

The Impact of Social Media Marketing Activities on Consumer Purchase Intention: Case of Facebook Live Streaming

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ABSTRACT

Marketing is an important part of a company's management in order to achieve success in meeting company goals. The purpose of this research is to determine The Impact of Social Media Marketing Activities on Consumer Purchase Intention: Case of Facebook Live Streaming. The study was carried out with a total sample of 205 respondents using a convenient sampling technique. Quantitative surveys were used to collect data based on social media activities (SMMA) model constructs. The data were analysed using multiple regression analysis. It has been found that all social media marketing activities variables have a significant impact on Purchase Intention. Perceived Trust is the best predictors followed by eWord of Mouth (eWOM), Entertainment, and Interactivity, respectively. The finding will help e-commercial live streamers to be aware that although live streaming provides entertainment and interactivities to the audience as the engagement outcomes, trust and eWOM are the top influencing factors for consumers' intention to purchase.

KEYWORDS: *Live Stream Marketing, Facebook Live, Social Media Marketing Activities, Entertainment, Interactivity, Word of Mouth, Perceived Trust, Purchase Intention*

1. INTRODUCTION

Overview of Thai Social Media Marketing Activities

Social media marketing is an internet-based marketing model that aims to achieve marketing goals by utilising various social media networks. Using social media to run a business increases consumer interactivity and increases their interest in purchasing the product. A good product appearance can pique the interest of product visitors in the displayed content (Mason et al., 2021). Thailand is one of Southeast Asia's fastest-growing markets for influencer marketing, Social Media Platforms such as Facebook, Instagram, and Twitter are effectively connecting a rapidly digitising population (Sogo, 2021). With an increasing number of online users, it is no surprise that marketing functions in Thailand have shifted to online channels over the last eight years (DAAT, 2021). (Mahittivanicha, 2021) reported that Thais use social media at a rate of 78.7 % of the population (20th in the world). Thais spend an average of 2 hours

and 48 minutes per day on social media, and 47 % of Thais use social media for work. However, this does not imply that 78% of Thai use social media because one person may have multiple social media accounts, so this number is simply a comparison to show how many social media accounts are currently compared to many high-end residences that set up their own Twitter accounts or post on Facebook. Businesses and customers are communicating with each other without regard to time, place, or medium, transforming traditional one-way communication into interactive two-way direct communication. Businesses and customers collaborate in this way to develop new products, services, business models, and values. Meanwhile, brands can gain exposure and strengthen customer relationships.

Social media marketing Activities (SMMA) were used as a two-way communication that aims to elicit empathy from young users while also reinforcing the familiar emotions associated with existing luxury

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brands to a larger age group. Furthermore, brand social media activities provide an opportunity to reduce misunderstanding and prejudice toward brands, as well as to elevate brand value by creating a platform for people to exchange ideas and information online (A. J. Kim & Ko, 2012).

Live Streaming Marketing (Facebook Live)

Facebook Live is a popular program for using live broadcasts on Facebook, which is a video recording and broadcasting at the time and is also a channel for instant communication between the broadcaster and the audience, including the ability to express the audience's opinions at the time. Live streaming has grown in popularity in recent years. It is no longer a passing fad, but it has become a fully accepted marketing strategic tool for many brands and organisations across all industries (Kang et al., 2021). Brands no longer have to tell customers about their product or service; they can now demonstrate it in real-time. Most popular social media platforms, such as Facebook, YouTube, Periscope, and Instagram, have propelled live streaming into the stratosphere and made it even easier to begin a live stream. These platforms have enabled brands and organisations to connect with their audiences more deeply and interactively (L. Liu et al., 2020). Live streaming has recently become a popular direct selling channel, providing previously unseen levels of consumer interactivity and engagement to small, self-employed sellers. While most existing research has focused on consumer motivation and intent to shop via live streaming, little is known about the seller's perspective. Indeed, the potential benefits of live streaming commerce are available to everyone, but sellers achieve varying degrees of success with this medium. This study analyzes Facebook live streaming sellers using a quantitative and social media activities model approach to assess the impact on customer purchase intention.

Statement of Problem

With the growing popularity of live streaming commerce, understanding how live streaming contributes to online consumption is becoming increasingly important in social commerce. However, research into live streaming commerce is still in its early stages. The researcher intends to investigate the underlying mechanism of how live streaming influences consumers' trust-building and purchasing intention using the elaboration likelihood model. In live streaming commerce, consumers' trust can be built, influencing their purchase intention and willingness to pay more, as well as confirming the trust transfer effect exists from trust in the streamer to trust in the product.

