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# Factors Influencing Consumer Buying Behaviour through Facebook Live Streaming

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**Abstract:** Due to the rise of online live streaming in recent years, many socializing platforms launched live streaming services one after another, which spurred the live streaming trend. The main objective of this study is to identify factors that drive consumer buying behavior in live streaming commerce. The problems in this study are aspects of trust, security, and privacy of the Facebook platform, unclear product information shared on Facebook platforms, and online fraud faced by consumers. The survey in this study targets 255 respondents. Data are collected using a questionnaire and quantitatively analyzed using SPSS software. To achieve the objectives, the researcher conducted a descriptive analysis. The results of the study show that there are 4 factors that promote consumer buying behavior in live streaming commerce, namely competitive price, consumer trust, presenter professionalism, and purchase intention, and the dominant factor that promotes consumer buying behavior is competitive price. The results of this study should provide valuable insights for all readers.

**Keywords:** Consumer buying behaviour, Live streaming, Facebook

## 1. Introduction

Nowadays, many traders or businesses promote and sell their products and services through social media platforms, online networks such as YouTube, Instagram, Facebook and others in today's competitive market. Through social media platforms, the company can promote and sell its products and services to people of different ages in Malaysia and around the world (Ngo & Ismail, 2021). Facebook is an important tool for businesses with over 845 million users. New customers can be acquired, online relationships can be built, and Facebook can be used as a platform for marketing communication.

75% of shoppers reading comments on social media have visited a retailer's website by clicking on the product link in their friends' Facebook posts. 53% of shoppers who have made a purchase have visited the retailer's website (Jeff Bullas, 2012). According to Kim Ho (2019), Malaysians spend about

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eight hours on various social media sites every day. The current scenario in Malaysia involving the coronavirus (Covid-19) requires Malaysians to stay at home to comply with the Movement Control Order (MCO). Therefore, during this MCO phase, social media platforms such as Facebook are gaining importance.

According to a 2015 study by the Market Intelligence & Consulting Institute [MIC], 80% of Taiwanese users use social media platforms to find out about buying products. Therefore, many e-commerce companies are moving to promote their products on social media platforms such as live streaming to increase sales and interaction. According to CNNIC (2021), the fastest growing segment of e-commerce is live streaming commerce. In 2020, there were 617 million live stream users and 388 million live streaming commerce users.

Facebook has become increasingly popular among users to share ideas, career interests, information, personal messages and communicate with others because they regularly spend so much time on Facebook (Ngo & Ismail, 2021). In addition, there are many problems that occur when customers buy something on Facebook platforms.

First, the trust, security and privacy aspects of the Facebook platform will have a significant impact on consumer purchasing behaviour. The second issue is an unknown user or unclear product information shared on Facebook platforms. This will have an impact on Facebook users as they may not have understood the exact function of the product and buy the product directly based on positive Facebook comments. On the social networks, participants were exposed to the posts of their friends or the posts of an anonymous person (Mayrhofer et al., 2019).

An online scam is the third problem consumers face. Six out of ten Malaysian consumers have lost money when purchasing products through Facebook platforms due to online fraud (Mokhsin et al., 2018). As savvy consumers, we need to be very vigilant when using the Facebook platform to purchase products. Although there are many problems in Malaysia. The researcher would like to identify the factors that drive consumer buying behaviour when using Facebook livestreaming.

Therefore, to achieve the research objectives, the factors that drive consumer buying behaviour in live streaming commerce are identified. Consequently, the dominant factor that promotes consumer buying behaviour in live streaming is identified.

The research study focuses on Facebook users who use Facebook live streaming to purchase products and services. The researcher uses a quantitative approach, i.e. survey, to conduct the research. A questionnaire was created and distributed to 384 Facebook users.

The study could improve the understanding of users getting more experience and quick engagement by using a live streaming platform. Live streaming commerce offers significant experience, time spent, product presentation and sales logic. Live streaming commerce is not only an important channel for sellers, but also a new business strategy that allows them to communicate directly with customers. In addition, businesses that use Facebook Live Streaming to promote and sell their products and services can draw on the relevant factors in this study that influence customers' buying behaviour to solve their problems. It can help businesses retain existing customers and attract new ones.

