to the benefits of live-streaming.Many young business owners started their businesses due to unemployment during the COVID-19 pandemic. For such entrepreneurs, live streaming was an essential marketing strategy. At the same time, a study by Kemp (2020) indicated that younger consumers, the world's heaviest users of SM between April 2019 and January 2020, could access live-streaming easily via their mobile applications and do other activities (Kemp 2020). This implied that such business owners-managers were more likely to formalize their strategies to offer the best experiences to their audiences and to engage with their current and potential customers.

All of these suggest that an examination of factors influencing consumer's behavioral intentions towards online purchase via live-streaming would provide a valuable context for such an initiative, not only in the theoretical terms of advancing an understanding

of consumer's behavioral patterns and activities but also in the practical terms of selling strategies. On this basis, theory of planned behavior (TPB) was adopted as a main theory for investigating factors influencing behavioral and online purchase intention on live-streaming. Thus, the present study proposed the main research questions as follows:

What are the factors that determine customers' behavioral intention to make online purchases via live-streaming shopping?

Literature Review

Theoretical Background and Proposed Constructs

This study employed the Theory of Planned Behavior (TPB) model (Ajzen, 1985) as its main focus. TPB can help predict and understand the individual and environmental factors affecting online shopping behavior. TPB, introduced by Ajzen (1985), focuses on one factor that determines a person's behavioral intention and his or her attitude towards that behavior. This study applied this theory to investigate consumer's intentions. In TPB, three components are shown to influence an individual's intention: attitude, subjective norms, and perceived behavioral control. The underlying belief structures that link these factors underpin behavioral beliefs, normative views, and control beliefs (Fishbein and Ajzen, 1975). Intention and perceived behavioral control are also used to describe an individual behavior. According to Ajzen (1985), the intentions of consumers are indicators of the extent to which people are willing to carry out a specific behavior, which in this study would, in turn, be translated as a live-streaming behavior indicator of purchase intention. A lack of intention to buy online has been identified as one of the initial barriers to the development of online shopping (Rahman et al., 2018). According to a previous study conducted by Mohammed and Ferraris (2021), a consumer's attitude has a substantial effect on the intention of continuing to engage in online purchases via social media. Specifically, online digital technology has influenced customer adoption of live e-commerce shopping as an innovative technology in the retail business (Zhou et al., 2021). Research conducted by McLean and Wilson (2019) indicated that ditial technology such as augmented reality linked to customers' perceptions of ease of use, enjoyment, and subjective satisfaction. Perceived usefulness, satisfaction with the experience, and brand usage intentions all influence behavior and purchase decisions. Also, in TPB, perceived behavior control and trust were strongly influence peoples' active participation behavior for online shopping in social media stores (Sembada & Koay, 2021).

This study attempted to apply the TPB model and to highlight fundamental differences (factors) that drove intentions to purchase products via online live-streaming. The proposed theoretical model of this study has been applied in the areas of both marketing and technology, especially in scenarios related to technology engagement. Thus, the proposed theoretical model of this study would be applied to measure the extent to which the perceived benefit value and attitude influenced customers' behavior through their purchase intention during online live-streaming. The variables and constructs proposed in the model, along with a theoretical explanation, are presented in the next section.

Customer Perception

Customer perception in this study refers to how customers feel about products and brands. This study focused on consumer's social psychological traits, attitudes, and motivations, as well as their previous shopping experiences, as the starting point for the investigation. Such aspects could relate to specific individual purposes. Previous research studies revealed that customer's experience had a significant influence on the quality of the relationships with customers, which led to a positive impact on customers' behavioral outcomes (Wibowo et al., 2021). Differences in consumer characteristics contributed to significant differences in consumption experiences stemming from social psychology traits including attitudes (Daugherty et al., 2008), motivations (Omar and Wang 2020), users' behavior of self-expression (i.e. age and gender) (Wang, 2020), frequencies of usage, groups and cultures (Zuo & Wang 2019). These individual characteristics drove the identity of needs, which led to different patterns of media exposure. Results from studies examining the links between perceived value and online purchasing intention via live-stream broadcasting consistently showed that consumer characteristics were positively significant factors (Chen & Lin 2018; Ma 2021). A previous study by Sun et al. (2019) also indicated that consumer's propensity to purchase resulted from guided shopping experiences and the immediate visibility and availability of live shopping. Customer experience was developed to assist practitioners and marketers to determine multiple forms of online experiences that could lead to the perception of value. This study, thus, expected the following relationship to hold true:

H1   There will be a positive relationship between customers' perception and perceived value.