Research Objective

The objective of this research was to examine the impact of Social Media Marketing Activities using live streaming marketing strategy on customer Purchase Intention.

Research questions

1. What is the best predictor of Social Media Marketing Activities on Purchase Intention?
2. Are there any significant relationships between Entertainment, Interactivity, eWOM, Perceived Trust on Purchase Intention?

2. LITERATURE REVIEW

Human Behavioural Theories and Purchase Intention

Many studies on marketing and information systems use continuance intention as an important metric for determining whether customers will continue to use a service (Thong et al., 2006). Customers' willingness to continue using a service is a critical factor in service providers' success. Purchase intention denotes a consumer's willingness to buy a product (Dodds et al., 1991). (Morwitz & Schmittlein, 1992) noted that willingness to purchase has been widely used as a predictor of consumers' future purchasing behaviour when measuring consumers' purchase behaviour. According to (C.-L. Hsu et al., 2014), willingness to purchase can be defined as consumers' objective preference for a specific product or brand. However, according to (Boyd & Mason, 1999), willingness to purchase refers to consumers' level of preference for specific products. The time intervals between product purchases are used to measure willingness to purchase in some studies.

However, in empirical studies, it is difficult to identify and track whether a specific action (such as a purchase or recommendation) occurred. When customers buy products, they look for relevant information based on their own experiences and the external environment. Consumers begin to evaluate, consider, and compare after gathering a certain amount of information, which leads to purchase behaviour. Purchase intention is frequently used to measure consumers' behavioural intentions because it is their subjective preference for a specific product (Fishbein & Ajzen, 1977). According to (Schiffman & Kanuk, 2009), willingness to purchase is the likelihood that a consumer will buy a specific product; a higher willingness to purchase equates to a higher probability. Prior research has discovered that purchase intention can be used as a key predictor of consumer behaviour and the subjective proclivity for consumer purchases (M.-J. Kim et al., 2011). According to (Algesheimer et al., 2005), if a company wants to maintain a community and achieve

community goals while also creating successful marketing through the community, three variables' intentions must be considered. The first variable is membership continuance intention, which indicates that members enjoy keeping their promise to the community and are willing to put forth the effort to become a part of it. The second variable is community recommendation intention, which indicates how likely members are to recommend the community to non-members. The third variable is community participation intention, which reflects members' willingness to participate in community activities. As a result, in contrast to previous research that focused on information system usage, this study examined the effects of social media marketing activities on participation intention and purchase intention.

Finally, all marketing activities will converge on the same question: whether or not consumers are interested in purchasing the product. (Belleau et al., 2007) discovered that consumer attitudes have a positive impact on purchase intentions and decisions. (Hermenda et al., 2019) define attitude as an expression of feelings of liking or disliking an object, and it is closely related to the concepts of belief and behaviour.

Social Media Marketing Activities (SMMA)

Brands increasingly convey product-related information to customers via social media and the interactive nature of social media sites facilitates consumer-brand Interactivity, which is helpful in developing consumer-brand relationships (John et al., 2016). Brands used a combination of social media channels to reach customers, such as Facebook, Instagram and Twitter (Pham & Gammoh, 2015), to create powerful and positive brand awareness in customer minds (Algharabat et al., 2020). Brand activity, such as the creation of an online brand community, is another essential feature of consumer experience, and therefore a trigger of brand value. In this context, the marketing activities carried out on social media platforms have the potential to affect the mindset of the consumer with strong brand loyalty. Indeed, previous analysis shows that favourable views of social media marketing have positive effects on all drivers of consumer equity; value equity; relationship equity; and brand equity (A. J. Kim & Ko, 2012). Given the important role that SMMA can play in brand building, researchers explored how SMMA can be used in several contexts, such as luxury brands (Godey et al., 2016), airlines, and hotels (Kusmayanti et al., 2020). Various SMM conceptualizations have appeared in the literature. Most scholars conceptualise SMMA as a

multidimensional construction, including entertainment, customization, Interactivity, Electronic Word of Mouth (eWOM), and trendiness (E. J. Seo et al., 2020).

(E.-J. Seo & Park, 2018) described social media marketing activities in the airline industry as entertainment, interactivity, trendiness, customization, and perceived risk. (Sano & Kaede, 2014) identified the components of social media marketing in insurance services as interactivity, trendiness, customization, and perceived risk. (Yadav & Rahman, 2018) have categorised Social Media Marketing Activities (SMMA) as interactivity, trendiness, information, customization, and word-of-mouth communication. However, (L. Liu et al., 2018) concluded that SMM could contain four elements for the luxury brand context, namely: entertainment, customization, Interactivity, and trendiness, which were suggested as essential drivers of business including consumption, contribution, and content creation on social media channels. (Lee & Hong, 2016) stated the importance of the social media activities of the company compared to customers and businesses. The social media activities of the firms have been categorized into contact, providing information, supporting daily life, promoting and selling., and social response and activity.

