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Factors Impact Consumer Purchase Intention During Live Streaming

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ЗАЯВЛЕНИЕ О САМОСТОЯТЕЛЬНОМ ХАРАКТЕРЕ ВЫПОЛНЕНИЯ
ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЫ

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Фэн Янь

06.06.2021

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THE MASTER THESIS

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FENG YAN

06.06.2021

АННОТАЦИЯ

Автор	Фэн Янь
Название ВКР	Факторы, влияющие на намерение потребителей совершить покупку в потоковом видео
Образовательная программа	Менеджмент (Master in Management - MIM)
Год	2021
Научный руководитель	Яблонский Сергей Александрович
Вопросы исследования	Q1 Каковы факторы, которые больше всего волнуют потребителей в потоковом вещании? Q2 Как создать и укрепить доверие потребителей в электронной коммерции в режиме реального времени? Q3 Какие стратегии осуществимы для продавцов и брендов, продающих товары в прямом эфире, чтобы вызвать у потребителей желание совершить покупку?
Методология	Данное исследование началось с изучения потребителей, на основе результатов опроса и соответствующих исследований для определения переменных исследования. Для эмпирического анализа я составил анкету, собрал 563 достоверных ответа на вопросы анкеты, использовал SPSS 26 и AMOS 26 для анализа данных.
Основные результаты	Предложение конкурентоспособной цены, стремление продавца к высокому качеству, профессионализм ведущего прямых трансляций и знак устойчивости - все это положительно влияет на доверие потребителей. Доверие потребителей к потоковому вещанию оказывает значительное положительное влияние на намерения потребителей совершить покупку.
Ключевые слова	Прямая Трансляция, Электронная Торговля, Доверие Потребителей, Намерение Покупателя

Abstract

Master Student's Name	Feng Yan
Master Thesis Title	Factors Impact Consumer Purchase Intention During Live Streaming
Educational Program	Management
Year	2021
Academic Advisor's Name	Sergey A. Yablonsky
Research questions	Q1 What are the factors that consumers care most about in live streaming? Q2 How to build and enhance consumer trust in live streaming e-commerce? Q3 For the live streaming sellers and brands, what strategies are feasible to arouse consumer purchase intention?
Research methodology	This research started with one consumer research, through the survey findings and relevant researches to identify research variables. For the empirical analysis, one questionnaire was constructed, 563 valid questionnaire responses were collected back, SPSS 26 and AMOS 26 were used for data analysis.
Main Results	Offering competitive price, the seller's commitment to high quality, the professionalism of live streaming host and the sustainability label all positively influence consumer trust. Consumer trust in live streaming has a significant positive impact on consumer purchase intentions.
Keywords	Live Streaming, E-commerce, Consumer Trust, Consumer Purchase Intention

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INTRODUCTION

Research Relevance

The establishment of e-commerce platforms has enabled new ways of shopping for the masses. Firstly, it broke down spatial and information barriers: consumers could search for products on the platform and buy products that were not available in local shops; they could also find out more about products in the search or recommendation function of the e-commerce platform, and the variety of products expanded the shopping options of users. The variety of products expands users' shopping choices. The cost advantage of e-commerce platforms over brick-and-mortar shops in terms of rent and labor costs allows online users to purchase products at lower prices, and the breaking of price barriers and the convenience of e-commerce platforms drives the growth of new users.

When making shopping decisions on traditional e-commerce platforms, users can only access information about the quality and specific parameters of products through pictures on the page, replies from merchants, or internet searches, and spend more time selecting and comparing them. With the development of Internet technology and the popularity of smart mobile devices, live streaming has gradually entered people's lives. With the emergence of live streaming services, not only is information delivered to viewers from a more realistic perspective, the combination of live streaming and e-commerce can more visually demonstrate the appearance and use of products and respond to consumers in real-time, and the live streaming platform has gradually evolved from an online sales channel to one that integrates sales, communication, and marketing.

With its characteristics of transcending time and space, real-time communication, active interaction, super influence power, and rapid spreading, live streaming becomes a social media platform with a huge user base. The combination of live streaming and

e-commerce has improved the shortcomings of traditional e-commerce platforms regarding the one-way output of information such as pictures and text, with products being shown in a more visual way and consumers experiencing a more realistic and interesting shopping experience in live streaming shopping. Live streaming has attracted the attention of massive consumers, greatly satisfying the audience. While the online conversion capability that live streaming has, made an excellent contribution to the online sales of brands. Especially since the pandemic of the coronavirus in 2020, traditional businesses have been strongly ruined, but e-commerce with live streaming has become a major driver of consumption, highlighting the importance of live streaming for product sales and brand marketing. Live streaming shows outstanding contributions to product sales.

As an emerging new model for online commerce, research into the factors that influence consumers' intention to buy in live streaming appears essential. For brands and retailers, they need to upgrade and adapt their marketing strategies based on these influencing factors. The increase in the number of merchants on e-commerce platforms brings intense competitive pressure and the differentiation between different brands of similar products within the online shopping platforms is no longer obvious, so brands need to build further competitive advantages.

Research Gap

In recent years, scholars have studied live streaming e-commerce, explaining the current state of development of live streaming, findings cover areas such as consumer psychology, purchase motivation and consumer behaviour, live streaming strategies and marketing, information dissemination, etc. However, as an emerging e-commerce platform and online marketing channel, live streaming is still in the development stage, and there is still much room for research on live streaming e-commerce to be explored and developed. In particular, research on building and maintaining consumer trust in live streaming.

Compared to traditional online shopping services, the immediacy, the interactivity and the resemble realistic shopping experience of live streaming moderate consumer uncertainty and perceived risk, but uncertainty still exists. Consumer uncertainty and perceived risk are among the factors that drive consumers out of buying online. Building consumer trust, on the other hand, can facilitate consumers' willingness to purchase.

This study aims to analyse the factors that influence consumer trust in live streaming and to verify the impact of consumer trust on consumer purchase intentions in a live streaming context. The findings show that offering competitive price, seller's commitment to high quality, the professionalism of live streaming host and the sustainability label, all positively influence consumer trust. Consumer trust in live streaming has a significant positive impact on consumer purchase intentions.

Research Goal

The research goal of the paper was to investigate the factor that can lead to the feasible live streaming marketing strategy.

Research Questions

The research questions can be formed as:

1. What are the factors that consumers care most about in live streaming?
2. How to build and enhance consumer trust in live streaming e-commerce?
3. For the live streaming sellers and brands, what strategies are feasible to arouse consumer purchase intention?

Research Methods

This research started with one consumer research, through the survey findings and relevant researches to identify research variables. For the empirical analysis, one questionnaire was constructed, 563 valid questionnaire responses were collected back, SPSS 26 and AMOS 26 were used for data analysis.