## **2. Literature Review**

### **2.1 Evolution of E-Commerce Live Streaming**

Live streaming allows people to broadcast live content such as dancing, video games or singing (Lin Yao, & Chen, 2021). In the beginning, live streaming platforms were mainly used for gaming and entertainment. With further development, interaction with marketing activities is also improving, leading to an increase in live streaming e-commerce. The former requires that live streaming can be used to showcase items or services on an e-commerce website. Taobao Live and Amazon Live are two examples of this. Taobao Live is one of the Chinese e-commerce giants, while the former shows that e-commerce activities are integrated into social networking platforms or short video platforms such as Facebook Live. E-commerce companies are also integrated into several Chinese short video channels

such as Douyin. For the following reasons, live streaming e-commerce is more likely to drive consumers to make impulse purchases than traditional e-commerce through a website.

First, on the traditional e-commerce website, interactive activities mainly take place between the customer and the website. However, broadcasters can use digital technology to publish video footage in real time and show products from different angles via live streaming e-commerce. Live streaming e-commerce has replaced the traditional interaction between customer and website with interactive activities between broadcasters and customers or between different customers in live streaming e-commerce. Secondly, live streaming e-commerce can provide a better social and real experience for customers compared to a traditional e-commerce website.

## 2.2 Features of Facebook live streaming

Live streaming commerce not only allows consumers to receive product information in real time, but also allows a live streamer and viewers to communicate with each other (Wongkitrungrueng & Assarut, 2018). Sellers using live streaming can showcase or try on products to show consumers and provide detailed information about the products. In live streaming e-commerce, customers can also get real-time feedback from the streamer. In addition, viewers of the live stream can use the chat box to communicate with each other and share shopping experiences. Thus, live streaming e-commerce can promote a more active, realistic, and visual shopping experience, attract more new customers and increase impulse purchases. With the growth of live streaming e-commerce, this new topic has received a lot of attention.

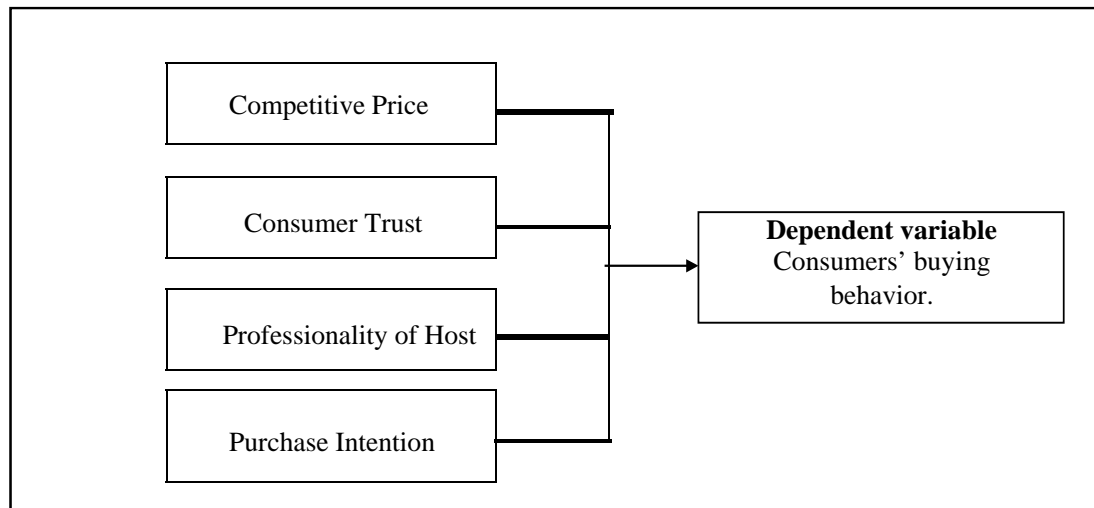
## 2.3 Purchase Intention

Purchase intention refers to the likelihood of buying a particular product (Dodds, Monroe, & Grewel, 1991). When they buy a product, they select the information based on their personal experience. Then they can decide whether they want to buy the product. When a consumer expresses a strong desire to buy a product or service, they are more likely to buy the goods or services. (Peter & Olson, 2010). Advertising and user comments have a significant impact on purchase intention in a social network environment (Jiménez & Mendoza, 2013). According to Schiffman & Kanuk (2000), the stronger the purchase intention, the greater the probability of buying a product. Based on these studies, the likelihood of buying a product is defined as purchase intention and also determines the demand for the product, which is used in research to analyze streaming e-commerce.

