

THE INFLUENCE OF INTERPERSONAL INTERACTION ON CONSUMER'S PURCHASE INTENTIONS IN LIVE-STREAMING

Huang HUITING¹, Chaithanakorn PHAWITPIRIYAKLITI¹ and Sid TERSON²

1 Suan Sunandha Rajabhat University, Bangkok, Thailand; 119758353@qq.com
(H. H.); dnchaichina@gmail.com (C. P.)

2 Faculty of Sport Sciences, Kasetsart University, Nakhon Pathom, Thailand;
sterason@gmail.com

ARTICLE HISTORY

Received: 27 October 2023 Revised: 15 November 2023 Published: 27 November 2023

ABSTRACT

The burgeoning trend of live-streaming e-commerce has gained considerable traction in recent times. It presents an opportunity for sellers to showcase and sell their wares in real-time, while also engaging with potential customers through online live-streaming platforms. The interactive element of live e-commerce is pivotal, as it has the potential to sway consumers' purchasing decisions. This document aims to delve into the effects of interpersonal interactions on consumers' buying intentions, while also offering pertinent research and practical advice. According to The Theory of Social Performance, interpersonal interaction in live broadcast sales can be divided into two categories: the interaction between anchors and consumers (IAC), and the interaction between consumers and consumers (ICC). This paper summarizes the characteristics of these two types of interpersonal interaction, explains their impact on consumers' purchase intentions based on previous studies, and provides improvement suggestions for live broadcasting e-commerce platforms, enterprises, and anchors respectively.

Keywords: Live-Streaming E-Commerce, Interpersonal Interaction, Consumer's Purchase Intentions

CITATION INFORMATION: Huiting, H., Phawitpiriyakliti, C., & Terson, S. (2023). The Influence of Interpersonal Interaction on Consumer's Purchase Intentions in Live-Streaming. *Procedia of Multidisciplinary Research*, 1(11), 13.

INTRODUCTION

Live-streaming e-commerce is the business model of selling and promoting goods through online live broadcast platforms. Over the years, with the continuous development and popularization of internet technology, live-streaming e-commerce has rapidly gained traction worldwide. It has become a hot topic in the field of digital economy and innovative marketing and is now an essential business in the digital economy. Live streaming e-commerce integrates the display, sale, and purchase process of goods through live streaming. It provides consumers with a new shopping experience that is more engaging, interactive, and convenient. Strong interactivity has become one of the core characteristics of live-streaming e-commerce. Through Explore the Feeling of Presence and Purchase Intention in Livestream Shopping research, Jielin Yin has proven that the success of live-streaming e-commerce not only benefits from technological advancements but also depends on the essential role of interpersonal interaction (Yin et al., 2023).

The digital economy has emerged as a key driver of economic growth and innovation, (Kortana Tanapol, 2020) The development of the digital economy has created a vast opportunity for the growth of live-streaming e-commerce. Live streaming e-commerce is a significant component of the digital economy that uses technology such as the Internet and mobile payment to break the traditional retail industry's time and space restrictions, integrating online and offline channels. Customers can watch real-time product displays and interact with the anchors through live broadcast platforms, enabling them to access product information anytime and purchase products directly. Such real-time interaction can enhance customer participation, boost their confidence in purchasing decisions, and significantly improve the shopping experience's convenience and efficiency. Live streaming e-commerce has become an important business model in the digital economy era, as proven by its widespread usage worldwide. Examples include Facebook's live streaming business growth in the US market and Lazada's rise in Southeast Asian countries. China, being the largest live-streaming e-commerce market globally, continues to expand its market size. According to the 51st Statistical Report on China's Internet Development released by China Internet Network Center (CNNIC), as of December 2022, the number of Internet users in China was 1.067 billion, with 1.065 billion mobile phone users. The internet penetration rate was 75.6% and 99.8% of internet users accessed it through mobile phones. Short video users accounted for 94.8% of total internet users, while webcast users reached 751 million, accounting for 70.3% of total internet users. (CNNIC, 2022) These statistics emphasize the importance of e-commerce in people's lives. As the number of internet users continues to rise, the e-commerce industry will continue to develop and expand. The live e-commerce industry is on the rise not only in China, but also in other countries and regions such as the United States, South Korea, and India. The massive potential and market space for live-streaming e-commerce are evident from these international developments. Hence, the academic community has started to take note and pay attention to the research applications in this field. Through the research, Liu et al proved that the influence of interpersonal interaction on consumers' purchase intention is significant. Consumers are more likely to buy products that offer personalized service and interaction with merchants. (Liu et al., 2022). The research on The Impact of the Interactivity of Internet Celebrity Anchors on Consumers' Purchase Intention Sun Weiguo and Geng Ruoshi proved that interpersonal interaction can also increase consumer trust in the product. In live streaming e-commerce, consumers can obtain real information and evaluations about products through interaction with anchors. This hands-on experience and real-time feedback can reduce consumers' sense of uncertainty and risk, thereby increasing their trust in products and increasing their willingness to buy (Sun et al., 2021)

