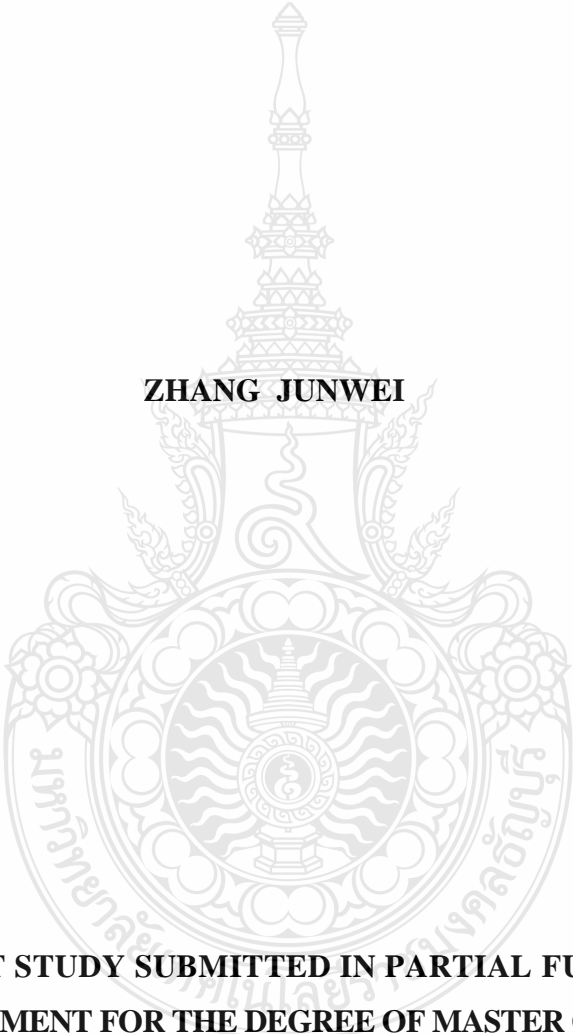


**EFFECTS OF LIVE WEBCAST MARKETING FACTORS AND PERCEIVED
VALUE ON CUSTOMER PURCHASE INTENTION**

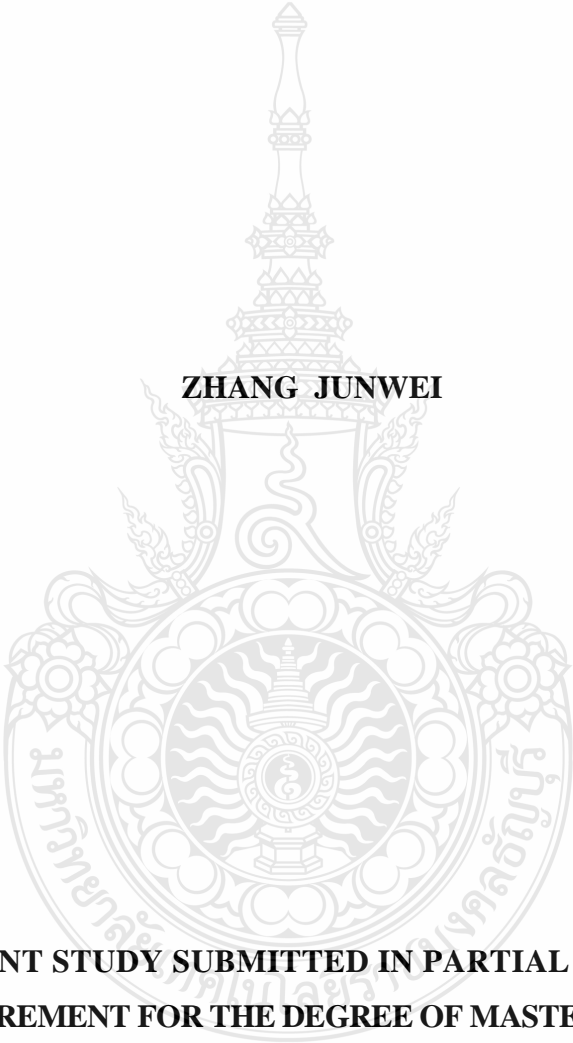
ZHANG JUNWEI



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION PROGRAM IN GENERAL MANAGEMENT
FACULTY OF BUSINESS ADMINISTRATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
ACADEMIC YEAR 2023
COPYRIGHT OF RAJAMANGALA UNIVERSITY
OF TECHNOLOGY THANYABURI**

**EFFECTS OF LIVE WEBCAST MARKETING FACTORS AND PERCEIVED
VALUE ON CUSTOMER PURCHASE INTENTION**

ZHANG JUNWEI



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION PROGRAM IN GENERAL MANAGEMENT
FACULTY OF BUSINESS ADMINISTRATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
ACADEMIC YEAR 2023
COPYRIGHT OF RAJAMANGALA UNIVERSITY
OF TECHNOLOGY THANYABURI**

Independent Study Title Effects of Live Webcast Marketing Factors and Perceived Value on Customer Purchase Intention


Name - Surname Ms. Zhang Junwei

Major Subject General Management

Independent Study Advisor Assistant Professor Suraporn Onputtha, Ph.D.

Academic Year 2023


INDEPENDENT STUDY COMMITTEE


..... Chairman
(Assistant Professor Krit Jarinto, D.B.A.)


..... Committee
(Associate Professor Sureerut Innor, D.Tech.Sc.)


..... Committee
(Assistant Professor Suraporn Onputtha, Ph.D.)

Approved by the Faculty of Business Administration, Rajamangala University of Technology Thanyaburi in Partial Fulfillment of the Requirements for the Master's Degree


..... Dean of Faculty of Business Administration
(Associate Professor Khahan Na-Nan, Ph.D.)

5 July 2023

Independent Study Title	Effects of Live Webcast Marketing Factors and Perceived Value on Customer Purchase Intention
Name - Surname	Ms. Zhang Junwei
Major Subject	General Management
Independent Study Advisor	Assistant Professor Suraporn Onputtha, Ph.D.
Academic Year	2023

ABSTRACT

Based on the perspective of marketing, the purpose of this study was to explore the effects of live webcast marketing and perceived value on customers purchase intention. The live webcast marketing is divided into four dimensions: anchor cognition, value-added content, personalized service and interactive behavior, while the perceived value is likewise divided into four dimensions: entertainment value, cognitive value, economic value and functional value.

The samples used in this study comprised 400 people who watched the live webcasts in China. The instrument used to collect data was an online questionnaire. The statistical methods used to analyze data were frequency, percentage, mean, standard deviation, independent sample t-test, one-way ANOVA, reliability analysis, validity analysis, Pearson's correlation coefficient and multiple linear regression.

The study results showed that live webcast marketing and perceived value had positive effects on customers purchase intention at a statistically significant level of .01.

Keywords: live webcast marketing, perceived value, customer purchase intention

Acknowledgements

I would like to thank all the people who have supported me during the time of my research with valuable suggestions, encouraging and motivating words.

A special thanks belongs to my family which always encouraged me. Further I would like to acknowledge the help of my assessor Assistant Professor Dr.Krit Jarinto, Associate Professor Dr.Sureerut Innor and Assistant Professor Dr.Suraporn Onputtha which accompanied me during my researches with valuable and useful insights and comments.

Finally, I would like to thank to Office of Graduate Studies for helpfulness in coordination for documentations.

Zhang Junwei

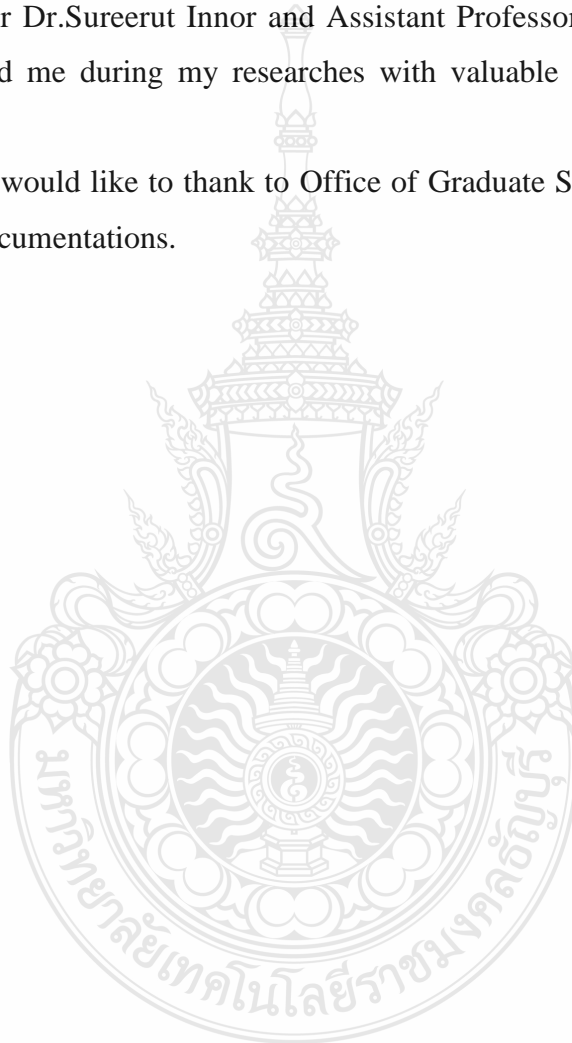
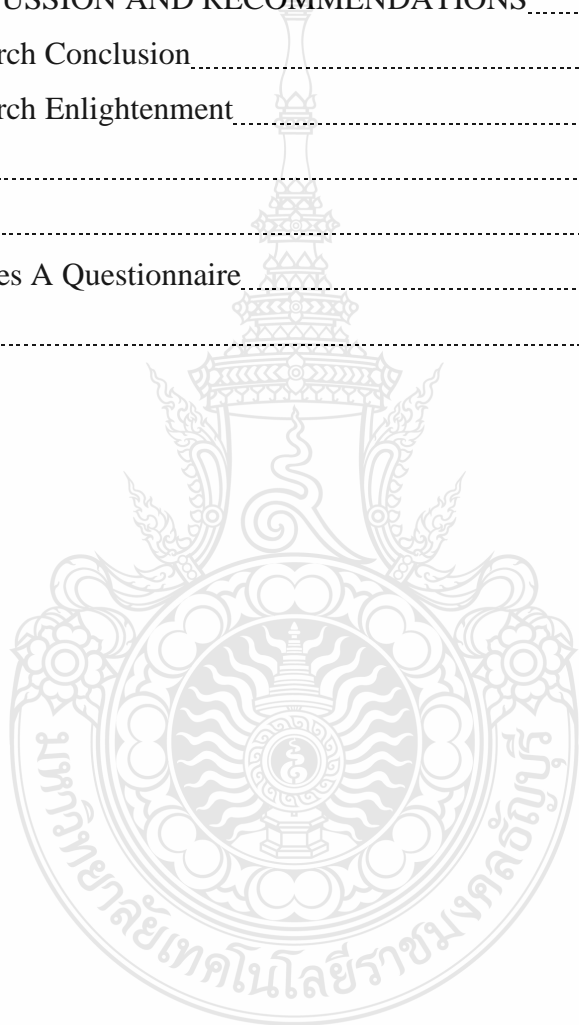