Marketing Mix

In a prior study (Jiang & Cai, 2021), the impact of the marketing mix strategy on purchase intention was noted. Several marketing mix and sales approaches were proposed by academics using online influencers on live-streaming platforms to retain, engage, and acquire existing customers (Hu and Chaudhry 2020; Pick 2021). Live-streaming has the potential to cause hedonic and impulsive consumption, altering customer perceptions and emotional states toward products (Xiaoyu et al., 2020). At the same time, consumer's willingness to buy is influenced by the match between product and content (including the marketing mix offered), and online influencers would encourage consumers to make hedonistic purchases with such perceived value (Park & Lin 2020). Moreover, previous research studies indicated that the adoption of an electronic payment (e-Payment) system would enable businesses to expand their price and process strategies (Apasrawirote & Yawised, 2021). Such an e-payment method makes the online buying process very simple. This includes increasing the speed of service logistics (i.e., the process of product delivery strategies) where streamers can leverage the providers of applications to deliver products and services to consumers in ways that make them feel secure with their online purchases, such as by offering return guarantees (Cao et al., 2021).

Recent research studies also revealed that the sales promotions of the marketing mix included communication between sellers and potential buyers as well as others to influence their attitudes and behavior. Sales promotions could also incorporate streamers' talent performances (e.g., online contests and sweepstakes). Customer

engagement associated with followership and purchase intention in live-streaming digital marketing could go beyond mere purchase when consumers become streamers' followers (Clement Addo et al., 2021; Kaveh et al., 2021). However, in the mareketing context, cultural boundaries, marketed content, and sponsorship disclosure are among difficulties that social media influencers face when it comes to establishing influencer marketing (S. Zhou et al., 2021). Hence, this study hypothesized the following:

H2   There will be a positive relationship between marketing mix and perceived live-stream commerce value.

Content Marketing

Positive attitude and purchase intention implications arising from content marketing through the use of SM have been attested in empirical studies (Basch et al., 2020; Fang et al., 2019; Kaye et al., 2021; Y. Su et al., 2020). Lou and Yuan (2019) asserted that content marketing generated by influencers positively affected their followers and customers in relation to informative value, trustworthiness, and attractiveness. Previous studies conducted by Kim et al. (2020) indicated that product-focused content could lead consumers to have perceptions of credibility. Fan et al. (2017) also argued that complementary content and a diversity of sources affected message responses via perceived credibility, which led to consumer's attitude towards brands' trustworthiness. Under such circumstances, it would be possible that ideation (Bhimani et al., 2019), creation and optimization of content (Raji et al., 2020), distribution (Matarazzo et al., 2021), and performance tracking and audit (Belanche et al., 2021; Farivar et al., 2021) could be important elements in creating a strong foundation of live-streaming content. As a result, live-streaming attracted content creators of different genres. Such content provided a method to segment audiences and customer profiles by analyzing their preferences, needs, lifestyles, and attitudes towards brands, including their online purchase intentions (Park & Lin, 2020; L. Sun et al., 2020). This led to the third hypothesis:

H3   There will be a positive relationship between content marketing and audience attitude.