## 2.4 Seller Credibility

The term "trustworthiness" refers to the degree of trust between seller and buyer. During a transaction, trust can effectively reduce uncertainty. In an e-commerce market, the relationship between seller and customer is based on trust. Trust is a technique to persuade customers to buy products or services through social media platforms (Hasbullah et al., 2015). Thus, the seller needs to build trust when communicating with customers via live streaming (Cheng et al., 2016). Using a chat function on social networks can make it easier to gather product information and reduce risk (Kang et al., 2015). When the seller livestreams on Facebook, consumers can like and share the video with their friends, and both parties can rate and comment on each other so that other consumers can use it as a reference. Consequently, the credibility of the livestream can minimize uncertainty and complexity and increase purchase intention.

## 2.5 Theoretical Framework



**Figure 1: Theoretical framework**

Figure 1 above shows the theoretical framework of this research. The researcher's study of previous literature has shown that competitive online prices positively influence consumer buying behaviour (Cui Jianfeng, 2019). Trust between consumers and sellers is crucial for the sustainability of e-commerce (Zhou et al., 2013) and showed that consumer trust is an important factor to promote consumer buying behaviour. Host professionalism can stimulate consumer purchase intention (Meng et al., 2020). Consumer purchase intention measures the likelihood that a consumer will buy a product, and the higher the intention, the more likely the consumer will eventually buy (Yu & Chen, 2017). Based on various literature reviews by the researcher, Figure 1 shows the factors that drive consumer purchase behaviour in Facebook live streaming.

## 3. Research Methodology

### 3.1 Research Design

Quantitative research was used to analyze this study. Quantitative research is a method of generating numerical data and converting it into statistical results. According to Rahi (2017), the approach focuses on data collection on major population problems and analyses the data by ignoring the emotions of the person and the environment. The data is collected using survey methods such as questionnaires, online surveys, mobile surveys, and others. Consequently, the focus of this study is on the questionnaires provided to respondents to collect data and achieve the research objectives.

### 3.2 Population and Sampling

The term population refers to all individuals or objects under study, while sampling refers to the process of selecting a group of the population for research (Rahi S., 2017). Facebook users are the target population of the study. For this research, the sample size for the study was determined using Krejcie and Morgan's (1970) table. The researchers set a minimum sample size of 384 respondents to ensure the accuracy of the results of the study.

### 3.3 Data Collection

Data collection is an important aspect of research because it ensures that the research process runs smoothly and that the research objectives are achieved. It is the process of collecting data from relevant sources and analyzing the results. There are two types of data used in this study: Primary data and secondary data.

*(a) Primary data*

In collecting primary data, the researcher has three methods at his disposal, namely observation, interview, and questionnaire. In this study, the researcher uses a questionnaire to collect primary data. The researcher has used primary sources from individuals such as questionnaires for Facebook users to get more information.

*(b) Secondary data*

The researcher used secondary data such as online articles to find some information and determine some questions that can be asked in the questionnaire. The reason why the researcher chose to use secondary data is to save time and cost in obtaining information. The questionnaires in this study consist of some questions that are designed to identify the factors that drive consumer buying behaviour in live streaming commerce. In addition, the use of questionnaires is easy, they can be used worldwide, they are very cost-effective, they are delivered quickly, and respondents can answer at their own discretion.

**3.4 Pilot Study**

The questionnaire used in this study was developed with reference to related previous studies and from a literature review. Therefore, before distributing the questionnaires, a pilot test is conducted to measure the validity and reliability of the questionnaire. This is the last important step in data collection as it helps to increase the reliability of the questionnaire. A total of 30 questionnaires were used for the pilot test.

