

**THE INTENTION PURCHASE TOWARD FASHION PRODUCT  
FROM LIVE STREAMING CHANNEL**

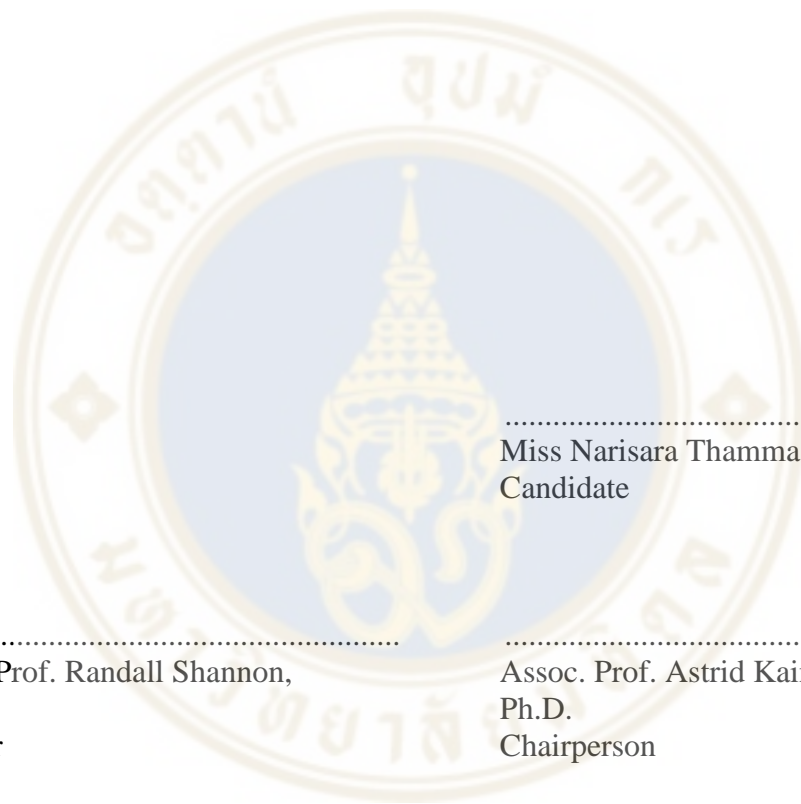


**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Thematic paper  
entitled  
**THE INTENTION PURCHASE TOWARD FASHION PRODUCT  
FROM LIVE STREAMING CHANNEL**

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## **THE INTENTION PURCHASE TOWARD FASHION PRODUCT FROM LIVE STREAMING CHANNEL**

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### **ABSTRACT**

As the internet has become blooming and necessary for our daily lives, we are using the internet almost in many activities like using the internet for work, study, play games, watching online streaming and even online shopping. Nowadays, we are in the digital world which has the internet advancing in speed and capacity. For example, most mobile signal providers have launched 5G for mobile internet and also fiber optic for the home Wi-Fi. Not only internet improvement, most companies and application developers also innovate their application to support the customers that make mobile applications more fast moving. For example, the bank industry also supports customers as they have innovated the mobile application banking with many features which help our lives more conveniently. All of this supports the growth of online shopping, especially live streaming by online channels.

In the past, we might go shopping in the supermarket or in the shopping mall. But nowadays, we own smartphones and can easily download e-commerce applications such as Lazada, Shopee, Alibaba, etc. Our internet is also high in speed so we can watch merchant live streaming with the high quality of sound and graphics. So, the e-commerce platforms are very useful, as merchants and customers can easily meet. Merchants just need to upload product details, prices and pictures on their online shop. People need to search by typing the product that they want and which brand or shop name that they would like to explore. So, e-commerce makes our lives more convenient whether our city does not have a physical store but we can also buy the preferable product by online channels.

**KEY WORDS:** Convenience / Trustworthiness / Entertainment / Social Influence

34 pages

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## **CHAPTER I**

### **INTRODUCTION AND PROBLEM STATEMENT**

The trend of online shopping is highly popular in Thailand, as we have various e-commerce platforms such as Lazada and Shopee that offer a variety of special specials to entice bargain-hunting shoppers. According to well-known social media sites such as Facebook and Instagram, these two networks have also announced the marketplace function, which allows users to create an online shop account and sell products on each social media platform. Merchants can also use live streaming to communicate with their customers and demonstrate their items. This may inspire Thais to purchase online more and shift customer behavior away from physical stores to online shopping.

As Facebook launched a live function in application, Thai people are using live streaming for many purposes like talking with others, live on special events and selling products.

Nowadays, live streaming is very popular for merchants to showcase their products. For example, Pimrypie Facebook official page, she is a very popular person in Thailand that sells many types of goods and can hit a million orders within one day. Moreover, as our banking industry always supports and innovates online banking, this makes payment transactions very convenient.

All mentioned above are benefits for online merchants especially fashion retailers like clothing shops, shoes shops and bag shops to sell the fashion product on live streaming.

So, according to covid situation, many offline stores are closed or even the luxury brand name shops in famous shopping malls close for many months due to the pandemic. So, this makes online shopping to grow because customers can easily buy the product at home.