Although interpersonal interactions have a significant impact on consumers' purchase intention, there are some limiting factors that must be taken into account. For instance,

consumers may have doubts about the authenticity and personal integrity of the products recommended by the anchor. In live broadcasting e-commerce, the image and language of the anchor are important factors that attract consumers. However, some anchors may exaggerate the efficacy of products or conceal their shortcomings, thus misleading consumers' purchase decisions. Therefore, it makes the academic community think about what specific factors directly affect consumers' purchase intentions in live broadcasting in interpersonal interaction. Despite the rapid development of live-streaming e-commerce on an international scale, the impact of interpersonal interaction on consumers' purchase intention still requires in-depth research. The current research mainly focuses on the market size and consumer behavior analysis of live-streaming e-commerce, but there has been no systematic research on the specific impact mechanism and effect of interpersonal interaction. Hence, this paper will explore the influence of interpersonal interaction factors on consumers' purchase intention to find the answer to these two questions: First, what are the types of interpersonal interaction in live e-commerce? Second, how do different types of interpersonal interaction affect consumers' purchase intention? and through this research to analyze the contribution of interpersonal interaction to the sales performance of live-streaming e-commerce and to provide theoretical and practical support for the further development of live-streaming e-commerce.

LITERATURE REVIEWS

Interactivity theory is a sociological theory that emphasizes the processes and outcomes of interaction between individuals and groups. It focuses on the interaction between individuals, the exchange of information, and the building of social relationships. The interactivity theory holds that individual behavior and thinking are formed through interaction with others, and the results of interaction will in turn affect individual behavior and thinking. In his book *Self-Presentation in Everyday Life*, Goffman put forward the core concepts of interactivity theory - "front" and "back". He believes that in social interaction, individuals construct themselves and social reality through symbolic communication and performance. (Goffman, 1959) In the research on the Influence of Streamer's Social Capital on Purchase Intention in Live Streaming E-Commerce. Xu et al. applied the Theory of Social Performance to live-streaming e-commerce and concluded that social capital and interaction from anchors and consumers in live-streaming e-commerce are positively correlated with the performance of live-streaming e-commerce (Xu et al., 2021)

The division of interpersonal interaction into the interaction between consumers and anchors and the interaction between consumers and consumers in live streaming e-commerce is based on the understanding of consumer behavior and social psychology of interactivity theory. Academic research has provided insights into the significance of these interactions in the context of live streaming e-commerce. The interaction between consumers and anchors is crucial due to the influence of the anchor on consumer behavior. Research by Zhu et al. (2020) found that the credibility and attractiveness of anchors significantly impact consumer purchasing decisions in live streaming e-commerce (Zhu et al., 2020). Anchors' personal charisma and interaction skills play a vital role in engaging and influencing consumers (Chen et al., 2021). Therefore, this interaction is emphasized to enhance consumer trust and purchasing behavior. The interaction between consumers is equally important in live streaming e-commerce. Academic studies, such as the work of Wang et al. (2020), have demonstrated that consumers are influenced by their peers when making purchasing decisions. Social interactions and information sharing among consumers play a significant role in shaping consumer preferences and behaviors in the live streaming e-commerce environment (Wang, 2020).