Social networks today can take the form of social media sites like Facebook, Twitter, and Instagram. Facebook is a website or social media network (Social Network) that provides Internet-based services. Users can also communicate with other users who have websites that are similar to theirs. You can also make your own personal space where you can introduce yourself and communicate with your friends through text, images, audio, and video. Users can also interact with other users on Facebook by sending messages. Among social networking sites, Facebook is the market leader. However, Instagram users interact with brands 58 times more than Facebook users and 120 times more than Twitter users. Instagram is used by 53% of adults between the ages of 18 and 29. Sharing an Instagram photo of a product or service for sale increases the return on sales by a factor of seven. Instagram is the world's most powerful brand environment (Lindsey-Mullikin & Borin, 2017).

Influences of SMMA on Purchase Intention

(A. J. Kim & Ko, 2010) discovered that Social Media Marketing Activity Influences Purchase Intention. (Yadav & Rahman, 2018) investigated the impact of Social Media Marketing Activity on Product Purchase Intention. Measuring consumer perception of social media marketing activities in the e-commerce

industry: Scale development and validation where the results show that Social Media Marketing Activities influence Purchase Intention positively.

Social Media Marketing Activities is a marketing strategy in which a company uses social media to market products or services by utilising the people in it for marketing purposes. According to (Pangestu & Suryoko, 2016) study, a purchase decision is the selection of an action or alternative choice from several options. Consumers who intend to make a decision must have at least one or more alternative options. A purchase decision, according to (Putra et al., 2021) is a dominant form of self-confidence in consumers in the form of the belief that the product purchase decision they make is the right decision. When consumers are aware of decisions that have been influenced by internal or external factors, they will seek information to review and evaluate various types of products to be purchased.

According to A. J. Kim & Ko, (2010), companies that do not use social media as part of their online marketing strategy are missing out on opportunities to reach customers. Firms and brands must now consider the value of their customers as well as the impact of social media on them. In the viewpoint of this research, the researcher adapted A. J. Kim & Ko, (2012) SMMA factors of Entertainment, Interactivity, eWOM and added up with Perceived Trust which also previously studied its impact on purchase intention.

Entertainment

The term "entertainment" refers to a type of action that maintains the audience's attention and interest. Its goal is to make the audience happy, interested, or relieve stress by providing a brief escape from reality and helping them to forget about their troubles. The term "entertainment" was used by Bosshart & Macconi, (1998) to describe the sensations of pleasure, thrill, relaxation, and diversion. In line with E.-J. Seo & Park, (2018) continued the conversation by stating that entertainment is the consequence of customers enjoying the company's social media, which creates optimism and hence greater engagement previous research has discovered that entertainment has a positive impact on attitude, which influences the readiness to suggest and the intention to utilise a certain social site and purchase (Chen et al., 2018). Another reason why people use social media platforms is for entertainment (Chen & Lin, 2018). Consumers' perceptions of the value of a social media advertisement are influenced by the message's informative value, as well as its entertainment value and credibility, and this, in turn, influences their loyalty, awareness, and purchase intentions (Arli, 2017). As a result, the perceived entertainment value

of content published by influencers is likely to shape credibility and purchase intentions.

(Muntinga et al., 2011) argue that entertainment is the primary motivator for social media consumption. It is also argued that it is the motivation for people to interact with the brand community on the brand's social media platforms, which is related to the second dimension 'Interactivity'. According to A. J. Kim & Ko, (2012), interacting with consumers via social media and engaging the consumers themselves may generate positive attention towards the brand. It also revolves around consumers' ability to easily express their own opinions via the brand's social media channel.

Interactivity

Social Interactivity refers to a process in which people communicate and work or play together in society. (De Jaegher et al., 2010), defined social Interactivity as a complex phenomenon involving different dimensions such as verbal and nonverbal behaviours, varying contexts, number of participants, imposition of reciprocal and joint activity, and expression of oneself with specific timing. Various types of live stream services generally offer interactive features such as text chat rooms or donations, thus facilitating communication and Interactivity between live stream participants. Therefore, this study defines social Interactivity as exchanges between the audience and the streamer, or exchanges between members of the audience watching the same live stream

Electronics Word of Mouth (eWOM)

eWOM is a new type of communication platform that empowers both providers and consumers by providing a vehicle for the sharing of information and opinions via the internet from Business to Consumer and Consumer to Consumer.