Influencers

Prior research studies indicated that the perceived informativeness and entertainment value generated by influencers affected customers' trustworthiness (Lou & Yuan, 2019), which led to the attitude related to the online purchase intention. Online influencer marketing could be considered a form of online advertising. This research study considered online influencer advertising as a factor affecting customers' online purchase intentions. live-stream influencers who successfully monetized their content broadcast for a consistent amount of time each week. Such influencers set up streams correctly, broadcast streams on time, and promoted streaming with good intentions and solid numerical proof by evaluating their live streaming viewers and sales (Woodcock & Johnson, 2019). In the age of content marketing, the market rapidly expanded as influencer types proliferated, with influencers filling every conceivable niche and sub-niche interest (Trivedi & Sama, 2020). Influencers influenced consumer's online purchasing decisions and positive attitudes towards brands, which in turn led to a higher online purchase intention (Lim et al., 2017). Consequently, consumer's attitudes

towards such intentions have become significant for brands and their marketing strategies. This led to the fourth hypothesis:

H4   There will be a positive relationship between online influencers and audience attitudes.

Influences of Perceived Value and Attitude on Behavioral Intention

Perceived Value is considered the overall appreciation of a consumer's consumption of products or services, determined by the consumer's perception of what they received. Perceived value is commonly assessed by the relationship between quality and price. It could be increased both by reducing the costs of buying and using the goods or services (tangible perceived value) and by enhancing benefits for the individual (satisfaction value) (Y.-H. Chen et al., 2020; Oh & Kim, 2017). Hsiao and Chen (2016) argued that the valuation of the total value was not based solely on price and quality, but also on several types of value—functional, social, emotional, epistemic, and conditional— which influenced the behavioral intention to buy.

Recent studies by Ma (2021) also showed that perceived utility did not always have direct positive effects on consumer's intentions of live-streaming shopping. However, Alalwan et al. (2018) found that customers' trust, loyalty, and contentment were all influenced by perceived value, which had an impact on their continued intentions. These results indicated that various factors played different roles in fulfilling gratifications (Ma, 2021; Y. Sun et al., 2019). This implied that perceived value could be a predominant factor contributing to continued intention and loyalty, which led to behavioral intention. Moreover, previous studies on the impact of attitude on intention in the context of online shopping were carried out to determine the moderating effect of perceived behavioral control, especially on the relationship between attitude and behavioral intention. Such studies empirically supported the notion that attitude was an important factor influencing behavioral intention (Martinez & Lewis, 2016; Xiaoyu et al., 2020). Therefore, this study proposed the following hypothesis:

H5   There will be a positive relationship between perceived value and behavioral intention.

H6   There will be a positive relationship between attitude and behavioral intention.

Live-streaming Behavioral and Online Purchasing Intention

As mentioned before, to predict consumer behavior, it is necessary to know the attitudes, perceived values, and internal factors that ultimately generate online purchase intent. From the TPB theory, behavioral intention refers to the motivational factors that drive a specific action, resulting in behavioral intention to perform and express actual behavior (Ajzen, 1985). Purchasing is defined in the context of live-streaming as the willingness of a consumer's behavior to purchase a product through an online channel. Most empirical research articles examined the behavior or psychology behind activities related to video content creation coupled with influencers' performances (Alalwan et al., 2018; Belanche et al., 2021; Pick, 2021; Singh et al., 2021; Trivedi & Sama, 2020). These papers also examined the behavior of consumers towards SM video content creators. (Daugherty et al., 2008; Fan et al., 2017; Gao-fu et al., 2019). Although there

has been limited research on the factors influencing behavioral intention and online purchase intention in the context of live-streaming shopping, which links experiential outcomes to ultimate behavioral consequences towards the willingness of such purchasing, previous anecdotal research studies in digital marketing settings offered evidence of such behavioral intention control factors as trust, e-word of mouth (e-WOM), perceived usefulness, self-comparison, and perceived usefulness (Francesca Di & Gilda, 2018; Ruangkanjanases et al., 2020).

The present study argued that although the association between online purchase intent and behavior had been found to be positive and substantial in general, the strength of the relationship varied in different contexts of different studies. The strength of the intention-behavior relationship could be influenced by a number of factors. Some of these variables had to do with the individual audience variation, while others had to do with the process or product class variation. The individual behavioral intentions in online live-streaming online purchases could be influenced by something other than impulses and experiences. Habits based on perceived value and attitudes, such as online shopping addiction, self-esteem behavior, self-problem solving, luxurious behavior in everyday life, online transaction savvy, and/or any such behavioral traits, could lead to changes in the purchase decision-making process (Q. Su et al., 2020). These behavioral traits are supposed to have a direct effect on consumer's online purchase intentions. Hence, the last proposed hypothesis was as followed.