CONSUMER RESEARCH

To detect factors that appeal to consumers in live streaming, this consumer survey was conducted. The two-question survey was distributed via online channels, 255 valid responses collected back. The questionnaire content:

Q1 Have you ever bought products in live streaming?

Q2 What you most valued when you are shopping via live streaming?

Questionnaires that gave a negative answer in Q1 were invalid. Consumers in the sample often have more than one concern in live streaming. After collating and extracting the key points, the answers of the 255 respondents who have participated in live streaming are as follows:

Frequency over 10 times: price discounts and promotions (68), product quality (49), product presentation (31), the authenticity of information (26), post-sales service (19), the usefulness of the product (16), whether I enjoyed the live streaming (14), the host's response to questions (13), consumer's comments and evaluation of the product (10).

Frequency of 1-9 times: the credibility of the host (9), the atmosphere of the live streaming (8), host attitude (7), the appearance of the product (7), online sales volume of the product (6), product diversity (3), brand awareness (3), host recommendation (2), product ingredients and safety (2), convenience (2), host reputation (2), ethical quality

(2), host activeness (1), interestingness (1), host appearance (1), celebrity identical products (1), live shopping experience (1).

Price, product and live streaming host, consumer responses were mainly related to these three elements. This simple research questionnaire perceived that consumers' attention in live streaming is complex and diverse, mainly in terms of the availability of price discount, the quality and service of the goods, and the career competency of the host. This study starts with these three as measurement variables. Two consumers mentioned "ethical quality". It seems challenging for people to detect the moral characteristics of a host during live streaming, and even in real life, it is difficult to judge the morality of one observer in a short period of time based on the way he or she speaks and behaves. But consumers can evaluate brands' ethical standards by searching information such as the activities brands involved in, brand culture and whether the company has taken on social and environmental responsibility. Thus, the sustainability label was used as a research factor for measurement.

CHAPTER ONE: LITERATURE REVIEW

1.1 Live Streaming

Live streaming, simultaneous recording and distribution of events as they happen, deliver video information to viewers via the internet, live streaming platforms, and electronic devices. Divided from the perspective of live content, live streaming is divided into the show live, game live, pan-life live, and "live streaming +". The content of the show live includes singing, dancing, stand-up comedy, etc. Game live games e-competition live, personal live games, live game commentaries. Pan-life live streams are more extensive and social, including but not limited to fitness, travel, shopping, chatting. Social media such as Facebook, Twitter, Instagram, Weibo all offer live streaming services to satisfy users. The fourth category is "live streaming+", combining live streaming as a communication carrier with other industries, such as live streaming

+ sports events, live streaming + press conferences, live streaming + e-commerce. Live streaming e-commerce is the transition of online shopping from pictures to real-time video. With the emergence of live streaming services, not only is information delivered to viewers from a more realistic perspective, the combination of live streaming and e-commerce can more visually demonstrate the appearance and use of products and respond to consumers in real-time, and the live streaming platform has gradually evolved from an online sales channel to one that integrates sales, communication, and marketing.

When making shopping decisions on e-commerce platforms, users can only access information about products' quality and specific parameters through pictures on the page, replies from merchants, or internet searches, and spend more time selecting and comparing them. Live streaming e-commerce is the transition of online shopping from pictures to real-time video. E-retailers start to combine live streaming with sales to engage consumers innovatively. Since 2016, specialist e-commerce platforms such as Taobao, Tmall, Amazon, and Selling Post, have offered live streaming services to their users. Merchants showcase their goods and or services in a live stream, consumers can watch and buy, and buyers and sellers communicate in real-time through the live streaming platform. Live streaming is increasingly being used as a new interactive direct marketing channel by sellers worldwide, selling products ranging from apparel and electronics to furniture, jewellery, and food (Chen, 2017).

Live streaming combined with marketing strategies refers to the on-site method of simultaneously producing and playing videos along with the occurrence of sales and marketing. The activities use the live streaming platform as a carrier to interact with the audiences and achieve the purpose of brand promotion or sales growth. Brands and companies choose feasible marketing models to increase the popularity and influence of the platform, brand or company, and use marketing methods to achieve traffic monetization and ultimately achieve their target goals. Live streaming media commerce can be conducted in three channels: (1) live streaming media platforms containing

commercial activities (2) e-commerce websites, markets (such as Taobao), or mobile applications that integrate live streaming media functions (Such as Talkshoplive, Shop shops) (Tsai and Vaughan, 2019), and (3) social networking sites (such as Facebook Live) that add live streaming capabilities to promote sales (Wongkitrungrueng et al, 2018).

With the popularity of mobile communication devices and the comprehensive coverage of the Internet, consumers prefer online shopping. Sellers are chasing consumer preferences to adjust their sales channels and marketing strategies. Live streaming is increasingly a platform to meet the needs of multiple parties. For consumers, the products provided by the online shopping platform are sufficient to meet their demands. The developed logistics network allows consumers to enjoy the convenient service of home delivery. Online shopping lifts the time and space restrictions of consumption, allowing consumers to use any online Place for consumer activities. Moreover, as an upgraded version of online shopping, live streaming shopping can display goods to consumers through online videos, introduce product attributes, features, and functions to understand products more clearly and comprehensively. The real-time interaction between the sales staff and the customer increases the emotional connection between the two parties, which helps establish the customer's trust in the product and improve the customer's brand awareness.

Based on live streaming e-commerce research in the existing literature (e.g., Ma ,2017; Li ,2017; Cheng et al. 2017; Li, 2018; Deng, 2020), the advantages of live streaming + e-commerce are:

1. Real-time convenience: in live streaming, the host will show the products in all aspects and multiple angles, providing consumers with abundant information in a short period of time, and consumers can understand the products more intuitively and comprehensively.

2. User experience: In live streaming, the visual presentation of products is vivid, avoiding graphic distortion, and is more expressive and visible to get a more realistic and pleasant shopping experience.

3. Communication channels: In live streaming, users and hosts, users and users, can establish direct and real-time communication; interaction and socialization can shorten the distance between brands and consumers and increase user stickiness and form corresponding communities in live streaming.

4. Stimulate the desire to buy: In live streaming, sellers can set up various promotional activities such as discounts, gifts, etc., to stimulate consumers' desire to buy. The personal charm of the host and the interaction between the two parties can bring a good emotional experience to the consumer, thus positively influencing the consumer to buy.

For consumers, the advantage of live shopping lies in the authenticity and interactivity of live streaming (Tan, et al., 2018). As an upgraded version of traditional online shopping, live streaming presents products to consumers dynamically and comprehensively, introducing product attributes, features and functions more clearly and explicitly. Through real-time interaction, consumer engagement is enhanced, which in turn brings consumers closer to the hosts; sellers conducting sales activities in the form of live streaming not only get a higher conversion rate of consumers but also help to accurately grasp customer needs and point the way for subsequent production and marketing activities.