## **CHAPTER II**

### **RESEARCH QUESTIONS AND RESEARCH OBJECTIVES**

#### **2.1 Research Questions**

1. How does convenience affect the intention to purchase fashion products on live streaming channels?
2. How does social influence affect the intention to purchase fashion products on live streaming channels?
3. How does entertainment affect the intention to purchase fashion products on live streaming channels?

#### **2.2 Research Objectives**

1. To identify the significant factors for customer intention to purchase toward fashion product via live streaming.
2. To identify convince factor that influence customer purchase intention toward fashion product via live streaming.
3. To understand social influence leads to customer purchase intention toward fashion product via live streaming.

## **CHAPTER III**

### **LITERATURE REVIEW**

#### **3.1 Convenience**

The concept of convenience first appeared in the marketing literature with Copeland's (1923) classification of goods. Copeland suggests that by classifying goods according to his tripartite structure (convenience, shopping, or specialty goods), marketers can determine the type of store in which the product should appear and the appropriate concentration of distribution. Convenience goods are those lower-priced goods which consumers are familiar with and which are purchased from easily accessible outlets. Over time, the use of the word of convenience changed from a descriptor of products into its own unique concept. Venkatesh 1986 stated that convenience is one with an emphasis on time buying or time savings. Moreover, Douglas (1976) facilitated this transition by hypothesizing that consumers with greater time constraints are more likely to use convenience products and services to save time. As a result of this evolution of meaning, the more complete definitions of convenience now contain one common element which is the reduction of non-monetary costs associated with a product and this statement was classified by Swaminathan (2004). One last definition of convenience comes from Bender (1964), retail convenience can be defined as consumers' time and effort costs associated with shopping in a retail environment.

From the past research, the studies showed how convenience of online shopping is one important factor for motivating customers to purchase products from online channels. Almarashdeh (2019) past studies said a high level of convenience on online shopping has become an important strategic motivating strength for online markets in order to provide a competitive service satisfying and to preserve and promote the intention of consumers.

According to Jaradat (2019) past study showed online consumers have the advantage of shopping at any time and are able to make multiple economies of time.

They can also purchase products from such locations as home and office, rather than at physical stores. These two types of flexibility – time and place – in turn provide psychological benefits by avoiding crowds, reducing waiting time, and expending less effort in traveling to physical stores.

Seiders et al (2000) stated that by saving customers time and energy through convenience improvement, retailers increase the value of their market offer. Also, Bhatnagar (2000) wrote that the Internet is currently an appropriate option for consumers wanting to save time and effort. People find online stores more attractive because their lives are typically more time constrained due to increased professional demands, which in turn reduces the available time to daily tasks, forcing them to choose retail formats where they have to spend the least time possible. Beauchamp (2010) found that convenience is defined as the speed and ease with which consumers can reach a retailer. This includes how quick and easy it is to access the shopping channel initially and how quick and easy it is to access the merchandise once the consumer is at the store. Burke (1997) also said convenience of front door delivery have made reduction in time/mobility costs possible, as well as an offering of a variety of products without the worry of stock or storage issues, leaving Internet shopping Factors Affecting Online Search Intention and Online.

Nuryakin (1970) mentioned online shopping convenience is an identification of several comfort services of unique features for online shopping which indicates several materials included in online service quality, like usage convenience, interactivities, information searching, information in depth and richness, and security. The past research developed dimension and indicator of the online shopping convenience which reflective access convenience, with access time flexibility, site searching convenience, and access place flexibility indicators.

From Breugelmans (2015) study said convenience of shopping from online stores can benefit consumers because online shopping eliminates the burden of physically handling a product. When someone feels comfortable, he/ she will feel happy. So that it can be said that convenience can also affect the enjoyment of consumers toward online shopping. Ashouri (2015) explained that in online shopping, consumers can also enjoy window shopping, seek information, and compare prices conveniently and without feeling the pressure to purchase. Moreover Jiang (2013) said that

convenience in this context means the ease to get the items needed without having to go to the supermarket, accompanied by an easy payment system. Jiang said “the more convenience that is perceived on searching, transaction and possession/ post-purchase, the greater is the possibility for repurchasing and recommendation by the customer”. Meixian (2015) defined shopping convenience as a decrease in non-monetary prices, or specifically, a decrease in time, physical energy and mental energy spent on acquiring goods or services.

In conclude, the convenience of live streaming shopping influences customers to purchase products via online as customers will easily order products everywhere and every time that they want by easily using their mobile or computer device. Moreover, online shopping also helps customers to save time and save cost because they don't need to go out to the physical store which does not require any cost of transportation. When customer purchased product from online platform, they just waiting for product arriving their commendation. Also, customers can easily see the products by visual and they can easily get more information by communication with the host and chat.