H7   There will be a positive relationship between behavioral intention and online purchase intention.

Research Model

Considering the aforementioned literature and the description of the individuals' factors in online purchases, this present study constructed a theoretical model of the customers' online purchase intention for live-streaming shopping. In this study, live-streaming was considered to contain four main factors: customer experience, marketing mix, content marketing, and influencers, all of which could affect consumer's trust and belief, leading to the attitude and perceived benefits related to live-streaming shopping. As a result, the factors influencing their perceived value and attitudes were proposed in this study.Moreover, TPB was used to incorporate the PTV and TRA theories and dominant logic literature, which connected perceived value and attitudes with behavioral intention. This study speculates that behavioral intention had a positive effect on online purchase intention. The research model is shown below in Figure 1.

Figure 1: The Theoretical Model of Online Purchase Intention
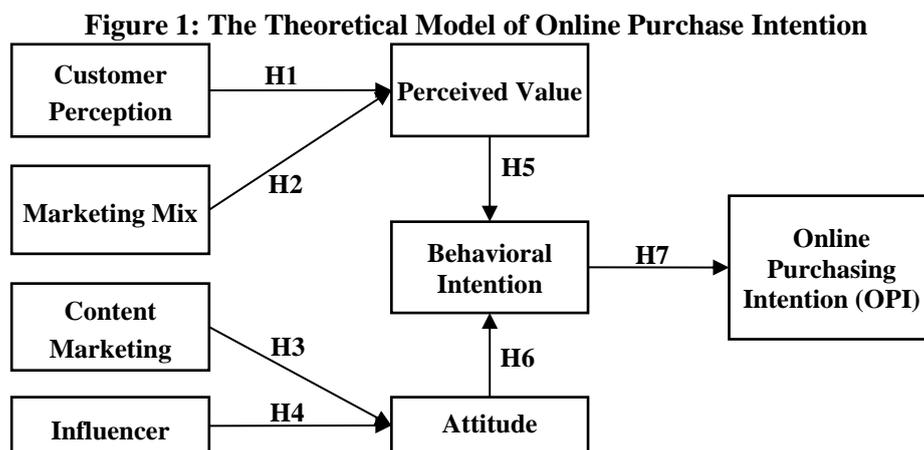
Methodology

All the participants in this study were from Phitsanulok province in the lower northern region of Thailand, which has the demographic characteristics of the rural population. The sampling technique is based on purposive sampling, where participants should have experience in livestreaming activities. The sample group consisted of 198 participants (out of 230 participants who returned the questionnaires, 32 of which were incomplete and subsequently eliminated). The measurement survey items and proposed research model were constructed based on the current literature and used to establish the proposed hypotheses. The measurement items were adapted from the context of customer experience and perception (Wibowo et al., 2021), content marketing (Su et al., 2020), influencers (Ma, 2021), perceived value, attitude, and intention (Chen & Lin, 2018). The questions were reviewed and examined by experts and scholars to validate the measurement scales, definitions, content, and appropriateness of the wording. The questionnaires were designed based on the 5-point Likert scale, moving from "strongly disagree" to "strongly agree," to measure the constructed items. To analyze the proposed model, the Partial Least Squares (PLS) approach was used for Structural Equation Modeling (SEM) with path and regression analysis.

The reliability of each variable was tested before the analysis, in which the value of Cronbach's should be greater than 0.7 (Nunnally, 1978), and as mentioned by previous scholars, the factor loading of each dimension's item should be greater than the threshold value of 0.5, the Composite (construct) Reliability (CR) of each dimension should exceed the threshold value of 0.7, and the Average Variance Extracted (AVE) should exceed the threshold value of 0.6 (Fornell & Larcker, 1981).