With the broad coverage of the Internet, the widespread use of mobile devices, the huge scale of users and the prosperous development of live streaming, live streaming e-commerce has become an important part of online shopping. Consumers favour online shopping and accept live shopping as an emerging shopping method, while sellers need to quickly capture consumer preferences to adjust sales channels and marketing strategies.

1.2 Online Purchase Intention

Consumer purchase intentions predict consumer behaviour and are the basis for consumer buying behaviour (Feng, 2006). Purchase intention is a consumer's psychological assessment of whether or not to buy a product based on his or her experience, preferences, attitudes towards the product or brand, and external information gathered. Consumer intention measures the likelihood of a consumer purchasing a product, and the higher the intention, the more likely the consumer will eventually purchase (Yu et al, 2017).

The comprehensiveness and usefulness of the information shown in the video can significantly influence the generation of virtual haptic sensation and emotional experience of pleasure and trust among consumers, thus imprinting consumers' purchasing intention (Gao Hailing,2019). High interactivity has a positive impact on consumers' purchasing intention (Liu Pingsheng et al, 2020).

1.3 Consumer Trust

Consumer trust is crucial to online commerce (Chen, H., 2012). When shopping online, consumers have no direct access to the product but can only obtain information through pictures, product descriptions and comments. Uncertainty and perceived risk can have a negative impact on the establishment of consumer trust (Kim, 2008). Uncertainty, lack of trust and perceived risk are the reasons why consumers are reluctant to engage in online transactions (Wang, 2005). Lack of trust also affects the relationship between buyers and sellers in online transactions (Moody et al., 2017). Consumer trust is a key foundation for building social commerce advantage (Guo et al., 2018). Trust positively influences purchase intention (Wang Tong, 2020).

When consumers perceive e-commerce websites as trustworthy, they become willing to purchase on the website (Rahayu, 2020). That is, consumer trust can lead to

positive outcomes for online purchase intentions. Trust between consumers and sellers is essential to the sustainability of e-commerce (Zhou et al., 2013).

1.4 Competitive Price

Competitive price can be thought of as a brand's pricing strategy. When a brand competes with the market rivals for homogeneous counterparts, a more common promotional tool is discounting, offering consumers an attractive price below the market price to achieve sales. Promotions and discounted prices are common marketing strategies used by online and offline merchants. Competitive price as promotions that consumers could perceive the price lower than the market or lower than counterparts; consumers perceive the price could reduce their cost of purchasing, including but not limited to: discounts, buy one get one free, free shipping, etc.

The three types of promotions that most attract consumers' attention are: packages, special offers and discounts (Chen, 2016), and the four types of promotions, discounts, volume discounts, limited time offers and freebies, positively influence college students' purchasing behaviour. Online price promotions positively affect consumers' purchase intention (Cui Jianfeng, 2019). Promotions, anchor charisma, professional and quality content, product information display, and live experience positively influence consumers' purchase intention (Jiangang, 2020).

In this study, competitive price refers to the products in the live broadcast that provide consumers with lower-than-usual prices through percentage off, BOGO, free shipping, and limited-time rush purchases. The reason for choosing competitive price as the variable is to identify what impact the competitive price advantage has on consumer trust during live streaming.

1.5 Seller's commitment of high quality

In this study, the high quality promised by sellers includes product quality and service quality. Service quality includes the interaction between the seller and the consumer in the live and the after-sales service, such as return and exchange, maintenance, and logistics services. A loose return policy will positively affect consumers' perception of products and positively impact purchase intentions (Zhang Beijia, 2017). Online shopping flow services have a positive impact on consumer trust and consumer satisfaction (Hu Mingyao, 2017).

High-quality products positively influence purchasing behaviour (Chen Xuhui, 2016). Consumers' perceived quality positively affects purchase intentions (Zhang Beijia 2017). Pakistani consumers' brand choices and preferences are more likely to be affected by product quality, service, and popularity (Rameez et al, 2014). Good product quality, good brand reputation, and excellent e-commerce services positively impact consumers' purchase intentions (Chen Xin, 2015).

In the previous consumer survey, some consumers expressed uncertainty about the quality of products and post-purchase services in the live streaming. Therefore, this study takes the seller's commitment to quality as a research variable and observes that the sellers make a difference to consumers to estimate whether high quality commitment positively impacts consumer trust and purchase intention.

1.6 Professionalism of live streaming host

In this article, the professionalism of the host refers to the professional competencies: the host's professional knowledge base, live streaming skills, sales techniques, interaction competencies, information transfer abilities and authenticity. With sufficient product information and live streaming skills, the host can effectively convey product information to the audience in the live streaming and present the goods from a realistic perspective.

Consumers get information about products by browsing product pages and other people's reviews or by talking to online customer service staff (where available). The lack of sufficient information and the inability to personally experience how the product feels in use are two things that negatively affect brands' online sales consumption. Visualisation and high interactivity are two factors that enhance the amount of information, and information content plays an important role in increasing purchase intentions, which increase when consumers capture rich product information (Hyo et al., 2019). The visualisation of live streaming can also lead to a positive emotional response from consumers, significantly influencing consumer trust and thus purchase behaviour (Liu et al., 2019).

Research by Zhao Hongxia et al. (2014) shows that product information displays in online commerce often present product attributes and content related to the appearance, materials, functions, and usage of products with the help of text, images, and videos to help consumers understand the products more intuitively and make up for the lack of experience in online shopping where products cannot be perceived through touch, thus increasing product sales and maximising benefits. Real-time video as an information carrier and dynamic display of the product can attract consumers' attention and enhance their perception and understanding (Roggeveen et al., 2015).

Providing consumers with comprehensive and useful information can significantly enhance the consumer shopping experience and promote feelings of trust, which in turn influences consumers' willingness to purchase (Guo Hailing, 2019). The easier it is for consumers to access information, the more consumer trust can be generated.

The professionalism, credibility, and interactivity of hosts are three characteristics that can stimulate consumers' desire to buy (Meng, 2020). The hosts' experience and professional analysis, coupled with careful explanation when showing the function of the product, will greatly reduce the consumer's perceived risk and enhance the willingness to purchase (Huang, 2016).

In live shopping, authenticity comes from the anchor's presentation and demonstration of the appearance, function, brand, material, production process, and user experience of the product, reflecting consumers' need to know information about the product. When authenticity is satisfied, consumers feel positive emotions and are motivated to shop. Authentic product displays positively increase consumer trust (Li Qi et al., 2019), and authenticity helps consumers recognise the merchant's integrity and reliability (Tong, 2017) and helps to awaken consumers purchase intention. The host as a source of information should not only contain credibility, professionalism, and attractiveness, but also interactivity and skillfulness (Yang, 2017).