### **3.2 Trustworthiness**

Trust is a prerequisite of many business interactions said by Dasgupta (1988). Luhmann (1979), mentioned about trust which in a broad sense, is the belief that other people will react in predictable ways. Schoorman (1995) said trust means “the willingness of a person to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor another party. From Nath (2007), trust is an important indicator that has an influence on shopping behavior of consumer. Consumer trust in e-commerce covers the trust of the salesperson, vendor, product, channel, and company said by Benbasat (2004). From Wongkitrungrueng (2020), while trust on streamers explains the extent to which viewers believe in streamers' willingness to put themselves in consumers' shoes and capability to offer high-quality and personalized service

From the past studies it shows that trust is important in online shopping as first studies from Assarut (2018) defined the social presence of live streaming platforms will bridge the psychological distance between buyers and sellers, thus increasing consumers' trust on both products and streamers. Wongkitrungrueng (2018) also stated that trust will dispel consumers' misgivings to attempt new ways of shopping, trust reduces consumers' perceived uncertainty or concerns in live streaming commerce. Study from Lu et al (2016) also found that in live streaming commerce, viewers can know products or live streaming better through other viewers' e-WOM. If the remarks from peers are positive, viewers tend to trust more in live streamers and the products they display, as persuasion works better when it is made from similar others. Ming (2021) past studies showed that if a live stream is interesting and trustworthy, viewers are more likely to focus on it with satisfaction, thus possibly leading to impulsive purchase. E-retailers and live streamers should select beautiful background music, exciting pictures, funny videos and humanized interactive design to ensure that consumers feel at ease and relaxed when they shop via live streaming. In the meanwhile, live streamers should promote products with honesty and e-retailers should provide products with high quality to enhance consumers' trust. Shalini (2015), At the same time, the interaction between consumers and streamers and consumers could enhance the sense of trust between them. The introduction of products by streamers and feedback from other consumers could reduce consumers' perceived risks and thus enhance their purchase decision. Chu and Yuan 2013 stated that E-trust is the most important factor for any company's reputation, especially e-commerce. This may be due to a feeling of trust is akin to being reassured that the company will look after the interests of the user or consumer and protect them in all respects. It is a form of meta-guarantee, one that goes beyond just a product guarantee. Given the virtual nature of the online shopping experience, trust is likely to be even more important in this context, due to major consumer concerns over credit card security or the way that privacy is handled could be detrimental to a company's reputation. To overcome this, firms are developing e-trust strategies, such as clearly articulating explicit policies regarding credit card security and the way privacy issues are handled. Straub (2003) defined trust as the specific belief in integrity, benevolence, and ability of a buyer with a seller). In the case of e-commerce, integrity is the belief that online sellers respect the stated rules or keep the promise.

Ability is a belief in the skills and capabilities of online businesses to provide the right quality products and services. Benevolence is the belief that online sales sites, wanting to earn legitimate profits, want to bring good things to customers.

Dubelaar (2001) proposed that three aspects of trust are essential to improve trust on the Internet. These three aspects are the ability of the online business to deliver promised products or services, an online merchant's benevolence to fix if the purchase does not meet the satisfaction of the customer and the presence of a privacy policy or statement of e-commerce pages. Schoorman (1995) stated that trust in the transaction is parties' readiness to be unsafe to one another. The buy-side and sell-side must be more vulnerable to one another for the occurrence of relationship progression. Such readiness represents an act of trust. Chen (2012) mentioned trust is usually gained through the exchange of quality information, especially through direct contact. However, the major difference between conventional shopping and e-commerce is the lack of face-to-face contact. The more information consumers can get, the more faith they will have in the vendor and the more satisfied they will be with online transactions.

In conclusion, trust is very important for customer intention toward online product purchasing because customers will make a transaction when they feel secured. Sellers need to make customers feel comfortable and engage customers through interaction by communicating. That means sellers and buyers need to reduce the distance barrier. Thus, sellers should provide more information by showing every detail of the product honestly, this can make customers more reliable while watching the live streaming

### **3.3 Entertainment**

Perceived enjoyment is defined as the level of pleasure and comfort beyond the results of performance (Venkatesh & Davis, 2000). McQuail (1987) said that entertainment fulfills consumers' needs for hedonic pleasure, aesthetic enjoyment, and emotional release.

(Forsythe et al., 2006). Based on this result, the author thinks that enjoyable shopping can be an essential structure in the study of online consumer behavior. In particular, shopping enjoyment can have a significant impact on customer attitudes and

behaviors on the web and can increase customer intentions to return. Enjoyment in shopping is considered a non-functional motivation (Sheth, 1983).

Here are the studies that support entertainment and encourage people to purchase the product from live streaming. First studied from Van (2008), he stated online store enjoyment can be stimulated by music in the background and visual fun effects; it can have a significant effect on positive emotions. Online shopping is entertaining and exciting to the consumers. It is related to the hedonic component of online shopping that helps a consumer escape boredom, find entertainment and seek pleasure and enjoyment; this statement came from Wolfenbarger & Gilly (2001). According to Sullivan (2009) studies, Hedonism is orientated around the entertainment and enjoyment values that can be pertained through an online shopping experience. Hedonic consumers typically have both high fashion interest and require higher fashion content from websites which leads to advanced levels of brand loyalty, making them a superior and stable consumer base. Online fashion retailers must sufficiently intertwine hedonic entertainment with practical utilitarianism to provide an online shopping experience that provides value and ultimately, success for both the e-shopper and e-retailer. Moreover, Verhagen (2011) described purchasing fashion goods online is a typical hedonic activity. In such situations consumer behavior is likely to be dominated by positive emotions and less by negative emotions. Still, the overall research outcomes demonstrated that combining both beliefs and emotions in a more holistic model resulted in better understanding of impulse buying behavior. This indicates that the role of online store beliefs is not restricted to rational purchase situations alone.

