

Research On the Influencing Factors of Consumers' Repurchase Intention In the Context of Live Streaming

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Abstract: This study puts forward a theoretical model manifesting the determinants of repurchase intention that aims to expand knowledge and add value both theory and practice on how to influence repurchase intention in the context of live streaming. The analysis results of the multi-group reveal that the influence path of repurchase intention are corresponding effect are more evident for particular demographic variables in the process of live streaming.

Key words: live streaming; customer satisfaction; online shopping habits; repurchase intention

1 Introduction

The ways in which companies operate have been shifted by social distancing and forced lockdowns that has resulted in fundamental changes in the business models and purchasing patterns.

The live streaming as a fresh way that shows a product's capability comprehensively in real time and has the "contactless" characteristic. Consumers have become a mania for shopping through live streaming services, which is dubbed live commerce in China. To date, there are few existing studies to investigate the phenomenon of livestreaming.

Based on past studies, Aparicio M et al., (2021)¹ focus the impact of gamification and reputation on the intention of repurchase in ecommerce. Although the research on consumers' repurchase intention has received extensive attention, the researches on consumers' repurchase intention and its influencing factors in the context of live streaming are still insufficiency.

2The theoretical background

2.1Consumers' repurchase intention

Theoretically speaking, Khalifa and Liu (2007)⁶ stressed that online repurchase intention refers to customers' future repurchase project for a specific seller. Furthermore, by specifically focusing on the service context, Chen L et al. (2019)³ found out that airline service quality enhanced the positive effect of repurchase intention on airline company service because it associated positively with brand awareness and perceived value. This paper defines repurchase intention as the possibility that consumers are willing to continue to buy products by watching live streaming in the face of the same demand after they first buy products by watching live streaming.

2.2 Trust

Like traditional markets, lack of trust tends to prevent consumers from purchasing online and leads them to surrender their shopping cart during an online transaction (e.g., Awad and Ragowsky, 2008)². In the process of building trust, it consists of two components, namely, cognition based trust and emotion based trust (Leong L Y et al.,2021)⁹. It depended upon emotional attachment and ties between the customers and businesses which is particularly important with live streaming.

2.3 Perceived value

Hult, Sharma, Morgeson III, & Zhang[□]2019)⁴ have noted that perceived value is customers' assessments of the quality of the product (and service) being pursued relative to its price and is observed to have a positive influence on their satisfaction levels. Widely used in studies regarding customer's buying behavior, especially some scholars find customer perceived value as an essential element to predict customer's buying behavior (Sabiote-Ortiz et al.,2016; Joung et al.,2016)¹⁰.

2.4 Customer satisfaction

Satisfaction is a trade-off of pre- and post-consumption or usage of a product is discussed in the previous studies (Khan S K et al., 2020)⁷. As mentioned earlier, the pursuit of customer satisfaction has become more and more important as a strategic imperative for most firms that need to sustain and maintain competitive (Yi Y and Natarajan, 2018)¹⁶. As a yardstick, it refers to the gulf of customers' emotional response to their initial expectations and the real values they have gained during the purchasing periods.

3. Hypotheses

3.1 Perceived interactivity and repurchase intention

Perceived interactivity in this paper refers to the high-intensity interaction between live streamers and consumers, and between consumers and consumers to communicate, inquire, evaluate, etc. during the live streaming. Yao Jie (2017)¹⁴ started from a B2C cross-border e-commerce platform and pointed out that interactive experience significantly affects repurchase intentions. Similarly, Wang Taotao (2015)¹² believes that user interaction on the Internet has a significant impact on the value of consumer experience. Above all, “perceived interactive” is also used as one of the predictors that may generate repurchase intentions in the context of live streaming according to the characteristics of perceived interactivity, suggesting the following hypothesis.

H1: In the context of live commerce, the characteristics of perceived interactivity can positively increase repurchase intention.

3.2 Promotional activities and repurchase intention

The effect of promotion on consumers’ perceptions and purchasing intentions is a common issue in marketing research as proposed by (Lee L , Charles V,2021)⁸. Marketers can use different types of promotional tools to have a wide range of influence on consumer buying behavior. This leads to the following hypothesis:

H2: In the context of live commerce, promotional activities have a positive effect on repurchase intention.

