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FACTORS INFLUENCE ON CUSTOMER PURCHASE INTENTION VIA LIVETREAM: CASE OF VIETNAM

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ABSTRACT

The main purpose of this study is to propose and empirically test a conceptual model that clarifies shopping behavior via livestream on Facebook platform of people in Hanoi. The data was collected from at least 240 random Facebook users. The analysis results show that Facebook users tend to buy goods via livestream when they feel that the product quality, design, and product policy are convincing enough for them. In addition, there are other factors that also influence purchasing decisions, such as technology quality, perceived value of style and attitude, reliability, product trust in the relationship between consumers and sellers such as livestream style, KOLs, sound & background… From there, theoretical and managerial contributions, as well as finding out limitations and future research directions are also discussed in the body of this paper
Keywords: Shopping, Livestream, Livestream Products, Livestream People, Livestream Culture, Online Shopping.

INTRODUCTION

Livestream means you "Broadcast" what is happening at that time (faces, scenes, events ...) for people everywhere in the world to see via the internet and every interaction is take place directly. Currently, Livestream has become one of the effective tools to help online businesses

interact with customers and increase revenue. Although, this is a new sales channel appearing in recent years. However, it attracts a relatively large number of customers. In the future, "livestream" will become a potential sales channel that brings huge sales. On the other hand, before the complicated development of the covid 19 pandemic, people tend to buy more online, especially buying through "livestream". They are aware of the serious epidemic situation, so limiting going out and buying goods via livestream is a good thing to do because they can both control the disease and still meet their own needs.

According to Ms. Vu Thanh Quynh, Facebook Vietnam Communications Director: Livestream is popular thanks to the convergence of many factors such as entertainment, practicality... More importantly, this tool partly helps to eliminate fear. When shopping online, removing the barrier of not holding or trying on products, thereby building trust in users significantly. Vietnam is a very potential market with 64 million internet users, and the age of young users accounts for the majority, the need to share experiences. Especially, shopping through Livestream for fashion clothing, home appliances, etc. becomes easier with customers sitting at home, directly reviewing product quality and ordering at home without spending too much. a lot of time and travel expenses.

It is expected that by 2022, business-consumer e-commerce sales will increase by 20%/year, reaching 10 billion USD, accounting for 5% of the total retail sales of consumer goods and services of the country; It is estimated that each Vietnamese person will spend about 450 USD on online shopping (more than 2 times higher than in 2018). It can be seen that e-commerce is a field of economic activities that is no longer strange in Vietnam. However, it is not well developed. Consumers are still hesitant for many reasons when choosing to buy goods via Livestream. Therefore, in order to attract more consumers to buy online via Livestream, it is essential to recognize the factors affecting the intention to purchase online via Livestream as well as the relationship between those factors for businesses and individuals that retail online. Researchers have conducted many studies on purchasing behavior through livestream to determine the factors that make consumers willing to spend more money on desired products through the method of selling online. The Livestream site conducted a survey with New York Magazine, obtained more than 1,000 responses, and discovered that the top three platforms for live video are YouTube (70%), Facebook Live (66%) and Facebook Live (66%), Livestream (45%) (https://livestream.com/, 2018)

Although the professional press has countless articles on Internet marketing, Livestream is not really much, in the academic literature, it has not really received much attention. However, there have been a number of researchers who have also evaluated similar topics, such as: Perception, infrastructure variables and return policy on attitude towards shopping behavior and Subjective norms, perceived behavioral control make innovation in online shopping behavior (Javadi, Dolatabadi, Nourbakhsh, Poursaeedi, & Asadollahi, 2012). Influence between product attributes, engagement, word of mouth and purchase intention in online shopping (Lee, Cheng, & Shih, 2017). The relationship between product attributes and online purchase behavior (Park, Kim, Funches, & Foxx, 2012). The virtual community is governed by shared norms and values, and serves individuals and shared needs. This community proposes and influences social behavior towards personal shopping (Pentina, Prybutok, & Zhang, 2008). International and cross-cultural influences on online shopping behavior (Stafford, Turan, & Raisinghani, 2004). Different cultures, online shopping intentions and behaviors also change significantly (Smith et