Table of Contents

	Page
Abstract.....	(3)
Acknowledgements.....	(4)
Table of contents.....	(5)
List of Table.....	(7)
List of Figures.....	(8)
CHAPTER 1 INTRODUCTION.....	9
1.1 Background and Statement of the Problem.....	9
1.2 Purpose of the Study.....	10
1.3 Research Questions and Hypothesis.....	11
1.4 Conceptual Framework.....	11
1.5 Definitions of Terms.....	13
1.6 Scope of the Study.....	14
1.7 Research Contribution.....	14
CHAPTER 2 LITERATURE REVIEWS.....	16
2.1 Personal Information.....	16
2.2 Webcast Marketing Factors.....	17
2.3 Webcast Marketing Factors.....	18
2.4 Customer's Purchase Intention.....	22
2.5 Chapter Summary.....	23
CHAPTER 3 RESEARCH METHODOLOGY.....	25
3.1 Population and Sample Size.....	25
3.2 Instrument.....	25
3.3 Procedure of Data Collection.....	27
3.4 Data Processing and Analysis.....	28
3.5 Statistical Analysis.....	28
CHAPTER 4 RESEARCH RESULTS.....	31
4.1 Descriptive Analysis.....	31
4.2 Reliability Analysis.....	39
4.3 Validity Analysis.....	40

Table of Contents (Continued)

	Page
4.4 Difference Analysis.....	40
4.5 Correlation Analysis.....	43
4.6 Multiple linear Regression Analysis.....	44
CHAPTER 5 DISCUSSION AND RECOMMENDATIONS.....	46
5.1 Research Conclusion.....	46
5.2 Research Enlightenment.....	49
Bibliography.....	51
Appendices.....	54
Appendices A Questionnaire.....	55
Biography.....	62



List of Tables

Table 4.1	Gender - Descriptive statistics	32
Table 4.2	Age - Descriptive statistics	32
Table 4.3	Educational Background - Descriptive statistics	33
Table 4.4	Occupation - Descriptive statistics.....	34
Table 4.5	Monthly income- Descriptive statistics	35
Table 4.6	Monthly consumption of online shopping- Description statistics	35
Table 4.7	Online shopping years- Description Statistics	36
Table 4.8	Live webcast marketing factors - descriptive statistics.....	37
Table 4.9	Perceived Value - descriptive statistics	38
Table 4.10	Customer purchase intention - descriptive statistics.....	39
Table 4.11	Reliability analysis.....	40
Table 4.12	Validity analysis	40
Table 4.13	One-way analysis of variance	41
Table 4.14	Correlation analysis among variables.....	43
Table 4.15	Model summary.....	44
Table 4.16	ANOVA analysis.....	45
Table 4.17	Coefficients analysis.....	45

List of Figures

	Page
Figure 1.1 Conceptual framework.....	12



CHAPTER1

INTRODUCTION

1.1 Background and Statement of the Problem

Webcast marketing is a new way of shopping, which enables consumers to better understand the products through a detailed presentation and vivid introduction of the products by the anchors and real-time interaction between viewers and the anchors. It is designed to provide an interactive and personalized experience for consumers that may help to build brand loyalty, increase sales, and establish thought leadership (Sury, 2019; Schuck, 2020). During the epidemic, people lived at home, more people paid attention to online live shopping, felt the convenience of live shopping, and it brought new opportunities for the development of online live marketing. The characteristics of timeliness, authenticity, directness, strong interactivity and freedom from time and place constraints make live webcast a powerful advantage in commodity marketing. At present, online live webcasting has been widely used in online marketing (Yang, & Lee, 2023). Through online live webcasting marketing, many businesses and farmers' income levels have been greatly improved, and their quality of life has been greatly improved. Mobile Internet brings convenience to live marketing, and live marketing has become a marketing method that various businesses compete to carry out. The high experience rate brought by the development of mobile Internet 5G technology can bring users clearer and more stable video links. Live webcasting and live webcasting marketing are inseparable. The core mode of live webcast marketing is to build live webcast scenes, select suitable anchors, recommend specific products and urge customers to place orders. In this marketing process, the anchor has played a positive role in presentation and recommendation. Users understand the product through interaction with anchors and other users. Product information and make purchase decisions. According to the study of Yang, and Lee (2023), there is the effect of live streaming commerce quality on customers' purchase intention.

From the perspective of marketing, it is pointed out that online live webcast marketing and perceived values can affect customer' purchase intention. Customer perceived value refers to the perception that consumers can comprehensively evaluate the quality of goods and services by measuring the perceived benefits and their own values in the

process of purchasing goods or obtaining corresponding goods and services. According to Zeithaml's (1988) definition, customer perceived value refers to the disparity between a potential customer's assessment of the advantages and drawbacks of a product or service, as well as the perceived alternatives (Jotikasthira, & Onputtha, 2018). Webcast marketing gives full play to the diversified advantages of communication subjects and content and enhances the customer's perceived value in all directions (Yong, Jin-chuan, & Jun-hong, 2017)

Accordingly, this research aimed to study the effect of live webcast marketing factors and perceived value on customer purchase intention. This study explores the impact mechanism of online live webcast marketing on customers' purchase intention. It believes that e-commerce live webcast marketing mainly covers the main body of communication, communication content, communication value and other aspects, including the host's popularity, value-added content, personalized services and interactive behavior. In the process of e-commerce network live marketing, it can promote the purchase intention of customers. In addition, this study can explore the impact mechanism of perceived value on customers' purchase intention through entertainment value, cognitive value, economic value and functional value, and can stimulate customers' purchase intention.

1.2 Purpose of the Study

Webcast marketing has become a very important part of the business field. The purpose of this study is to explore the influence of online live webcast marketing factors and perceived value on consumers' purchases. Specifically, the objectives of the research include:

1. To compare customer purchase intentions categorized by personal factors including gender, age, education background, occupation, monthly income, monthly consumption of online shopping, and online shopping years.
2. To investigate the influence of live webcast marketing factors on customer purchase intention.
3. To investigate the influence of perceived values on customer purchase intention.

1.3 Research Questions and Hypothesis

Question 1: Do different personal factors influence different customer purchase intentions? How? And, why?

Question 2: Do the marketing factors of webcasting affect the purchase intention of customers? How? And, why?

Question 3: Does perceived value affect customer' purchase intention? How? And, why?

Accordingly, the hypotheses can be written as follows.

Hypothesis 1: Different personal factors influence different customer purchase intentions.

Hypothesis 2: Live webcast marketing factors influence customer purchase intention.

Hypothesis 3: Perceived values influence customer purchase intention.

1.4 Conceptual Framework

Practice shows that under the background of online live webcast marketing, consumers often show a sudden, immediate and emotional purchase intention. However, purchase intention is relatively complicated consumer psychology, and its formation mechanism has not been explained by a unified model. This study takes the strong sense of presence that distinguishes live webcast marketing from traditional online shopping as the breakthrough point. From the perspective of marketing, it is pointed out that online live webcast marketing and perceived values can affect customer' purchase intention. Therefore, a conceptual model diagram is put forward.

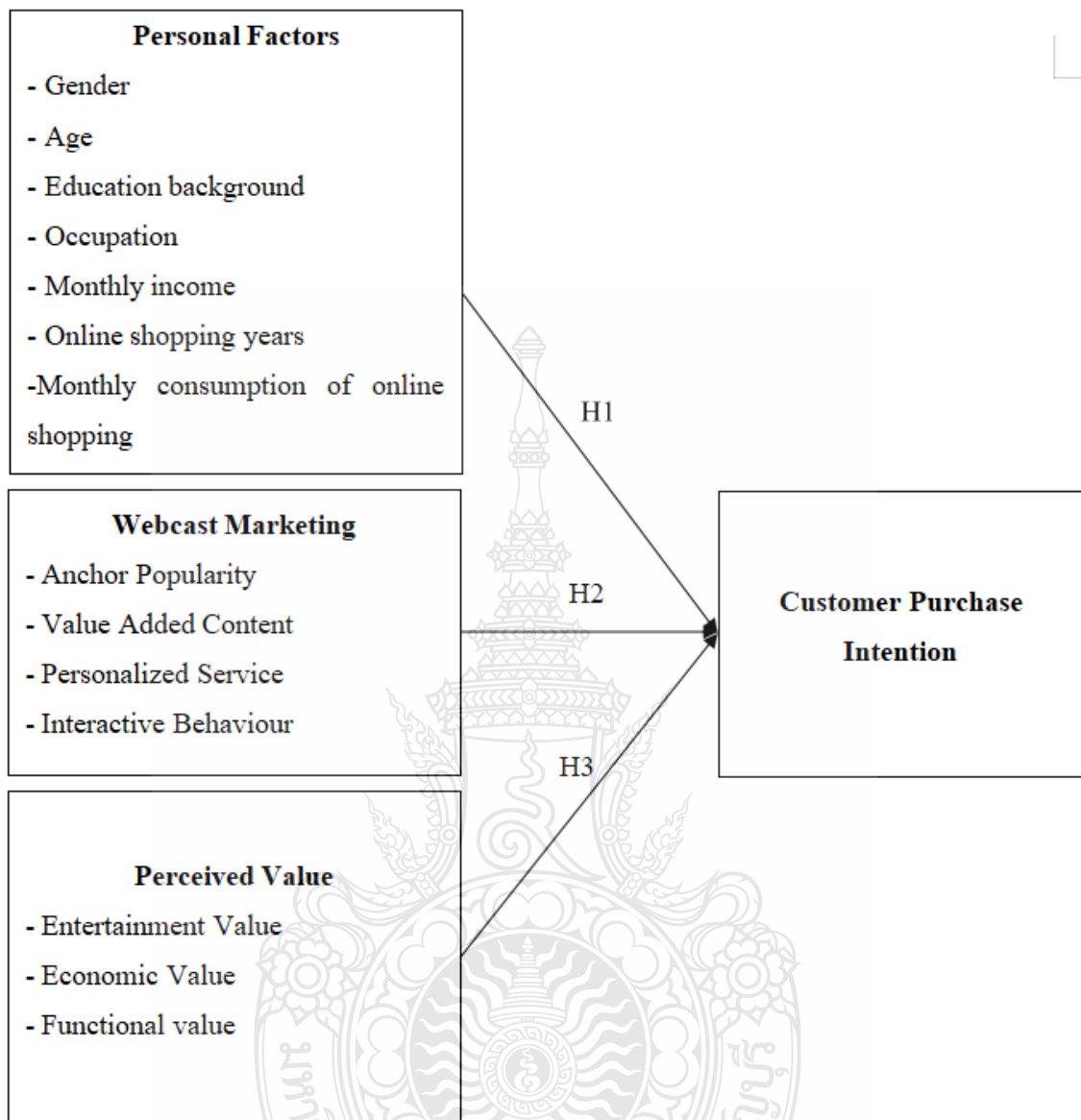


Figure 1.1 Conceptual framework

Personal factors are explained in detail as follows:

- Gender: Male and female.
- Age: 20 years old - 29 years old, 30 years old - 39 years old, 40 years old - 49 years old, 50 years old - 59 years old, above 60 years old
- Education background: Below bachelor's degree, Bachelors' degree, Above bachelor's degree

- Occupation: Student, Private company staff, Governmental staff, Self-employed, Other
- Monthly income: Less than 2000 yuan, 2000 - 4500 yuan, 4500 - 7000 yuan, 7000 - 10000 yuan, more than 10000 yuan
- Monthly consumption of online shopping: Below 1000 yuan, 1000 - 3000 yuan, 3000 - 5000 yuan, more than 5000 yuan
- Online shopping years: Less than one year, 1-3 years, more than 3 years.

1.5 Definitions of Terms

Webcast marketing factors: Refers to the marketing method of making and webcasting programs at the same time as the occurrence and development of events. This kind of marketing activity takes the webcast platform as the carrier, and achieves the purpose of promoting the brand or increasing the sales of enterprises.