Sheth (2017) explained about when a user has positive emotions (happy, excited, or satisfied), they tend to pass on the information to other group members affecting their purchase intentions (Dobele, Lindgreen, & Beverland, 2007) had said on offering entertainment over social media pleases a user and may result in developing strong liking or emotion towards the brand. Moreover, Xiong (2019) found that during live streaming entertainment shows, it is a popular practice for fans to purchase gifts for their favorite hosts to improve their feeling of connection. Last study from Hausman (2000) shows that Live streaming commerce enables consumers to feel comfortable buying products while enjoying entertainment, novelty and pleasant social communication.

In conclusion, most customers watch live streaming because they like the host and they feel live streaming is the entertainment channel. Sellers need to be creative and create content to make customers more enjoyable and keep watching. Moreover, Entertainment also fulfills customer satisfaction and creates porosity emotion so when customers feel fulfilled, the purchase intention will be increased.

### **3.4 Social Influence**

Setterstrom (2019) defined the social influence as “The social world in which people reside profoundly affects their individual values, attitudes, and behaviors. Sang Yup Lee, 2015 stated that “Throughout our lives, we are more likely to be friends and interact with people who are similar to ourselves than with others who are dissimilar, and our behavior or attitude toward an issue is likely to be influenced by our friends so that we become similar to our friends”. Abrahamse (2013) described that “Social norms are customary of behavior that guides to others people. It is what people believe is the accepted behavior with regards to a specific situation” and Fishbein (1975) explained more that “Social information can signal the direction of an attitudinal norm” from these can defined the social influence is the factors that affected to people perception in attitude and value reflected into behavior as a group in society. Social influence occurs when individuals change their thoughts, feelings or behaviors in response to their society or surroundings, this statement describes from Turner (1991). Tardos (2003) explained that a social network is a graph of relationships and interactions within a group of individuals, which often plays a fundamental role as a medium for the spread of information, ideas, and influence among its members.

From Cheung (2011) past study, opinions of others influence consumers’ purchasing intent. Normative intent involves social pressure from colleagues, friends, etc. to conform to their expectations, while informational social influence involves accepting information from another person without question. Identification occurs when an individual adopts a behavior derived from others and it is associated with a satisfying self-defining relationship. According to Srivastava (2007) past studies show that social influence has an impact on E-commerce decision making consumers who may not have complete information about a product or service often make use of previous customers’



opinions. It has become apparent that the customer decision process is influenced by information from trusted people, not from product manufacturers or recommendation systems. The social influence from high quality reviews written by previous consumers can have a direct, positive effect on potential consumers' decision making, and this effect can propagate through a social network.

Other past studies from Hwang (2005) supported that all three dimensions of social influence (friends, family, media) are significantly related to online trust. Goh (2016) also confirmed that customers may place their friends or family as reference groups before placing final decision to their purchasing event. Another aspect of social factors is word-of-mouth. According to Kuo et al. (2013), word-of-mouth preserve as more reliable medium that conveys trustworthy and legit information regarding the product itself in comparison to what the advertisers or marketers portray as in their marketing effort. From Bansal (2006), explained that in the current world of rapid increase in technology advancement, consumers have the tendency to utilize the Internet by trading comments and sharing thoughts regarding products and services they use between one another.

Kuo (2013) has said that the majority of these comments derived from post purchase knowledge and consumers view feedback and reviews by those who experienced the products and determine whether they are positive or negative. Thus, consumers use this as noteworthy reference when making purchasing decisions in comparison to placing full reliance on messages portrayed by the service providers and marketers. Hence, the positive effects of word-of-mouth increases the likelihood for customers to repeatedly purchase a brand as there is a trust component involved. Consumers are human beings who live in a social network and are very likely to be influenced by the surrounding people.

In conclusion, customers might ask their friend and their surrounding people before purchasing the product and also, they might list and look at the review before buying the product. World of Mount is very important to support this topic and people sharing the experience that they faced when they brought some products, their sharing both positive and negative feedback. Therefore, customers trust the person who they believe in and they will buy products when they gain information from their friends or family.

## **CHAPTER IV**

### **PLANNED METHODOLOGY**

#### **4.1 Sampling Plan**

The samples for this study are Thai customers who had purchased fashion products from live streaming channels. The samples need to have smartphones or laptops and they need the experience of watching some merchants selling the fashion products by live streaming from social media or e-commerce platforms. In addition, samples are Thais that are categorized into 3 groups of samples which are Teenagers, the age from 18-24 years old. Adults, the age from 25-59 years old. The questionnaire will be distributed through online platforms in which 100 respondents participated in the survey.

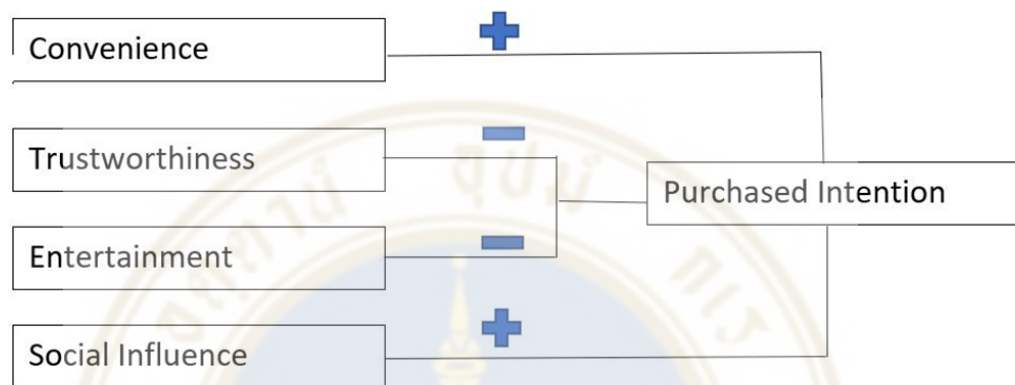
#### **4.2 Quantitative Method**

This questionnaire survey is used as the data collection method. The quantitative information of the survey should help and understand variable relations. Also, the outcome should be useful information to online businesses to understand the factors that influence people to purchase fashion products from online channels.

## CHAPTER V

### CONCEPTUAL FRAMEWORK

#### The Intention Purchase Framework



## CHAPTER VI

### QUANTITATIVE ANALYSIS

#### 6.1 Demographic Respondents

For the quantitative method of this study, a total 105 samples were collected. Out of 123 respondents. Below are the frequency methods of each demographic.

**Table 6.1 Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18–25 years old	34	32.4	32.4	32.4
	26–35 years old	46	43.8	43.8	76.2
	36–45 years old	22	21.0	21.0	97.1
	46–55 years old	1	1.0	1.0	98.1
	more than 55 years	2	1.9	1.9	100.0
	Total	105	100.0	100.0	

The most respondents as (43.8%) 46 people are aged at 26-35 years old. There are (32.4) 34 people aged 18 - 25 years old. The age group of 36-45 are (21%) 22 people. People who age at 46-55 have only 1% which is 1 person and those aged more than 55 are (1.9%) 2 people.

**Table 6.2 Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	32	30.5	30.5	30.5
	Female	70	66.7	66.7	97.1
	Others	3	2.9	2.9	100.0
	Total	105	100.0	100.0	

The quantitative respondents mostly are female (66.7%) 70 people, Male (30.5%) 32 people and other as (2.9%) 3 people.

**Table 6.3 Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10,000 THB	15	14.3	14.3	14.3
	10,001 -30,000 THB	55	52.4	52.4	66.7
	30,001 -40,000 THB	15	14.3	14.3	81.0
	more than 40,000 THB	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

Most quantitative respondents have an income as 10,001 - 30,000 THB about (52.4%) 55 people. Income less than 10,000 THB are (14.3) 15 people. Income between 30,001-40,000 THB is (14.3%) 15 people. Lastly, people who have an income more than 40,000 THB are (19.0%) 20 people.

**Table 6.4 Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12th grade or less	2	1.9	1.9	1.9
	Graduated high school or equivalent	11	10.5	10.5	12.4
	Still study in university	12	11.4	11.4	23.8
	Bachelor's Degree	64	61.0	61.0	84.8
	Post Graduate degree	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

64 or (61%) respondents are graduated from Bachelor's degree and 16 (15.2%) respondents graduated from post graduate degree or master's degree.

There are only 2 people (1.9%) who have an education background less than grade 12th.

**Table 6.5 Channels of live streaming purchased**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	64	61.0	61.0	61.0
	Instagram	19	18.1	18.1	79.0
	Shopee	16	15.2	15.2	94.3
	Lazada	6	5.7	5.7	100.0
	Total	105	100.0	100.0	

Most respondents are watching live streaming and purchasing fashion products from live streaming via Facebook channel as (61%) 64 people. The second one will be (18.1%) 19 people brought fashion products from Instagram live channel and (15.2%) 16 people brought fashion products from Shopee live channel. Only (5.7%) 6 people have an experience of purchasing fashion products through Lazada live channel.

**Table 6.6 Channel of payment**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Credit card	14	13.3	13.3	13.3
	Mobile banking	71	67.6	67.6	81.0
	Cash on delivery	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

People prefer to make a payment to online merchants who live on the social medias by transferring money through mobile banking as (67.6%) 71 people and also there are 20 people or (19%) like to transfer money by method of cash on delivery which they will pay when they receive the product. Last, people preferred to use the credit card method to make a payment as (13.3%) 14 people.