The division of interpersonal interaction into these two categories acknowledges the distinct influences and dynamics of each type of interaction on consumer behavior and purchasing

decisions. By focusing on both consumer-anchor and consumer-consumer interactions, live streaming e-commerce platforms can effectively leverage social and psychological factors to drive consumer engagement and purchasing behavior.

Interaction Author and Consumer (IAC)

About the anchor in live streaming e-commerce, anchors are direct to consumers, and their performance and image directly affect consumers' purchase intention and purchase experience. Anchors need to create their own "front desk" through speech, behavior, clothing, and other aspects to attract consumers' attention and trust. For example, anchors need to have affinity, a sense of humor, professional knowledge, and other characteristics, but also need to pay attention to their words and deeds, keep polite and sincere, and leave a good impression on consumers. (Sun et al., 2021; L. Zhu et al., 2022) The research of Sun et al. and Zhu et al. proved that the professionalism, responsiveness, and interaction frequency of anchors have a significant positive impact on consumers' purchase intention.

Based on the author's research of former scholars and the collation of relevant literature, the measurement dimensions of the interaction between anchors and consumers are shown in the following Table 1:

Table 1 The dimensions of the interaction anchors and consumers (IAC)

Scholar dimensions	personal charm	trust	responsiveness	entertainment	professional	satisfaction
(Ma et al., 2023)	√		√		√	√
(Zhu et al. 2021)	√		√	√	√	
(P. Zhu et al., 2022)		√	√	√		
(Joo & Yang, 2023)	√		√	√		
(Chen et al., 2022)			√		√	√
(Lu & Chen, 2021)	√				√	
frequency	4	2	4	3	4	2

Source: Author collation

According to the above literature, the dimensionality factors of interaction anchors and consumers (IAC) are as follows: professionalism, responsiveness and personal charm.

Interaction Consumer and Consumer (ICC)

Consumer interaction refers to the process of communication and interaction between consumers and products, brands or enterprises. This interaction can take place across a variety of channels and platforms, including online and offline shopping environments, social media, customer service centers, and more. Consumer interaction is a broad concept, involving consumer behavior, attitude, perception and degree of engagement. In recent years, consumer interaction has become a research hotspot in the fields of marketing, consumer behavior, and social psychology.

Fuller, J. et al. (2008). Brand community members as a source of innovation. *Journal of Product Innovation Management*, This study explores the impact of consumer interaction in brand communities on innovation. The article defines Consumer Interaction as "the communication and interaction between consumers, including their evaluation of products and services, sharing of experiences and suggestions." (Füller et al., 2008). Kim, Angella, J., Johnson, & Kim, K. P. (2016). Social interaction and user-generated content: A case study of Facebook. The study explores the impact of social interaction on user-generated content through a case study of Facebook users. The study defines Consumer Interaction as "interactions between consumers on social media platforms, including behaviors such as commenting, sharing, and liking. (Kim & Johnson, 2016). Liu, F. et al. (2022). Marketing by live streaming: How to interact with consumers to increase their purchase intentions. This research divides live streaming interactions into three dimensions, interactions for obtaining product information (IPI),

interactions for grasping the purchase dynamics of others (IPD), and interactions for obtaining monetary incentives (IMI) (Liu et al., 2022)

Table 2 The dimensions of the interaction anchors and consumers (IAC)

Scholar dimensions	mutual assistance	information sharing consciousness	relationship quality	sociability	Common Goal
(Zheng et al., 2020)	√	√		√	
(Wang, 2020)	√		√	√	
(Zhang et al., 2021)	√	√	√		
(Shang et al., 2023)	√		√	√	√
(Ye Wang, 2022)		√	√	√	
frequency	4	3	3	4	1

To sum up, consumer interaction is a complex and multi-dimensional concept, involving the information exchange and social interaction between consumers and consumers, social interaction, personalized interaction, and participatory interaction are important dimensions of consumer interaction. Therefore, consumer interaction as the interaction between people, and mainly measure the impact of consumer interaction on consumers' purchase intention from the two dimensions of mutual assistance and sociability.