This research holds that webcasting marketing mainly covers the subjects, content and value of communication, including anchor popularity, value added content, personalized service and interactive behavior.

Perceived values: It refers to the perception that consumers can comprehensively evaluate the quality of goods and services by measuring the perceived benefits and their own values in the process of purchasing goods or obtaining corresponding goods and services.

Webcast marketing gives full play to the diversified advantages of communication subjects and content, and enhances the customer's perceived value in all directions.

Purchase intention: Refers to the probability that consumers are willing to take certain purchase behavior. Mullet believes that consumers' attitudes towards a product or brand, coupled with the role of external factors, constitutes consumers' willingness to buy. Purchasing intention can be regarded as the subjective tendency of consumers to choose a particular product, which has been proved to be one of the important indicators to predict consumer behavior.

1.6 Scope of the Study

Population and samples: The research object of this research is consumers who have watched online shopping in China. By using electronic questionnaire, effective samples are obtained from the characteristics of gender, age, education, occupation, monthly income and years of online shopping. The sample size is 400 people selected from the first, second and third tier cities in China.

Study area: The purpose of this paper aims to discuss the development and present situation of webcasting marketing from the perspective of marketing, as well as how to influence consumers' purchase intentions, existing problems and future development trends.

Variables: Independent variables: It includes 1) gender, age, education background, occupation, monthly income, and online shopping years; 2) webcast marketing including anchor popularity, value added content, personalized service, and interactive behavior; and 3) perceived value including entertainment value, economic value, and functional value.

Dependent variable: It includes customers' purchase intention.

1.7 Research Contribution

1.7.1 For academicians

1. This study explores the impact mechanism of online live webcast marketing on customers' purchase intention. It believes that e-commerce live webcast marketing mainly covers the main body of communication, communication content, communication value and other aspects, including the host's popularity, value-added content, personalized services and interactive behavior. In the process of e-commerce network live marketing, it can promote the purchase intention of customers.

2. The influence mechanism of online live webcast marketing on perceived value. Webcast marketing gives full play to the diversified advantages of communication subject and content, and improves customers' perceived value in many aspects.

3. The impact mechanism of perceived value on customers' purchase intention. This study holds that perceived value can affect customers' purchase intention through

entertainment value, cognitive value, economic value and functional value, and can stimulate customers' purchase intention.

1.7.2 For practitioners

1. Through this research, we can expand the channels of online live webcast marketing and develop different strategies for consumers in different countries.

2. Based on the perspective of marketing, research is conducted on the relationship between e-commerce live webcast marketing, perceived value and customers' purchase intention, so as to improve customers' purchase intention.

3. Through the analysis of the development, current situation, existing problems and development trend of the live network marketing, we can improve the profitability of the live network industry.



CHAPTER 2

LITERATURE REVIEWS

In this part, the author introduces the related concepts of the marketing factors of live webcasting. In addition, the study included perceived values. Finally, the study reviewed the customer's purchase intention. The details are given below.

2.1 Personal Information

Personal information refers to individual demographic characteristics and specific consumption behaviors that may influence consumer behavior when shopping online. This study employed personal information in terms of gender, age, education background, occupation, monthly income, monthly consumption of online shopping, and online shopping years for the study and analysis. In terms of gender, the influence of gender on online shopping behavior can be observed in various aspects such as purchasing preferences, online behavior, and perceived risk. According to Chauhan et al. (2011), studies have indicated that there is a gender-based difference in online shopping preferences, with women showing a greater inclination towards purchasing clothing and cosmetics, and men displaying a preference for electronics and sports equipment. Moreover, Li and Jiang (2011) found that women exhibit a tendency to engage in lengthier online browsing activities and display a greater degree of prudence towards the security of online transactions in comparison to men. Seock, and Bailey (2008) found the influence of college students' shopping orientations and gender differences on online information searches and purchase behaviours. For the aspect of age, the influence of convenience on online shopping behavior may manifest in various ways, such as the degree of convenience sought, the nature of products procured, and the frequency of online activity. According to Kim, Kim, and Park's (2017) study, younger consumers exhibit a greater propensity to engage in shopping behaviors that prioritize convenience, such as purchasing groceries or fast food, and to engage in more frequent online transactions compared to their older counterparts. In terms of education background, the phenomenon in question has the potential to exert an influence on consumer behavior in the realm of e-commerce through its effects on both technological proficiency and self-assurance, as well as through its capacity to augment the degree of

exposure to digital marketing materials. According to Chiu, Chang, and Cheng's (2007) research, individuals with higher levels of education exhibit a greater inclination towards online shopping and are more inclined to engage in online shopping communities. For occupation, the phenomenon under consideration has the potential to exert an influence on the behavior of consumers engaged in online shopping, with respect to factors such as temporal availability, financial resources, and individual values. According to Sun et al. (2004), there may be a correlation between professional and managerial occupations and a higher frequency of online purchasing, whereas service and blue-collar jobs may be linked to a lower frequency of online purchasing. The monthly income of an individual can potentially influence their online shopping behavior by setting a limit on their disposable income and determining the availability of funds. According to Kim, Kim, and Park's (2017) study, there exists a positive correlation between monthly income and both the frequency of online purchases and the willingness to pay a higher price for online products. The establishment of habitual patterns of behavior and familiarity with online shopping platforms may be influenced by the frequency of online shopping consumption on a monthly basis. For online shopping years, the duration of engagement in online shopping may have an impact on the online shopping behavior of individuals, as it may signify their level of familiarity with online platforms, proficiency in utilizing online payment systems, and exposure to online marketing strategies. According to Nguyen et al. (2016), empirical evidence suggests that a lengthier duration of online shopping is positively correlated with an increased frequency of purchase and heightened satisfaction with online platforms.

2.2 Webcast Marketing Factors

Webcast marketing is designed to provide an interactive and personalized experience for consumers that may help to build brand loyalty, increase sales, and establish thought leadership. A webcast can include a variety of content types, such as product demonstrations, interviews with key industry leaders, thought leadership discussions, and educational or training sessions. The goal is to provide value to the viewer, while also promoting the brand in a way that feels authentic and non-intrusive (Sury, 2019; Schuck, 2020). This research holds that webcasting marketing mainly

covers the subjects, content and value of communication, including anchor popularity, value added content, personalized service and interactive behavior. According to anchor popularity, the success of a webcast can be significantly impacted by the popularity and credibility of the anchor or presenter. Webcasts featuring industry experts or renowned personalities are more likely to attract customer engagement. According to Volkmann and Greifeneder's (2019) research, the utilization of a familiar anchor has the potential to enhance the number of viewers and enhance the perceived caliber of the content. Also, Tong, (2023) found the influence of online celebrity live streaming on consumers' purchasing decisions. In relation to value-added content, incorporating value-added content, such as educational resources or industry insights, has the potential to entice and captivate your target audience. Ensuring that the content is pertinent, educational, and captivating is of utmost significance. Yao and Su (2020) found that the provision of valuable content can have a positive impact on both customer satisfaction and purchase intentions. For personalized service, customizing a webcast by incorporating personalized content, recommendations, or interactions can enhance the audience's experience and foster a feeling of affiliation with the brand. According to Kim, Ko and Lee's (2020) research, the provision of personalized service has the potential to enhance customer engagement and foster loyalty. In the aspect of interactive behaviour, engaging with the audience via queries, surveys, or real-time communication can heighten involvement and cultivate more robust connections. Facilitating active participation of viewers during webcasts is crucial. Allison et al. (2017) conducted a study which suggests that engaging in interactive behaviour can have a positive impact on customer engagement and brand loyalty. Also, Yong, Jin-chuan, and Jun-hong (2017) found the effect of social media on brand preference considering the perspective of customer perceived value.

2.3 Webcast Marketing Factors

According to Zeithaml's (1988) definition, customer perceived value refers to the disparity between a potential customer's assessment of the advantages and drawbacks of a product or service, as well as the perceived alternatives. In essence, it can be inferred that customers are more inclined to perceive a higher value proposition in a product or service when the perceived benefits surpass the associated costs. The significance of

customer perceived value lies in its potential to impact consumer behavior, encompassing both brand loyalty and purchase decisions. The likelihood of customers making a purchase is positively correlated with their perception of receiving a good deal or the product/service meeting their needs. Moreover, enterprises that possess the capability to offer elevated levels of perceived value have the potential to distinguish themselves from their rivals and attain a competitive edge (Grewal, Parasuraman, & Krishnan, 2004). Hsu, and Lin, (2015) found that expectation confirmation model with perceived value drives purchase intention for paid mobile apps. In this research, customer perceived value can consist of entertainment value, economic value and functional value. For entertainment value, it pertains to the degree of pleasure or affective contentment that a consumer undergoes during the utilization of a product or service. The entertainment industry holds particular significance as consumers prioritize entertainment as a primary benefit. Hagtvedt and Patrick (2008) conducted a study which revealed that the incorporation of entertainment value in marketing can have a favorable impact on consumer behavior by eliciting positive emotions and enhancing perceived benefits. In aspect of economic value, it pertains to the perceived efficiency in terms of cost of a given product or service. The metric evaluates the ratio of the received benefits to the corresponding cost incurred. Fassnacht and Koese (2006) conducted a study which revealed that the presence of economic value can have a favorable impact on consumer behavior, as it can lead to a rise in purchase intentions and a decrease in price sensitivity. Lastly, functional value refers to the efficacy and efficiency of a given product or service. The metric evaluates the extent to which a product satisfies the requirements of the consumer or resolves a particular issue. Zabkar et al. (2010) conducted a study which suggests that the presence of functional value can have a positive impact on consumer behavior, leading to increased loyalty and repeat purchases.

Philip kotler, the father of modern marketing, made an analysis from the angle of customer delivered value. In his view, customer value refers to the difference between the value that customers get from owning and using a product and the cost that they pay. There are many researches on the classification of Perceived value, but there is no uniform standard. Maslow's hierarchy of needs theory holds that with the prosperity of society,

people not only meet the healthy and safe consumption needs, but also pursue emotional, belonging, respect and self-realization needs.

Based on Maslow's hierarchy of needs theory, referring to the above-mentioned dimension division method, according to the characteristics of webcasting, the Perceived value is divided into three dimensions.

Entertainment value can be understood as the pleasure and relaxation that customers get by watching live webcasts to alleviate their daily stress. In the process of live marketing, customers are easily attracted by their favorite anchors and favorite products, resulting in a relaxed and pleasant emotional experience, thus increasing their purchase intention.

Economic value can be understood as the goods purchased by the audience, which are purchased at a price lower than the market price on the live webcast. Plus discounts, coupons, giveaways, etc. Live marketing can provide customers with in-depth and comprehensive commodity information, so that customers' perception of commodity value can be continuously improved, consumer demand can be fully tapped, and their purchasing intention is stronger.

Functional value refers to the value of products or services that can meet customers' attributes such as quality and demand. If the attributes of consumer goods can provide customers with functional values to meet their life and work, it will stimulate customers' purchasing intention.

Therefore, based on the three dimensions of perceived value mentioned above, this paper holds that under the background of webcasting, multiple stimuli and synergistic effects such as products, anchors, audiences and atmosphere will affect customers' perceived value.

From the user's point of view, live webcast can provide real-time interaction and immediate feedback, so that the audience can feel a more real, vivid and intimate communication experience; From a commercial point of view, live webcast can enhance brand influence, attract more traffic and customers, and help enterprises to establish closer relations with customers.

