

Determinants of Purchase Intention from A Perspective of Trust in Live Streaming E-Commerce: Literature Review

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Abstract

Purpose: This study aims to explore the factors influencing purchase intention from the perspective of trust.

Theoretical framework: Based on previous research, this study categorizes trust into trust in streamer, trust in product, and trust in platform as factors influencing consumers' purchase intention.

Design/methodology/approach: We gathered pertinent materials from academic publication databases, including Emerald, Science Direct, and Social Science Database. Referencing past literature to support the definition of variables in this study and the relationships between different forms of trust and purchase intention.

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Findings: Many past literature sources can confirm that trust in streamer, trust in product, and trust in platform have a positive and significant impact on consumers' purchase intention in the context of live streaming.

Research, Practical & Social implications: For research implications, the three types of trust proposed in this paper may offer future researchers research directions to explore newer models based on these concepts. In terms of practical implications, the findings of this paper can assist marketers in considering how to enhance trust in streamers, products, and platforms to increase consumer purchase intention.

Originality/Value: The innovation of this study lies in exploring the impact of trust on consumer purchase intention from three perspectives: streamer, product, and platform. Particularly, building upon prior literature, this research introduces the perspective of live streaming e-commerce platforms and presents a novel model.

Keywords: Live Streaming E-Commerce, Purchase Intention, Trust in Streamer, Trust in Product, Trust in Platform.

INTRODUCTION

With the development of real-time sharing technology, live streaming e-commerce, as one of social e-commerce, has become a brand-new branch of e-commerce industry. With the rise of live-streaming e-commerce began in 2016, Mogu Street was the pioneer in this field, being the first to explore the opportunities and benefits of live-streaming e-commerce (Zhong, 2021). Live-streaming e-commerce underwent three years of accumulation from 2016 to 2018 and experienced an explosive period in 2019 (IRResearch, 2021). By the end of 2020, there were 6,939 newly registered live-streaming e-commerce-related companies in China, with a cumulative total of 8,862 registered companies. This represents a growth rate of 360.8% from 2019 to 2020 (IRResearch, 2021). Recently, China Industrial Research Institute (2023) stated that the market size of the live commerce industry is projected to reach 3,774.95 billion yuan in 2023. In China, live streaming e-commerce is related to multiple roles, including sellers, buyers, streamers, or anchors and MCN (Multi-Channel Network) agencies (Li, 2023). The streamers

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serve the e-commerce platform, and live streamers sell products and share the experiences of production trial to consumers (Han, 2020). In live streaming e-commerce, fixed brand streamers are usually employed by official flagship stores, and third-party streamers sell multi-brand products (Zhang et al., 2022), so the streamer is not necessarily a seller of products. This role is sometimes a bridge between consumers and sellers. The MCN agency as an intermediary between the streamer and the live streaming commerce, providing them with demand matching services (Pan, Xu, & Zhao, 2021). According to statistical analysis, the average monthly income of ordinary streamers is 9,423 yuan, and the higher the popularity, the higher the salary level (Pan, Xu & Zhao, 2021).

In a sales context, people, product, and interaction space are three essential elements that cannot be missing to facilitate successful transactions (Chen & Zhang, 2023). In the context of live streaming e-commerce, “people” means streamer or anchor, known as a host, who be primarily responsible for highlighting and promoting products on live streaming platforms (Dong, 2022). They can be individuals or teams who possess attractive appearances, excellent speaking skills, and sales techniques to capture the attention of viewers and motivate them to make purchase decisions. In China, there are many internet celebrities who sell products through live streaming. In addition to them, there are also celebrities, such as entrepreneurs and knowledgeable salespersons who are familiar with the products (Li, 2019). Moreover, products are the key element throughout the entire live streaming process. Whether it is traditional offline brick-and-mortar shopping or online live streaming, the fundamental essence lies in the act of selling. Having an abundant supply of products, offering attractive discounts, and providing excellent after-sales services all have a significant impact on the competition among broadcasters (Li, 2019). China Consumers Association (2020) showed that the categories most commonly purchased by consumers in live commerce are clothing, daily necessities, food, and beauty products. Among these, clothing is the most popular choice, accounting for 63.6% of purchases. Both the streamers and the products rely on the platform to achieve their sales objectives. In the paper, the term "interaction space" primarily refers to the platform of live commerce. There are many live-streaming e-commerce companies in China. One type is to add live-streaming functionality to traditional e-commerce platforms, such as Taobao and JD.com, where products are sold through live broadcasts. Another type is to integrate e-commerce into social media platforms to monetize traffic, such as Douyin (TikTok), Kuaishou and Xiao Hong Shu (Little

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Red Book). In 2021, Taobao's live streaming annual sales GMV experienced a year-on-year growth rate of over 90% (Chen, 2022). Since 2018, short video platforms like Douyin and Kuaishou have gained increasing popularity in the e-commerce industry (Tong, 2023). In 2020, as the epidemic subsided, Douyin and Kuaishou entered the e-commerce industry with the goal of reaching a 200 billion turnover (Geng et al., 2020).

Trust is an important concept in e-commerce, and this can influence the consumers' behaviors in the case of watching live (Zhang et al., 2022). Consumers only receive static information on traditional e-commerce platforms, such as text and picture. Such information is not necessarily comprehensive to allow viewers to know about products, leading to the increase in perceived risk and the reduction in trust. However, consumers who watch live streaming can be able to know about products via visual technology. Live streaming e-commerce is easier to provide transparent trading, and live streaming platform can facilitate IT technology to achieve real-time communication (Zhang et al., 2022). Streamers can offer a sale trial in a live room, quickly giving the feedback to viewers and effectively responding to viewers, which in turn viewers can be actively immersed in such an online shopping experience (Hilvert-Bruce, Neill, Sjöblom & Hamari, 2018). Consumer engagement could shorten the psychological distance between streamers and viewers, enhancing consumers' trust, lowering consumers' perceived risk, and increasing their purchase intention.

In the research of live commerce, there is currently limited investigation into dividing trust into the categories of people, products, and platform. The purpose of this study is to explore the factors influencing consumer purchase intention by breaking down trust into trust in streamer, trust in product, and trust in platform.

LITERATURE REVIEW

Purchase Intention

Sharma, Pradhan & Srivastava (2021) delved into various facets of young Indian consumers' intentions to purchase luxury items. Purchase intention is an indication of a consumer's stated desire or readiness to acquire a specific product or service at a later point in time (Sharma, Pradhan & Srivastava, 2021). Qing & Jin (2022) examined the impact of live streaming e-commerce quality on consumer purchase intent in China, encompassing dimensions such as service quality (SEQ), information quality (IQ), and system quality (SQ). Purchase

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intention signifies a consumer's premeditated buying behavior, shaped by attitudes and convictions rooted in predictable consumer conduct, culminating in tangible purchasing actions (Qing & Jin, 2022). The purpose of Sun et al. (2019) examined how live streaming influences social commerce customers' purchase intentions in China. Purchase intention is defined as the customer's intention to purchase products or service from sellers via live streaming shopping (Sun et al., 2019). In this research, consumer's purchase intention is the awareness of buying products before purchasing behaviors. This means consciousness occurs before purchasing behaviors.

Many scholars have previously focused on purchase intention and explored the factors influencing purchase intention in e-commerce. Dabbous, Aoun Barakat, & Merhej Sayegh (2020) primarily investigated the factors that influence purchase intention and found that social interactions directly positively impact purchase intentions. Yusuf, Che Hussin & Busalim (2018) illustrated that eWOM engagement significantly and positively impacts consumer purchase intention in social e-commerce. According to the study of Huang & Suo (2021), the findings indicate that factors such as price promotions, time constraints (promotional time limits, perceived opportunity costs), interpersonal interactions (consumer-streamer interaction, consumer-consumer interaction), and visual appeal all have a positive impact on consumers' impulsive buying decisions in context of live streaming e-commerce. However, in the field of live e-commerce, research into consumer purchase intention from the perspective of trust is currently relatively limited.

Trust in streamer and purchase intention

Trust in the streamer pertains to the confidence that the streamer is dependable, provides top-notch services, and does not take advantage of customers (Lu, Zhao, & Wang, 2010). Wongkitrungrueng & Assarut (2020) investigated the connections between customers' perceived value of live streaming, customer trust, and engagement. "Trust in the seller" refers to the belief that the seller is trustworthy, offers good-quality services, and does not exploit customers (Wongkitrungrueng & Assarut, 2018). Zhang et al. (2022) aimed to investigate the influence of social and technical enablers on trust and its subsequent effect on users' intention to continue engaging in the live streaming commerce scenario. Trust in streamers entails the belief that the streamer is dependable, offers high-quality services, and does not exploit the customer (Zhang et

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al., 2022). In the study, trust in streamer means that trust can be perceived by consumers, and this perception can drive consumers to conduct some behaviors in online shopping in the context of live streaming e-commerce.