1.7 Sustainability label

Sustainability label refers to products that contribute to sustainable development. Sustainable development normally includes three dimensions: economic (the ability for firms, brands, organizations, and activities to be sustained long term), social (equal distribution of benefits and a poverty reduction) and environmental (conserving natural resources). The Brundtland Commission provides the most widely used definition for sustainable development: development that meets The Brundtland Commission provides the most widely used definition for sustainable development: as development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Consumers take sustainability attributes as the most important criteria at the time they choose products (Simpson, 2014). By valuing sustainability attributes, consumers tend to pay extra for products with sustainability label, such as food (Del Giudice et al. 2018). When consumers perceive the social responsibility, philanthropic responsibility and environmental responsibility of an agricultural brand, it promotes consumers' willingness to purchase their products (Shi, 2020). There is a positive impact of eco-labelling and green branding on firm performance, and eco-labelling of products also influences consumer purchase decisions (Reginaid, 2020).

Table 1.7.1: Three Dimensions of Sustainability

<p>Social-orientated Sustainable Development:</p> <p>Contributes to basic needs of human life: addressing shortages of food, clean water and essential medicines; alleviating poverty; ensuring food safety and sanitation, etc.</p> <p>Contributes to spiritual needs of human life: equality for all; educational fairness and availability of high-quality educational resources; human rights defence; eliminate discrimination, etc.</p> <p>Contributes to unity, community and cooperation: creating and achieve the sustainability in civilization, cities and communities; cooperation between organizations& enterprises& countries and aims to peace and sustainability, etc.</p>
<p>Environment-oriented Sustainable Development:</p> <p>Contributes to: environmental protection and biodiversity conservation; building sustainable ecosystems; pollution control; green energy application; actions on climate, etc.</p>
<p>Economy-oriented Sustainable Development:</p> <p>Contributes to: economic sustainable development; industry innovation; responsible consumption and production, etc.</p>

When companies carry out sustainable marketing activities and pay for sustainable implementation, they are considered socially responsible and create sustainable social benefits. Corporate social responsibility positively influences customer trust (Huang, 2015). Companies taking ethical and environmental responsibility can effectively repair consumer trust (Zhang Bei, 2018); even if companies encounter some adverse crisis, consumers will consider forgiving rather than leave. For example, consumer trust in biodiesel and consumer attitudes towards biodiesel positively influence consumers' purchase intentions (Fang Wei, 2014). In the hotel industry, consumers' perceived hotel corporate social responsibility positively influences consumers' willingness to purchase

and even to pay a premium--hotel social responsibility positively influences consumers' willingness to purchase (Chen Shuang, 2020).

CHAPTER TWO: MODEL, HYPOTHESES AND QUESTIONNAIRE

2.1 Model framework and hypotheses

The consumer attitude model states that there is a strong link between consumer attitudes and behaviour and that the interpretation of attitudes can further predict and analyse consumer intention and behaviour. Consumer attitudes refer to the combination of cognitive evaluations, emotional feelings and behavioural tendencies that individuals hold over time about external things or ideas (Hoaland & Roseberg, 1960). Individuals acquire information about the object then form a cognition based on their knowledge and beliefs about the object; individuals' feelings, preferences and evaluations of the object are affective; individual's reaction to the object and the likelihood of taking a certain action is the behavioural tendency, which can be understood as a consumer's purchase intention.

Consumers' perception and processing of information influence their attitudes towards products, which in turn influences their purchasing behaviour. There are different hierarchical effects between these three elements. In the standard learning hierarchy (CAB model), the process of attitude formation follows the Cognition-Affection-Behavioural tendency procedure, where consumers' perceptions of a product or brand form good or bad evaluations and emotions that drive consumers' subsequent behaviour. The standard learning hierarchy assumes that consumers are highly involved in the purchase decision, gathering a great deal of information, carefully weighing the pros and cons, and finally making a deliberate decision.

The previous literature on price promotion, host professionalism, product and service quality and sustainability characteristic of products showed that consumers cognition might drive trust attitudes, and consumer trust is an important variable to impact consumer purchase intention. In the context of live streaming e-commerce. Combining the CAB model and the abovementioned factors, the following model was constructed as:

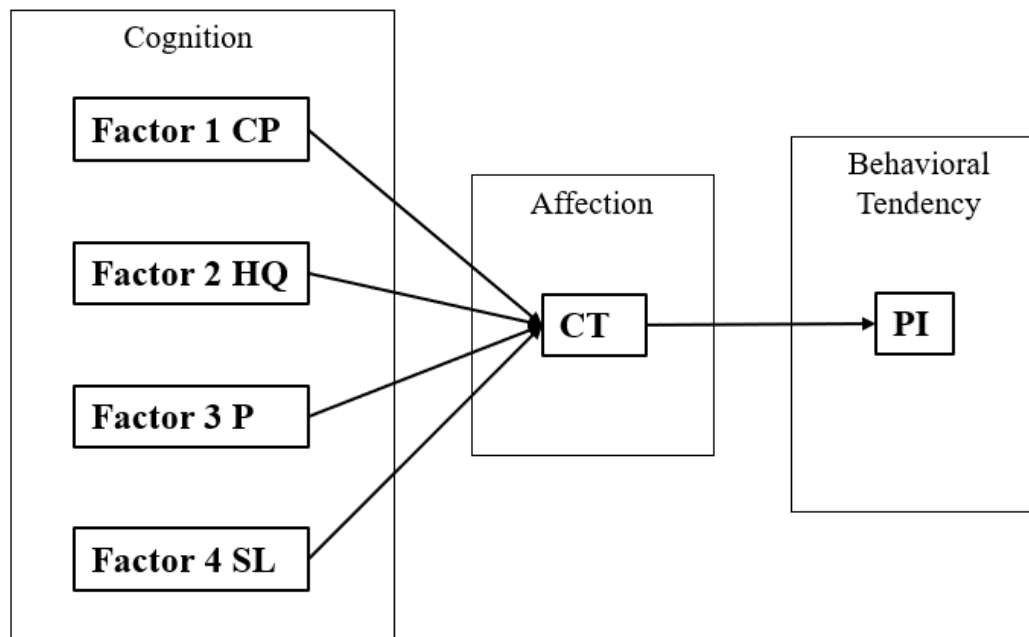


Figure 2.1.1 Research Model

2.2 Hypotheses

Online promotion negatively affects consumers' perceived risks (Cui Jianfeng, 2019). With price stimulation, consumers feel that their expenditures and losses are reduced. Perceived risk negatively affects consumer trust (Gu,2014). The reduction of perceived risk is conducive to the establishment of consumer trust.

Hypothesis one can be formed as:

H1: Competitive price has a significant positive impact on consumer trust in live streaming.

Providing consumers with comprehensive product information and high-quality products and services can significantly enhance the consumer's shopping experience, promote the generation of trust emotions, and affect consumers' willingness to purchase (Guo Hailing, 2019).