Live webcast can provide a closer way of communication, allowing viewers to share the emotions and experiences of the anchor at that time. This kind of real-time

communication not only allows users to participate in it, but also enhances their interactivity and sociality, thus establishing a closer community relations. In addition, live webcast is also a very convenient channel to obtain information, and the audience can get the latest information anytime and anywhere and communicate with other users. This interactivity and immediacy can not only enhance the user experience, but also increase the stickiness and loyalty of users.

Perceived value is also one of the important factors affecting consumers' purchase intention. When watching the live webcast, consumers not only look at the function and prices of the products, but also feel the value that the products bring to them. For example, when buying cosmetics, consumers pay attention not only to the quality and price of products, but also to the scope and effect of products, as well as the aesthetic feeling and self-confidence brought by the products. If consumers feel these values, they are more likely to make a buying decision.

The value that consumers believe they are receiving is a major factor in marketing. Brands add value to their goods by differentiating their products and advertising strategies. This might have anything to do with any of the three web categories of value we discussed before. Brands produce 'utility' when they make changes to their goods with the goal of increasing those items' perceived worth. Brands strive to infuse their goods with five distinct forms of value:

Form utility. The design and appearance of a thing constitute its formal utility. Consumers are often attracted to a product simply because of its attractive appearance in the market.

Task utility. This refers to the capacity of a service to fulfill the requirements set out by the consumer. These requirements often center on the completion of a certain activity, such as the delivery of packages or the provision of cleaning services.

Place utility. This refers to the ability of a service to meet the needs of consumer. These needs are usually centered on the completion of an activity, such as delivering a package or providing cleaning services.

Time utility. When a product can be used by consumer at a certain time, consumers will get additional benefit, which is called time utility.

Possession utility. The term utility of possession refers to the convenience of buying something or the ability to own it.

Brands that want to enhance the perceived value of goods among a specific group of people should invest in market and audience research. Utilities companies can't assume that all consumers will respond well to the same package.

Marketing experts can use Perceived value to predict consumer 'views on product, which is one of the important reasons why Perceived value is so important. If consumers have a higher evaluation of the value of a product, the manufacturer or retailer may set a higher sales price for the product or sell more products, which will lead to an increase in profits. This shows that marketing experts aim to meet customers' needs by discovering what customers value most, and then catering to these goods and services, thus improving the perceived value of products and services. In order to achieve this goal, they conduct market research, such as data collection, testing and investigation.

Perceived value is the value formed by consumers' understanding and recognition of products or services. It is based on personal subjective experience, expectations and demand, so it has important influence on consumption decision-making. Using perceived value can provide a powerful tool to predict consumers' views on products.

It is a complicated and important task to predict consumers' views on products by using perceived value. By deeply understanding the target audience and collecting useful data, we can more accurately predict consumers' reactions, adopt corresponding strategies and improve the competitiveness of products.

2.4 Customer' s Purchase Intention

According to Shukla (2011), purchase intention refers to the future plan or objective of a consumer to acquire a specific product or service. In essence, the concept of purchase intention pertains to the planned or anticipated buying behavior of a consumer. Various determinants can impact the inclination to purchase, such as the caliber of the product, its cost, the standing of the brand, advertising and promotional endeavors, and prior encounters with the product or brand (Yoon, 2002). An instance of a superior product has the potential to enhance the likelihood of a purchase, contingent upon the condition that the price is deemed reasonable. The significance of purchase intention

lies in its ability to offer valuable insights into consumer behavior and aid in the prediction of sales, as noted by Sallam (2012). Moreover, it can assist enterprises in recognizing opportunities for enhancement concerning their products, pricing, and marketing tactics. Various techniques are available for gauging purchase intention, such as surveys, focus groups, and experimental designs, as noted by Armitage and Conner (2001). The utilization of these techniques can aid enterprises in comprehending the consumers' perception of their merchandise and brand, and pinpoint the variables that could potentially impact their purchasing conduct.

In the modern market, customer's purchase intention is one of the keys to commercial success. Intention to buy refers to the degree to which a person is willing to pay for a product or service. This desire is usually influenced by personal needs, the economic conditions, consumer psychology and other factors. In order to attract more customers, enterprises must understand these factors and take corresponding measures to promote customers' willingness to buy.

Generally speaking, the customer's purchase intention is a complicated psychological and social behavior. Understanding customers' needs, psychological and economic conditions, and providing them with value and satisfaction are the key for enterprises to attract customers, improve sales and maintain their competitive advantage. Willingness to buy can be used to evaluate the adoption of a new distribution channel to help managers determine whether the idea is worthy of further development and which geographical regions and customer categories the channel is aimed at their importance stems from the fact that intention is regarded as the most accurate predictor of actual behavior. Therefore, their research is very important for the success of any online shop. This concept appears in the pre-purchase stage and describes incentives factors that affect consumer behavior. In order to predict customer behavior, it is necessary to understand the internal factors of attitude, evaluation and purchasing intention.

2.5 Chapter Summary

By combing the existing research results, it can be found that the academic circles mainly focus on the influence of e-commerce receiving stream on commodity delivery and the influence of live webcast scene atmosphere on customers' purchase

intention, but few scholars have studied the relationship between e-commerce live webcast stream marketing, perceived value and customers' purchase intention from the perspective of marketing. In view of this, this paper discusses the influence of e-commerce webcasting on consumers' purchasing intention. How does perceived value play a role? What is the internal influence mechanism between these three? To sum up, this research discusses the influence of webcasting on the perceived value of customers and online purchase intention of marketing incentives.



CHAPTER 3

RESEARCH METHODOLOGY

In this part, this research will present population, sample, and sampling, research instrument, procedure of data collection, data processing and analysis, and statistical analysis.

3.1 Population and Sample Size

Population: The research object of this study is consumers who have watched live webcasts in China, and the area is not fixed by random sampling.

Sample: Sample size was calculated through the technique of Cochran (1977). In order to obtain sufficient data, the sample size is 400 people.

3.2 Instrument

The questionnaire is mainly divided into four parts. The first part is about the personal information including gender, age, education background, occupation, monthly income, monthly consumption of online shopping, and online shopping years. The question type is multiple choices and measurement is nominal and ordinal. The second part is about webcasting marketing which includes anchor popularity, value added content, personalized service, and interactive behaviour. The third part is about customer perceived value which includes entertainment value, economic value and functional value. The fourth part is about the purchase intention. The question type from the second to the fourth part is 5 rating scales (1 means "strongly disagree", 2 means "disagree", 3 means "neither agree nor disagree", 4 means "agree" and 5 means "strongly agree") and measurement is interval scale. The study conducted a validity test utilizing the Index of Item Objective Congruence (IOC) with input from three experts, as well as a reliability test based on Cronbach's alpha. According to Sürücü and Maslakçi (2020), the criteria were met by the outcome of both tests. The present investigation employed questionnaires as the primary means of data collection. The statistical techniques employed in the analysis of the data included frequency, percentage, mean, standard deviation, independent sample T-test, One-way ANOVA, and multiple regression analysis (Dao-de, 2000).

Questionnaires were used as a research instrument to get information from consumers. Therefore, the study constructed the questionnaire with the following methods in mind to ensure that the right people filled it out and accurate measures were taken:

Step 1: The researcher has studied the related concepts and theories of personal factors, online live marketing, perceived values and customer's purchase intention, and defined the conceptual framework for research.

Step 2: The researcher used resources including ProQuest, ScienceDirect, Google Scholar, and a number of university libraries to learn more about personal factors, live webcast marketing, perceived values and customer purchase intention in order to formulate appropriate study questions.

Step 3: For the preliminary investigation, the researcher referred to similar theories and viewpoints, as well as previous investigations to get inspiration. Here, with the help of sample questions in the early stages of the research process, the researcher carefully designed the questions. Then, the researcher sent the first draft to their consultants and waited for their feedback and suggestions.

Step 4: After reviewing the opinions in the Step 3 and the consultant's ideas, the researcher revised the first draft of the questionnaire and resubmitted it to the next round of evaluation.

Step 5: After getting feedback from the consultants, the researchers sent the questionnaires and questions to professionals in the fields of marketing and enterprise management for their opinions and suggestions. At this stage, three professionals were selected. The Index of Item-Object Congruence (IOC) was used to take into account and validate the questionnaire's questions. Based on research by Rovinelli and Hambleton (1977) and Miller (2003), the Item-Objective Congruence Index (IOC) was broken down into the following three categories of responses and scores:

The statement is not congruent.	- 1
The statement is in between not congruent or congruent.	0
The statement is congruent.	+1

After the experts gave the evaluation result back, the researcher then computes the score. The computed score of item-objective congruence index (IOC) was classified in the follows.

0.00 - 0.49 means the statement was consistency in the low level.

0.50 - 0.69 means the statement was consistency in the neutral level.

0.70 - 0.79 means the statement was consistency in the satisfactory level.

0.80 - 1.00 means the statement was consistency in the strongly satisfactory level.

The score of IOC in each question should be greater than 0.70. If any question was rated below 0.7, that question must be eliminated or reconsidered (Tepravit & Yuvanont, 2015).

Step 6: In Step 5, the researcher considered the feedback from the three experts and adjusted the questionnaire accordingly. After rethinking and revising the questions, the researcher translated one of them into Chinese, and called the relevant experts from China to study its significance. Then, the researcher distributed questionnaire to the research participants. A Total of 30 questionnaires were issued. The questionnaire and its questions were deemed reliable when 30 sets were returned, and this was determined by using the Cronbach Alpha Coefficient. In order to pass, each question's Corrected Item-Total Correlation must be higher than 0.20. (Faleye, 2008) . In addition, the Cronbach Alpha coefficient of each dimension should be better than 0.70. (Devis, 1991; Hajjar, 2014).

Step 7: The researcher made an electronic questionnaire survey method, and after ensuring the reliability of the questionnaire, it was sent to the residents who were selected as the research area. Finally, 400 sample data were collected.

3.3 Procedure of Data Collection

3.3.1 Primary data

Questionnaire is a research tool for researchers because it is based on original data. Data from consumers are collected by distributing electronic questionnaires. A Total of 400 consumers completed the questionnaire.

3.3.2 Secondary data

By relying on second-hand data, the researcher can collect all the necessary information on personal factors, online marketing, perceived values and customer 'purchase intention. The secondary data came from a variety of places, including the university library, internet sources (ProQuest), government websites, websites, and so on. In addition, quantitative analysis might also benefit from second-hand data.

3.4 Data Processing and Analysis

In order to process the data for analysis, the research do the following steps:

Firstly, the researcher verifies the correctness and completeness of the data acquired from the questionnaire provided to clients who picked higher education institutions.

Secondly, using data analysis software, the researcher prepares data and does basic statistical processing by importing questionnaire data.

Thirdly, to identify data entry errors, the researcher verifies the data stored in the data analysis program.

Additionally, the missing data is evaluated at this stage.

In order to analyze the data, the researcher organize as follows:

1) In order to study the marketing factors, perceived values and the level of customer 'purchasing intention of webcasting, the researcher used descriptive statistics, including frequency, percentage, mean and standard deviation.

2) In order to compare customer 'purchasing intention classified by gender, age, educational background, occupation, monthly income and online shopping years, the researcher used inferential statistics, including independent sample T test and one-way ANOVA with the smallest significant difference.

3) To investigate the influence of live webcast marketing factors on customer purchase intention, the researcher used multiple regression analysis.

4) To investigate the influence of perceived values on customer purchase intention, the researcher used multiple regression analysis.