Consumer's Purchase Intentions

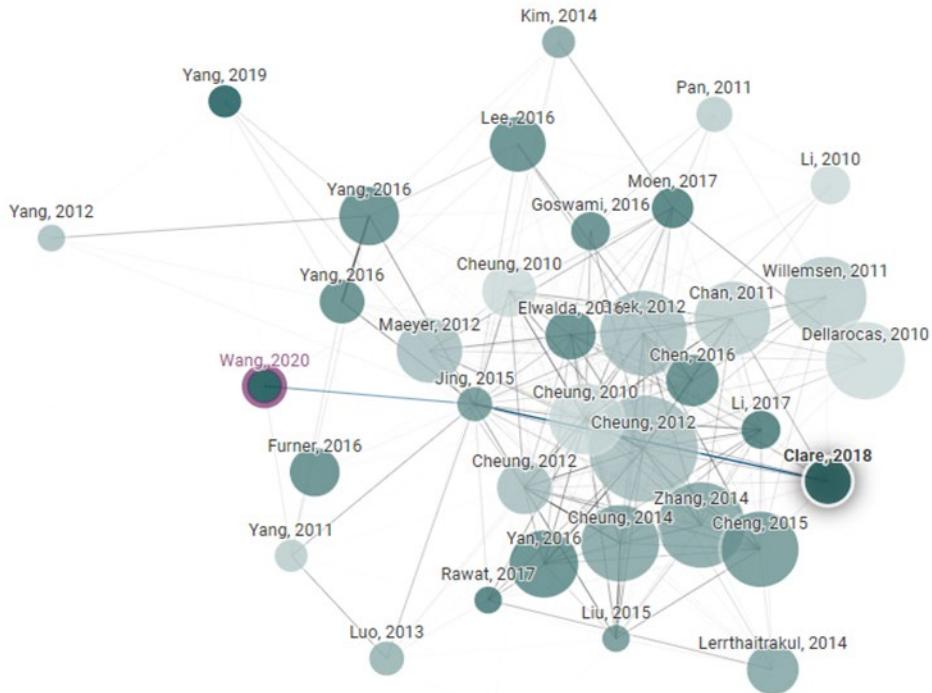
Consumer purchase intention refers to the purchase intention and decision expressed by consumers in the process of shopping. In the field of live-streaming e-commerce research, consumer purchase intention is often used to predict whether consumers will buy products or services during live-streaming. (Huang et al., 2023)

Many scholars in the field of live streaming e-commerce have discussed the measurement factors of consumer willingness in their research. Since form the years of 2019, Chu and Chen had a research of "Impact of consumers' corporate social responsibility-related activities in social media on brand attitude, electronic word-of-mouth intention, and purchase intention a study of Chinese consumer behavior" to found that electronic word-of-mouth (eWOM) intention, brand attitude, and purchase intention. The results suggested that consumers' CSR-related activities in social media significantly impacted eWOM intention and purchase intention through enhancing identification with the brand and positive brand attitude (Chu & Chen, 2019). In the research of Zhou and Tong they found that emotional trust and perceived emotional value could be regarded as mediating variables to stimulate consumers purchase intention in live streaming e-commerce (Zhou & Tong, 2022).and the research of Huang et al., The authors found that immersion experiences partially mediate the relationship between social presence and consumers' purchase intentions and positive emotions moderate the "social presence immersion experience-consumer purchase intentions" path. Therefore, social presence constitutes a moderating mediating effect on consumer purchase intentions (Huang et al., 2022).