3.3 Perceived value and repurchase intention

As noted earlier, (Sullivan Y W , Kim D J. 2018)¹¹ integrated the consumers’ product evaluations model and technology adoption model in e-commerce environments, showing that assessing the relationships between perceived quality, perceived value elements, and trust may contribute to the better understanding of repurchase intention in the context of e-commerce, furthermore, Wang Taotao (2015)¹² confirmed that perceived value and sustained willingness are significantly positively correlated with mobile government services among Chinese users. To empirically validate the above assumption the next hypothesis is posited:

H3: In the context of live commerce, perceived value has a positive effect on repurchase intention.

3.4 High quality content and repurchase intention

High-quality content means that in the process of live streaming, the live streamer not only has a comprehensive and detailed display of the products, but also meets the individual needs of consumers. In this regard, Wu Yongyi (2017)¹³ believes that an important reason for the large conversion rate gap is the professionalism of the live content. In conclusion, we propose that:

H4: In the context of live commerce, high quality content has a positive effect on repurchase intention.

3.5 Customer trust and repurchase intention

In accordance with Aparicio M et al., (2021)¹, a significant direct effect of trust on the intention to use of e-commerce and on repurchase intention can be generated in e-commerce context. Based on the majority of the previous studies that have demonstrated the direct influence of online trust on repurchasing intention, the following hypothesis is suggested in this study:

H5: In the context of live commerce, customer trust has a positive effect on repurchase intention.

3.6 Customer satisfaction and repurchase intention

Extant studies have discussed the importance of customer satisfaction for a positive cognition of online shopping. Researchers of late have started to employ the specific frameworks in illustrating and interpreting mobile consumer satisfaction. Based on a combination of structural equation modeling (SEM) and artificial neural network (ANN) analyses, the impact of satisfaction in the mobile commerce was investigated and confirmed by Kalini Z et al. (2021)⁵. As depicted by Yeo S F et al. (2021)¹⁵, their research has important implications for Foodpanda to continuously improve its food delivery apps service platform and achieve customer satisfaction, leading to repurchase intention. After reviewing the previous literature, in light of the significant effect of consumer satisfaction in the context of live commerce, the hypothesis proposed is as follows:

H6: In the context of live commerce, consumer satisfaction is positively associated with customer repurchase intention.

3.7 Online shopping habit and repurchase intention

Based on precious literature, in order to better match the products of their websites, mobile applications and online retailers, consumers’ online shopping priorities, it is increasingly highly concerned about habits and trends accordingly in the work of (Khan S K et al.,2020)⁷. Accordingly, the following hypotheses are proposed.

H7: In the context of live commerce, online shopping habit is positively associated with customer repurchase intention.

4 Data analysis and results

4.1 Testing the measurement model

Following the results from tab. 1, composite reliability (CR) and the Cronbach's alpha (a) coefficients of all variables exceed the criterial value of 0.7, indicating that the measurement model exhibited an adequate level of reliability. As tab. 1 reports, AVE ranges from 0.682 to 0.824, inferring that the square root of AVE for a construct is more than its correlations which correspond to the correlation between factors. It can be achieved on the basis of the above findings that the discriminant validity of each factor is sufficient at the level of compliance.

Table 1 Results of Reliability and Validity Analysis

Constructs	Indicators	Factor loadings	Composite reliability (CR)	Average variance extracted (AVE)	Cronbach's alpha (a)
(PI)	PI1	0.836	0.768	0.682	0.739
	PI2	0.783			
	PI3	0.783			
	PI4	0.836			
	PI5	0.686			
(PA)	PA1	0.847	0.793	0.729	0.711
	PA2	0.775			
	PA3	0.745			
	PA4	0.844			
	PA5	0.831			
(PV)	PV1	0.759	0.811	0.792	0.722
	PV2	0.799			
	PV3	0.816			
	PV4	0.829			
	PV5	0.794			
	PV6	0.844			
	PV7	0.866			
(HQC)	HQC 1	0.764	0.701	0.692	0.751
	HQC 2	0.787			
	HQC 3	0.851			
(CT)	CT 1	0.786	0.792	0.782	0.729
	CT 2	0.86			
	CT 3	0.744			
	CT 4	0.753			
	CT 5	0.796			
	CT 6	0.793			
(OSH)	OSH1	0.786	0.701	0.763	0.702
	OSH 2	0.909			
	OSH 3	0.867			
	OSH 4	0.734			