5) After analyzing the data from related statistics, the researcher concluded the result and discussed the result accordingly. In addition, the researcher also provided the enlightenment of the research.

3.5 Statistical Analysis

In order to study and investigate the relationship among personal factors, online marketing, perceived value and customer 'purchase intention, the researcher used the following statistical data for analysis.

Frequency: It was used to study the discrete variables to calculate how many respondents agree with the statements provided in the questionnaires. This included

gender, age, educational background, occupation, monthly income and years of online shopping.

Percentage: It was used to provide the calculated frequency proportion to respondents who agree with the statements provided in the questionnaires. This included gender, age, educational background, occupation, monthly income and years of online shopping.

Mean: It was used to test the concentration trend that gives information about the value distribution of respondents (Larson, 2006). This includes: 1) Webcast marketing, including anchor popularity, value-added content, personalized service and interactive behavior; And 2) perceived value, including entertainment value, economic value and functional value, and 3) customers' purchasing intention. The data transformation based on Best and Kahn (2006) shows the results of the research variables, and describes them through descriptive writing mode. The translation was based on Best and Kahn (2006), using $(5-1)/5=0.80$ as shown follows.

Between 1.00 - 1.80 means respondent strongly disagreed with this statement.

Between 1.81 - 2.60 means respondent disagreed with this statement.

Between 2.61 - 3.40 means respondent is neutral with the statement.

Between 3.41 - 4.20 means respondent agreed with this statement.

Between 4.21 - 5.00 means respondent strongly agreed with this statement.

Standard deviation: It was used to quantify the dispersion of data by computing the standard deviation from the mean. When the standard deviation is small, the data tend to cluster around the mean, and when it is great, the data are spread. Indeed, the data should have a minimal standard deviation. Herewith, it was used to study 1) webcast marketing including anchor popularity, value added content, personalized service, and interactive behavior; and 2) perceived value including entertainment value, economic value, and functional value, and 3) customers' purchase intention.

One-way ANOVA: In the field of statistics, one-way ANOVA is a technique used to evaluate whether there is a significant difference between the mean values of two samples. Therefore, it was used to compare customers' purchase intention with more than two groups of variables.

Multiple regression analysis: It is a statistical analysis technique, which may be used to check the relationship between a dependent variable and several independent factors. In multiple regression analysis, the objective is to forecast the value of the single dependent variable based on the values of the independent variables whose values were previously known. Herewith, it was used to investigate the influence of 1) webcast marketing including anchor popularity, value added content, personalized service, and interactive behavior; and 2) perceived value including entertainment value, economic value, and functional value on customers' purchase intention.

Reliability analysis: Reliability analysis is used to study the reliability and accuracy of answers to quantitative data (especially attitude scale questions). If the α coefficient value is higher than 0.8, the reliability is high. If the value is between 0.7 and 0.8, the reliability is good. If the value is between 0.6 and 0.7, the reliability is acceptable. If the value is less than 0.6, the reliability is poor. By analyzing the reliability of online live webcast marketing, perceived value and customers' purchase intention, we can determine whether the data is of high quality.

Validity analysis: Validity analysis is used to study the design rationality of quantitative data (especially attitude scale questions); If the KMO value is higher than 0.8, it indicates that the research data is very suitable for extracting information (the validity is good reflected from the side). If the value is between 0.7 and 0.8, it indicates that the research data is suitable for extracting information (the validity is better reflected from the side). If the value is between 0.6 and 0.7, it indicates that the research data is suitable for extracting information (the side reaction validity is general); if the value is less than 0.6, it indicates that the data is not suitable for extracting information (the side reaction validity is general) (if there are only two questions; Then KMO is 0.5 in any case); This paper mainly studies two independent variables: network webcast marketing, perceived value and a dependent variable: customer purchase intention.

CHAPTER 4

RESEARCH RESULTS

This chapter introduces the research result which are composed of two parts.

The first part is classified analysis, including: Webcast Marketing, including anchor popularity, value-added content, personalized service and interactive behavior; 2) perceived value, including entertainment value, economic value and function value; 3) customer's willingness to purchase.

The second part is classified analysis, including personal factors, sex, age, education, occupation, monthly income, monthly online shopping consumption and online shopping years.

4.1 Descriptive Analysis

This analysis method is used to study discrete variables in order to calculate the description of personal factor and frequency ratio provided by the respondents' questionnaires. This includes gender, age, education background, occupation, monthly income, monthly online shopping consumption, online shopping years, etc.

4.1.1 Frequency analysis

Gender

Among the 400 valid questionnaires, as shown in Table 4.1, there are 221 male samples, accounting for 55.25%. There are 179 female sample, accounting for 44.75%. The results showed that men are more likely to watch webcasts. Women usually prefer to buy clothes, cosmetics and household goods, while men prefer to buy electronic products, sporting goods and cars. Therefore, in the process of sales, businesses should provide corresponding products and services according to gender differences.

Table 4.1 Gender - Descriptive statistics

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	221	55.25	55.25	55.25
	Female	179	44.75	44.75	44.75
Total		400	100.0	100.0	

Age

Among the 400 valid questionnaires, as shown in Table 4.2, the number of samples aged 20 to 29 is 157, accounting for 39.25%. The sample size of 30-39 years old was 95 people, accounting for 23.75%; There are 87 samples aged 40-49, accounting for 21.75%; The sample number between 50 and 59 years old was 41, accounting for 10.25%; There are 20 people aged 60 or above, accounting for 5.0%. Among them, 39.25% are 20-29 years old, and 5.0% are 60 years old and above.

To sum up, the sample age is mainly concentrated in the relatively young group of 20-39 years old, with 252 people in total, accounting for 63%. These people are willing to get in touch with fresh blood and try different shopping experiences.

Table 4.2 Age - Descriptive statistics

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 years old - 29 years old	157	39.3	39.3	39.3
	30 years old - 39 years old	95	23.8	23.8	63.0
	40 years old - 49 years old	87	21.8	21.8	84.8
	50 years old - 59 years old	41	10.3	10.3	95.0
	Above 60 years old	20	5.0	5.0	100.0
Total		400	100.0	100.0	

Highest degree

Among the 400 valid questionnaires, as shown in Table 4.3, the sample size of undergraduates is 212, accounting for 53.0%. There are 101 people with bachelor degree or above, accounting for 25.25%; There are 87 sample under undergraduate course, accounting for 21.75%. Among them, bachelor's degree (53.0%) was the highest, and the bachelor's degree or below (21.75%) was the lowest.

As can be seen, in the distribution of academic qualifications, it is mainly concentrated in the highly educated people with bachelor degree or above, accounting for 78.25%.

Table 4.3 Educational Background - Descriptive statistics

Highest degree (including current education)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelors' degree	212	53.0	53.0	53.0
	Above bachelor's degree	101	25.3	25.3	78.3
	Below bachelor's degree	87	21.8	21.8	100.0
	Total	400	100.0	100.0	

Occupation

Among the 400 valid questionnaires returned, as shown in Table 4.4, the number of students is 139, accounting for 34.75%. The number of employees in the company is 122, accounting for 30.5%; The number of staff and civil servants in public institutions is 80, accounting for 20%; The number of self-employed samples is 39, accounting for 9.75%; Another sample size is 20, accounting for 5%.

Generally speaking, students and people with incomes are still the main consumers of online live webcast and shopping. High-income people pay more attention to quality and brand, and are willing to choose high-end products. Students and self-employed

people, on the other hand, pay more attention to price and cost performance. Therefore, according to the characteristics of different occupations, merchants can improve sales by formulating differentiated marketing strategies.

Table 4.4 Occupation - Descriptive statistics

		Occupation		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Student	139	34.8	34.8	34.8
	Private company staff	122	30.5	30.5	65.3
	Governmental staff	80	20.0	20.0	85.3
	Self-employed	39	9.8	9.8	95.0
	other	20	5.0	5.0	100.0
Total		400	100.0	100.0	

Monthly income

Among the 400 valid questionnaires returned, as shown in Table 4.5, the number of samples of 4500 - 7000 yuan is 174, accounting for 43.5%. There are 125 samples with a cost of 2000 - 4500 yuan, accounting for 31.25%; There are 43 samples with a cost of 7000 - 10000 yuan, accounting for 10.75%; There are 31 samples over 10,000 yuan, accounting for 7.75%. There are 27 samples with a price below 2000 yuan, accounting for 6.75%. Among them, 4,500 - 7,000 yuan (43.5%) is the highest, and 2000 yuan (6.75%) is the lowest.

People with higher income tend to buy luxury goods, high-end restaurants and luxury tourism products, while people with lower incomes pay more attention to price and practicality. A person's economic situation can also affect their purchase intention. A person's income, occupation and family status can all affect his affordability of commodity prices and purchase decisions. Therefore, businesses can provide products, promotions and services according to the income levels of consumers.

Table 4.5 Monthly income- Descriptive statistics

		Monthly income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4500 - 7000 yuan	174	43.5	43.5	43.5
	2000 - 4500 yuan	125	31.3	31.3	74.8
	7000 - 10000 yuan	43	10.8	10.8	85.5
	More than 10000 yuan	31	7.8	7.8	93.3
	Below 2000 yuan	27	6.8	6.8	100.0
Total		400	100.0	100.0	

Monthly consumption of online shopping

Among the 400 valid questionnaires collected, as shown in Table 4.6, the number of samples with 1000-3000 yuan is 168, accounting for 42.0%. There are 132 samples below 1000 yuan, accounting for 33.0%; There are 54 samples with a sample size of 3000 - 5000 yuan, accounting for 13.5%; The number of samples over 5000 Yuan is 46, accounting for 11.5%. Among them, 1,000 - 3,000 yuan (42.0%) was the highest, and 5,000 yuan or more (11.5%) was the lowest. It means that the number of consumers spending online every month accounts for about one-third of their income.

Table 4.6 Monthly consumption of online shopping- Description statistics

		Monthly consumption of online shopping			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1000 - 3000 yuan	168	42.0	42.0	42.0
	Below 1000 yuan	132	33.0	33.0	75.0
	3000 - 5000 yuan	54	13.5	13.5	88.5
	More than 5000 yuan	46	11.5	11.5	100.0
Total		400	100.0	100.0	

Online shopping years

Among the 400 valid questionnaires returned, as shown in Table 4.7, 180 people have been sampled for more than 3 years, accounting for 45.0%. The number of samples in 1-3 years is 175, accounting for 43.75%; There are 45 samples less than one year, accounting for 11.25%. The highest is more than 3 years (45.0%) and the lowest was less than 1 year (11.25%).

This shows that the live webcast has significantly affected people's shopping habits and ways in the past three years since the COVID-19 epidemic, and the number and time of online shopping will continue to increase.

Table 4.7 Online shopping years- Description Statistics

Online shopping years					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than 3 years	180	45.0	45.0	100.0
	1-3 years	175	43.8	43.8	43.8
	Less than one year	45	11.3	11.3	55.0
	Total	400	100.0	100.0	

4.1.2 Descriptive Statistics

In order to ensure the authenticity and reliability of the data of 400 questionnaire, the questionnaire made a descriptive statistical analysis on the marketing factors, perceived value and customers purchase intention of webcasting. The maximum value, minimum value, average value and standard deviation of each dimension and factor are calculated by SPSS statistical software, so as to understand consumers' reaction to each research variable.

Analysis of live webcast marketing factors

See Table 4.8 below for the measurement results of each measurement item of network webcasting marketing factors. The average value of each measurement item of each dimension is around 4, and it is infinite. Moreover, the standard deviation is between

0.9-1.1, indicating that the data have a large difference, and the data score distribution is relatively wide and has a certain discreteness, which meets the research requirements.