Hypothesis two can be formed as:

H2: Seller's commitment to high quality has a significant positive impact on consumer trust in live streaming.

Consumers' cognition of anchors' professionalism has a positive impact on consumers' attitude (Fang Chao, 2018). The host's presentation and interaction of the product have a positive impact on consumer trust. The visualisation of live streaming can also lead to a positive emotional response from consumers, significantly influencing consumer trust and thus purchase behaviour (Liu et al., 2019). Authenticity in the presentation of goods positively increases consumer trust (Li et al., 2019), and the host displays products and effectively conveys information to the audience, reducing consumption Perceive the risk. Interaction positively affects consumer trust (Wang Tong, 2020). Those content relate to hosts professionalism take positive roles on consumer trust. The professionalism, credibility, and interactivity of hosts are three characteristics that can stimulate consumers' desire to buy (Meng, 2020). The hosts' experience and professional analysis, coupled with careful explanation when showing the function of the product, will greatly reduce the consumer's perceived risk and enhance the willingness to purchase (Huang, 2016)

Hypothesis three can be formed as:

H3: Professional host has a significant positive impact on consumer trust in live streaming.

The sustainability label of products can be seen as a company's commitment to social responsibility. In a broad sense, social responsibility refers to the contribution an enterprise makes to society, ecology, and the environment. Corporate social responsibility is positively affecting customer trust (Huang Xiaozhi, 2015). Moreover, the ethical and environmental responsibility of enterprises can effectively repair consumer trust (Zhang Bei, 2018).

Hypothesis four can be formed as:

H4: Sustainability label has a significant positive impact on consumer trust in live streaming.

Live streaming can increase consumer trust and participation. Customers ask questions and hosts answer questions in real-time through live streaming. Sellers can quickly obtain customer feedback and then use the feedback to improve services and better respond to customer trends and needs. Two-way synchronous communication between buyers and sellers and the display of comments from other viewers have developed a higher degree of social interaction and social presence, so consumers can be increased by thinking that online sellers are real, social and identified with shoppers Trust and reduce their uncertainty (Li et al., 2018). Trust can bring a positive feeling to online sellers, increasing their attention to revisiting and buying websites. Trust leads to better outcomes, leading to more positive intentions. Trust positively influences purchase intention (Wang Tong, 2020).

Hypothesis five can be formed as:

H5: Consumer trust has a significant positive impact on consumer purchase intention in live streaming.

Table 2.2.1: Hypotheses

Research Hypothesis
H1: Competitive price has a significant positive impact on consumer trust in live streaming.
H2: Seller's commitment to high quality has a significant positive impact on consumer trust in live streaming.
H3: Professional host has a significant positive impact on consumer trust in live streaming.
H4: Sustainability label has a significant positive impact on consumer trust in live streaming.
H5: Consumer trust has a significant positive impact on consumer purchase intention in live streaming.

2.3 Questionnaire Design

Methodology can be defined as the overall approach to the research process. It also includes theoretical basis and background, as well as the collection of necessary data and its analysis (Hussey and Hussey, 1997). This paper is adopted quantitative method and use phenomenological works that be characterized as those where “causal relationships among variables are explained and established”.

The questionnaire is divided into a demographic part, a consumer preference part and a scale part. The questionnaire is distributed to consumers through online channels (Questionnaire Star, WeChat, QQ and other social media platforms). The questionnaire introduction, topic design and explanation of the measurement items are made easy to understand. The measurement items in this paper are based on the predecessor's maturity scale and use the Likert seven-level scale (7-fully agree, 6-agree, 5-some agree, 4-neutral, 3-some disagree, 2- disagree, 1- disagree completely).

The details are shown in the follows:

Table 2.3.1: Questionnaire Structure

Questionnaire Structure	Numerial Order
Demographic information	Q1--Q5
Consumer preference of LS	Q6--Q8
Question for screening	Q25
CP: Competitive Price	Q9--Q12
HQ: Sellers' Commitment of High Quality	Q13--Q16
P: Professionalism of Host	Q17--Q20
SL: Sustainability Label	Q21--Q24
CT: Consumer Trust	Q26--Q28
PI: Purchase Intention	Q29--Q31

Table 2.3.2: Questionnaire Scale

Item	Scale	Reference
CP	In live streaming, the price discount of the product can attract my attention.	Jiang Jiaqi,2019; Wang Tong, 2020.
	In live streaming, when the product has a price discount, I will click to view the product or select the product.	
	In live streaming, the greater the price discount, the stronger my desire to buy.	
	I like the price promotions done by the merchants in the live streaming.	
P	Professional hosts can give me a more comprehensive understanding of products.	

	Professional hosts will provide me with useful suggestions based on my questions.	Liu Pingsheng, 2020; Liu Zixi , 2018.
	The review or information by the professional live streaming host is factual.	
	Professional hosts can get my trust more.	
HQ	I can buy consistent quality product in live streaming.	Wang Rong, 2019; Wang Kena, 2018.
	I can buy safe products in the live streaming.	
	I can get a good logistics service.	
	I can get good products and services.	
SL	The sustainability label in the live streaming is in line with the trend of social development.	Liu Zhiqi, 2016; MiYunyun, 2020.
	Products and brands with sustainability labels are worthy of my attention.	
	The sustainability label that appears in the live shopping can create sustainable economic benefits for society.	
	I think the brand will abide by its sustainable commitment to consumers.	
CT	Live products and sellers have reliability.	Wang Kena, 2018
	I think the seller is honest.	
	The store will not harm my interests for profit.	
PI	I am happy to shop on live streaming, whether it is now or in the future,	Liu Zixi, 2018
	The likelihood of purchasing in live streaming is high.	
	I recommend the product in live streaming or the live streaming channel to my friends and family.	

CHAPTER THREE: DATA ANALYSIS AND RESULTS

This study used SPSS and AMOS software as data analysis tools. The sample characteristics were first extracted based on descriptive statistical analysis methods; then the scale data was analysed for reliability and validity with the support of SPSS statistics; the structural equation analysis software AMOS was used to verify the model fit and whether the hypotheses were founded.