Table 1: Results of Validity and Reliability Analysis

Construct	Item	Cronbach's α (>0.7)	Factor Loading (>0.5)	CR (>0.7)	AVE (>0.6)
Customer Perception (CP)	CP1	0.775	0.787	0.899	0.639
	CP2		0.814		
	CP3		0.817		
Marketing Mix (MM)	MM1	0.834	0.824	0.916	0.775
	MM2		0.875		
	MM3		0.787		
Content Marketing (CM)	CM1	0.795	0.751	0.866	0.639
	CM2		0.844		
	CM3		0.817		
Influencer (INF)	INF1	0.880	0.860	0.847	0.788
	INF2		0.915		
	INF3		0.823		
Perceived Value (PV)	PV1	0.906	0.875	0.824	0.616
	PV2		0.912		
	PV3		0.989		
Attitude (ATT)	ATT1	0.817	0.898	0.865	0.627
	ATT2		0.852		
	ATT3		0.814		
Behavioral Intention (BI)	BI1	0.869	0.798	0.929	0.765
	BI2		0.834		
	BI3		0.899		
Online Purchasing Intention (OPI)	PI1	0.807	0.834	0.897	0.684
	PI2		0.814		
	PI3		0.754		

Also, the common method bias was tested using Harman's single factor test. All variables were first run through an unrotated exploratory factor analysis with a one-factor forced solution. The result showed that a common method variance was absent (the total variance was less than 50%), which did not affect the data (Podsakoff & Organ, 1986; Dupuis et al., 2017). The results of the sample validity and reliability analysis are also shown in Table 1. Finally, the discriminant validity (See Table 2) was analyzed to examine the different dimensions measured by each construct using a Fornell-Larcker criterion analysis in which the square root of the AVE for each dimension was greater than the correlation coefficients between the dimensions (Fornell & Larcker, 1981). The results showed that each dimension proposed by this study was sufficiently segregated from the others, demonstrating the good discriminant validity of the instrument.

Table 2: Results of Discriminant Validity Analysis

	CP	MM	CM	INF	PV	ATT	BI	OPI
CP	**0.84**							
MM	0.46	**0.86**						
CM	0.38	0.44	**0.81**					
INF	0.41	0.38	0.67	**0.78**				
PV	0.49	0.42	0.48	0.66	**0.76**			
ATT	0.52	0.46	0.42	0.45	0.57	**0.80**		
BI	0.48	0.51	0.47	0.57	0.64	0.65	**0.85**	
OPI	0.59	0.52	0.61	0.68	0.58	0.69	0.78	**0.82**

Results

Table 3 shows the demographic composition of the survey respondents. This sample comprised more females (67.6%) than males (32.8%), and most respondents were between the ages of 18 and 29 (78.2%). The majority of the respondents (55.5%) spent less than an hour a day on live-streams, and about 71.7% of the respondents purchased products during live-streams 1 to 2 times a week.

Table 3: Demographic Charateristics

Characteristics/Items	Description	Frequency	Percentage (%)
Gender	Female	134	67.68
	Male	65	32.82
Age	18-22years	82	41.41
	22-29 years	73	36.87
	30-39 years	32	16.17
	40-50 years	8	4.04
	More than 50 years	3	1.51
Time spent engaging in live-streaming (average/per day)	Less than 1 hour	110	55.50
	1-3 hours	60	30.30
	4-5 hours	18	9.10
	More than 5 hours	10	5.10
Frequency of online purchases via live-streaming (per week)	1-2 times	142	71.71
	3-5 times	41	20.70
	6-10 times	10	5.06
	More than 10 times	5	2.53

Table 4: Assessment of Structural Model

Relationship	Coefficient	R^2	Two-tailed significance
Marketing Mix→ Perceived Value	0.096		0.041(*)
Content Marketing→ Attitude	0.281		0.000(***)
Influencer→ Attitude	0.327		0.000(***)
Perceived Value→ Behavioral Intention	0.145		0.001(**)
Attitude→ Behavioral Intention	0.186		0.001(**)
Behavioral Intention→ Online Purchasing Intention	0.264		0.000(***)
Perceived Value		0.240	
Attitude		0.482	
Behavioral Intention		0.371	

Note: Significant a p-value at, *p<0.05, ** p < 0.01, and ***p < 0.001

The hypotheses were also tested using the PLS-SEM approach in AMOS version 23 after the research instruments' reliability and validity were assessed. SEM could be used to examine causal connections between several latent variables. Examining the structural pathways and R-square scores of the endogenous variables in the PLS analysis determined the structural model's explanatory ability. The relevance of all paths in the research model was tested using a bootstrapping technique with 198 cases and 5, 000 resamples as shown in Table 4. The results of the PLS-SEM are also shown in Figure 2. The results suggested that the model was capable of explaining 46% of the variance of online purchase intention. Overall, all hypotheses were supported. In support of hypotheses 1 and 2, customer perception ($\beta = 0.087$, p < 0.05) and marketing mix ($\beta = 0.096$, p < 0.05) had significant positive impacts on perceived value. Meanwhile, in support of hypotheses 3 and 4, content marketing ($\beta = 0.281$, p < 0.001) and influencer ($\beta = 0.327$, p < 0.001) had significant positive relationships with consumer's attitude.

Figure 2: Results of Proposed Theoretical Model
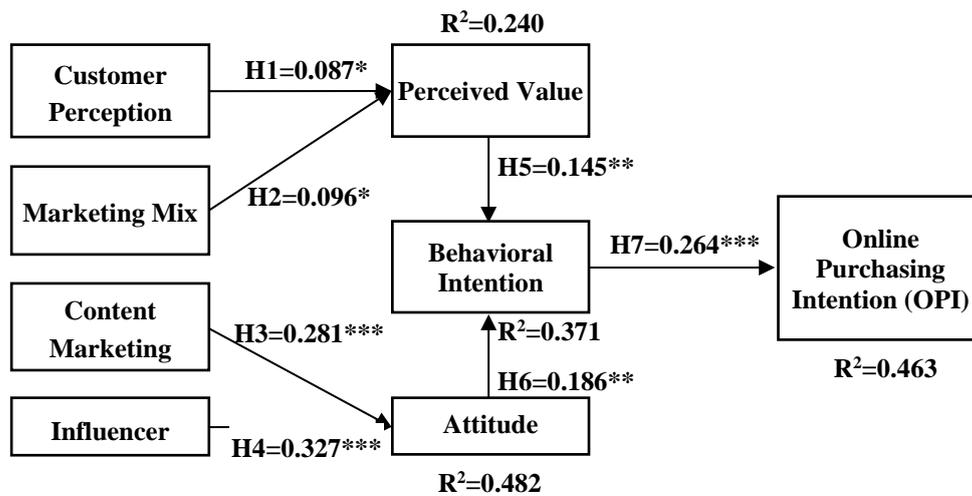
Hypothesis 5 indicated that perceived value was positively related to behavioral intention. This was supported by the study's results (β = 0.145, p < 0.01). Furthermore, the results provided strong support for the significant positive relationship between attitude and behavioral intention (β = 0.186 p < 0.01), thus providing support for hypothesis 6. Finally, in support of hypothesis 7, the results significantly reaffirmed the positive role of behavioral intention towards online purchase intention as expected (β = 0.264, p < 0.001).

Discussion and Conclusion

In line with previous research studies, customer perception (H1) and marketing mix (H2) had significant effects on perceived value (Zuo & Wang 2019). The difference in consumer characteristics, including online shopping experiences, average incomes, and cultures, made a significant difference in consumption from the social psychology traits (Chen and Lin, 2018). This implied that consumers received perceived value from high levels of perceived enjoyment in live-streaming online purchases, which could affect their intention to engage in live-streaming purchasing. Moreover, these people tended to avoid uncertainty and negative experiences after their online purchases. Skepticism led to less attention being paid to and less reliance on advertising, which decreased the chance of purchase. At the same time, a strong marketing mix was achieved through high-quality products and services such as a variety of distribution channels, payment methods (e.g., e-Payment), and reasonable pricing. Consumers and audiences in the online culture had different cognitive styles, which decreased brand biases and led to perceived value.

The aspects concerning content marketing (H3) and influencers (H4) also played a crucial role in supporting motivation and trustworthiness, which corresponded to findings from previous studies (Kaye et al., 2021; Su et al., 2020). Content marketing creates an appropriate selling atmosphere for online purchase intentions through real-time information dissemination (C.-C. Chen & Lin, 2018). Although the limited-time strategy (during live-streams for selling products) utilized by streamers gave consumers limited time to think before their online purchases, the attractiveness of the content and the performances of the influencers helped promote the reliability of the products and the reasonableness of the prices. At the same time, influencers expressed their perception of the products in both positive and negative ways to show the spirit of peer sincerity to their followers, and they did not generally recommend unsafe products and unsatisfactory services to their 'peers'.

This study showed that using online influencer cues in a live-streaming approach resulted in a more genuine viewing experience, leading to online purchase intention even without prior experience of live-streaming online purchase. In line with Ma (2021), who indicated that influencers had a stronger impact on customer behavior than traditional endorsers because influencers were seen as more trustworthy information sources who were less influenced by brands. Similarly, the research studies conducted by Fan et al. (2017) and Cambra-Fierro et al. (2021) found that influencers and celebrities with interactivity functions (real-time response activities) were significant indicators of online purchase intention. The findings of the present study also suggest that brands utilizing influencers' endorsements should realize that their targeted audiences have their own sets of requirements, cultures, styles, language, idioms, and

preferences. Instead of setting up a business SM channel for marketing purposes, brands must select their optimal platform-specific audiences who want to engage in live streams. This proposed method could help build a set of values or an attitude where audience interest and interaction would be appreciated at first glance, leading to impulsive online purchases even without any prior experience of such purchases (Lee & Chen, 2021). Consequently, this would build trust with a transparent attitude. Thus, content marketing and influencers had significant effects on consumer's attitudes, as this research study had expected.

Furthermore, perceived value (H5) and attitude (H6) could initially create empowered and inspired audiences and naturally promote the products, leading to satisfaction among audiences and customers. This result was consistent with previous findings regarding the intention to engage with online sellers with short video content (Daugherty et al., 2008; Fan et al., 2017; Gao-fu et al., 2019). Therefore, the results were consistent with those presented by Ma (2021), who indicated that during the COVID-19 lockdowns, consumers engaged in live-streams for a variety of reasons other than purchasing products, such as passing time and socializing. As a result, attitude created habit, and habit promoted repeated live-streaming online purchases, brand loyalty and addiction. It showed one way audiences' behavioral intentions could be formed.

Finally, the results provide additional support for prior research by Francesca Di. and Gilda, 2018), who found that the best strategy to increase engagement in the form of comments and social shares is to create an emotional connection activity with consumers. Moreover, social presence and self-esteem behavior determined online purchase intention. Specifically, in line with a previous study conducted by Su et al. (2020), who reaffirmed that consumers and audiences who projected the self-perception of high competence or were outcompeting other audiences within the group of live-stream channels (i.e., purchasing products for special prices, winning auctions, obtaining rewards or identifications with privilege accounts), resulting in a sense of superiority over other audiences, were more likely to develop a better sense of self-esteem from the live-streaming platforms. Live-streaming activities encouraged them to engage in a higher level of loyalty, leading to online purchase intention. Behavioral intention had significant effects on live-streaming online purchase intention (H7). The quality of interactions has an impact on knowledge and behavior creation, which has the potential to influence decision-making.

The aims of this study were to examine the factors influencing customers' behavioral intentions towards their actual online purchase intentions for live-streaming commerce. The findings showed that customer perception and marketing mix had significant positive impacts on perceived value. Content marketing and influencers also had a positive impact on consumer attitudes. Moreover, the customer's perceived value and attitude influenced their behavioral intention. Also, the results significantly reaffirmed the positive role of behavioral intention towards one-line purchase intention. The contributions of this study were in its proposed live-streaming online shopping strategies for business owners and practitioners who might consider engaging in live-streaming services.

Limitations and Recommendations for Future Studies

This study had its limitations. First, given the study's focus on a single national economic context together with a single source of data, the generalizability of the findings and the identification of causality were limited. Apart from replicating this exploratory study in other economies, future research could examine in greater depth the use of multiple data collection methods, including a different group of participants based on longitudinal research design. Second, this study did not focus on the demographic characteristics or the types of live-streaming commerce platforms. Thus, future studies could focus on live-streaming shopping intentions of the individuals of different genders, ages, generations, and cultures. Third, more mediating variables should be included in the model and examined to obtain a more comprehensive understanding of the constructs' relationships. It was possible that some consumers might place higher value on some preferred networks because they better fit their needs. The degree of customer engagement with their favorite influencers could also lead customers to trust them more than other types of advertisers. Such differences in an individual network value and preferences for different influencers could affect the intensity of consumer's intentions to purchase.

Implications for Asian Business

This empirical research study had several theoretical implications. First, the current study was one of the first to investigate the elements that influenced live-streaming purchasing intents in Thailand's lower northern business area, which added to the existing live-streaming commerce studies in the Asian business context (Ma, 2021; Sun et al., 2019; Sun et al., 2020). Second, the findings suggested that the effect of consumer's behavior on live-streaming online purchase intention might be urged by several factors which fulfilled consumer's needs, not consumption behavior, and displayed factors related to natural an individual behavior or group interactions. Third, although prior studies had shown the influence of consumer's perceived value in tandem with attitude and online purchase intentions (C.-C. Chen & Lin, 2018; Singh et al., 2021), less was known about the relationship between the individuals' behavioral impulses and actual online purchases during live-streaming. Fourth, the theoretical model identified behavioral intention as a key antecedent of actual purchase, thus advancing the knowledge on how businesses could use marketing mix strategy and influencers selected for each SM to align with consumer's behavioral expressions to consume the products. Fifth, this was one of the research studies that offered empirical evidence for the association between customers' behavioral intentions and actual purchase behavior using a sample of a rural population in a developing nation. Finally, the empirical validation of the proposed model added to the theoretical development of the marketing of digital streaming strategies, thus separating this study from the existing body of studies that largely offered anecdotal evidence on how to leverage digital technologies to improve digital marketing performances.

This research study offered recommendations for practitioners and marketers on how to undertake live-stream commerce strategies to retain existing customers and attract prospective ones. First, the research findings implied that the satisfaction of customers predicted their behavioral intention through live-streaming online purchases. Combination of marketing techniques that use digital technologies to adapt to changing

consumer preferences and keep customers engaged by selecting appropriate channels based on the culture presences of social and commercial groups. Second, the market was rapidly expanding as influencer types proliferated, with influencers filling every conceivable niche and sub-niche interest (Trivedi & Sama, 2020). As a result, consumer's attitudes towards technology adoption have become significant for brands and their strategies in their markets.

According to the findings in this study, consumer's live-stream shopping intentions were predicted by the behavioral intentions of value perception and attitude. Therefore, the structure and content of the streaming presentation coupled with the influencers' messages would be unique. Live streaming platforms should concentrate more on characteristics that triggered customers' attention, including the technique of offering privileges or 'Buy now' discounts, reviewing actual-use products, organizing live auctions and competitions, streaming on multiple platforms, and creating a variety of content such as peer review contents, entertainment and challenge activities (Wang, 2020), education (Moussiades et al., 2019), dissemination of rich information (Darnell et al., 2017), experiments and knowledge sharing (Lu & Miller, 2019), inspiration (Gao et al., 2020), and marketing mix contents (advertisements, sales, and promotions) (Plessis, 2017).

Fianlly, the findings of this study indicated that shopping online during live-streams would support social presence in online environments. Business or marketing practitioners should build up online communities to mitigate risks that could harm their brands' reputations. Such online communities were fueled by the exchange and sharing of content and information, and they had the potential to generate powerful brand reputations and sales tools (Bowden & Mirzaei, 2021). At the same time, live streaming could be used by businesses to strengthen influencer-audience (followers) connections across different platforms.

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