

The Impact of Short-Video Live Streaming Commerce on Users' Online Shopping Decisions

Junlin Liu *

International School of Beijing, Beijing, China

* Corresponding Author Email: Justinliu20080808@hotmail.com

Abstract. E-commerce combined with short videos has given birth to a novel form of digital retail platform, known as Short Video Live Streaming Commerce (SVLSC), that deeply merges content consumption and commercial transactions. However, the influence of SVLSC on the consumers' online shopping intention has not been investigated. Based on Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM), this study carried out a mixed research method (m500 effective questionnaires; 20 semi-structured interviews) to understand how SVLSC factors impact the purchase intentions of users. Adding, the moderators also positively they can be used to enhance the act as a mediating force that strength of (OL more favorable when users perceive with [^] which contributes on their purchase intentions + popularity adoptions) in line chine online purchasing online purchasing. due to Wallet platform associated credibility = 0.32, $p < 0.01$), length real-time product demonstration time ($\beta = ->$ lead affecting purchase intentions form real-time product $\beta =$ To explain efficacy how this positive effect has affected brains acceptance performance bonuses/calpain) and owning social facilitation, while indicating potential negative factors for easing self- actualizes optimal user (self- trust e quality of energy motivation). The customers' friends of current day success. Live Q & A ($\beta = 0.21$, $p \leq 0.05$), and not viewer polls, improve user trust and purchase intentions. The results contribute to media usage theory, as well as to business or platform level implications for managing the optimal live streaming strategy.

Keywords: Short-Video Live Streaming Commerce (SVLSC), Purchase Intention, Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Platform Usability.

1. Introduction

This combination of short video and e-commerce is what created the 2C (D2C) Digital retails business model – live streaming commerce that is completely shattered with the original boundary between content consumption space and commerce transaction space upon this creative business mode. The last year has seen TikTok, Kuaishou and Instagram Reels “pivot from being content sharing tools to marketplaces in themselves”, with product displays, hosts engaging with their audience, and one click payment all within a boundary set to influence behaviour. The worldwide live streaming commerce market is also an emerging trend and is expected to hit annual sales above 1.1 trillion USDs by the year of 2025 globally, which arguably explains its dissemination and relevance today in the global digital economy. The structural change has consequently led to the rising of examining how live streaming commerce affect consumers' online shopping decision (i.e., this path was insufficiently covered in existing literature), which is fulfilled by our paper.

This issue is of both theoretical and practical import. BARE is an analytically grounded construct and can be connected conceptually to the constructs of an established Digital Consumer Behavior framework (creation as a mobile form of popular integrated theoretical models TPB and TAM fit for less e-commerce dominant digital format, live streaming commerce) [1]. It is the practice of enterprise to improve strategies for live streaming, and the platforms to raise users' retention & conversion. By analysing the impact of live streaming factors on choice, this study seeks to fill a clear void in what we know about online retail purchase processes in the current moment. In this paper, we attempt to answer three research questions: (i) What are the important factors of SVLSC (e.g., hosts' credibility, PD quality and interactivity) that have significant impacts on users' PP?

So, the second question is how these different pieces interact to organizing decision making. Third, what are the insights for practitioners aiming to use live streaming commerce as an effective tool for generating sales and engaging users?

To systematically address these research questions, the text of this paper is divided into 3 sections including “theoretical foundation → hypothesis construction → research design → result verification → discussion” in a topic-clear way: This paper, first and foremost, defines the central concept SVLSC and builds up its theoretical framework on such theories as TPB, TAM by reviewing literature. Second, according to the theoretical model, we develop four hypotheses to explore how host credibility, real-time product demonstration, interactive features and platform usability influence users' purchasing intention from both quantitative questionnaires (500 valid samples in total) and qualitative interviews (20 participants). Third, the hypotheses are examined (reliability and validity test, multiple regression analysis) and the mechanism of each key factor is checked. In the last part, the discussion section discusses the theoretical and practical implications of research findings and points out limitations and future directions for further studies. Geographically speaking, only one country is included [2].

2. Literature Review

2.1. Definition of Short-Video Live Streaming Commerce

Live short-video e-commerce in this paper refers to the real-time interactive retail model which involves integrating features of both short form video and e-commerce, where users can access product demonstrations, chat with a host and other viewers, and make purchases on a single combined platform. As Li and Wang point out, this model is distinct from traditional e-commerce in the way it emphasizes “co-presence” – users’ sense of psychological proximity to hosts or other viewers, which can mitigate the uncertainty associated with conducting transactions online. Key features of the model include live product demos, host led narratives, features (including live Q&A and limited-time offers), and an integrated checkout experience that reinvent online shopping [3].

2.2. Theoretical Base: TPB and TAM

To comprehend the existing literature and its associated constructs, based on which shopping decision can be compared, this research employs two popular theoretical frameworks: the Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM). Introduced by Ajzen, TPB posits that intention, and as a consequence behavior, is influenced jointly by three interrelated factors: attitude toward the behavior (a user’s positive or negative evaluation of purchasing through live streaming), subjective norm (perceived social pressures to enact the behavior; for example, those emanating from hosts or peer comments) and perceived behavioral control (a user’s perception of the ability to control decisions whether to buy on the platform) [1]. This model is particularly suitable for live streaming e-commerce, as it captures social and cognitive components of decision making in the fast exchange of real-time interaction.

The Technology Acceptance Model (TAM), which was introduced by Davis, is another motivation-based model that explains how users accept or reject new technology. There are two important factors that moderate TAM namely, perceived usefulness which refers to the extent to which a person believes that using a particular system would enhance his or her job performance and perceived ease of use which is the degree to which people believe that using a particular system would be free from effort [2]. Together, TPB and TAM offer a full view of how live streaming features affect users’ cognitive process, and hence behavior.

3. Research Design and Methods

According to the theoretical model established as above, this study conceptualized four hypotheses to test the direct impacts of live-streaming attributes on purchase intentions:

H1: Perceived host credibility—which is a one’s feeling of thoughtful, expertise, and attractive been shown in the live streaming—will be positively related to users’ purchase intention. The idea derives from social influence theory, which emphasizes the role of credible sources in shaping attitudes and behaviour [3].

H2: Realtime demos positively affect perceived product value, and in return generate high purchase intention. This assumption is consistent with the result of Chen et al. [4], product demonstrations resolve the ‘information asymmetry’ problem in online retail by providing a physical demonstration of how a product works.

H3: Interactive features (e.g., live Q&A, viewer polls) enhance users’ trust in the product or platform, and accordingly have positive effects on purchase price of users. This hypothesis is developed on the basis of findings illustrating the relationship between interaction and perceived community and purchase intention [4].

H4: The effect of live streaming components on purchase intention is moderated by the usability of the platform (e.g., ease of navigation, safety of payment and speed of loading). This argument is consistent with the centrality of perceived ease of use in TAM.

Such posits were interrogated via a mixed-method approach (comprising quantitative survey and qualitative interview data) for reasons of methodological thoroughness. The first phase of the study, which is quantitative in nature, was conducted using web-based survey to target users who have made at least one short-video live-streaming purchase within the last six months. The instrument was adapted from scales in the literature: sponsor credibility was derived from Ohanian’s Source Credibility Scale, demonstration quality from items by Chen et al. also measured the purchase intentions which were manipulated by Zhang et al.’s scale [5]. General 500 valid responses were collected, and the demographic control ensured that these respondents were representative for age, gender and purchasing frequency [3,4].

There were 20 informants in the qualitative part, based upon questionnaire samples. Attentino and Zhao Thus the 563 564 M.-X. Liao et al. program questions the interview items were designed by the authors, focusing on participants’ subjective cognition toward live streaming commerce (e.g., purchase motivations; concerns about the model; understanding of core elements, such as host and merchant credibility). For the two types of data (quantitative, qualitative) which occurred at separate levels: The following was used to analyze quantitative data such as descriptive stats, correlations and multiple regression were analyzed using SPSS whereas for qualitative themes the authors followed Braun and Clarke’s six phase thematic coding, with code names examples “trust in hosts” and “satisfaction with interaction” etc [6].

4. Hypothesis Verification & Result Analysis

The 500 respondents, short-video user behavior exporters, shared these macro trends as well. The sample tested was 62% females, and their age ranged from 18 years old to 35 years old. Which had the highest preference for live stream shopping. Furthermore, on the purchasing side, 65% of fans are making one to three live stream purchases per month, and 20% of the fans are making four or above. The bought categories are 42% Fashion and Beauty, 23% Home Goods, and 18% Electronics. This indicates that the respondents think this spread reflected live streams’ visuality. Under this situation, products that have a great form of display always seem to stand out among the others.

The survey has been tested for reliability and validity. The internal consistency of all four scales in the current study was high (all Cronbach’s α s Cor 0. 7). CFA confirmed an acceptable fit of the measurement model to the data ($\chi^2/df = 2.13$; CFI=0.92; RMSEA= 0.047), and therefore evidence for convergent and discriminant validity was provided regarding all measurements.

The following important results came out as a result of hypothesis testing by using multiple regression:

Hypothesis 1 was supported: Host credibility positively predicted purchase intentions ($\beta = 0.32$, $p < 0.01$). This indicates users are more likely to purchase from hosts whom they see as an expert, reputable, or similar.

H2 was accepted that is real-time demonstration of products significantly and positively influenced perceived value of product ($\beta = 0.28$, $p < 0.05$) thus affecting intention to purchase ($\beta = 0.41$, $p < 0.01$).

Partially supported Hypothesis 3: There was a significant positive correlation between live Q&A and audience trust ($\beta = 0.21$, $p < 0.05$) and audience purchase intention, while there was no significant correlation between viewer polls and audience trust, or audience purchase intention. This could probably be due to the fact that Q&A addresses issues users raise, while polls tend to look passive or shallow.

H4 was supported: the impact of live streaming factors on purchase intention is moderated by platform usability ($\beta = 0.19$, $p < 0.05$). High usability specifically enhanced the positive influences of host credibility and product demonstrations, and low usability diminished these influences even when engaging live content was presented.

5. Discussion

The main results are consistent with TPB and TAM, facilitating comprehension of cognitive and behavioral processes involved in live streaming commerce influence on shopping intention. Host credibility as a significant antecedent of purchase intention in general functions its way through the attitude formation path of TPB; users form positive attitudes toward purchasing via live streaming, because their perception of less skepticism occurs concerning product when the host has higher credibility. This finding also agrees with Li & Wang intuited: viewers who are originally a buyer are concerned with trustworthiness of the host because it is an issue that relates to the e-risk associated to online transaction [5].

Real-time presentation of the product on the other hand, increases the perceived value of goods by narrowing down or counterfeiting this “uncertainty gap” in online retailing. Since demonstration allows individuals to see a product being used real-time (e.g., the host trying out how strong a backpack is or putting on makeup), demonstrations are presumed to enrich PBC (a TPB's main latent variable) by reducing uncertainty regarding practical capabilities of products. This aligns with Chen et al. has stated that evidence is needed for consumers to encourage online buying [6].

Partial support for Hypothesis 3: This suggests a complex function of interaction in live streaming commerce. Live Q&A is so compelling because it's two-sided – you get to answer one person's question and build community. View polls don't add any value to user experience and can also be perceived by viewers as some sort of a favour (not having to build programs). subscribers trusting you, and therefore being more willing to open their wallet). Which is, developers are meant to be centered around the interactive apps as they support a lot of heavy interaction-based involvement, not "just eye candy" apps. The mediating effect of system usability underscores the importance of "Perceived Ease of Use" In TAM. The finest live content in the world is use it because you have such a crappy user experience – who cares if someone uses it? for instance if the video takes too long to load or it's a little foggy on checkouts or product links. That's unlike the academic theory-side where we were talking about players, but if you're a business or a platform it almost makes sense with there is always a trade-off between interesting content and technical successes to pulse your conversions. For example-, a service which made it completely frictionless to buy something in a single click, will be able to much more easily tap on-tap now -deposit that live momentum when you purchase today Cool Little. broadcast now where ask user over multiple screens just to purchase decision.

Operationally, these results have implications for some interventions to improve live streaming commerce. This will aid in finding and investing with respect to securing a credible host — directly or even indirectly such as training the product's host how to handle the product sale in direct TVC contexts convincing if they are not yet, that is- If it weren't possible to get involved then try partnering

a celebrity influencer for commercial ads as there exists strong positive direct and indirect effects of host's credibility on purchase intention. And they should make demos that illustrate the most important elements of the product and alleviate User Anxieties (like "Does it fit?" for clothing, or "Do these things fit together?" for electronics). In the meantime, platforms should focus on usability — becoming easier to browse and securely check out with direct payment. Platforms must also fine-tune their interaction tools to promote live Q&A over more passive ones such as polls, which aren't as effective at establishing trust and selling [7].

6. Conclusion

This study confirms the effect of LVSC on user online shop intention by Host credibility, Real-time product demo and Interactive function 3 paths. These are the mechanisms of use value which transcend use values and suggest insights for understanding their relevance in a wrenching regime that includes content quality and technical possibilities. Cascading such evidence to form a broad view of the mechanisms in live shopping, it can establish an essential nexus between theoretical proposals and its realization in practice.

Although this study is helpful, it has some limitations. The first limitation of the study is that it was mainly collected with self-reported surveys and therefore suffers from the well-documented social desirability bias (i.e. participants might under- or overestimate, for example, their frequency of purchases, or favorable experience in live streaming). Second, the sample is dominated by general users and not focused on niche markets (e.g., luxury products or B2B live streaming) that could have different dynamics. Third, cultural differences are not taken into account in the research due to the fact that live streaming commerce behaviors vary across different countries or regions (more host-driven modes in China vs brand-led modes in the US).

It is possible to address these limitations in different ways in future work. One caveat here is that self-reports would of course also be enriched with behavioral data (for instance purchase behavior from a platform or similar, to make any finding more valid. Second, future research may consider testing in the sub-populations (e.g., niche markets; elderly users; business buyers) as they may offer more insights about any differences in dynamics of LSC19. Thirdly, cross-culture comparisons would be useful for comparing online live stream pattern across countries and attempting to identify predictors of shopping related decision making that are culture-dependent and culture-general. To summarize, investigating how new technologies — e.g. VT (Virtual Try-on), AR-based recommendation or AI based recommendation would influence LSC would set the stage for potential future digital retail development.

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