3.1 Demographic Distribution

This survey collected 563 valid responses, received feedback from 370 female respondents and 193 male candidates, the percentage of female (65.72%) in this sample was significantly higher than that of male (34.28%). The main audience age group are 19-35(79.04%). The monthly online shopping expenditure of samples is mainly within RMB4,000 (72.65%), and 20.78% of the respondents spend between 4,000 and 6,000 RMB per month on online shopping. Respondents are mainly college students. The details are shown in the follows:

Table 3.1.1: Demographic Distribution Analysis

Question NO.	Option	Amount	Percentage
1. Have you ever bought products via live streaming?	Yes.	553	98.22%
	No, just watching.	10	1.78%
2. Gender	Female	370	65.72%
	Male	193	34.28%
3. Age	0-18	45	7.99%
	19-25	252	44.76%
	26-35	193	34.28%
	36-45	47	8.35%
	46 and above	26	4.62%
	0-2000	181	32.15%

4. Online shopping expenditure per month	2001-4000	228	40.5%
	4001-6000	117	20.78%
	6001 and above	37	6.57%
5. Education level	Senior high school student or below	78	13.85%
	Colloge student	354	62.88%
	Postgraguate	103	18.29%
	PhD or above	28	4.98%

3.2 Consumer preferences

In addition to online shopping software, social media has also become a channel for respondents to shopping via live streaming. It shows that in addition to consumption, respondents are also interested in entertainment, science and education content in live streaming. Users' satisfaction with live shopping comes from several aspects: promotions, individual needs, personal interest, authenticity, interaction, celebrities, entertainment needs, etc.

The details are shown in the follows:

Table 3.2.1: Consumer Preferences Analysis

Question No.	Option	Percentage
Which live streaming platform(s) do you prefer to shop on?	Taobao, JD, Alibaba, etc. (shopping platform)	29.3%
	TIKTOK, Kwai, etc. (short video platform)	25.6%
	WeChat, Weibo, etc. (social networking platform)	21.7%
	DOUYU, HUYA, etc. (live game platform)	12.1%
	bilibili (video platform)	11.3%
	Domestic Shopping	25.9%
	Entertainment	24.6%

What type(s) of live streaming do you like to watch?	Science	20.9%
	Education	17.6%
	Cross-border Shopping	10.9%
	Other	0.2%
What satisfies you most while live shopping?	Promotions	19.5%
	The product fits my needs	17.7%
	I saw something I am interested in	13.4%
	Authenticity and vividness	14.6%
	The host responds quickly to my questions	12.0%
	The host is a celebrity I fancy	8.6%
	Interestingness and recreation	9.1%
	Other	5.1%

3.3 Reliability Analysis

Reliability analysis assesses the reliability, stability and consistency of the scale. When studies use Likert scales, Cronbach's coefficients are commonly used to measure the consistency of observations across items under the same dimension. Values of 'Cronbach's Alpha If Item Deleted' of every item are under 'Cronbach's Alpha', and all the Cronbach α 's value are greater than 0.8, overall Cronbach's Alpha is near 0.9, these research data show good internal consistency, means the scale has good quality of reliability. The details are shown in the follows:

Table 3.3.1: Reliability Analysis

Title	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted	Cronbach's Alpha	Cronbach's Alpha of all items
CP-1	0.711	0.790	0.844	0.898
CP-2	0.640	0.821		
CP-3	0.672	0.805		

CP-4	0.699	0.794	
HQ-1	0.643	0.784	0.826
HQ-2	0.663	0.775	
HQ-3	0.636	0.787	
HQ-4	0.662	0.776	
P-1	0.652	0.802	0.837
P-2	0.682	0.788	
P-3	0.661	0.798	
P-4	0.680	0.790	
SL-1	0.745	0.820	0.867
SL-2	0.697	0.839	
SL-3	0.704	0.836	
SL-4	0.726	0.827	
CT-1	0.672	0.774	0.827
CT-2	0.686	0.760	
CT-3	0.697	0.748	
PI-1	0.695	0.707	0.812
PI-2	0.651	0.754	
PI-3	0.641	0.764	

3.4 Validity Analysis

Validity mainly evaluates the accuracy, validity and correctness of the scale. In this research, the variables and items are referred to the proven questionnaires in previous studies and have good content validity. The principal component factor analysis in factor analysis was used for investigating the construct validity. Before PCF analysis, the KMO and Bartlett's Test was conducted. The KMO for the overall scale was greater than 0.8 close to 0.9 and Bartlett's Test significance was 0.000, indicating that the correlation between the variables is strong, signifying that the questionnaire data were good and suitable for factor analysis.

The details are shown in the follows:

Table 3.4.1: KMO and Bartlett's Test

KMO Measure of Sampling Adequacy.		0.895
Bartlett's Test of Sphericity	Approx. Chi-Square	5586.844
	df	231
	Sig.	0.000

The 22 items of the scale were divided into six components, in line with the dimensional division of the variables in this study. The cumulative variance contribution of the components (70.083%) was greater than 70%, implying that the factors explained the total variance well.

The details are shown in the follows:

Table 3.4.2: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.044	32.020	32.020	7.044	32.020	32.020	2.902	13.191	13.191
2	2.028	9.217	41.237	2.028	9.217	41.237	2.765	12.567	25.758
3	1.908	8.671	49.908	1.908	8.671	49.908	2.733	12.423	38.182
4	1.789	8.132	58.041	1.789	8.132	58.041	2.666	12.119	50.301
5	1.422	6.463	64.504	1.422	6.463	64.504	2.180	9.908	60.209
6	1.227	5.579	70.083	1.227	5.579	70.083	2.172	9.874	70.083
7	0.545	2.475	72.559						
8	0.534	2.427	74.986						
9	0.506	2.300	77.286						
10	0.493	2.242	79.528						
11	0.478	2.172	81.700						
12	0.450	2.045	83.745						
13	0.446	2.026	85.772						

14	0.424	1.926	87.698						
15	0.382	1.738	89.436						
16	0.372	1.691	91.126						
17	0.359	1.632	92.759						
18	0.345	1.569	94.328						
19	0.337	1.533	95.860						
20	0.323	1.466	97.326						
21	0.297	1.351	98.677						
22	0.291	1.323	100.000						

Factor loadings refer to the correlation between the item and the variable. All the factor loading coefficients were greater than 0.7, demonstrating that between the items of the scale and the corresponding factors the correlation was good. All six variables can be extracted, indicating that the questionnaire has good construct validity.

The details are shown in the follows:

Table 3.4.3: Rotated Component Matrix

Items	Component					
	1	2	3	4	5	6
SL-1	0.841					
SL-4	0.820					
SL-3	0.800					
SL-2	0.790					
CP-1		0.795				
CP-3		0.774				
CP-4		0.772				
CP-2		0.770				
P-4			0.798			
P-2			0.791			
P-1			0.788			
P-3			0.762			
HQ-4				0.798		
HQ-3				0.783		

HQ-2				0.765		
HQ-1				0.745		
CT-1					0.814	
CT-3					0.811	
CT-2					0.754	
PI-1						0.831
PI-2						0.785
PI-3						0.771

3.5 SEM Analysis

Ave greater than 0.5 also indicates good structural validity of the model. CR value above 0.7 indicates good composite reliability of the model. The fit of the model was evaluated based on the fit criterion. The fit of the model met the standards, illustrating a good fit between the model and the data designed in this research.

The details are shown in the follows:

Table 3.5.1: CFA

Path			Estimate	AVE	CR
CP4	<---	CP	0.757	0.605	0.86
CP3	<---	CP	0.697		
CP2	<---	CP	0.7		
CP1	<---	CP	0.798		
HQ4	<---	HQ	0.715	0.598	0.856
HQ3	<---	HQ	0.705		
HQ2	<---	HQ	0.749		
HQ1	<---	HQ	0.739		
P4	<---	P	0.748	0.62	0.87
P3	<---	P	0.687		
P2	<---	P	0.756		
P1	<---	P	0.735		
SL4	<---	SL	0.797	0.661	0.886

SL3	<---	SL	0.773		
SL2	<---	SL	0.766		
SL1	<---	SL	0.817		
CT3	<---	CT	0.765	0.63	0.836
CT2	<---	CT	0.801		
CT1	<---	CT	0.785		
PI3	<---	PI	0.806	0.634	0.838
PI2	<---	PI	0.713		
PI1	<---	PI	0.756		

Table 3.5.2: Model Fit

Default model	Value	Criteria for Good Fit
CMIN/DF	1.025	<3
GFI	0.972	>0.9
AGFI	0.963	>0.9
RMSEA	0.031	<0.05
RMR	0.048	<0.05
NFI	0.967	>0.9
RFI	0.961	>0.9
IFI	0.973	>0.9
CFI	0.949	>0.9

3.6 Results

From the results, it can be observed that the four variables CP, HQ, P, SL have a significant positive effect on CT and CT positively affects PI. The hypotheses of this study are valid for H2, H3, H4 and H5.

The details are shown in the follows:

Table 3.6.1: Model Results

Path			Estimate	S.E.	C.R.	P	Standardized Estimate
CT	<---	CP	0.184	0.043	4.285	***	0.193
CT	<---	HQ	0.377	0.042	8.059	***	0.376
CT	<---	P	0.324	0.044	7.375	***	0.347
CT	<---	SL	0.167	0.04	4.233	***	0.179
PI	<---	CT	0.644	0.055	11.735	***	0.63
CP1	<---	CP	1				0.739
CP2	<---	CP	1.041	0.066	15.743	***	0.75
CP3	<---	CP	1.009	0.067	14.959	***	0.705
CP4	<---	CP	0.97	0.064	15.103	***	0.713
HQ1	<---	HQ	1				0.8
HQ2	<---	HQ	0.937	0.058	16.111	***	0.696
HQ3	<---	HQ	0.966	0.06	16.195	***	0.7
HQ4	<---	HQ	0.981	0.056	17.516	***	0.755
P1	<---	P	1				0.734
P2	<---	P	1.019	0.064	16.014	***	0.756
P3	<---	P	0.836	0.057	14.746	***	0.688
P4	<---	P	0.97	0.061	15.892	***	0.749
SL1	<---	SL	1				0.816
SL2	<---	SL	0.968	0.051	19.125	***	0.766
SL3	<---	SL	0.941	0.049	19.359	***	0.774
SL4	<---	SL	1.019	0.051	20.022	***	0.797

CT1	<---	CT	1				0.78
CT2	<---	CT	1.021	0.054	18.827	***	0.795
CT3	<---	CT	0.981	0.055	17.963	***	0.76
PI1	<---	PI	1				0.76
PI2	<---	PI	0.873	0.057	15.238	***	0.714
PI3	<---	PI	1.006	0.062	16.321	***	0.802

Table 3.6.2: The Hypothesis Conclusion

Research Hypothesis		Result
H1	Competitive price has a significant positive impact on consumer trust in live streaming.	Support
H2	Seller's commitment to high quality has a significant positive impact on consumer trust in live streaming.	Support
H3	Professional host has a significant positive impact on consumer trust in live streaming.	Support
H4	Sustainability label has a significant positive impact on consumer trust in live streaming.	Support
H5	Consumer trust has a significant positive impact on consumer purchase intention in live streaming.	Support

CHAPTER FOUR: DISCUSSIONS AND CONCLUSIONS

4.1 Research findings

This study established a consumer purchase intention model under e-commerce live streaming. Based on the CAB model, competitive price, seller's commitment to high quality, and the professionalism of host and sustainability labels on consumers' trust and purchase intention were investigated.

Received 563 valid sample data, through empirical research, it is found that in the live streaming scenario, competitive price, seller's commitment to high quality, professional host and sustainability label, those four have positive impacts on consumer trust and consumer trust positively affects consumers' purchase intention. Competitive price, seller's commitment to high quality, professionalism host and sustainability label can promote consumers' purchase intention.

The research questions of this paper are as follows:

1. What are the factors that consumers care most about in live streaming?
2. How to build and enhance consumer trust in live streaming e-commerce?
3. For the live streaming sellers and brands, what strategies are feasible to arouse consumer purchase intention?

For the answer to research question one, it can be said that the factors that consumers care most about in live streaming are: competitive price (discounts, etc.), product quality and sellers' services, display of products in live streaming, the authenticity of information transmission, and the ability of the host (including but not limited to interactive ability, product display and explanation ability). The above conclusions can be glimpsed from the research results of the first consumer survey and analysis of the second questionnaire.

About how to build and enhance consumer trust in live streaming e-commerce, according to the research results of the second questionnaire, it can be learned that competitive price provided to consumers, sellers guarantee the quality of live streaming products and the reliability of services, demonstrating the host's professionalism and live streaming ability and the sustainable label of the product, these four methods all have the positive effect on establishing consumer trust in the live streaming. These methods contribute to building consumer trust, which in turn fosters the consumer's willingness to purchase.

4.2 Managerial implications

4.2.1 Attract consumers with competitive prices

Sellers such as brands, companies, and retailers can use price discounts, free shipping, pricing strategies and other promotional methods to attract consumers. In live streaming, consumers are still price sensitive. Sellers can provide consumers with limited-time discounts in the live broadcast to stimulate consumption.

4.2.2 Deliver information about high quality during live streaming

High-quality information refers to the fact that the seller while ensuring the authenticity of the information, allows consumers to perceive or promise to consumers that the products and services are of good quality and provide after-sales service for consumers who purchase during the live streaming. Sending real-time messages as we(sellers) will assist in solving quality problems during the warranty period.

It can be seen from the first consumer survey that consumers are very concerned about the quality of live streaming products, post-sale services, and the authenticity of the information. Empirical research also proves that consumers perceive the merchant's quality commitment and trust and purchase. The seller's commitment to high quality in the three areas of product quality, service and information can effectively reduce the

consumer's perception of risk in the goods and drive willingness to buy while building consumer trust.

4.2.3 Show the professionalism of the live streaming host

The professionalism of the host should be reflected as follows: the host knows sufficient information about the products and can show the audience the products in detail and comprehensively; the host is skilled in live streaming and able to liven up the atmosphere, drive the audience's emotions and interact positively with them; the host's language and appearance are appropriate, reflecting a professional level of sales.

The above elements can be used as reference targets for sellers when selecting host candidates. The professionalism of the host has a positive impact on consumer trust and intention to buy, which means that when live streaming, the host should show a professional level to make consumers feel good about the live shopping experience and feel free to ask questions, and attention should also be paid to the training of the host's professionalism.

4.2.4 Sustainability as a differentiated marketing selling point

Climate change has driven a high level of commitment to sustainability. To accommodate global sustainability aspirations, guidelines and practices, companies are increasingly being asked to examine their business practices and their impact on the environment (Masocha & Fatoki, 2018; Carvalho et al., 2019). Today, top companies consider simultaneously meeting customer and environmental needs, building green product platforms, reputation and loyalty, and delivering new value and innovation in the context of environmental issues that are critical to their success (Adawiyah, 2017).

This study demonstrates that sustainability labels on products can positively influence consumer trust in live streaming, promoting purchase intentions. This suggests that sellers can engage in socially, ecologically and environmentally beneficial

activities or upgrade their products from a sustainability perspective and promote their sustainable attributes to consumers in live streaming as part of their marketing focus. If the brand is already implemented or involved in activities that contribute to sustainable development, it is worthwhile to convey such information to consumers in live sales.

In the internet age, with uncountable online shopping platforms, brand websites and social media providing immense convenience for consumers to access information about brands and products, consumers' criteria for choosing companies and brands have increased. In addition to factors such as price, quality, functionality and user reviews, consumers are paying more attention to the values of companies and seeking a greater sense of belonging and self-worth from the goods and services they provide. By responding to public expectations, companies can build a positive image of responsibility and gain further public recognition and goodwill, creating a good reputation and attracting consumers to buy. As the market becomes increasingly homogeneous and products lose their competitive edge in terms of functionality, price, quality, packaging and service, sustainable labelling of products can be a powerful differentiator by incorporating sustainability concepts into online marketing while at the same time downplaying commercial overtones and engaging with social and ecological issues of concern to consumers.

4.2.5 Build consumer trust

Trust is a key driver of customer loyalty and satisfaction, and it is also a driver of consumers' willingness to buy. Brands and sellers should contemplate how to develop consumer trust. Based on the findings of this study, vendors could consider using pricing promotions; communicate the quality of the product and services so that consumers feel that the vendor is reliable; live streaming hosts should show professionalism, present the product in a comprehensive and detailed way, and respond quickly to questions raised by the audience so that consumers can feel a near-real live

experience; label the product with sustainability and communicating its sustainable features to viewers can also be a strategy to build consumer trust.

4.3 Limitations and further research

This study analyzes the factors that influence consumer trust in live streaming, and the results obtained illustrate that: competitive price, seller's commitment to high quality, professionalism of the live streaming host, and sustainability label, all four factors have an impact on consumer trust. However, this study did not examine these four factors in detail and did not test them further, so the actual effects of these four factors in live streaming e-commerce practice are unknown.

Regarding further research, scholars can further explore the topics related to price promotion, quality perception, host characteristics, interaction, and sustainable marketing based on the findings of this study. There is not much research and practice on sustainable marketing in live streaming. This study finds that consumers are not averse to sustainability label in live streaming and sustainability label can have a positive impact on consumer trust. So further research could focus on and study whether the application of sustainable marketing in live streaming is feasible.

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APPENDIX: A

Online survey on factors impacting live streaming shopping

Hello, welcome to this survey and thank you in advance for your participation. This survey contains two questions and does not relate to any personal privacy. The content is for research purposes only.

Q1 Have you ever bought products in live streaming?

- Yes
- No

Q2 What you most valued when you are shopping via live streaming?

APPENDIX: B

Online survey on factors impacting purchase intention in live streaming

1. Have you ever bought products via live streaming?

- Yes.
- No, just watching.
- No, never join in any live streaming.

2. Please tell us your gender:

- Female
- Male

3. Please select your age range:

- 0-18
- 19-25
- 26-35
- 36-45

46 and above

4. Your monthly online shopping expenditure is approximately:

- 0-2000
- 2001-4000
- 4001-6000
- 6001 and above

5. You are:

- Senior high school student or below
- Colloge student
- Postgraguante
- PhD or above

6. Which live streaming platform(s) do you prefer to shop on?

- Taobao, JD, Alibaba, etc. (shopping software)
- TIKTOK, Kwai, etc. (short video software)
- WeChat, Weibo, etc. (social networking software)
- DOUYU, HUYA, etc. (live game software)
- Bilibili (video software)

7. What type(s) of live streaming do you like to watch?

- Domestic Shopping
- Entertainment
- Science
- Education
- Cross-border Shopping
- Other

8. What satisfies you most while live shopping?

- Promotions
- The product fits my needs
- I saw something I am interested in

- Authenticity and vividness
- The host responds quickly to my questions
- The host is a celebrity I fancy
- Interestingness and recreation
- Other

9. live streaming, the price discount of the product can attract my attention.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

10. In live streaming, when the product has a price discount, I will click to view the product or select the product.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely 1-

11. In live streaming, the greater the price discount, the stronger my desire to buy.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

12. I like the price promotions done by the merchants in the live streaming.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

13. Professional hosts can give me a more comprehensive understanding of products.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,

- 3-some disagree,
- 2-disagree
- 1-disagree completely

14. Professional hosts will provide me with useful suggestions based on my questions.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

15. The review or information by the professional live streaming host is factual.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

16. Professional hosts can get my trust more.

- 7-fully agree

- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

17. I can buy consistent quality product in live streaming.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

18. I can buy safe products in the live streaming.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree

- 1-disagree completely

19. I can get a good logistics service.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

20. I can get good products and services.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

21. The sustainability label in the live streaming is in line with the trend of social development.

- 7-fully agree
- 6-agree
- 5-some agree,

- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

22. Products and brands with sustainability labels are worthy of my attention.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

23. The sustainability label that appears in the live shopping can create sustainable economic benefits for society.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

24. I think the brand will abide by its sustainable commitment to consumers.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

25. How much is three plus three minus one?

- 7
- 6
- 5
- 4
- 3
- 2
- 1

26. Live products and sellers have reliability.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,

- 2-disagree
- 1-disagree completely

27. I think the seller is honest.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

28. The store will not harm my interests for profit.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

29. I am happy to shop on live streaming, whether it is now or in the future

- 7-fully agree
- 6-agree

- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

30. The likelihood of purchasing in live streaming is high.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely

31. I recommend the product in live streaming or the live streaming channel to my friends and family.

- 7-fully agree
- 6-agree
- 5-some agree,
- 4-neutral,
- 3-some disagree,
- 2-disagree
- 1-disagree completely