The emergence and growing popularity of social media have influenced consumer purchasing behaviour, as they no longer rely on company-disclosed information, but rather seek additional and credible knowledge from consumers who have prior experience with the marketed product or service (Cox et al., 2009). As a result, consumers are increasingly turning to social media to read about other users' experiences, recommendations, and opinions, and are thus seeking eWOM (Jalilvand et al., 2011). (Henning-Thurau, 2004) defined eWOM as "any positive or negative statements made by potential, actual, or former customers about a product or company that are made available to a large number of people and institutions through the Internet." Businesses strive to generate eWOM that complements themselves and their products, which is

why they are increasingly turning to social media influencer marketing to positively strengthen their brand image, create awareness, and increase website traffic and sales (Venus Jin et al., 2019). Companies strive to develop close relationships with their customers in order to establish a solid and trusting foundation that will allow them to increase customer loyalty (Fu et al., 2018). Customers who are loyal to a brand are less likely to believe negative eWOM and are more likely to spread positive statements online (Fu et al., 2018). According to Jalilvand et al., (2011), eWOM is an effective tool for persuading other consumers to purchase a product and then recommend it to others. Because first-time users have no incentive to falsify positive reviews, they have no incentive to do so, resulting in a high level of trust, which lowers the perceived risk of purchase and increases consumer intent to buy (Yang et al., 2016). eWOM messages can spread quickly and reach a wide range of consumers.

Perceived Trust

Perceived trust, according to Doney and Cannon Doney & Cannon, (1997), was a complex concept in the marketing and social psychology fields. (Gefen et al., 2003) summarised and defined trust as affection reflected in the confidence and sense of security to another party, and stated that consumers did not purchase a product online due to the belief of poor safety. According to some researchers, the trust may have a greater impact on people's attitudes toward using a technological device than ease of use (Hans van der Heijden*, 2003). Therefore, perceived security influenced perceived trust. Furthermore, perceived trust was a significant factor influencing consumers' willingness to use mobile payments to purchase.

The source of information from which the recommendation is derived is an important aspect of Influencer Marketing. When comparing different generations, the effectiveness of online word of mouth is related to the closeness of the relationship between the sender and the receiver of the message. According to Sago, (2013), the majority of Millennials enjoy interacting with the Influencer by liking or commenting on the post, even if it is just to tag their friends.

Consumers also enjoy providing feedback on products via social media, which increases purchase intentions (Balakrishnan et al., 2014). According to Bruns, (2018) intention to buy model results, the majority of respondents believe that an Influencer is more trustworthy when he or she interacts with the followers on a regular and large scale. On the other hand, it draws attention to new technological

resources that are being used to mislead followers about the nature of Interactivity.

In this study, the researchers made a justification to include three components of SMMA which are Entertainment, Interactivity, eWOM, and added up with Perceived Trust as the independent variables affecting purchase intention.

Hypothesis Development

Relationship between Entertainment and Purchase Intention

Entertainment on social media is an important component that fosters positive emotions, increases participation, and fosters the desire to use it indefinitely (Ceyhan, 2019) who believe that marketers are now designing marketing content with entertainment content in order to create a strong emotional connection between brand and consumer. When a user feels good (happy or satisfied), he or she will share that information with other members of the group, who will influence their purchasing decisions (Dobele et al., 2007). (Aziza & Astuti, 2019) found that entertainment has an impact on purchase intention with advertising value as the mediator. The term "entertainment" refers to the degree to which something is perceived to be enjoyable, fun, or pleasurable (Huang et al., 2017). Rationally, consumers are satisfied when they experience pleasure, and this increases their willingness to purchase products or services through an online platform (Ramayah & Ignatius, 2005). Several empirical studies have discovered a statistically significant positive relationship between entertainment and purchase intent (Norol Hamiza Zamzuri, Erne Suzila Kassim, Melissa Shahrom, Norshima Humaidia and Nurzahidah Zakari, 2018). When it comes to live stream shopping, entertainment refers to the enjoyable and pleasurable experience obtained through Interactivity with the live stream seller. As a result, the following hypothesis was developed as followed

H1: Entertainment has a positive relationship with purchase intention

Relationship between Interactivity and Purchase Intention

Because one of the benefits of live streaming is the opportunity for participation, the concept of interactivity has piqued the interest of academics from a variety of fields (S. Kim, 2011). Because it is the most cited work, this article used Steuer, (1992) definition of interactivity: the amount to which users can engage in shaping the form and content of a mediated environment in real-time (Mollen & Wilson, 2010). Two-way communication, synchronisation, and controllability are the most

common components of interactivity in the literature (Mollen & Wilson, 2010). