

The Influence of Live Streaming Online Shopping on University Students' Purchasing Interest

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Abstract

Purchase intention is the consumer's decision to buy a product based on specific circumstances, often linked to their habits, perceptions, and attitudes. Buying activities can be carried out through e-commerce services. In this study, a sample of 108 university students was tested to investigate the factors influencing university students' intentions to make purchases while watching live streaming online shopping. Data was processed using multiple regression analysis using SPSS 25. The results obtained are (1) partially, trust has a positive effect on purchase intention, (2) partially, streamer attractiveness does not have a positive effect on purchase intention, (3) partially, price has a positive effect on purchase intention and (4) stimulant, trust, streamer attractiveness and price have a positive effect on purchase intention.

Keywords: Purchase Intention, E-Commerce Services, University Students, Live Streaming Online Shopping, Trust, Streamer Attractiveness, Price.

Introduction

E-commerce, short for electronic commerce, refers to the buying and selling of products through online services or the internet (Putri, Hutagalung, Lina, 2021). Online shopping makes purchasing goods incredibly easy, people can simply download the app on their electronic device. Online shopping is possible on a variety of platforms, including Shopee, Lazada, Tokopedia, and others. People can purchase a wide range of items online, including electronics, clothing, and study supplies. Advanced technology has made online shopping a favorite among people of all ages due to its convenience and user-friendly features (Putri, 2019). Online shopping is highly favored due to its competitive pricing, which is often lower than in-store prices because sellers save on rental expenses. Online shopping is particularly beneficial for customers looking to buy large quantities of goods, as it eliminates the need for a large vehicle for transportation.

In recent times, online shopping has become incredibly popular and advanced. Online platforms have evolved with the introduction of live streaming for shopping, a popular feature now available on many platforms. Live streaming advertising is a highly effective marketing tool, it enables sellers to showcase their products and services directly to users through live streams (Xin et al., 2023). The direct interaction between the streamer and consumer during

live streaming e-commerce helps consumers better understand the product, reduces information gaps, and boosts their intention to make a purchase (Xu, Cui, & Lyu, 2022). During live streaming shopping events, customers have the opportunity to receive personalized assistance by interacting with salespeople via video calls, enabling them to receive customized recommendations. This personalized approach enhances customer experience, fostering stronger customer relationships and satisfaction.

Moreover, according to (Binus University, 2011), purchase intention is the consumer's decision to buy a product based on specific circumstances, often linked to their habits, perceptions, and attitudes. A study discovered that trust and how price discounts are presented on live streams have a notable impact on purchase intentions (Anwar, Utamil, 2023). Another study revealed that the attractiveness of the streamer also influences purchase intentions during live streaming shopping events (Wu, Ai, Yi, Wang, Chen, Gaof, 2023). There are numerous students that also use online shopping because it enables students to conveniently shop from their residences, be it their homes or dormitories. In addition, 52.7% of students participate in online shopping (Tian, & Zhang, 2024). Therefore, using e-commerce's live streaming as the research platform, this paper intends to investigate the factors influencing university students' intentions to make purchases while watching live streaming online shopping. Therefore, this study uses trust, streamer attractiveness, and price as the independent variables as well as purchase intention as the dependent variable.

Research Objectives

1. To Identify the Impact of Trust on Purchase Intentions
2. To Investigate the Role of Streamer Attractiveness in Influencing Purchase Intentions
3. To Analyze the Effect of Price on Purchase Intentions

Research Motivation

The research motivation for studying live streaming shopping is primarily driven by the increasing popularity and profitability of this platform globally. The study aims to investigate the factors influencing university students' intentions to make purchases while watching live streaming online shopping. This research is motivated by the need to understand the psychological motivations of customers regarding information technology for live-streaming shopping behavior, as well as to identify the key attributes that drive consumer trust and shopping intentions in this context.

Literature Review

Purchase Intention

Purchase intention refers to a consumer's personal inclination to select a product, comprising their attitudes towards particular products and brands, alongside external influences (Mishra, 2021). Moreover, purchase intention is when customers decide to buy goods or services because they need or want the specific functions these goods or services offer (Ramadhan, Wisnu, Nugroho, 2022). Furthermore, purchase intention is when a consumer consciously decides, based on their motivation or feelings, to take action and make a purchase (Bimantari, 2019). In other words, purchase intention is the consumer's inclination to choose a product, influenced by their attitudes towards products and brands, as well as external factors. This

decision is driven by the consumer's perceived need or desire for the specific functions offered by the goods or services.

Trust

Trust is seen as a belief regarding how trustworthy someone is regarding a specific matter (Robbins, 2016). Trust is crucial in online shopping, where the absence of face-to-face interaction among users creates significant uncertainty (El-Said, 2020). In live streaming commerce, trust from consumers can be established, impacting their intention to purchase and their willingness to pay higher prices and this also confirms the existence of a trust transfer effect, where trust in the streamer extends to trust in the product (Jakwatanatham, Phayaphrom, Nurittamont, 2022). It has been demonstrated that trust significantly influences purchase intention in live shopping (Anwar, Utamil, 2023). A previous study that was conducted by (Xu, Cui, Lyu, 2022) and (Lu, Chen, 2021) revealed trust plays a big role in customer purchase intention during live streaming. In other words, trust seems to have a correlation with the intention to purchase a product from live streaming online shopping. Based on these previous researches, it is possible to propose that:

H1: Trust is positively associated with purchase intention.

Streamer Attractiveness

Live streamer is an individual who provides consumers with a unique shopping experience by showcasing product demonstrations and engaging with them directly through live broadcast (Chen, Dou, Xiao, 2023). The face of the live streamer is the part with high consumer attention (Shi, Wang, Qiao, Shang, 2024). A previous study that was done by (Wu, Ai, Yi, Wang, Chen, Gaof, 2023) shows that streamer attractiveness positively affects the flow experience, and the flow experience positively affects the purchase intention. In addition, another study also found that the personal connection shared by the streamer also has an impact on purchase intention online shopping (Xu, Cui, Lyu, 2022). An influencer that becomes a live streamer on live streaming online shopping also has an effect significantly and directly on influencing customers' purchase intention (Xin, Ying, Batrisya, Shahdeena, Azriel, Rezandi, Dewi, Naqvi, 2023). Therefore, in order to comprehend this relationship, it is proposed that:

H2: Streamer attractiveness is positively associated with purchase intention.

Price

Price signifies the financial expenditure needed to procure a specific product or service, reflecting the value assigned to that offering in the market (Olajide, Mohdlizam, Esther, Onn, 2016). Pricing tactics, like discounts and reductions, are crucial in the realm of e-commerce (Zheng, Chen, Zhang, Wang, 2020). The way consumers perceive the price of a product plays a substantial role in influencing their decision to make a purchase (Albari, Safitri, 2018). According to the previous study, price significantly influences purchase intention on live streaming platforms (Chaang, Liu, Ming, 2022). Moreover, the technique of discount framing has a favorable effect on purchase intention (Anwar, Utamil, 2023). Furthermore, The compelling draw of low prices has a notable and meaningful impact on consumers' purchase intentions, underscoring the substantial influence that pricing strategies can have on consumer behavior (Chan, Asni, 2023). Hence, it is possible to propose that:

H3: Price is positively associated with purchase intention.

Figure 1 explains the relationship among the constructs in this study diagrammatically

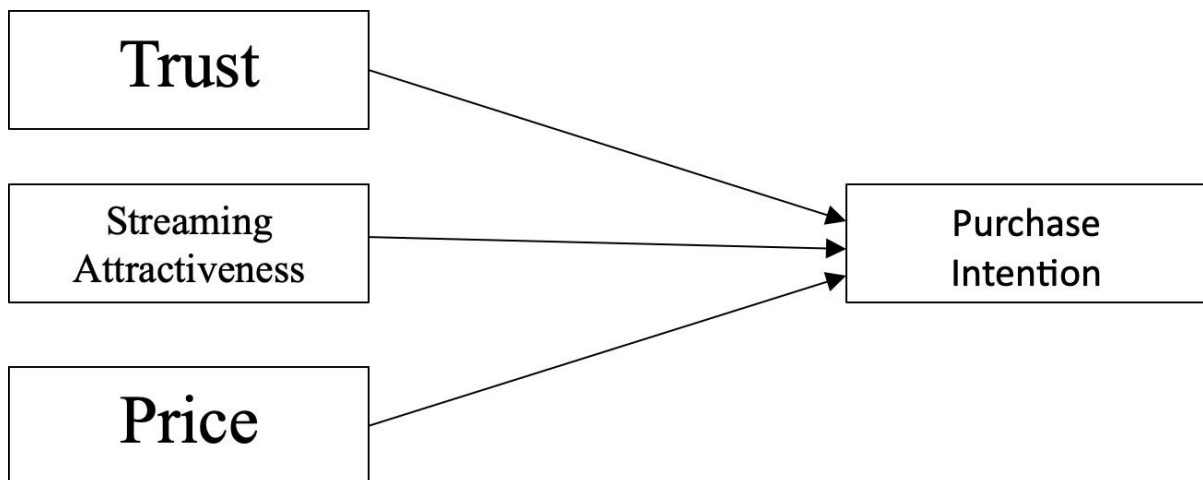


Figure 1. Proposed Conceptual Model

Hypothesis Development

Based on the theories of experts and the paradigms that was mentioned in the previous parts, it is possible to state the hypothesis in this study:

1. It is expected that there is a significant influence of Trust to Purchase Intention.
2. It is expected that there is a significant influence of Streamer Attractiveness to Purchase Intention.
3. It is expected that there is a significant influence of Price to Purchase Intention.
4. It is expected that there is a significant influence of Trust, Streamer Attractiveness and Price to Purchase Intention

Methodology

Data Collection

The data that is tested in this study was obtained by using a survey method. A survey questionnaire was distributed through social media such as Whatsapp, Instagram, and Telegram in order to reach the attention of the respondents. A survey questionnaire that was written using a google form platform, was distributed on Social Media, and respondents were requested to submit the online questionnaires once they have completed to fill in. Eventually, the researcher obtained 108 respondents of university students who were willing to be volunteers in filling up the survey questionnaires.

Research Instrument

The instrument that was used for this study was developed in a form of survey questionnaire that was tested by previous researchers. The questionnaires were built based on the framework that consists of one dependent variable which is purchase intention, and three independent variables which are trust, streaming attractiveness, and price. The survey questionnaire uses a five-point Likert-scale to measure both the independent variables and the dependent variable. In most of the questions, 1 indicates strongly disagree, while 5 indicates strongly agree. The survey questionnaires also asked on the respondents' profile such as gender, year of study, and ethnicity.

Table 1
Measurement Items

Constructs	Items
Trust	I think the products I order from the live stream will be as I imagined
	I believe that I will be able to use products like those demonstrated on the live stream
	I trust that the product I receive will be the same as those shown on live streaming
	I prefer buying from live streaming than that online marketplace
Streamer Attractiveness	I think the streamer is intelligent
	I think that the streamer has an enjoyable live-streaming style
	I think the streamer has a funny personality
	The streamer knows very much about the product/service
	The streamer has a lot of experience with the product/service
Price	I am easily attracted by price promotions
	When it comes to price promotions, I cannot help buying
	The price promotion gave me a strong impulse to buy
Purchase Intention	I prefer purchasing products through live streaming
	If I were going to buy the product online, I would consider buying the product through live streaming
	I will have the purchase intention through live streaming even I do not have a need for shopping
	When I am watching live streaming, I sometimes have the purchase intention even though I do not need to do the shopping

Data Analysis

Test of Research Instruments

Analyzing research instruments is a thorough examination of the equipment or methods used in data collection during research. Analyzing the research tools is essential to ensure that the data collected is reliable and trustworthy, so that the research conclusions can be

scientifically validated. In this study, the analysis of research instruments was tested using validity and reliability tests. Data was obtained from a sample of 108 Pride University of Malaysia students and analyzed using SPSS 25, resulting in the following table:

Table 2

Test of research instruments Result

Variable	Validity	Reliability
Trust	Valid	Reliable
Streaming Attractiveness	Valid	Reliable
Price	Valid	Reliable
Purchase Intention	Valid	Reliable

Based on table 2, it is known that the statement items of each indicator, namely the trust variable, streaming attractiveness variable, price variable and purchase intention variable, have passed the validity and reliability tests because they have a value of $r_{count} > r_{table}$ and a Cronbach's alpha test value above 0.6. Therefore, the data is considered feasible for the next stage of testing.

Classical Assumption Test

The classical assumption test is a critical stage in statistical data analysis which requires various fundamental assumptions regarding data distribution and variable relationships. This classic assumption test is important because violations of assumptions can lead to misinterpretation of statistical analysis results. In this study, the data must pass the normality test, heteroscedasticity test, and multicollinearity test to determine whether it is suitable for further testing and fulfills the classical assumption test. The test results using SPSS, obtained the following output:

Table 3

Classical Assumption Test Result

Variable	Heteroscedasticity	Multicollinearity		Normality
		Tolerance	VIF	
Trust	0,487	0,651	1,535	0,095
Streaming Attractiveness	0,788	0,664	1,507	
Price	0,428	0,671	1,492	
Purchase Intention				

Based on table 3, it is known that the Trust variable has a sig value of 0.487, a tolerance value of 0.651 and a VIF value of 1.535, the Streaming Attractiveness variable has a sig value of 0.788, a tolerance value of 0.664 and a VIF value of 1.507, and the Price variable has a sig value of 0.428, a tolerance value of 0.67 and a VIF value of 1.492. Then in the normality test obtained asymp sig. (2-tailed) of 0.095. Because the three indicators have $sig > 0.05$, $tolerance > 0.1$, $VIF \text{ value} < 10$ and $normality > 0.05$, it is concluded that the research data has passed the classical assumption test and is suitable for further testing.

Multiple Regression Analysis

Multiple regression analysis is a statistical technique that tests the relationship between one dependent variable and two or more independent variables. Multiple regression analysis can provide useful information about how the independent variable affects the dependent variable in a particular situation. In this study, multiple regression analysis provides the following results:

Table 4

Multiple Regression Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	-.696	1.903		-.366	.715
Trust	.469	.111	.379	4.232	.000
Streaming Attractiveness	.134	.115	.104	1.168	.246
Price	.393	.107	.323	3.654	.000

a. Dependent Variable: Purchase Intention

Based on the test table 4, the regression is obtained as follows:

$$Y = 0.696 - 0.469x_1 - 0.134x_2 - 0.393x_3$$

The t-test is a statistical test often used in regression analysis to determine the significance of each regression coefficient. The t-test is useful because it allows researchers to evaluate which independent factors contribute significantly to predicting the dependent variable in a regression model. The main purpose of the t-test is to determine whether the regression coefficient for a particular independent variable differs substantially from zero in hypotheses 1-3. The output results of the t test in table 4, produce the following interpretation:

- a) In the trust variable, the t-test value is 4.232 and the sig value is 0.000 (<0.05), it can be concluded that H₀ is rejected and H_a is accepted, so hypothesis 1 which reads "Trust is positively associated with purchase intention", is accepted.
- b) In the streaming attractiveness variable, the t-count test value is 1.168 and the sig value is 0.246 (>0.05), it can be concluded that H_a is rejected and H₀ is accepted, so hypothesis 2 which reads "Streamer attractiveness is positively associated with purchase intention", is not accepted.
- c) In the price variable, the t-count test value is 3.654 and the sig value is 0.000 (<0.05), it can be concluded that H₀ is rejected and H_a is accepted, so hypothesis 3 which reads "Price is positively associated with purchase intention.", is accepted.

F Test Analysis

The F test is a statistical test used in regression analysis to determine the significance of the model as a whole. The F test determines the relevance of the regression model in explaining the variability of the dependent variable and assesses the combined contribution of the independent variables to the dependent variable. While the coefficient of determination test, often referred to as the r^2 test, assesses the ability of the regression model to explain fluctuations in the dependent variable using the independent variable. Specifically, the f test is used to answer hypothesis 4. The f test output obtained using the SPSS application is described as follows:

Table 5

F Test Result

F value	Sig	r	r square	Adj r square	Std error
29.065	0,000	0,914	0,835	0,825	1,493

Based on the results of the f test, the calculated f value is 29.065 and the significance value is 0.000 (<0.05), it can be concluded that H_0 is rejected and H_a is accepted, meaning that the Trust variable, the Streaming Attractiveness variable and the Price variable stimulantly affect Purchase Intention.