In summary, this paper will measure consumers' purchase intention from two aspects: word-of-mouth and perceived value of consumers

Interpersonal Interaction and Consumer's Purchase Intentions Related Research

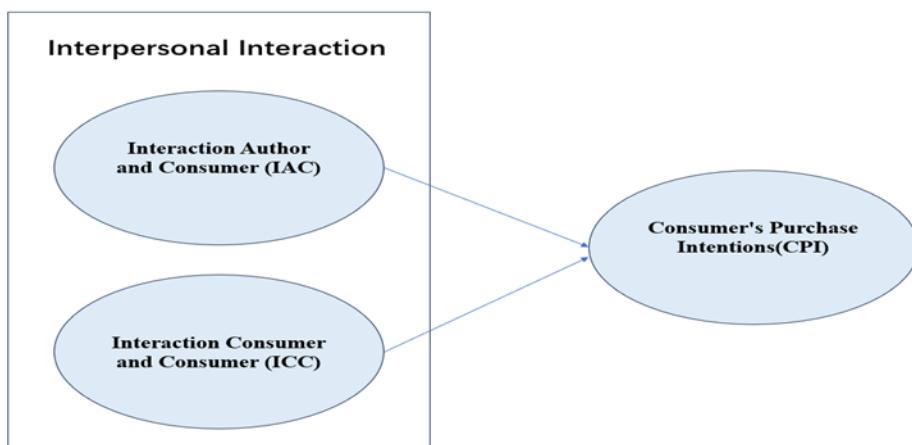
In recent years, there are few studies on the impact of interactivity, perceptual interaction or interpersonal interaction on consumers' consumption intention in the academic circle. The author searched relevant research papers on the website of connectedpapers and showed the following figure:



Source: Connectedpapers (www.connectedpapers.com)

As can be seen from the figure, the latest researchs on interactivity and consumer purchase intention comes from Wang Scholars in 2020 and Clare Scholars in 2018. Their studies have all confirmed that the quality of interaction, frequency of interaction and consumer engagement have a positive correlation with consumers' purchase intention, that is, the stronger the interaction of consumers in the process of watching live broadcast, the greater the impact on consumers' purchase intention. (Ma, 2021)

According to the research achievements of many scholars in the field of live streaming e-commerce and the review of the above literatures, this study aims to explore and study how different roles of interpersonal interaction in the process of live streaming affect the formation of consumers' consumption intention. Therefore, the author proposes a research theoretical model as shown in the following figure:



Source: Author collation

DISCUSSION & CONCLUSION

Live e-commerce is a new e-commerce model, which displays and sells goods through real-time live video. In live streaming e-commerce, interpersonal interaction is very important, which can be divided into the interaction between consumers and anchors and the interaction between consumers and consumers. In the interaction between consumers and anchors, the personal charm, professionalism and responsiveness of anchors have a positive impact on consumption intention. The interaction between consumers is reflected in mutual assistance, sociability and information sharing, and these factors also have a certain impact on consumer purchasing behavior.

Consumer-author interaction is a crucial aspect of live streaming e-commerce. As the core role of live streaming e-commerce, anchors' personal charm and professionalism have an important impact on consumers' purchase intention. According to academic research, anchors' personal charm factors such as appearance, speech and behavior, and interaction mode will directly affect viewers' preferences and trust, and thus affect their purchasing decisions (Li et al., 2020). In addition, the professionalism of the anchor is also crucial. Consumers tend to have more trust in anchors with expertise in product knowledge and use skills, thus increasing their purchase intention (Chen et al., 2019). In addition, the responsiveness of anchors will also have a positive impact on consumers' purchase intentions. When consumers raise questions or needs during live broadcasting, the anchor can respond and solve the problems in time, which will increase consumers' trust in the product and promote the occurrence of purchase behaviors (Wang et al., 2018).

Consumer-consumer interaction is another important aspect of live streaming e-commerce. On the live streaming e-commerce platform, the audience will interact with each other in a mutually beneficial way, such as exchanging and helping the user experience and purchase suggestions of the product. This kind of mutual interaction can increase consumers' confidence in the product, thus promoting the occurrence of purchase behavior (Zhang et al., 2017). At the same time, the social interaction between consumers will also have an impact on purchasing behavior. In the process of live broadcasting, consumers will carry out social behaviors such as comments, likes and sharing, which will enhance consumers' cognition and trust in products and thus increase their purchase intention (Liu et al., 2019). In addition, information sharing among consumers is also very important. By sharing their own purchasing experience, product evaluation and other information, consumers can influence other consumers' purchasing decisions, thus promoting the occurrence of purchasing behaviors (Cheng et al., 2020).

In conclusion, both consumer-author interaction and consumer-consumer interaction have a significant impact on consumer purchasing intention in live streaming e-commerce. In the interaction between consumers and anchors, the personal charm, professionalism and responsiveness of anchors have a positive impact on consumption intention, while in the interaction between consumers and consumers, mutual assistance, sociability and information sharing generate confidence in consumers' purchase. Therefore, in the development of live streaming e-commerce, attention should be paid to the role of interpersonal interaction, enhance the personal charm and professionalism of anchors, and promote mutual assistance and information sharing among consumers, so as to better promote consumers' purchasing behaviors.

REFERENCES

Chen, H., Chen, H., & Tian, X. (2022). The dual-process model of product information and habit in influencing consumers' purchase intention: The role of live streaming features. *Electronic Commerce Research and Applications*, 53, 101150. <https://doi.org/10.1016/j.elerap.2022.101150>.

Chu, S., & Chen, H. (2019). Impact of consumers' corporate social responsibility-related activities in social media on brand attitude, electronic word-of-mouth intention, and purchase intention: A study of Chinese consumer behavior. *Journal of Consumer Behaviour*, 18(6), 453-462. <http://doi.org/10.1002/cb.1784>.

CNNIC. (2022). *China Internet Network Information Center issued the 51st Statistical Report on Internet Development in China*. <http://doi.org/https://cnnic.cn/NMediaFile/2023/0322/MAIN16794576367190GBA2HA1KQ>.

Füller, J., Matzler, K., & Hoppe, M. (2008). Brand Community Members as a Source of Innovation. *The Journal of Product Innovation Management*, 25(6), 608-619. <http://doi.org/10.1111/j.1540-5885.2008.00325>.

Huang, Z., Zhu, Y., Hao, A., & Deng, J. (2022). How social presence influences consumer purchase intention in live video commerce: the mediating role of immersive experience and the moderating role of positive emotions. *Journal of Research in Interactive Marketing*, 17(4), 493-509. <http://doi.org/10.1108/JRIM-01-2022-0009>.

Huang, Z., Zhu, Y., Hao, A., & Deng, J. (2023). How social presence influences consumer purchase intention in live video commerce: the mediating role of immersive experience and the moderating role of positive emotions. *Journal of Research in Interactive Marketing*, 17(4), 493-509. <http://doi.org/10.1108/JRIM-01-2022-0009>.

Joo, E., & Yang, J. (2023). How perceived interactivity affects consumers' shopping intentions in live stream commerce: roles of immersion, user gratification and product involvement. *Journal of Research in Interactive Marketing*. <http://doi.org/10.1108/JRIM-02-2022-0037>

Kim, A. J., & Johnson, K. K. P. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, 58, 98-108. <http://doi.org/10.1016/j.chb.2015.12.047>

Kortana Tanapol. (2020). Enhancing Effectiveness of Smart Hypermarket in Digital Age Economy. *Technical Education Journal: King Mongkut's University of Technology North Bangkok*, 11(2).

Liu, F., Wang, Y., Dong, X., & Zhao, H. (2022). Marketing by live streaming: How to interact with consumers to increase their purchase intentions. *Frontiers in Psychology*, 13, 933633. <http://doi.org/10.3389/fpsyg.2022.933633>.

Lu, B., & Chen, Z. (2021). Live streaming commerce and consumers' purchase intention: An uncertainty reduction perspective. *Information & Management*, 58(7), 103509. <http://doi.org/10.1016/j.im.2021.103509>.