al., 2013). Or another study shows that the perceived value of the consumer-seller relationship affects the online purchasing behavior of consumers themselves (Tsao, Hsieh, Lin, & Systems, 2016). Online shopping gives consumers additional information and options to evaluate prices and products, more choices, easier to identify things online (Butler & Peppard, 1998). Even with substantial contributions to literature and practice, the authors point out that a deeper examination of the relationship between people and technology is needed. However, the research still applies a one-way approach, talking in depth about one aspect of influence, it is necessary to have a more multi-faceted view of e-commerce, Livestream, especially consumer behavior in shopping, specific in online shopping decisions on Facebook's Livestream platform. Therefore, this study aims to fill this gap by proposing and empirically testing the relationship between product attributes and product attributes (Kim & Krishnan, 2015), diverse culture (Kim & Krishnan, 2015), online reference group community (Wilimzig, 2011) and trust for the seller (Bente, Baptist, & Leuschner, 2012) to online shopping decision behavior through Livestream. In addition, this study also clarifies the relationship between moderating role of product type in online buying behavior (Xiao, Xie, Shahzad, & Khattak, 2020) with the intention of online consumption behavior of customers. Finally, the goal of this study is to be more specific about the link between technology and personal use of technology than previous research. (Fain & Roberts, 1997).

To evaluate effectiveness and contribute to literature and practice, this study attempts to answer the following research questions:

Firstly, how do product attributes affect shopping behavior via Livestream?

Second, the opinion of the reference group affects shopping behavior via Livestream?

Third, cultural factors affect shopping behavior via Livestream?

Fourth, factors from sellers affect shopping behavior via Livestream?

The remainder of this paper is organized as follows: Following the introduction are background theories and hypothesis development. The third part is data collection which is continued with data analysis. This paper ends with a conclusion and discussion.

THEORETICAL BASIS AND THEORY DEVELOPMENT

Product Attributes

There are many factors that reflect a product type. The most common attributes are the product's features, performance, longevity or durability, aesthetic factors, reliability, safety, usability, economy, level of pollute the environment; and groups of intangible factors such as trademarks, brands, and reputation of manufacturers (GS.TS. Nguyễn Đình Phan & TS. Đặng Ngọc Sự, 2013) & (TS. Đỗ Thị Đông, 2013). Consumer preferences for product brand information (Enneking, Neumann, Henneberg, & Preference, 2007) influence their purchasing decisions. Product attributes, supplier characteristics, and consumer perceptions influence online shopping (Q. Zheng, Chen, Zhang, & Wang, 2020). A person's preference to purchase products, both online and offline, is influenced by what is measured by perceived usefulness and benefit of the products offered (Guleria và cộng sự, 2015) & (Lubis, 2018). Different forms of online advertising also influence purchasing decisions on online platforms (De Haan, Wiesel, & Pauwels, 2016). Direct product marketing influences online purchase intention through attitudes towards advertising and brands (Astuti & Risqiani, 2020).

The advantage is that convenience and time saving are most important in online shopping (Hanus, 2016) Online consumers have easier access to information and a wide range of products

and services at competitive prices (Suhaily & Soelasih, 2017). Thereby, we see that the Livestream form has both direct visual access to the seller and direct observation of product attributes. In the future, it will be the type that is sought after by consumers and will dominate next time. Therefore, this study proposes that:

H1: Product attributes have a positive impact on shopping behavior via Livestream