(CS)	CS 1	0.833			
	CS 2	0.84			
	CS 3	0.777	0.723	0.721	0.791
	CS 4	0.715			
(RI)	RI 1	0.846			
	RI 2	0.835			
	RI 3	0.701	0.713	0.824	0.793
	RI 4	0.649			

Table 2 Results of the structural equation model and hypothesis Testing

Hypothesis	Path	Coefficient	t	P	Test results
H1	PI ->RI	-0.043	-0.87	0.382	NO
H2	PA -> RI	0.077	1.57	0.117	NO
H3	PV -> RI	-0.004	-0.07	0.941	NO
H4	HQC ->RI	0.079	2.06	0.040	YES
H5	CT ->RI	0.024	0.45	0.652	NO
H6	CS -> RI	0.100	2.31	0.021	YES
H7	OSH -> RI	0.019	0.40	0.691	NO

4.2 The structural model

Table 2 presents the results of the structural model testing such as path coefficients, std.err, T-value and p-value. The test results of H1-H7 are consistent with the hypotheses, which reveals that repurchase intention is dependent on many factors including customer satisfaction ($\beta=0.100;p < 0.05$) and high quality content ($\beta=0.079;p < 0.05$). By comparison, the relationships between perceived interactivity, promotional activities, perceived value, customer trust, online shopping habits and repurchase intention are proved to be insignificant, thus H1,H2,H3,H5 and H7 are rejected.

4.3 Multi-group analysis

Therefore, we have further attempted to explore the influence path of repurchase intention among different demographic elements (i.e. gender, age, education, disposable monthly income, occupation, and history of watching live streaming. The following table 3 demonstrates that the results with the significance of the investigated variables and multi-group analysis.

Table 3 Results of multi-group analysis

RI Variables	Gender		Age		Education		Monthly income		Occupation		History		
	Male	Female	31-40	≥40	Low	High	Low	Middle	Gov	Work	White	<3 mon	>1 year
PI	-0.174**				-0.115*			-0.145*	-0.143**	-0.239**			
PA	0.112*		0.302***		*			0.178**	0.131*				0.275***
PV							-0.168*		-0.16*				
HQC		0.117*			0.136**			0.131*				0.915***	
CT							0.179*						
OSH													
CS	0.124**			0.181**	0.124**			0.136*	0.157*	0.206*	0.25*	0.27***	

Notes: PI=perceived interactivity; PA=promotional activities; PV=perceived value; HQC=high quality content; CT=customer trust; OSH=online shopping habits; CS=customer satisfaction; RI=repurchase intention.

Notes:*p< 0.10, **p< 0.05, ***p< 0.01

5. Discussion

In terms of negative impact of perceived interactivity on repurchase intention, the effects are significant in the male group ($\beta = -0.174$; $p < 0.05$), the group with a low level of education ($\beta = -0.115$; $p < 0.1$), the middle income group ($\beta = -0.145$; $p < 0.1$), the group with employees of government and public institutions ($\beta = -0.143$; $p < 0.05$) and the group with workers ($\beta = -0.239$; $p < 0.05$). While the other groups are not significant. The more interactivity, the less it can cause the repurchase intention of these groups. In the process of live streaming, if it is not effective interaction, it may be a waste of time for consumers. Everyone has to wait for the ineffective interaction to enter the introduction of products they are interested in.

In terms of positive impact of promotional activities on repurchase intention, the effects are significant in the male group ($\beta = 0.112$; $p < 0.1$), the 31-40 years old group ($\beta = 0.302$; $p < 0.01$), the low income group ($\beta = 0.178$; $p < 0.05$), the group with employees of government and public institutions ($\beta = 0.131$; $p < 0.1$) and the group with watching live streaming more than a year ($\beta = 0.275$; $p < 0.01$). While the other groups are not significant. The empirical result did match with the findings of Lee L, Charles V (2021)⁸. The results show that the greater the promotion efforts of the merchants on the live streaming platform, the better the overall trust of the consumers on the live streaming platform, which in turn stimulates customers' willingness to repeat purchases. Although the repurchase intention of promotional activities in live streaming is significant in some groups, the experimental data is particularly small. The main reason is that live streaming is different from traditional promotional activities. Consumers themselves know that there will be various promotional activities during the live streaming. It is cheaper to buy goods in the live streaming than usual. It just depends on whether the intensity of the promotion can meet the psychological expectations of consumers. Therefore, it is very necessary to carry out promotional activities that can attract consumers in the process of live streaming.

In terms of negative impact of perceived value on repurchase intention, the effects are significant in low-income group ($\beta = -0.168$; $p < 0.1$), and the group with employees of government and public institutions ($\beta = -0.16$; $p < 0.1$). While the other groups are not significant. When perceived value combines with promotional activities in low-income group, promotional activities are easier for consumers to generate repurchase intention, accompanied by the improvement of perceived value.

In terms of positive impact of high quality content on repurchase intention, the effects are significant in the female group ($\beta = 0.117$; $p < 0.05$), the group with a high level of education ($\beta = 0.136$; $p < 0.05$), the middle income group ($\beta = 0.131$; $p < 0.1$), and the group with watching live streaming less than 3 months ($\beta = 0.131$; $p < 0.1$). While the other groups are not significant. Although one of the main purposes of the live streaming is to introduce goods, more and more fragmented information makes us browse information faster and faster, and unconsciously changes our attitude to obtain information. If there are no new ideas and highlights in the live streaming content, consumers may change the live streaming in several seconds.

As shown in tab. 3, the variable of customer satisfaction has a positive impact on repurchase intention in male group ($\beta = 0.124$; $p < 0.05$), in over 40 years old group ($\beta = 0.181$; $p < 0.05$), in the low education group ($\beta = 0.124$; $p < 0.05$), in the low monthly income group ($\beta = 0.136$; $p < 0.1$), in the employees of government group ($\beta = 0.157$; $p < 0.05$), in the workers group ($\beta = 0.206$; $p < 0.1$), in the white-collar group ($\beta = 0.25$; $p < 0.1$), and in the group less than 3 months ($\beta = 0.27$; $p < 0.01$). From the results, we find that customer satisfaction is one of the most important factors affecting repurchase intention in the process of live streaming. Customer satisfaction is viewed to be a key factor affecting the company's sales. Customer satisfaction is one of the most important factors affecting repurchase intention in the process of live streaming. Live streaming businesses should pay attention to how to improve customer satisfaction.

In terms of impact of online shopping habits on repurchase intention, all the effects are insignificant. Online shopping habits have become increasingly widespread in China. Businesses do not need to spend money, time and energy to cultivate customers' online shopping habits, which has become a normalcy in the Chinese market.

6 Limitations and suggestions for future research

There are some limitations interpreting the proposed research. First, in the context of live commerce, the factors that affect consumers' repeat purchase behavior are not only complex but also extensive. This paper selects several influencing factors to conduct research which is somewhat one-sided.

Second, as we all know, the ultimate goal of enterprise marketing is to stimulate consumers' purchase behavior, but there is not an inevitable relationship between consumer' repurchase intention and repeat purchase behavior. This study did not clearly indicate repurchase intention and actual purchase behavior. The transformation mechanism between the two is a major flaw in this study, and it is also a topic worthy of further study.

7 Conclusions

The fast-moving digital age has forced Chinese consumers to embrace significant changes in their shopping behaviors. According to different classifications, the factors affecting consumers' repeated purchase intention are different among different groups. As expected, the effect of online shopping habits became insignificant. whereas promotional activities, perceived value, high quality content perceived trust and customer satisfaction are considered the major determinants of repurchase intention. Different groups have different emphasis

of promotional activities, perceived value, high quality content perceived trust and customer satisfaction in the process of live streaming. When enterprises face different consumers in the process of live streaming, they need to select the best scheme and formulate corresponding marketing strategy. In sum, this study sheds light on how the relationship between online buyer-seller and consumer decision-making can be enhanced that is conducive to help the social business platform to carry out better operation and marketing activities.

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