From the table above, it is known that the r square value is 0.835 which means that the contribution between the Trust variable, the Streaming Attractiveness variable and the Price variable has an effect of 0.835 or 83.5% on the Purchase Intention variable, and the remaining 16.5% is influenced by other variables outside the research variables.

Discussion and Conclusion*The influence of Trust to Purchase Intention.*

Based on the t-test results, it is known that the t-test value is 4.232 and the sig value is 0.000 (<0.05) which means that there is a positive influence between the trust variable on purchase intention.

Trust is an important factor that determines the purchase intention of a person or consumer. When consumers trust a brand, consumers will tend to have more confidence in its products or services, resulting in higher purchase intentions. This level of trust can be obtained through consistently pleasant experiences obtained by consumers, transparent communication, reliability, and perceived brand integrity all contribute to the development of trust. This finding is in line with the research findings of Murtiningsih et al. (2019) and Hadi (2018) which reveal a positive and substantial relationship between trust and purchase intention. Trust has a large beneficial impact on consumer satisfaction, thereby increasing purchase intentions. Therefore, building brand trust should be a top priority for companies that want to increase their sales and market share and it is highly recommended for companies to continue to create brand trust from customers by improving product quality and providing positive value to consumers with the aim of building a sense of trust and security in consumers when purchasing products.

The influence of Streamer Attractiveness to Purchase Intention.

Based on the t test results, it is known that the t-count test value is 1.168 and the sig value is 0.246 (>0.05) which means that there is no positive influence between the Streamer attractiveness variable on Purchase intention. The streamer attractiveness variable refers to the physical attractiveness or charisma of a streamer when broadcasting content on a streaming platform. This attractiveness includes, among others, physical appearance, emotional carrying, and a way of speaking that captivates viewers. In this study, it is known that the streamer attractiveness variable does not affect consumer purchase intention. This is because in general, attractiveness is subjective and can vary greatly between audiences. What is attractive to one viewer may not be attractive to another. Then consumers in this study value the product or service being promoted more than the appearance of the streamer. Consumers are more likely to make purchases based on the quality, price, or usefulness of the product, not the appearance of the streamer. So even if a streamer has a pretty face or has an attitude that is liked by the audience, it does not necessarily mean that the audience will purchase the product being sold. Therefore, companies need to balance with other criteria such as the quality of the material, relationship with the audience, and consistency of live content rather than focusing on the attractiveness of the streamer.

The influence of Price to Purchase Intention

Based on the t test results, it is known that the t-count test value is 3.654 and the sig value is 0.000 (<0.05) which means that there is a positive influence between the Price variable on purchase intention. Price is the monetary value determined by a company in exchange for the goods or services exchanged, as well as anything offered by the company to meet client needs. In this study, pricing has an influence on purchase intention, which means that when buying a product, consumers tend to prioritize price above all other factors. The findings of this study are in line with the findings of Purwianti et al. (2023) and Nasution et al. (2019) who found that the price variable has a positive influence on purchase intention. Consumers often use pricing to determine the quality, value, and desirability of a product or service. Higher pricing is considered to indicate higher quality. Then, if consumers believe that the benefits and value provided by a product or service outweigh the cost, then their purchase intention is likely to increase. Conversely, if the perceived value does not match the price, then purchase intention will decrease. Therefore, it is important for companies to conduct research on market prices, the value of benefits that can be felt by consumers when buying products and consumers' perspectives on products before determining the price of products to be sold.

The Influence of Trust, Streamer Attractiveness and Price to Purchase Intention

Based on the f test results it shows that the calculated f value of 29.065 and a significance value of 0.000 (<0.05), indicating that H_0 is rejected and H_a is accepted. This means that the Trust, Streaming Attractiveness, and Price variables have a stimulant effect on Purchase Intention. According to the table above, the r square value is 0.835, indicating that the contribution of the Trust variable, the Streaming Attractiveness variable, and the Price variable has an effect of 0.835 or 83.5% on the Purchase Intention variable, with the remaining 16.5% influenced by variables other than the research variables.

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