Opinion of the Reference Group

An individual's perception of societal pressures to perform or not to perform a behavior is considered a subjective norm (Ajzen, 1991). Subjective norms and intentions are positively related (Hansen, 2004) & (Yoh, 2003). While online brand community influences brand and product loyalty (X. Zheng, Cheung, Lee, & Liang, 2015). According to Lin (2007) the reference group affects the subjective norm reflecting consumers' perceptions of online shopping decisions (Lin, 2007). To concretize the subjective normative factor and its connotation, Lin (2007) proved that the opinion of the reference group has a positive influence on the online shopping intention of consumers. User contributions to online communities build online social Q&A communities (Jin, Li, Zhong, & Zhai, 2015). Thereby, from the group of people who refer to the buying behavior are two very close expressions (Thắng, 2016). So, the proposed research hypothesis is:

H2: The opinion of the reference group has a positive impact on shopping behavior via Livestream

Cultural Factors

In general, culture is considered a custom, a way of behaving and a collective opinion that individuals believe in following. In general, culture is considered a custom, a way of behaving and a collective opinion that individuals believe in following (Smith et al., 2013). Cultural differences affect online shopping behavior (Sakarya & Soyer, 2014). Cultural conditioning contributes to the completion of perceived risk components for online shopping behavior (De Haan et al., 2016). From there, the researcher discovered different schools of online shopping behavior of pragmatic and hedonistic online shoppers by exploring cultural differences. The impact of social, governmental and psychological risk factors with moderator cultural factors on online shopping behavior (Bhatti & Rehman, 2019). Cultural differences affect attitudes, influence from friends, influence on the outside, and self-efficacy in actual online shopping behavior. (Yan & Urquhart, 2007). So, the proposed research hypothesis is:

H3: Cultural factors have a positive impact on shopping behavior via Livestream

Factor from the Seller

Omnichannel customer behavior: Key drivers of technology adoption and use and their influence on purchase intention (Juaneda-Ayensa, Mosquera, & Sierra Murillo, 2016). Awareness and acceptance of different types of technology (Wu & Ke, 2015) combined trust affects consumers' online shopping behavior (Singh & Matsui, 2017). Promote trust transfer (Chen, Huang, Davison, & Hua, 2015) between individuals becomes more positive. Since then, trust has a positive impact on purchasing decisions (Kusumah, 2015). The relationship between online buyers and sellers increases if there is sufficient trust in quality and self-regulation (van de Ven & Koenraadt, 2017). Power is transferred from seller to buyer (Hajli & Sims, 2015). Building consumer trust and interacting with social commerce merchants through the role of live action (Wongkitrungrueng & Assarut, 2018) now more and more often. Because the effect of live streaming is known to be very impactful. The proof is the direct and indirect influence

of the buyer on the seller on the revenue received by the seller (Fang, Li, Huang, & Palmatier, 2015). From this, it is obvious that promoting social change: Towards a relational approach to selling and buying (Wickert & De Bakker, 2018) in order to influence the perception of online shopping behavior of consumers and bring the best benefits to the seller. So, the proposed research hypothesis is:

H4: Factor from sellers positively affects shopping behavior via Livestream

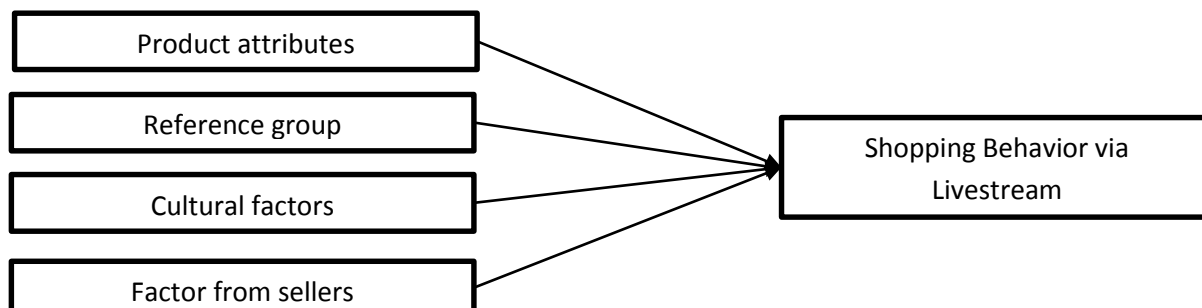From this hypothesis, the research model is depicted in Figure 1 as follows:

Figure 1. Research model

RESEARCH METHODS

Questionnaire Design

To test the proposed hypothesis, this study uses a questionnaire survey method to collect data. The audience is a Facebook user who has ever shopped online through a random Livestream and is a person living in Hanoi. The authors chose this type of respondent because they have experienced online shopping through Livestream and are aware of what factors their behavior at that time is affected by and they will make a decision whether to continue shopping. in that form of Livestream or not. The current studies apply the scales from previous studies and are adjusted to suit the situation of e-commerce and online shopping in Vietnam. All scales are in Likert-5 form, from 1 indicating strongly disagree to 5 indicating strongly agree.

In which, product attributes have 4 items that are applied from product safety, aesthetics, reliability and especially the product's advantages (GS.TS. Nguyễn Đình Phan & TS. Đặng Ngọc Sự, 2013). The opinions of the reference groups are also applied on these 4 items, which are interactions, respectively (Cheung, Liu, & Lee, 2015), online viral marketing campaign from scarcity and personalization affects referrals (Cheung et al., 2015) Or decisions are dominated by groups (Cheung et al., 2015). The group of cultural factors is a combination of three commonly seen categories: region, consumer culture and cultural integration (Hằng, 2009). While the group of factors of sellers is influenced by 4 items, which can be mentioned is the power of technology quality, perceived value of style and attitude, reliability, product trust in the relationship. the relationship between the consumer and the seller (Tsao et al., 2016). For a consistent and secure questionnaire, we applied the translation technique with the marketing experts. This draft is tested with 100 random consumers who have ever shopped online (can be via Livestream or other online channels).

Data Collection

The main purpose of this study is to evaluate online shopping behavior from Livestream tool via Facebook platform of Facebook users in Hanoi city. Therefore, the subjects for this study

are all people living in Hanoi province, using Facebook and having online shopping behavior. According to statistics, the number of Facebook users in Vietnam is currently ranked 7th in the world and Hanoi is the 2nd city after Ho Chi Minh City in terms of the number of people using this application. Digging into the survey, the Department of E-commerce and Digital Economy recently recorded that as of 2019, the percentage of internet users who participate in online shopping at least once reached 77%. Therefore, Hanoi is the most suitable location for the research topic. The authors applied a simple random sampling method through questionnaires in this area. The questionnaire consisted of 23 main questions, so according to (Hair, Black, Babin, Anderson, & Tatham, 1998) the minimum sample size would be 240 questionnaires. To collect the most relevant responses, the research team selected 12 districts in Hanoi and 20 respondents for each district.

This study was conducted for one month. In the end, a total of 315 valid questionnaires were collected after the survey. The demographics of the respondents are described as follows:

Table 1
Demographic Information of the Respondents

Factor	Component	Quantity	Percentage (%)
Gender	Male	109	34,6
	Female	206	65,4
Age	18 – 30	168	53,3
	30 – 40	107	34
	> 40	40	12,7
Jobs	Student	114	36,1
	Housewife	78	24,8
	Office staff	62	19,7
	Other	61	19,4

RESEARCH RESULTS

This study applies TAM model and e-CAM model to identify factors to predict the factor influence on consumers' online purchases via Livestream. However, because these are research models for foreign consumers, the scales in these models are not really suitable for the Vietnamese environment. In addition, based on the actual situation as well as the payment habits and trust of Vietnamese consumers in general and consumers in Hanoi City in particular for online shopping via Livestream. The study was carried out by quantitative research method, conducted through direct interviews and detailed questionnaires. All collected data will be coded, entered, and cleaned with the help of SPSS 20 software. This method is most suitable because it focuses on the relationships between variables in the model and is appropriate. suitable for the small sample (n = 315). In the online shopping behavior model via Livestream of consumers, it is reflected through 4 factors: product attributes, opinions of reference groups, cultural factors and factors from sellers.

Rating Measurement Scale

To evaluate the scales, the study used the evaluation criteria as Cronbach's Alpha coefficient (Ca) with Ca > 0.6 and total correlation coefficient > 0.3. Variables that do not satisfy this criterion will be considered as low confidence variables or garbage variables and will be excluded. The results obtained are shown in the tables below:

Table 2
Reliability Test of Factors

Factors	Cronbach's Alpha (Ca)
Product attributes (PA)	0.849
Reference group (RG)	0.777
Cultural factors (CF)	0.736
Factor from the seller (FS)	0.932
Shopping Behavior via Livestream (BL)	0.818

The results of the test of the scale of the factor groups. Through the analysis data, it can be seen that, all Crobach's alpha values of the capabilities are greater than 0.5. This shows that the above 4 groups of factors are eligible to analyze the next steps.

EFA Exploratory Factor Analysis For Independent Variables.

Table 3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.853
Bartlett's Test of Sphericity	Approx. Chi-Square	2539,847
	df	105
	Sig.	0.000

The results of factor analysis exploring EFA on all scales of factors affecting shopping behavior via livestream on Facebook platform gave the following results:

Numerical value KMO= 0.853 (0.5≤ KMO ≤1); Bartlett's test value = 105 with statistical significance sig = .000 (<1%). This result means that the variables are correlated with each other in the population and that the application of factor analysis is appropriate.

There are 4 groups of factors extracted from the original indicator (because all 4 factor groups have Eigenvalue>1 and the total variance extracted from 1 main factor is 70,839% (>50%). , the extracted factors explain 70,839% of the variation of the survey data, so it can be confirmed that the data is suitable for performing factor analysis.

Based on the results of the factor rotation matrix, it can be seen that, all variables have extracted variance >50%, factor loading factor >0.5. The results of the EFA analysis are shown in the table below.

Table 4
Result of Exploratory Factor Analysis EFA

	Component			
	1	2	3	4
FS2	.902			
FS3	.891			
FS4	.843			
FS1	.814			
PA3		.849		
PA1		.809		
PA4		.786		
PA2		.785		
RG2			.802	

RG1	.783	
RG3	.725	
RG4	.675	
CF2		.833
CF1		.831
CF3		.637

Regression analysis has turned we know that the regression coefficient test has a sig value of 0.000<0.05, so all factors are correlated with SAT with a level of 99% or more; VIF < 2 should not occur multicollinearity. In addition, the adjusted R2 value is 0.589, so that 58,9% of the change in consumer buying behavior via Livestream Facebook is explained by the independent variables of the model. Finally, the ANOVA test for the value Sig=0.000<0.01, can be concluded that the model is consistent with the actual data. The independent variables are linearly correlated with the dependent variable at 99% confidence level.

Evaluation of Structural Model

Testing the correlation coefficient between the independent and dependent variables gives results Sig = 0.000<0.005. The model is suitable for inclusion in regression analysis. The results of the regression analysis are shown in the table below:

Table 5
Results of Multivariable Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-.687	.237		-2.902	.004		
FS	.169	.040	.190	4.257	.000	.655	1.527
PA	.165	.048	.136	3.440	.001	.837	1.194
RG	.184	.058	.128	3.175	.002	.802	1.246
CF	.621	.047	.548	13.084	.000	.746	1.340

a. Dependent Variable: BL

Through the results table, it can be seen that the Beta coefficients are all positive, cultural factors have the greatest influence on shopping behavior via livestream. Hypotheses H1, H2, H3, H4 are accepted.