**3.5 Research Instrument**

The questionnaire is a research tool consisting of a series of questions designed to collect information from respondents. The data collected through the questionnaire was used to identify the factors that promote consumer buying behaviour in live streaming retailing and the dominant factors that promote consumer buying behaviour in live streaming retailing. The questionnaire is divided into two parts, Part A and Part B. Part A deals with the demographics of the respondents, while Part B deals with the factors driving consumer buying behaviour in live streaming.

**3.6 Data Analysis**

The data collected from the questionnaire was analyzed using descriptive statistics. Descriptive analysis is a method that simplifies, summarizes, and organizes numerical data. The data is analyzed using the Statistical Package for the Social Sciences (SPSS) version 26.0 based on frequency and percentage distribution.

**4. Results and Discussion****4.1 Response Rate**

The total population of Facebook users is about 1 million people. According to Krejcie and Morgan (1970), 384 users are needed. About 384 questionnaires were distributed to the target respondents. Of the 384 questionnaires distributed, a total of 255 were collected with the help of the respondents. Thus, the response rate for the questionnaire survey was 66.41% of those who were willing to participate in this study. The data was tabulated in Table 1.

**Table 1: Questionnaire response rate**

Population	Sample Size	Questionnaire Distribute	Questionnaire Returned	Percentage
1,000,000,000	384	384	255	66.41%

*(a) Reliability in Pilot Questionnaire and the real questionnaire*

Table 2 shows that the Cronbach's alpha of the pilot questionnaire is 0.971. The result is 20 questions and answers from 30 different respondents, so Cronbach's alpha is excellent. In the real questionnaire, the Cronbach's alpha is 0.961, which is very reliable, so the value is accepted.

**Table 2: Reliability statistics**

	Cronbach's Alpha	Number of Question Tested	Number of Respondents
Pilot Test Questionnaire	0.971	20	30
Real Questionnaire	0.961	20	255

Descriptive analysis is a method that simplifies, summarizes, and organizes numerical data. The demographic data and information collected in the questionnaire were analyzed using descriptive analysis. Demographic information such as gender, age, race, occupation and have you ever purchased products through Facebook Live Streaming are presented in Table 3.

*(b) Summary statistics of demographic analysis***Table 3: Summary statistics of demographic analysis**

Item	Frequency	Percentages (%)
Gender		
Male	108	42.4
Female	147	57.6
Age		
Below 16 Years old	1	0.4
17-30 Years old	166	65.1
31-40Years old	43	16.9
41-50 Years old	40	15.7
Above 51 Years old	5	2.0
Race		
Malay	56	22.0
Chinese	150	58.8
Indian	41	16.1
Others	8	3.1
Occupational		
Public (non-government)	62	24.3
Government	26	10.2
Own Business	36	14.1
Unemployed	28	11.0
Student	103	40.4
Have you ever bought products via facebook livestreaming		
Yes	73	28.6
No, just watching	136	53.3
No, never join in any live streaming	46	18.0

#### 4.2 Analysis of the Factor that promotes consumers' buying behaviour in live streaming.

This section aims to analyze the factors that drive consumer buying behaviour in live streaming commerce. The research study focuses on Facebook users. Part B consists of 20 Likert scale questions and the method used to analyze the results is descriptive analysis. The purpose of descriptive analysis is to summarize and organize large amounts of data. This data can be divided into two types, determining the measure of central tendency and the measure of variability.

##### (a) *Competitive Price*

**Table 4: Descriptive analysis (competitive price)**

Competitive Price	Mean	Standard Deviation	Interpretation
In facebook live streaming, the price discount of the product can attract my attention.	3.47	0.987	Moderate
In facebook live streaming, when the product has a price discount, I will click to view the product or select the product.	3.46	1.018	Moderate
In facebook live streaming, the greater the price discount, the stronger my desire to buy.	3.45	1.045	Moderate
I like the price promotions done by the merchants in the live streaming.	3.24	0.896	Moderate
I can buy the product with lowest price through facebook live streaming.	3.11	0.896	Moderate
Total Average	3.35	0.809	Moderate

From the result shown in Table 4, the mean and standard deviation for each element of competitive price. The majority of the respondents agreed with the statement, "On Facebook live streaming, the discount on the product can catch my attention" with the highest mean score of 3.47. Respondents also agreed that on Facebook live streaming, they will click on the product if there is a discount or select the product with a mean score of 3.46. The result is that respondents can buy the product with the lowest price through Facebook Live Streaming has the lowest mean value which is only 3.11 of the mean. This means that they have a moderate mean.

##### (b) *Consumer Trust*

**Table 5: Descriptive analysis (consumer trust)**

Consumer Trust	Mean	Std. Deviation	Interpretation
I believe in the information that the seller provides through facebook live streaming.	3.01	0.858	Moderate
I can trust Facebook sellers that use live streaming.	3.04	0.955	Moderate
I do not think that Facebook sellers who use live streaming would take advantage of me.	2.85	0.872	Moderate
I think the seller is honest.	2.86	0.888	Moderate
I think the products I order from Facebook Live will be as I imagined.	2.96	0.866	Moderate
Total Average	2.95	0.728	Moderate

From the result presented in Table 5, it can be seen that the mean and standard deviation for each item of consumer confidence. All items are at a moderate level of mean. The highest mean is

that respondents can trust Facebook sellers who use live streaming with a mean of 3.04, the second highest is that I believe the information provided by the seller about Facebook live streaming with a mean of 3.01 and the lowest mean is 2.85, meaning they do not believe Facebook sellers who use live streaming would take advantage of me.

(c) *Professionalism of Host*

**Table 6: Descriptive analysis (professionalism of host)**

Professionalism of Host	Mean	Std. Deviation	Interpretation
Professional hosts can give me a more comprehensive understanding of products.	3.36	0.957	Moderate
Professional hosts will provide me with useful suggestions based on my questions.	3.52	0.983	High
Professional hosts can get my trust more.	3.19	0.937	Moderate
The review or information by the professional live streaming host is reality.	3.27	0.996	Moderate
The host has the ability to respond to my questions quickly and efficiently.	3.33	1.021	Moderate
Total Average	3.33	0.854	Moderate

From the result presented in Table 6, the mean and standard deviation for each element of host professionalism. The majority of the respondents agreed that professional hosts give them useful suggestions based on their questions, with the highest mean score of 3.52. With a mean score of 3.36, respondents also agreed that professional hosts can provide them with a more comprehensive understanding of the products. From the result, professional hosts are more likely to gain their trust, with a mean score of only 3.19, meaning that they have a moderate mean score.

(d) *Purchase Intention*

**Table 7: Descriptive analysis (purchase intention)**

Purchase Intention	Mean	Standard Deviation	Interpretation
I am happy to shop on Facebook live streaming, whether it is now or in the future.	3.18	0.933	Moderate
The likelihood of purchasing in Facebook live streaming is high.	3.18	0.977	Moderate
I recommend the product in Facebook live streaming to my friends and family.	2.98	0.913	Moderate
I prefer purchasing products through Facebook live streaming.	2.90	0.993	Moderate
Other consumers' comments have helped me make my purchase decisions.	3.14	0.994	Moderate
Total Average	3.08	0.803	Moderate

From the result presented in Table 7, it can be seen that the mean and standard deviation for each item of purchase intention. All items are at a medium level of mean. There are two items with the highest mean, namely likelihood to buy through Facebook live streaming is high and respondents like to buy through Facebook live streaming whether now or in the future with a mean of 3.18, the second highest is comments from other consumers have helped me in my buying decisions with a mean of 3.14 and the lowest mean is 2.90 which means respondents prefer to buy products through Facebook live streaming.



*(e) Summary of descriptive analysis***Table 8: Summary of descriptive analysis**

Factors	Average Mean Score	Std.Deviation	Interpretation
Competitive Price	3.35	0.809	Moderate
Consumer Trust	2.95	0.728	Moderate
Professionalism of Host	3.33	0.854	Moderate
Purchase Intention	3.08	0.803	Moderate

Table 8 shows that the highest rank of the mean score is competitive price with a mean score of 3.35. Respondents felt that competitive price is an important factor compared to the other factors. The analyzed data have proven that the competitive price is the dominant factor in identifying the factors that promote consumers' buying behaviour in facebook live streaming. It can be concluded that all variables have a moderate level of mean in this research.

**5. Discussions and Conclusion****5.1 Research Objective 1**

In this study, questionnaires are used to assess the factors that drive consumer buying behaviour in live streaming commerce. Part B of the questionnaire consists of four components with 20 questions each on competitive price, consumer trust, professionalism of the provider and purchase intention. Respondents assigned a score based on their opinion and experience, consisting of "strongly disagree", "disagree", "neutral", "agree" and "strongly agree".

The results show that there are 4 factors that drive consumer purchase behaviour, namely competitive price, consumer trust, host professionalism and purchase intention. From the research, competitive price tops the list with the highest mean score of 3.35. According to Siddique et al. (2020), competitive price plays an important role in consumer buying behaviour among retailers. When the retailer adjusts the price and adopts new pricing strategies, customers' expectations increase. This type of strategy attracts both new customers and existing customers (Siddique et al., 2020). The second factor that drives consumer purchase behaviour is the professionalism of the host, with an average score of 3.33. The professionalism of the host influences consumer purchase intention. So, when live streaming, the host should present himself professionally to give viewers a positive impression of the live shopping experience and give them the opportunity to ask questions. (Yan & Yablonsky, 2022). The third factor, with a mean of 3.08, is purchase intention. According to Meskaran et al. (2013), the way consumers decide which products or services to buy online is related to their buying behaviour. Purchase intention is a determinant of purchase to perform an action such as buying a product or service. Repeat purchases are made by satisfied consumers (Marlien, 2018). The lowest mean, with a score of 2.95, is consumer trust. Through social media platforms, building trust with customers can encourage them to purchase goods or services (Hasbullah et al., 2015). According to Yeolib and Robert (2017), trust can be assessed or evaluated based on consumer satisfaction with the products or services, consumer loyalty, repeat orders, and the safety of the social media platforms and the online shop on social media platforms.

**5.2 Research Objective 2**

According to the results, the most important factor driving consumer purchasing behaviour in live streaming is the low price. This is confirmed by the data in summary table 8. It has the highest average value of 3.35 compared to other factors. Retailers, businesses and other providers can attract customers with discounts, free delivery and other promotional offers. Live streaming consumers are

still very price sensitive. To increase consumption, sellers could offer consumers limited-time discounts during live streaming. (Yan & Yablonsky, 2022). Research by Komaladewi and Indika (2017) found that price is an important factor for most respondents in their purchasing decisions. Therefore, price is an important factor in purchasing, especially for items that are bought regularly. This affects consumers' decisions on the retailer, brand, and product they choose. (Faith and Agwu, 2014).

### 5.3 Limitation of Research

There are many limitations to conducting this study. Firstly, the sample size of 384 in this study is not complete as only 255 of the questionnaires sent to the respondents were returned. Another limitation in this method was the lack of sufficient time. In other words, the time available to conduct the study was not sufficient. It takes a long time for the researchers to send out the questionnaires and wait for them to respond. This method has been used several times to negotiate and send the questionnaire to the target persons. The last problem is the possibly low participation rate among respondents. Respondents may not be motivated enough to answer the questions accurately and feel pressured to complete them.

### 5.4 Recommendations

The researcher hopes that the results of this study will be useful to the people who read it. This study can be followed up with more in-depth research for those who are interested in this topic in the future. Future researchers are encouraged to use different methods, which are a combination of quantitative and qualitative methods, to collect data and answer any research questions. The mixed method will provide valuable information that can deepen the understanding of the research in the future. The researcher should talk face-to-face with respondents more often during data collection as this could potentially lead to less biased responses. In further studies, other data collection techniques such as interviews or focus groups could be combined to provide more useful information about related concerns, e.g. in future studies. Thus, the result of the data analysis will be more accurate and reliable.

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