Given the fact that streamers can share experiences after purchasing and using products, viewers' doubts can be relieved in real-time. The communication allows streamers are like consumers' best friends, giving rise to the construction of relationships and reduction in psychological distance. Streamers represent brands and sellers in selling products on live streaming platforms. Wongkitrungrueng & Assarut (2020) discovered that trust in sellers positively contributes to customer engagement. Shofiya & Fachira (2021) demonstrated that customer engagement can positively mediate purchase intention in social media marketing. Choi (2019) demonstrated that customer engagement can be able to increase consumers' purchase intention in social e-commerce. Trust in streamer could connect with consumers' purchase intention in social e-commerce. Chandrruangphen, Assarut & Sinthupinyo (2022) stated that trust in seller significantly impact the intention to purchase. Wu & Huang (2023) demonstrated that trust in streamers positively influences continuous purchase intention in the fashion clothing industry within live streaming e-commerce.

Trust in product and purchase intention

Trust in the product means that customers believe the product will meet their expectations and perform as advertised in terms of appearance and functionality (Lee & Lee, 2005; Pappas, 2016). Trust in an object is the belief that it meets expectations (Komiak & Benbasat, 2004). Chandrruangphen, Assarut & Sinthupinyo (2022) investigated how live streaming attributes influence customer trust and intentions to watch and purchase fashion clothing. Trust in product is an essential factor influencing consumer purchase decisions as it helps individuals feel more comfortable and secure in making choices about which products to buy and use (Chandrruangphen, Assarut & Sinthupinyo, 2022). Trust in the product is defined as the customer's belief that the product will fulfill their expectations (Chandrruangphen, Assarut & Sinthupinyo, 2022). Chen, Zhao & Wang (2020) investigated the underlying mechanism through which livestreaming impacts consumers' trust building and purchasing intention. Trust in product pertains to consumers' belief that the product will meet their intended expectations, including

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aspects like appearance and functionality as claimed (Chen, Zhao & Wang, 2020). This study adopts Wongkitrungrueng and Assarut's (2018) view, defining trust in products as the belief that they will meet expectations and perform as claimed.

In traditional e-commerce, viewers cannot communicate with merchants, leading to the generation of uncertainty and transaction risks in products (Lakhan et al., 2021). In live streaming e-commerce, viewers can directly interact with streamers and co-viewers; in other words, users can know about products information in an all-round way, resulting in the tendency to trust products. Lakhan et al. (2021) has proven that trust in products positively impacted purchase intention. Wu & Huang (2023) demonstrated that trust in product positively influence continuous purchase intention in the fashion clothing industry within live streaming e-commerce, However, Chandruangphen, Assarut & Sinthupinyo (2022) found that there is no significant relationship between trust in product and the intention to purchase.

Trust in platform and purchase intention

Trust in the live streaming platform involves consumers' personal perception that the platform is dependable and prioritizes consumer interests. Baki (2020) provided a similar definition, stating that trust in a website signifies consumers' belief in its reliability and commitment to consumer welfare. Meanwhile, in the research by Koufaris & Hampton (2004), trust in an online company refers to the confidence customers have in that specific online business. Instead of "website" and "company," in the context of live commerce, trust in the live streaming platform refers to consumers' subjective perception that the platform is dependable and operates in the consumers' best interests. Lu, Zhao, and Wang (2010) conducted an analysis to identify the factors influencing the development of trust among virtual community members and to explore how this trust subsequently influences trust in the C2C website or vendor. Trust on the website entails the conviction that the C2C platform possesses the ability to deliver high-quality services and is committed to benefiting its consumers or users (Lu, Zhao & Wang, 2010).

Consumers tend to register and seek information on a website for online shopping if a platform has established a good reputation. A website's reputation can positively and directly influence consumers' purchase intentions through the mediation of website quality (Chih, 2020).

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Stewart (2003) demonstrated that trust in websites can significantly impact consumers' purchase intentions. Hendrawan & Zorigoo (2019) discovered that trust in websites plays a role in influencing the purchase intentions of young consumers in Indonesia within the context of C2C e-commerce businesses. Hsiao et al. (2010) determined that trust in product recommendations can boost consumers' purchase intentions on a website by enhancing their intention to buy the recommended products. This indicates that trust in websites could impact the intention to purchase.