Ma, E., Liu, J., & Li, K. (2023). Exploring the mechanism of live streaming e-commerce anchors' language appeals on users' purchase intention. *Frontiers in Psychology*, 14, 1109092. <http://doi.org/10.3389/fpsyg.2023.1109092>.

Ma, Y. (2021). To shop or not: Understanding Chinese consumers' live-stream shopping intentions from the perspectives of uses and gratifications, perceived network size, perceptions of digital celebrities, and shopping orientations. *Telematics and Informatics*, 59, 101562. <https://doi.org/10.1016/j.tele.2021.101562>.

Shang, Q., Ma, H., Wang, C., & Gao, L. (2023). Effects of Background Fitting of e-Commerce Live Streaming on Consumers' Purchase Intentions: A Cognitive-Affective Perspective. *Psychology Research and Behavior Management*, 16, 149-168. <http://doi.org/10.2147/PRBM.S393492>.

Sun, W., Gao, W., & Geng, R. (2021). The Impact of the Interactivity of Internet Celebrity Anchors on Consumers' Purchase Intention. *Frontiers in Psychology*, 12, 757059. <http://doi.org/10.3389/fpsyg.2021.757059>.

Wang, Y. X. J. (2020). The impact of social interaction on purchase intentions in live streaming e-commerce: The mediating role of perceived product value. *Journal of Retailing and Consumer Services*, 57, 102198.

Xu, P., Cui, B. J., & Lyu, B. (2021). Influence of Streamer's Social Capital on Purchase Intention in Live Streaming E-Commerce. *Frontiers in Psychology*, 12, 748172. <http://doi.org/10.3389/fpsyg.2021.748172>.

Ye Wang, Z. L. P. C. (2022). *How Live Streaming Changes Shopping Decisions in E-commerce A Study of Live Streaming Commerce*. (31, pages701-729).

Yin, J., Huang, Y., & Ma, Z. (2023). Explore the Feeling of Presence and Purchase Intention in Livestream Shopping: A Flow-Based Model. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(1), 237-256. <http://doi.org/10.3390/jtaer18010013>.

Zhang, M., Sun, L., Qin, F., & Wang, G. A. (2021). E-service quality on live streaming platforms: swift guanxi perspective. *The Journal of Services Marketing*, 35(3), 312-324. <http://doi.org/10.1108/JSM-01-2020-0009>.

Zheng, Q., Chen, J., Zhang, R., & Wang, H. H. (2020). What factors affect Chinese consumers' online grocery shopping? Product attributes, e-vendor characteristics and consumer perceptions. *China Agricultural Economic Review*, 12(2), 193-213. <http://doi.org/10.1108/CAER-09-2018-0201>.

Zhou, R., & Tong, L. (2022). A Study on the Influencing Factors of Consumers' Purchase Intention During Livestreaming e-Commerce: The Mediating Effect of Emotion. *Frontiers in Psychology*, 13, 903023. <http://doi.org/10.3389/fpsyg.2022.903023>.

Zhu, L., Li, H., Nie, K., & Gu, C. (2022). How Do Anchors' Characteristics Influence Consumers' Behavioural Intention in Livestream Shopping? A Moderated Chain-Mediation Explanatory Model. *Frontiers in Psychology*, 12, 730636. <http://doi.org/10.3389/fpsyg.2021.730636>.

Zhu, L., Li, H., Wang, F., He, W., & Tian, Z. (2020). How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S -O -R) framework. *Aslib Journal of Information Management*, 72(4), 463-488. <http://doi.org/10.1108/AJIM-11-2019-0308>.

Zhu, P., Liu, Z., Li, X., Jiang, X., & Zhu, M. X. (2022). The influences of livestreaming on online purchase intention: examining platform characteristics and consumer psychology. *Industrial Management & Data Systems*, 123(3), 862-885. <http://doi.org/10.1108/IMDS-07-2022-0430>.

Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.



Copyright: © 2023 by the authors. This is a fully open-access article distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).