## 6.2 Descriptive Analysis

**Table 6.7 Descriptive analysis**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Home delivery service makes my life more convenient.	105	2	5	4.56	.720
I prefer to make the payment to the seller by online.	105	1	5	4.45	.796
I prefer to order from the merchant with have lot of subscriber/follower.	105	2	5	4.30	.833
Seller have a funny communication during live streaming.	105	2	5	3.89	.870
I prefer to purchase fashion product from onlive live streaming because it is convenient.	105	1	5	3.83	1.069
Purchasing fashion products from online live streaming help me save time.	105	1	5	3.83	1.164
I trust the live streaming seller.	105	1	5	3.59	.895
The music that seller turn on when they live streaming, make me happy.	105	1	5	3.54	1.127
My friend/family told me about their purchased experience from live streaming channel.	105	1	5	3.54	1.387
I think seller provide real product information.	105	2	5	3.48	.942
I want to continue watching the seller live streaming because of entertainment.	105	1	5	3.40	1.229
I feel the seller on live streaming is sincere.	105	1	5	3.38	.965
I would recommend my friend/family to purchase product from online live streaming.	105	1	5	3.37	1.103
I prefer to watching seller live streaming.	105	1	5	3.33	1.115
My friend/family pursued me to purchase fashion product from online live streaming.	105	1	5	3.30	1.388

**Table 6.7 Descriptive analysis (cont.)**

I feel the seller on live streaming will not cheat.	105	1	5	3.15	1.090
My friend's comment when seller live streaming make me want to buy.	105	1	5	2.88	1.313
I usually make a comment during seller live streaming.	105	1	5	2.60	1.283
I usually watching seller live streaming with friend/family.	105	1	5	2.52	1.401
Valid N (listwise)	105				

According to the table above, the highest mean score is relevant with the variable of convenience. The respondents are most satisfied with home delivery services as this question has the high mean score as 4.56. People think that home delivery services make their lives more convenient. Secondly, respondents preferred to transfer their payment by using mobile banking and online payment, as this point has a mean score as 4.45.

The lowest mean score is about the social influence variable that asks the respondent whether they prefer to watch online live streaming with their friend/ family. The result shows that the respondents do not prefer watching merchant/seller live streaming with others. They usually watch on their own.

Another lower mean score is about the question of the entertainment variable that asks about whether respondents usually make a comment during live streaming, it shows the result number at 2.60. This means the respondents do not prefer to make a comment during live streaming, they do not make the conversation with the sellers, they usually watch the product and if they like they just order the products.



### 6.3 Multiple Regression

**Table 6.8 Model summary of multiple linear regression analysis**

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.870 <sup>a</sup>	.758	.748	.537	.758	78.174	4	100	.000

a. Predictors: (Constant), Social influence, Convenience, Trustworthiness, Entertainment

Moreover, from the table above the model summary, the data shows that the independent variables have a relationship with purchase intention at 87%. The coefficient of determination R-square is 0.758. This value indicates that the dependent variable explained by 75.8 percent of the independent variables used in this study. This result also shows that there are other factors that explain the remaining 25.2% percent variations of the purchased intention. The adjusted R square of 74.8 percent shows that if the researcher brings all independent variables to test with other sampling, the adjusted R Square will reduce from 75.8 to 75.4%. In addition, there is a Standard Error of the Estimate at 53.7% which means there are other independent variables that can be applied to test the customer loyalty towards the intention to purchase fashion products on live streaming channels.

**Table 6.9 Coefficients of multiple linear regression analysis**

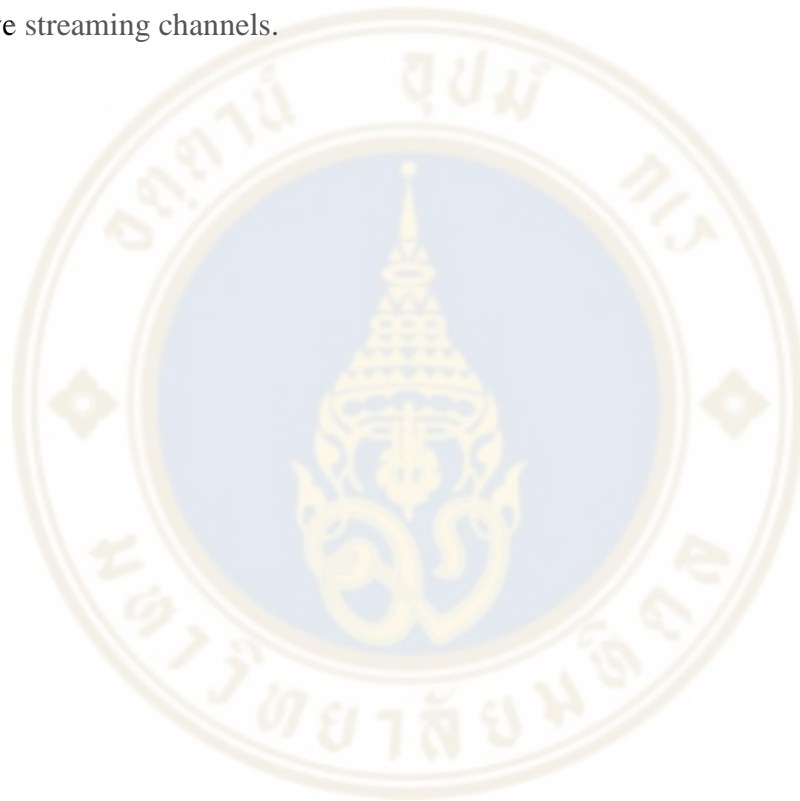
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.850	.357		-5.181	.000
	Convenience	1.159	.085	.774	13.715	.000
	Trust worthiness	.056	.095	.035	.587	.559
	Entertainment	.085	.089	.063	.958	.340
	Social influence	.117	.061	.115	1.934	.056

a. Dependent Variable: Purchase intention

From the Coefficients table as above table, The data shows that there are two independent variables that seem significant: the first one is the convenience.

These two variables have a relationship toward the intention purchased at the beta of the convenience shows '.774' and the beta of social influence shows the data of '.115' so both the convenience and social influence are the reasons that influence respondents to purchase fashion products from live streaming channels.

For the independent variables of trustworthiness and entertainment do not have relationship to the intention purchased. The trust worthiness has the lowest beta as '.035'. Moreover, entertainment has less beta as '0.63' which means these independent variables are not the reason that influence respondents to purchase fashion products from live streaming channels.



## **CHAPTER VII**

### **DISCUSSION**

According to three research questions, we separate the answer into two parts as follows. Firstly, variables that affect purchase intention. The most influential variables that positively affect purchase intention are convenience and social influence.

#### **Convenience**

Respondents prefer to buy fashion products from live streaming channels because it is a convenient way as they can be easily purchased everywhere and every day that they want by using only smartphones and their electronic devices.

Most people really like to make payment by mobile banking as the easiest way of making the payment. Moreover, respondents think purchasing fashion products online helps them save time as they do not need to go to the physical store. Lastly, the respondents prefer the delivery services as the product can ship to the places that they want.

#### **Social influence**

On the result of the research questions, it shows that people get influence from their surroundings as people usually share the purchase experience. So, when others share the impressive or any good experience, this may persuade respondents to purchase fashion products from live streaming. Also, people would like to recommend their friend/family to purchase the fashion product from live streaming channels.

#### **Trustworthiness**

From the quantitative analysis, people don't think that sellers play an important role of trustworthiness as people think that they will choose the online shop based on how much of description or followers according to the descriptive analysis, the respondent rate a lot on the mean as 4.30 scores. This means that research respondents seek only the highest of online shop followers.

#### **Entertainment**

Respondents from quantitative analysis show that people don't see this kind

of live streaming as entertainment. They usually watch only to purchase the product, not to watch as funny or relaxing.



## **CHAPTER VIII**

### **CONCLUSION AND RECOMMENDATIONS**

#### **8.1 Conclusion**

The purpose of this paper was to identify the factors influencing people to purchase fashion products from live streaming channels in Thailand. The study found that convenience and social influence are the most significant factors that influence people in Thailand to purchase fashion products from live streaming as these three factors are positively affected by intention purchases.

This research also provides useful information for all online shops that sell the fashion via social media and e-commerce platforms in Thailand. In terms of providing beneficial suggestions on how they can increase customer satisfaction and also intention to purchase. The online shop can improve their services and make their live streaming more interesting so this might help them to get more customers and make people want to buy more.

#### **8.2 Recommendations**

From the qualitative analysis, convenience plays an important role that makes customers want to purchase the product. So, the online seller needs to satisfy the customer's needs by providing several ways of payment. For Example, provide several bank accounts options for customers to choose to transfer, add on the internet banking, also credit card payments, adding seller prompt pay and make a payment by QR code. Secondly, customers are satisfied with the home delivery. Therefore, the seller needs to provide fast delivery and they should deliver the perfect packaging without the container damage and product damage. Moreover, the seller should make the buyer buy the product easily so they should provide more details, price and show the clear products. Next, Sellers should focus on the quality of live streaming as they need to control the lighting, their live streaming needs to brighten which makes customers see the host and

product, also the quality of the video needs to be high graphic as sellers can use the high quality of camera to record the live streaming. The sound of the seller talking should be clear too as the seller can use the microphone to talk and connect the microphone with the camera or the devices.

All of the mentioned above in terms of quality of light, video and sound can make people want to watch seller live streaming.

Thirdly, the seller can apply the technology of the merchant live streaming programs to use on their online store. This program will help sellers manage order and control the chat channels. So, when the seller is making a live streaming, the automation of banners will appear on the screen so the seller can type anything and show what they want the customer to see. Also, when a customer makes a comment on live streaming chat that comment will go to the chat box so the seller can create the sales orders and easily communicate with the customer by the chat box.

Fourthly, as the trustworthiness is not significant. So, on this point I would recommend sellers to manage the shop by modern shop decoration and doing an advertisement on social media to get more shop traffic or followers. This seems as building the brand, makes people have more brand awareness. As in the descriptive analysis, it shows that the respondent thinks that sellers with higher followers are more trustworthy.

## **CHAPTER IX**

### **LIMITATION**

According to this study, there are some of the limitations. Firstly, the limit of time to work out this research. This study only has time to collect the data within a week, so our study is a specific group of people that have an experience of purchasing fashion products via online live streaming. I think the more I can collect the sample, there will be other results that this researcher can find. Maybe the significance of independent variables that now are negative to the intention purchased might change to positive effect. Therefore, we found it difficult to attract the respondents to participate in our questionnaire. However, we can complete the survey above the requirement with 105 respondents only. Secondly, we conducted the survey through the online platform which cannot control the gender of respondents which could be half of male and female, also we put the other gender to support the diversity group but only a few numbers responded to our survey. Therefore, it was too small a number and could not be counted on the score of analysis. In addition, the last limitation is that there are mostly the same generation, so we found it hard to scope the proportion in different generations. Most of our respondents in this study are between 26 - 35 years old. The generation who ages above 46 years are very limited as there are three respondents.

#### **9.1 Directions for Future Research**

There are several things to explore in the future, for example I would recommend other researcher to find more variable that influence customer to spend time on watching seller live streaming and intention to purchased fashion product from live streaming. The variable that we can keep exploring I the future can be the buyer behavior, customer satisfaction, desire to win, attitude toward social networking site and relationship with seller.

In the future research we should have more respondent to answer the questionnaire and deep down in the question which make a deeper question for get more insight analysis.

The respondents should more varieties as different background of study, different of occupation and have a several generation or age to answer. So, if we can have many different demographic, income, occupation and age of respondents. Then, we can know what are the most concern of each generation and what factor which each respondent satisfy with.

Also, in the future research, we can conduct more on the qualitative analysis by interviewing the sample around 20 sample for get more insight answer.





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## Appendix A: Questionnaire (Quantitative)

### Screening Questions

Are you a resident in Thailand?

Yes  No

Did you have any experience of buying fashion products such as clothes, shoes, bags and accessories through live streaming on social media in the past 6 months?

Yes  No

If you answer the above question with No, please end this questionnaire.

### **Rating point**

5 = Very high / Very satisfied / Strongly agree

4 = High / Satisfied / Agree

3 = Medium / Unsure / Neutral

2 = Low / Dissatisfied / Disagree

1 = Very low / Very dissatisfied / Strongly disagree

### Convenience

Convenience	Strongly Disagree	Disagree	Medium	Agree	Strongly Agree
I prefer to purchase fashion products from online live streaming because it is convenient.	1	2	3	4	5
Purchasing fashion products from online live streaming helps me save time.	1	2	3	4	5
Home delivery service makes my life more convenient.	1	2	3	4	5
I prefer to make the payment to the seller by online mobile banking.	1	2	3	4	5

**Trustworthiness**

<b>Trustworthiness</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Medium</b>	<b>Agree</b>	<b>Strongly Agree</b>
I trust the live streaming seller.	1	2	3	4	5
I feel the seller on live streaming will not cheat.	1	2	3	4	5
I feel the seller on live streaming is sincere.	1	2	3	4	5
I think sellers provide real product information.	1	2	3	4	5
I prefer to order from the merchant with a lot of subscribers/follower	1	2	3	4	5

**Entertainment**

<b>Entertainment</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Medium</b>	<b>Agree</b>	<b>Strongly Agree</b>
I prefer watching sellers live streaming.	1	2	3	4	5
I usually make a comment during the seller live streaming.	1	2	3	4	5
I want to continue watching the seller live streaming because of entertainment.	1	2	3	4	5
Sellers have a funny communication during live streaming.	1	2	3	4	5
The music that sellers turn on when they are live streaming makes me happy.	1	2	3	4	5

**Social Influence**

<b>Social Influence</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Medium</b>	<b>Agree</b>	<b>Strongly Agree</b>
My friend/family pursued me to purchase fashion products from online live streaming.	1	2	3	4	5
My friend/family told me about their purchase experience from a live streaming channel.	1	2	3	4	5
I usually watch seller live streaming with friends/family.	1	2	3	4	5
My friend's comment when the seller is live streaming makes me want to buy.	1	2	3	4	5
I would recommend my friend/family to purchase products from online live streaming.	1	2	3	4	5

**Intention to purchase**

I will keep purchase fashion products via live streaming.	1	2	3	4	5
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## Appendix B: Personal Questions

### Age

- 18-25 year old
- 26-35 year old
- 36-45 year old
- 46 - 55 year old
- >55 years old

### Gender

- Male
- Female
- Other

### Income per month

- Less than 10,000 THB
- 10,001 - 30,000 THB
- 30,001 - 40,000 THB
- more than 40,000 THB

### Education (Highest degree completed)

- 12th grade or less
- Graduated high school or equivalent
- Still study in the university
- Bachelor's Degree
- Post Graduate degree

### Channels of live streaming purchased

- Facebook
- Instagram
- Shopee
- Lazada

### Channels of payment

- Credit card
- Online banking
- Cash on delivery