Methodology

This study categorizes trust into three aspects: streamer, product, and platform, by drawing upon previous literature. This paper aims to explore the impact of these three types of trust on consumer purchase intention, emphasize the significant role of trust in live streaming commerce and support the relationship between these three types of trust and purchase intention. Relevant materials were collected from journal databases like Emerald Insight, ProQuest, and ScienceDirect. This data retrieval is highly representative due to the inclusion of many reputable journals indexed by Scopus and the World of Science (Ramdani, Ratnasari, & Mawardi, 2022).

Discussion

Live commerce, as a new business model, is one of the forms of social e-commerce. In this field, many scholars, recently, have already conducted investigations into consumer behaviors through empirical research methods. For example, Zhang et al. (2022) and Wu & Huang (2023) explored the mechanisms behind the formation of continuance intention. The study of Huang & Suo (2021) and Cheng (2020) focused on impulse buying decision in live streaming e-commerce. Hu & Chaudhry (2020) investigated influencing factors of customer engagement in live streaming e-commerce. Li, Li & Cai (2021) studied how live streaming services affect the user stickiness (i.e., visit duration, user retention). Ng et al. (2022) explored factors impacting the viewers' satisfaction in live streaming e-commerce. Although many scholars have already emphasized the importance of understanding consumer psychology and behavior within this business model, the primary role of live streaming is to stimulate consumer purchasing actions.

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In addition to above mentioned consumers' behaviors, many scholars also have already explored numerous factors influencing consumer purchase intention. Sun et al. (2019) examined how live streaming influences social commerce customers' purchase intentions in China. They found that IT affordances (visibility/metavoicing/guidance shopping) significantly influence customer engagement (immersion and presence), thereby affecting customers' purchase intention. Meng et al. (2021) studied whether online celebrities can directly impact consumers' emotions and if other viewers of the same livestream can indirectly influence consumers to be more willing to purchase products recommended by these online celebrities. They discovered that the performance of internet celebrities can evoke emotions in consumers, thereby increasing their intention to purchase recommended products. This study also found that pleasure, arousal, admiration, and emotional trust can enhance product purchases and searches. Lakhan et al. (2021) investigated factors affecting consumer purchase intention in the context of live streaming commerce. This research illustrated that trust, perceived functional value, and perceived emotional value significantly impact purchase intention. Lu & Chen (2021) studied how live streaming affects consumers' purchase intention in online markets of clothes and cosmetics. Purchase intention is defined as the consumer's intention to purchase from a broadcaster. The study found that trust has a positive impact on consumers' purchase intention live streaming commerce.

Currently, there are few scholars who categorize trust as a factor in this context. Wongkitrungrueng & Assarut (2020) delved into the relationships among customers' perceived value of live streaming, customer trust, and engagement. They categorized trust into trust in products and trust in sellers. "Trust in the product" relates to the customer's confidence that a product will meet their expectations and perform as advertised, encompassing both appearance and functionality. "Trust in the seller" refers to the belief that the seller is dependable, provides high-quality services, and does not take advantage of customers. Notably, there is a significant indirect effect of utilitarian/hedonic value on customer engagement through both trust in sellers. Furthermore, a significant indirect effect of utilitarian/hedonic value on customer engagement is evident through trust in products. Zhang et al. (2022) examined how social and technical enablers influence trust and how trust, in turn, impacts users' intention to continue in the live streaming commerce context. This research categorizes trust into trust in streamer and trust in

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products. Trust in products is defined as the belief that a product will fulfill expectations and will appear and function as claimed. Trust in streamers entails the belief that the streamer is dependable, offers high-quality services, and does not exploit the customer. Both trust in streamer and trust in products significantly influence continuance intention. Although the research conducted by the scholars mentioned above did not specifically focus on purchase intention, it has provided new insights for this study and future research. It suggests that we can explore the role of trust in live commerce from various perspectives. These previous studies have affirmed the classification of trust in this study into "trust in streamer" and "trust in product."

Furthermore, "Trust in live streaming platform" has not been defined by scholars in the context of live-streaming e-commerce. However, some scholars in other fields have provided related definitions. Baki (2020) defined website trust as consumers believing the website is trustworthy and prioritizes their best interests. In Koufaris & Hampton's (2004) research, trust in an online company simply means customers trusting the online company. Shekhar & Jaidev (2020) aimed to identify the key predictors of social commerce adoption. Trust in the community is an individual's perception of an online community as a dependable platform for quality services in online commerce and social interactions. Based on the study of Hsiao et al. (2010), trust in a website was defined as a consumer's willingness to place trust on the website. Instead of websites or communities, consumers think live streaming platforms are dependable and trustworthy in the context of live streaming e-commerce. This also can be supported by previous literature.

With regard to combination of different types of trust and consumers' purchase intention, some new conceptual frameworks have been developed. Chandruangphen, Assarut & Sinthupinyo (2022) studied the effects of live streaming attributes on consumer trust and shopping intentions for fashion clothing. They divided trust into trust in sellers and trust in products. Trust in the seller is defined as the customer's belief in the seller's competency and reliability to serve the customer's long-term interests. Trust in the product is defined as the customer's belief that the product will fulfill their expectations. The results demonstrate that trust in sellers significantly influences customer behavior in terms of both the intention to watch and the intention to purchase. Trust in products directly influences customer behavior in terms of the

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intention to watch, but it does not directly influence the intention to purchase. Wu & Huang (2023) investigated what influences consumers' continuous purchase intention within the context of live streaming e-commerce. "Trust in streamer" was evaluated using three criteria: the streamer's trustworthiness, the quality of service provided, and the streamer's recommendations (Lu, Zhao & Wang, 2021). "Trust in product" pertained to whether the product met expectations, if its appearance and functionality matched its marketing claims, and the quality of after-sales service (Zhou & Fan, 2021). This research revealed significant impacts of both trust in streamer and trust in product on consumers' continuous purchase intention. These research findings have already confirmed the significant relationships between trust in streamer, trust in products, and purchase intention in the context of live streaming e-commerce. Moreover, although there has been no research by scholars on trust in live streaming platforms, we can observe in other domains that consumers' trust in the platform or website they use can indeed influence their intentions or behaviors. Hendrawan & Zorigoo (2019) explored how trust in websites within the context of C2C e-commerce businesses affects the purchase intentions of young consumers in Indonesia. Companies promoting their products and services online can employ tailored strategies to cultivate trust in their websites. This, in turn, can have a positive impact on the purchasing intentions of buyers and consumers. In transactions where there is no direct interaction, building trust in websites among young consumers in C2C e-commerce businesses requires considerable effort and time. The study's findings underscore that the ability dimension of trust on the website significantly influences purchase intentions on C2C platforms for buying and selling. Previous studies provide support for this research to categorize trust from the platform's perspective as one of the influencing factors. Hsiao et al. (2010) seek to enhance our comprehension of why people trust product recommendations on social shopping networks of websites, a novel e-commerce approach that blends social networking and shopping and examined how this trust influences consumers' intent to buy products from a website's online shop. The findings showed that trust in a website positively impacts consumers' intention to purchase products from the website. Existing literature provides favorable support for the influence of trust in the streamer and trust in the product on consumers' purchase intention. By replacing the previously mentioned "trust in website or company" with "trust in the live streaming platform" in the model used in this study, we have also incorporated the impact of trust in the platform on consumers' purchase intention, which attests to the model's validity.

CONCLUSION

Many previous scholars have focused on the factors influencing consumer purchase intention, and these studies support the definition of purchase intention in this research. Besides, this study, adopting a perspective that encompasses the streamer, product, and platform, categorizes trust into three distinct components: trust in streamer, trust in product, and trust in platform, based on classifications made by previous scholars. These concepts have been affirmed by prior research. While some previous studies have used "trust in seller" as a factor, in the context of live streaming e-commerce, streamers serve as representatives of brands and sellers, effectively taking on the role of sellers themselves. Streamers recommend products to consumers in a friendly and relatable manner, which can lower consumers' guard and lead to increased purchase intention. Within live streaming e-commerce, consumers can witness streamers using products, enabling them to quickly understand product functionality and facilitating rapid purchase decisions. Whether it is the streamer or the product, both rely on the platform. Consumers' trust in the platform also plays a crucial role in shaping purchase intention in the context of live streaming, although previous scholars have investigated how trust in website or company impact consumers' behaviors. This study underscores the significance of these three forms of trust in the formation of purchase intention pathways. Future researchers can explore the antecedents of these three types of trust from the perspective of predicting the behavioral intention that leads to actual actions.

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