CONCLUSION AND DISCUSSION

In the current socio-economic context, people's needs are increasing, especially shopping needs. It is known that the shopping needs of consumers are increasing, they relax, kill time or even love shopping. Many of them choose to shop via Facebook Livestream, partly because they can interact directly with the seller, partly because they are interested in this new and increasingly popular form, and the rest is because of the convenience. This type of shopping brings many benefits to consumers. Therefore, when the quality of life is improving, people face many pressures that are difficult to relieve, they want to be relieved through shopping. This requires sellers to understand the needs of customers, provide them with the right product, and both solve their shopping needs and solve the material shortage at the time of purchase. This is

the premise for the development of businesses who want to make the most of Facebook's Livestream type, in order to orient a sustainable development strategy in line with long-term goals in the future.

This study tries to clarify the buying behavior of consumers via Livestream on Facebook, thereby evaluating and considering influencing factors. Research shows that consumers have certain requirements for the products they are going to buy. Since then, four influencing criteria play a crucial role in purchasing decisions (R2 is 0.589; proving that 58.9% of the change in consumer buying behavior via Livestream Facebook is explained by independent variables. setting of the model). In addition, the study also confirms the relationship between technology and shopping, the typical form of online shopping is via Livestream, which is growing strongly. Promote this industry to develop in the future (Lindh, Rovira Nordman, Melén Hånell, Safari, & Hadjikhani, 2020)

Finding relationships and clarifying influencers is very important. Thereby helping the seller confirm that he needs to improve the quality of his service to optimize the needs of all potential customers. This study also shows that relationships form the basis of purchasing decisions, which can be simply a relationship between a seller and a buyer that is linked by benefits; or it is also a relationship of friends sharing information; Or it can also be a relationship between relatives who care and help each other to achieve the highest benefits. In particular, the results of data analysis concluded strong influence from factors. This finding contributes greatly to the literature in the online shopping industry for now and for the future (Sang, 2020)

Finally, the study confirms that product attributes, opinions of reference groups, cultural factors, and factors from sellers have a strong impact on consumers' buying decision behavior through Livestream. In particular, in this study, the group of cultural factors that have the strongest impact and play a role in online shopping decisions via Facebook Livestream. More than previous studies have not shown this greatest effect. Since then, the awareness of consumers or sellers is enhanced, behavior and decisions interact with each other to create strong links.

This is an important finding in helping sellers have a more holistic view of consumers and build long-term relationships with them. In addition, the research also contributes in terms of management and policy making.

Firstly, this study suggests that sellers need to have a management system, order processing and customer feedback right during the Livestream. This must ensure reliable measures. Quality management ensures that will increase customer loyalty, maintain a group of loyal customers to continue sticking for a long time. (Curry, 2012). Moreover, loyal customers not only continue to come back and use the product in the next times, but also become marketers, become partners for sellers in a free but highly effective way, help sellers on Livestream build credibility.

Secondly, the study confirms that the Livestream sales form on Facebook will continue to be popular in the future. Consumers will become more and more knowledgeable, they choose products more carefully. The requirement for sellers is that they will be refused if they continue to use tricks but must sell goods based on conscience and quality to be accepted. From there, sellers must devise appropriate strategies to promote consumers' choice behavior and purchase intention right on Livestream as quickly as possible.

Finally, the current study provides some suggestions for those who intend to use the form of Livestream sales to need clear policy planning. This research shows that when sellers perform

well on their obligations, they are able to attract more customers, thereby increasing online sales. So, plan the required policy, support, encourage customers to adopt and implement the proposed activities, make them ready and ready to pay for shopping.

Even with its theoretical and practical contributions, this study still has some limitations. Firstly, this study only collects data from consumers across 12 districts in Hanoi city, which may lead to incomplete data representation. Further research can expand the investigation area to have a more complete and comprehensive sample. Second, the present study did not address some of the variables that could modulate these relationships, such as gender, income, age, and education level. This shows that further studies can clarify and comprehensively understand consumer behavior. This study only analyzes product attributes. culture, reference group and seller, and the above factors have not been analyzed for a more comprehensive understanding. Furthermore, future studies may also suggest new elements to enrich knowledge on this topic in the current competitive landscape.

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