Table 4.8 Live webcast marketing factors - descriptive statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Anchor popularity-1	400	1	5	4.15	.980
Anchor popularity-2	400	1	5	4.17	.991
Anchor popularity-3	400	1	5	4.19	.979
Anchor popularity-4	400	1	5	4.14	1.084
Value added content-1	400	1	5	4.13	1.055
Value added content-2	400	1	5	4.12	.984
Value added content-3	400	1	5	4.21	.933
Value added content-4	400	1	5	4.12	.974
Personalized service-1	400	1	5	4.18	1.022
Personalized service-2	400	1	5	4.24	.936
Personalized service-3	400	1	5	4.19	.996
Personalized service-4	400	1	5	4.13	.998
Interactive behavior-1	400	1	5	4.22	.927
Interactive behavior-2	400	1	5	4.17	.999
Interactive behavior-3	400	1	5	4.14	1.002
Interactive behavior-4	400	1	5	4.13	1.033
Valid N (listwise)	400				

Perceived value analysis

The measurement results of each perceived value measurement item are shown in the following table 4.9. The average value of each measurement item of each dimension is around 4, and it is infinite. Moreover, the standard deviation is between 0.9-1.1, indicating that the data have a large difference, and the data score distribution is relatively wide and has a certain discreteness, which meets the research requirements.

Table 4.9 Perceived Value - descriptive statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Anchor popularity-1	400	1	5	4.15	.980
Entertainment value-1	400	1	5	4.21	.911
Entertainment value-2	400	1	5	4.17	1.011
Entertainment value-3	400	1	5	4.16	.982
Entertainment value-4	400	1	5	4.14	.952
Economic value-1	400	1	5	4.17	1.042
Economic value-2	400	1	5	4.21	.936
Economic value-3	400	1	5	4.20	.960
Economic value-4	400	1	5	4.17	1.002
Functional value-1	400	1	5	4.12	1.034
Functional value-2	400	1	5	4.13	.994
Functional value-3	400	1	5	4.14	1.001
Functional value-4	400	1	5	4.16	.989
Valid N (listwise)	400				

Customer purchase intention analysis

The measurement results of each measurement item of customer's purchase intention are shown in the following table 4.10. The average value of each measurement item of each dimension is around 4, and it is infinite. Moreover, the standard deviation is between 0.9-1.1, indicating that the data have a large difference, and the data score distribution is relatively wide and has a certain discreteness, which meets the research requirements.

Table 4.10 Customer purchase intention - descriptive statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Anchor popularity-1	400	1	5	4.15	.980
Customer purchase intention-1	400	1	5	4.19	1.019
Customer purchase intention-2	400	1	5	4.19	.993
Customer purchase intention-3	400	1	5	4.10	.999
Customer purchase intention-4	400	1	5	4.20	.975
Customer purchase intention-5	400	1	5	4.12	.991
Customer purchase intention-6	400	1	5	4.12	1.003
Valid N (listwise)	400				

4.2 Reliability Analysis

Reliability analysis, that is, reliability analysis, is used to judge the degree of fitting of the model and whether the hypothesis test is effective. Cronbach's α coefficient is used to test the reliability of the collected data in this study. According to the research standard, Cronbach's α value is 0.7, and if it reaches 0.8, the reliability of the questionnaire data is high. Among them, the Cronbach α coefficient of Live webcasting marketing factors is 0.916, the Cronbach α coefficient of perceived value is 0.897, and the Cronbach α coefficient of customer's purchase intention is 0.826. The greater the coefficient, the higher the reliability of the scale. It can be seen that the reliability and quality of the data are high. It can be used for further analysis. The results of reliability analysis of the scale are shown in Table 4.11 below.

Table 4.11 Reliability analysis

Reliability Statistics		
	Cronbach's Alpha	N of Items
Live webcast marketing factors	.916	16
Perceived value	.897	12
Customer purchase intention	.826	6

4.3 Validity Analysis

Table 4.12 Validity analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.975
Bartlett's Test of Sphericity	Approx. Chi-Square	6630.333
	df	561
	Sig.	.000

After the validity test, the KMO value of the questionnaire was greater than 0.9, and the significance level was < 0.001 and less than 0.05. All the results met the criteria. Therefore, the questionnaire content conforms to the research standard.

4.4 Difference Analysis

In this part, researchers will use one-way ANOVA to measure the significance of differences between sample data.

One-way ANOVA

The researchers used gender, age, highest education, occupation, monthly income, monthly consumption amount of online shopping, and years of online shopping to test the hypothesis of differences in the influence of personal factors on customers' purchase intention through One-Way ANOVA, as shown in Table 4.13 below.

Table 4.13 one-way analysis of variance

ANOVA						
Customer purchase intention						
		Sum of		Mean		
		Squares	df	Square	F	Sig.
Gender	Between	.934	1	.934	1.765	.185
	Groups					
	Within	210.772	398	.530		
	Groups					
	Total	211.707	399			
Age	Between	1.115	4	.279	.523	.719
	Groups					
	Within	210.592	395	.533		
	Groups					
	Total	211.707	399			
Highest degree	Between	.570	2	.285	.536	.586
	Groups					
	Within	211.137	397	.532		
	Groups					
	Total	211.707	399			
Occupation	Between	2.478	4	.619	1.169	.324
	Groups					
	Within	209.229	395	.530		
	Groups					
	Total	211.707	399			
Monthly income	Between	6.216	4	1.554	2.987	.019
	Groups					
	Within	205.491	395	.520		
	Groups					
	Total	211.707	399			

Table 4.13 one-way analysis of variance (Cont.)

ANOVA						
Customer purchase intention						
		Sum of		Mean		
		Squares	df	Square	F	Sig.
Monthly consumption of online shopping	Between Groups	.869	3	.290	.544	.652
	Within Groups	210.838	396	.532		
	Total	211.707	399			
Online shopping years	Between Groups	.390	2	.195	.367	.693
	Within Groups	211.316	397	.532		
	Total	211.707	399			

As shown in Schedule 4.13, individual differences are described in customer decision-making. Through the one-way ANOVA test, Table 4.13 shows the p values of different individual differences in customer decision-making, one of which are less than 0.05, that is to say, only monthly income have significant differences in customer's purchase intention, and the others are not.

The results show that there is no significant difference in gender ($F=1.765$, $P=0.185>0.05$). There was no significant difference in age ($F=0.523$, $P=0.719>0.05$). In the highest degree ($F=0.536$, $P=0.586>0.05$), there was no significant difference; In occupation ($F=1.169$, $P=0.324>0.05$), there was a significant difference; In terms of monthly income ($F=2.987$, $P=0.019<0.05$), there was a significant difference. There was no significant difference in the monthly consumption amount of online shopping ($F=0.544$, $P=0.652>0.05$). In terms of online shopping years ($F=0.367$, $P=0.693>0.05$), there was no significant difference.

4.5 Correlation analysis

Correlation analysis is whether there is a significant correlation among three variables: network broadcast marketing factors, perceived value and customer purchase intention. Pearson correlation analysis was performed for each variable and each factor. In order to make the analysis reflect the real situation more comprehensively, the default data are normally distributed, and Pearson correlation analysis was used to verify the correlation between the indexes. In the correlation analysis, correlation coefficient of 1 indicates complete correlation between the two variables. The correlation coefficient of 0 means that there is no correlation. The correlation coefficient is -1, indicating the opposite relation. So when the correlation coefficient exceeds 0.5, it shows that there is a certain correlation between the two variables. At the same time, the level of significance was tested. If the path coefficient between two variables passes the significance test, that is, the path coefficient is not zero statistically, it means that the two variables are related; Otherwise, this indicates that these two variables are not related. The results show that, as shown in Table 4.14 below, the relevance of network broadcast marketing factors, perceived value and customers' purchase intention is less than 0.01, which is statistically significant, and there is a significant positive correlation among the three variables.

Table 4.14 Correlation analysis among variables

Correlations			
		Live webcast marketing factors	Perceived value
Live webcast marketing factors	Pearson Correlation	1	.910**
	Sig. (2-tailed)		.000
	N	400	400
Perceived value	Pearson Correlation	.910**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

4.6 Multiple linear Regression Analysis

Correlation analysis shows whether there is a relationship between two variables and the degree and direction of the relationship, while regression analysis can further show the direction of the relationship and the influence degree between variables. Multiple regression analysis was used. In the research, firstly, the factors of variable network broadcasting marketing factors are brought into the model, and then the factors of perceived value are brought into the model. In this study, independent variables and dependent variables are treated centrally to avoid multicollinearity of the model.

Table 4.15 Model Summary the adjusted R-square value is a statistic to measure the fitting degree of the estimated model to the observed value. The adjusted R-square value is 0.768, so it can be considered that the model has a good fit. Durban Watson is the test of the model's residual independence. Independence is best when its value is between 0 and 4, equal to 2. The Durbin Watson value of this model is 2.296, which shows that independence is very good.

Table 4.15 Model summary

Model Summary ^b								
Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Durbin-Watson	
				R Square	F	Sig.		
				Change	df1	df2	Change	
1	.877 ^a	.770	.768	.350860449350106	.770	441.2513	396 .000	2.296

a. Predictors: (Constant), Personal information, Perceived value, Live webcast marketing factors

b. Dependent Variable: Customer purchase intention

Table 4.16 Results show that $F=441.251$, $p<0.001<0.05$, the difference is statistically significant, that is, there is a linear regression relationship between variable and dependent variable. To sum up, there is a linear regression relationship between personal factors, online live marketing factors, perceived value and customer's purchase intention.

Table 4.16 ANOVA analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162.958	3	54.319	441.251	.000 ^b
	Residual	48.749	396	.123		
	Total	211.707	399			

a. Dependent Variable: Customer purchase intention

b. Predictors: (Constant), Personal information, Perceived value, Live webcast marketing factors

Table 4.17 Coefficients analysis

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	.001	.150		.008	.994	
	Live webcast marketing factors	.576	.064	.524	8.984	.000	.171
	Perceived value	.403	.063	.374	6.412	.000	.171
	Personal information	.034	.044	.019	.784	.433	.997

According to the analysis of the results of F test, the significance P value is 0.000 * * *, which shows significance at the horizontal level, and rejects the assumption that the original regression coefficient is 0, so the model basically meets the requirements. For the linearity of variables, VIF is less than 10, so the model has no multicollinearity problem and is well constructed. Therefore, it is consistent with Hypothesis 1, Hypothesis 2, and Hypothesis 3, and Hypothesis holds. The model formula is as follows: $y = 0.01 + 0.403 * \text{Perceived value} + 0.576 * \text{Webcast marketing factors} + 0.034 * \text{Personal factors}$.

CHAPTER 5

DISCUSSION AND RECOMMENDATIONS

5.1 Research Conclusion

From the study, it was found that different personal factors in terms of monthly income influenced different customer purchase intention. This is because customers with low monthly incomes are often more price-sensitive and may prioritize economical options. They may be willing to buy lower-priced items or wait until items go on sale to buy them. Meanwhile, customers with high monthly incomes are often less price-sensitive and have more disposable income to spend. These customers are willing to invest in high-end luxury brands that offer status and exclusivity. High-income customers tend to buy products based on perceived quality, exclusivity, and brand loyalty. According to Kim, Kim, and Park's (2017) study, there exists a positive correlation between monthly income and both the frequency of online purchases and the willingness to pay a higher price for online products. In the meantime, different personal factors in terms of gender, age, education, career, monthly consumption amount, and online shopping years did not influence different customer purchase intention. This is because personal factors such as gender, age, education, career, monthly consumption amount, and online shopping years may not always play a decisive role in determining customer purchase intention. For example, in terms of gender, in today's world, gender roles and preferences have undergone a transformation, whereby conventional notions of masculine and feminine preferences are no longer rigidly adhered to. The study result is inconsistent with the study done by Chauhan et al. (2011) who indicated that there is a gender-based difference in online shopping preferences, with women showing a greater inclination towards purchasing clothing and cosmetics, and men displaying a preference for electronics and sports equipment. Another example is about age. The influence of age on consumer purchase intention is contingent upon a multitude of factors, including but not limited to personality traits, lifestyle choices, and income level, thereby rendering it an inconclusive determinant. As an illustration, certain elderly clientele may exhibit a preference for conventional or utilitarian merchandise, whereas certain youthful clientele may be attracted to stylish and avant-garde merchandise. However, these preferences depend on the individual and

cannot be generalized based on age. It is different from the study according to Kim, Kim, and Park's (2017) who found that different age can influence shopping behaviors and decision.

From the study, live webcast marketing and perceived value have a significant positive impact on customers' purchase intention. The purpose of webcast marketing is to offer consumers an interactive and customized encounter that can potentially foster brand allegiance, enhance revenue, and establish intellectual authority (Sury, 2019; Schuck, 2020). Webcast marketing is a popular digital marketing technique in China that allows businesses to connect with their customers in an engaging and interactive way. In order to optimize the efficacy of webcast marketing, it is imperative to employ tactics that are tailored to the distinct requirements and inclinations of Chinese clientele. The marketing of webcasts encompasses a range of strategies such as anchor popularity, value added content, personalized service and interactive behavior. For personalized service, it is highly valued by Chinese consumers. Tailoring recommendations, individualized promotions, and personalized customer service can foster trust and cultivate a robust rapport between enterprises and their clientele. Tailored services have the potential to significantly impact the purchasing inclination of customers by fostering a sense of emotional connection with the brand. According to Kim, Ko and Lee's (2020) research, the provision of personalized service has the potential to enhance customer engagement and foster loyalty. In terms of value-added content, the success of webcast marketing in China is heavily reliant on the quality and informativeness of its content. Producing content that is informative, entertaining, or engaging has the potential to captivate and involve customers, thereby potentially enhancing their inclination to make a purchase. For anchor popularity, the level of popularity of anchors holds significant importance in the realm of webcast marketing within China. Chinese customers exhibit a tendency to adhere to webcast hosts whom they deem to possess credibility, expertise, and reliability. Collaborating with renowned influencers or incorporating them into advertising initiatives can significantly enhance brand exposure, entice and maintain customers, and enhance loyalty, ultimately resulting in heightened purchase inclinations. According to Volkmann and Greifeneder's (2019) research, the utilization of a anchor popularity has the potential to enhance the number of viewers and enhance the perceived caliber of the content. For interactive

behavior, interactive webcasts that are designed to be engaging and entertaining have been found to elicit positive responses from customers in China. The utilization of interactive webcasts has been shown to enhance customer engagement, foster greater customer involvement with the brand, and exert a positive impact on purchase intention. Interactive functionalities, including live Q&A sessions, polls, and product demonstrations, facilitate the establishment of a communal atmosphere and foster trust among consumers. Allison et al. (2017) conducted a study which suggests that engaging in interactive behaviour can have a positive impact on customer engagement and brand loyalty.

The result indicated that that perceived value including entertainment value, economic value, and functional value influence customer purchase intention. According to Zeithaml's (1988) definition, customer perceived value refers to the disparity between a potential customer's assessment of the advantages and drawbacks of a product or service, as well as the perceived alternatives. The entertainment value in China is a crucial factor that has a significant impact on the purchasing intention of customers. The utilization of live webcasts on social media platforms, including Douyin (TikTok) and Taobao Live, has gained significant traction as a marketing factors among Chinese enterprises seeking to foster customer engagement. Live webcasts have become increasingly popular among customers due to their ability to provide an engaging and immersive experience that surpasses conventional e-commerce interactions (Lemon, & Verhoef, 2016). Live webcasts have the potential to generate favorable customer experiences and enhance customer loyalty, thereby resulting in a surge in purchase intention. According to the findings of Hagtvedt and Patrick's (2008) research, the inclusion of entertainment value in marketing strategies can result in a positive influence on consumer behavior. This is attributed to the ability of such strategies to evoke positive emotions and improve the perceived benefits of the product or service being marketed. For economic value, the impact of pricing and promotional offers on customer purchase intention is considerable in China's fiercely competitive e-commerce market. Chinese consumers are reputed for their price sensitivity and proclivity towards seeking optimal value propositions. Hence, enterprises that provide competitive pricing, discounts, and other economic incentives can stimulate customer purchase intention. During periodic commercial events like Singles' Day, numerous enterprises provide substantial price reductions that stimulate the demand for their

products or services. For functional value, Chinese consumers prioritize practical benefits when selecting products, such as convenience, quality, and reliability. Companies that provide merchandise possessing these characteristics have the potential to enhance customer allegiance and stimulate the inclination to buy. Furthermore, Chinese enterprises have the potential to augment their functional worth by providing value-added amenities, such as prompt delivery and online customer support, which have emerged as indispensable for firms operating in the e-commerce sector. Zabkar et al. (2010) conducted a study which suggests that the presence of functional value can have a positive impact on consumer behavior, leading to increased loyalty and repeat purchases.

5.2 Research Enlightenment

According to the study result, monthly income plays an essential role in influencing customer purchase intentions. Consequently, it is imperative for businesses to take into account the values sought by various income groups in their products or services in order to enhance sales and foster favorable customer experiences. Through the provision of perceived high value in terms of entertainment, economic and functional aspects, businesses can effectively augment customer loyalty and consequently, stimulate sales uptake.

The results show that improving the marketing ability of webcast can effectively stimulate customers' purchase intention. In online live webcast marketing, the greater the popularity of anchors, the more detailed value-added content, the more perfect personalized services, and the more optimized interactive behaviors, the greater the impact on customers' purchase intention. By creating an engaging and interactive shopping experience that aligns with customers' expectations and preferences, businesses can build brand loyalty and trust, eventually translating into increased sales and revenue.

The result also indicated that that perceived value including entertainment value, economic value, and functional value influence customer purchase intention. Accordingly, the businesses should offer high perceived value such as presentation of live streaming style of the anchors' personalities, provision of the special promotion in the studio and provision of useful answers to the questions about the product which can help the audience make a buying decision because it can create positive customer experiences, enhance customer loyalty, and ultimately drive sales uptake.

The next study should use the qualitative research techniques to interview users in order to have clear understanding on variables, especially webcast marketing factors and perceived value on customer purchase intention. The next study should also focus on other variables besides webcast marketing factors including personalized service, value added content, anchor popularity, and interactive behavior and perceived value including entertainment value, economic value, and functional value on customer purchase intention. The other factors such as customer satisfaction, business environment, customer behavior and culture are also interesting. Furthermore, it is recommended that future research endeavors focus on assessing the enduring effects of webcast marketing on consumer conduct, encompassing not solely the inclination to make purchases but also patronage, involvement, and comprehensive contentment. Through the examination of customer behavior subsequent to exposure to webcast marketing, enterprises can acquire valuable insights into the enduring impact of this marketing factors.



List of Bibliography

- Allison, T. H., Davis, B. C., Webb, R. M., & Perrewé, P. L. (2017). The interactive effects of vicarious customer mistreatment, emotional labor, and affective dissonance on frontline employee turnover intentions and sales performance. **Journal of Retailing**, **93**(2), 195-208.
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. **British Journal of Social Psychology**, **40**(4), 471-499.
- Chauhan, K. et al. (2011). Gender Differences in Online Shopping Behaviour of Consumers. **IUP Journal of Management Research**, **10**(1), 34-51.
- Chiu, C. M., Chang, C. C., & Cheng, H. L. (2007). Sex differences and web-based surveying: Do the differences truly exist. **Journal of Medical Internet Research**, **9**(3), e16.
- Cochran, W. G. (1977). **Sampling techniques**. John Wiley & Sons.
- Dao-de, S. (2000). Selection of the linear regression model according to the parameter estimation. **Wuhan University Journal of Natural Sciences**, **5**(4), 400-405.
- Fassnacht, M., & Koese, I. (2006). Quality of electronic services: Conceptualizing and testing a hierarchical model. **Journal of service research**, **9**(1), 19-37.
- Grewal, D., Parasuraman, A., & Krishnan, R. (2004). The influence of product category on customer satisfaction and purchase intent. **Academy of Marketing Science Journal**, **32**(3), 293-311.
- Hagtvedt, H., & Patrick, V. M. (2008). Art and the brand: The role of visual art in enhancing brand extendibility. **Journal of consumer psychology**, **18**(3), 212-222.
- Hsu, C. L., & Lin, J. C. C. (2015). What drives purchase intention for paid mobile apps?—An expectation confirmation model with perceived value. **Electronic commerce research and applications**, **14**(1), 46-57.
- Jotikasthira, C., & Onputtha, S. (2018). Factors associating with purchasing decision of gems and jewelry and possible implication of online marketing to empowering entrepreneur's sale performance. **International Journal of Applied Computer Technology and Information Systems**, **7**(2), 47-55.

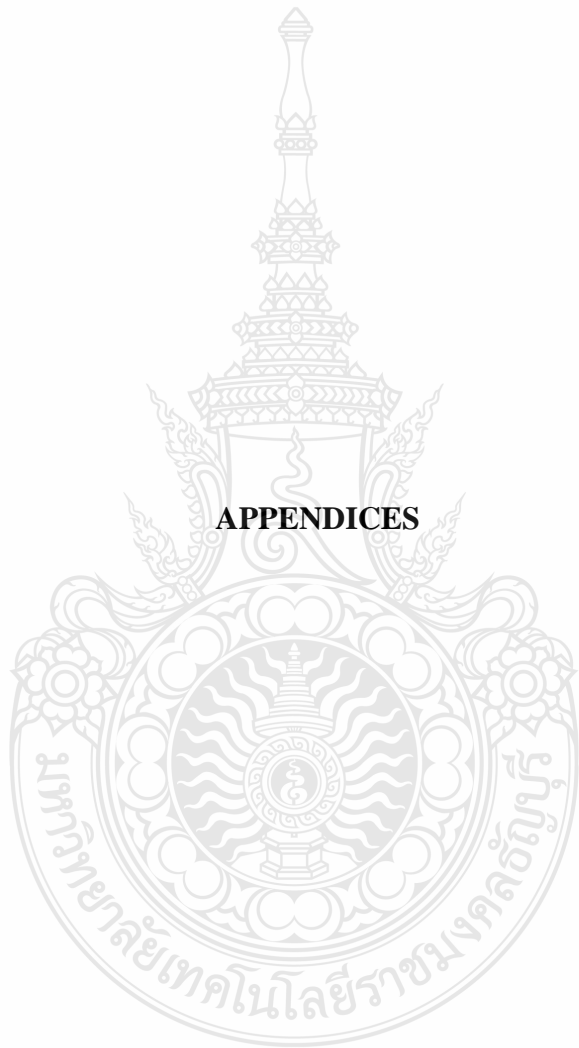
List of Bibliography (Cont.)

- Kim, J. W., Kim, S., & Park, B. (2017). Preferences and behavior of online product search: Age versus income differences. **Journal of Business Research**, **72**, 24-28.
- Kim, J., Ko, E., & Lee, Y. (2020). The effects of personalized services on customer satisfaction, trust, and loyalty, and the mediating role of perceived value in airline loyalty programs. **Journal of Air Transport Management**, **87**, 101834.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. **Journal of Marketing**, **80**(6), 69-96.
- Li, X., & Jiang, Z. (2011). Gender differences in online shopping attitudes and behavior among college students. **Journal of Retailing and Consumer Services**, **18**(1), 73-78.
- Nguyen, T. H., Ngo, L. V., & Nguyen, P. T. (2016). The effects of online shopping experience on risk perceptions and online purchase intentions: A study in Vietnam. **Journal of Retailing and Consumer Services**, **33**, 86-95.
- Sallam, M. A. (2012). A hybrid model for forecasting online sales in e-commerce. **Journal of Electronic Commerce Research**, **13**(4), 315-326.
- Schuck, B. (2020). **Webcasts in Marketing: Types, Benefits, and Best Practice Tips**. **Business News Daily**. Retrieved from <https://www.businessnewsdaily.com/16624-webcasts-in-marketing.html>
- Seock, Y. K., & Bailey, L. R. (2008). The influence of college students' shopping orientations and gender differences on online information searches and purchase behaviours. **International journal of consumer studies**, **32**(2), 113-121.
- Shukla, P. (2011). Impact of interpersonal influences, brand origin and brand image on luxury purchase intentions: Measuring interfunctional interactions and a cross-national comparison. **Journal of World Business**, **46**(2), 242-252.
- Sun, H., Rau, P. L., & Ma, L. (2004). Consumer online shopping attitudes and behavior: An assessment of research. **Proceedings of the Third International Conference on Electronic Business**, Beijing, China.

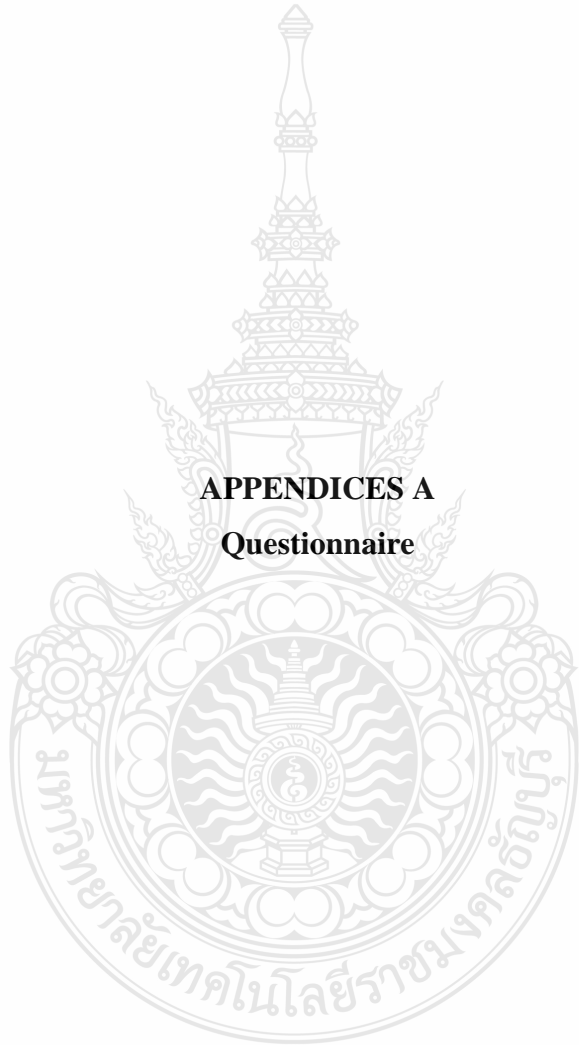
List of Bibliography (Cont.)

- Sürücü, L., & MASLAKÇI, A. (2020). Validity and reliability in quantitative research. *Business & Management Studies: An International Journal*, **8**(3), 2694-2726.
- Sury, J. (2019). **What are webcasts and why they are important? A guide for businesses.** *Digital Marketing Institute*. Retrieved from <https://digitalmarketinginstitute.com/blog/what-are-webcasts-and-why-they-are-important-a-guide-for-businesses>
- Tong, Y. (2023). The Influence of Online Celebrity Live Streaming on Consumers' Purchasing Decisions. *Highlights in Business, Economics and Management*, **8**, 411-418.
- Volkman, C. K., & Greifeneder, R. (2019). When celebrities fade: The effects of celebrity popularity on information processing and persuasion. *Psychology & Marketing*, **36**(9), 798-811.
- Yang, Q., & Lee, Y. C. (2023). The effect of live streaming commerce quality on customers' purchase intention: Extending the elaboration likelihood model with herd behaviour. *Behaviour & Information Technology*, 1-22.
- Yao, W., & Su, Q. (2020). How content marketing affects purchase intention of first-time and loyal customers: A study of customer engagement. *Journal of Business Research*, **111**, 30-43.
- Yong, D. I. N. G., Jin-chuan, X. I. A. O., & Jun-hong, Z. H. U. (2017). Empirical Study on Social Media's Effect on Brand Preference: From the Perspective of Customer Perceived Value. *Operations Research and Management Science*, **26**(6), 176.
- Yoon, S. (2002). The antecedents and consequences of perceived purchase uncertainty. *Journal of the Academy of Marketing Science*, **30**(2), 169-180.
- Zabkar, V., Arslanagic-Kalajdzic, M., Diamantopoulos, A., & Florack, A. (2017). Brothers in blood, yet strangers to global brand purchase: A four-country study of the role of consumer personality. *Journal of Business Research*, **80**, 228-235.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, **52**(3), 2-22.

APPENDICES



APPENDICES A
Questionnaire



Questionnaire survey

Title: The effect of live webcast marketing factors and perceived value on customer purchase intention

Dear Madam/Sir, Hello!

This questionnaire entitled “The effect of live webcast marketing factors and perceived value on customer purchase intention” is a part of a study on the master of business administration the Rajamangala University of Technology Thanyaburi. This research focuses on the influence of personal factors, live marketing factors and perceived value on customers' purchase intention. This questionnaire consists of five parts as follows:

Part 1: 16 items on live webcast marketing factors

Part 2: 12 items on Perceived value

Part 3: 6 items on Customer purchase intention

Part 4: 7 items on general information of respondents

Data confidentiality is maintained in this research. Thus, the data subject cannot be identified. The collected data will be used and studied within the scope of this research only. The respondents can stop filling the questionnaire at any time. Your answers and help are greatly appreciated.

Thank you for participating.

Ms. Zhang Junwei
Rajamangala University of Technology, Thanyaburi, Thailand

Part 1: live webcast marketing factors

Score:

1 = Strongly disagree 2 = Disagree 3 = Neither agree nor disagree
 4 = Agree 5 = Strongly agree

Lists	live webcast marketing factors	Agreement Level				
		1	2	3	4	5
Part 1.1 anchor popularity						
1	This anchor has certain popularity and social influence.					
2	The anchor is the anchor that you know and recognize.					
3	The anchor has a good reputation and image.					
4	The anchor has rich practical experience in the field of recommending products.					
Part 1.2 value added content						
1	I was amused by the live webcast of the anchors I watched.					
2	The anchor is very familiar with the relevant knowledge of the recommended products (such as product types, product attributes, product characteristics, etc.).					
3	The live webcast anchor has rich practical experience in this product field (purchase, use, etc.).					
4	When I watched the live webcast of goods, I gained knowledge outside of shopping and expanded my knowledge outside of goods.					

Lists	live webcast marketing factors	Agreement Level				
		1	2	3	4	5
Part 1.3 personalized service						
1	The special promotion in the studio attracted my attention.					
2	I am satisfied with the quality of the products of the live webcast room.					
3	I believe that the quality of the goods or services recommended by the anchor is better.					
4	There is a consumer demand for this kind of goods, which happens to meet with live delivery.					
Part 1.4 interactive behavior						
1	Watch it and communicate with the anchor in real time.					
2	In the process of interaction, the anchors can pay attention to the expression, attitude and tone of his answer.					
3	I will decide whether to buy this product according to the interactive experience on the spot.					
4	The interactive atmosphere between the live webcast rooms is good.					

Part 2: Perceived value

Score:

1 = Strongly disagree 2 = Disagree 3 = Neither agree nor disagree
 4 = Agree 5 = Strongly agree

Lists	Perceived value	Agreement Level				
		1	2	3	4	5
Part 2.1 entertainment value						
1	I watched the live streaming style of the anchors, which attracted me.					
2	I like the personality of the anchor.					
3	I saw the anchor's image is very good.					
4	Watching live webcast can make me feel relaxed and relieve stress.					
Part 2.2 economic value						
1	I think the price of the recording studio is better than other channels.					
2	The special promotion in the studio attracted my attention.					
3	The goods are only discounted exclusively in the studio.					
4	Through the introduction, I feel that the product is cost-effective.					
Part 2.3 functional value						
1	The live webcast can make me know more about product information.					
2	I was satisfied with the goods I bought in the live webcast room.					
3	The live webcast can answer my questions about the product.					
4	Watching the live webcast helps me to make a buying decision.					

Part 3: Customer purchase intention

Score:

1 = Strongly disagree 2 = Disagree 3 = Neither agree nor disagree
4 = Agree 5 = Strongly agree

Lists	Customer purchase intention	Agreement Level				
		1	2	3	4	5
1	I'd like to consider buying products when watching live webcast.					
2	When there is no shopping demand, I will also buy it because I watch the live webcast.					
3	If there is a demand for shopping, I would like to buy it in the studio.					
4	I'd like to watch the live webcast and buy products at the same time.					
5	If there is a demand for purchase in the future, I would like to buy the products recommended by the anchor.					
6	I'd like to recommend other people to buy the products of the studio or watch the live webcast.					

Part 4: Personal Information

Remarks: Please put \checkmark in the in front of the answers that best describes you.

1. What is your gender?

- Male
 Female

2. What is your age?

- 20 years old - 29 years old 30 years old - 39 years old
 40 years old - 49 years old 50 years old - 59 years old
 Above 60 years old

3. What is your highest degree (including current education)?
- Below bachelor's degree
 - Bachelors' degree
 - Above bachelor's degree
4. What is your occupation?
- Students
 - Private company staff
 - Governmental staff
 - Self-employed
 - Other
5. Monthly income
- Less than 2000 yuan
 - 2000 - 4500 yuan
 - 4500 - 7000 yuan
 - 7000 - 10000 yuan
 - More than 10000 yuan
6. What is your monthly consumption amount for online shopping?
- Below 1000 yuan
 - 1000 - 3000 yuan
 - 3000 - 5000 yuan
 - More than 5000 yuan
7. How long have you had online shopping?
- Less than one year
 - 1 - 3 years
 - More than 3 years

Biography

Name - Surname	Ms. Zhang Junwei
Date of Birth	May 29, 1995
Address	Faculty of Business Administration Rajamangala University of Technology Thanyaburi, Pathumthani, 12110
Education	M.B.A. Faculty of Business Administration
Experiences Work	-
Telephone Number	-
Email Address	zhang_j@mail.rmutt.ac.th



This independent study consists of research materials conducted at Faculty of Business Administration, Rajamangala University of Technology Thanyaburi and hence the copyright owner. I hereby certify that the independent study does not contain any forms of plagiarism.

.....
(.....Ms. Zhang Junwei)



COPYRIGHT © 2023

FACULTY OF BUSINESS ADMINISTRATION

RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI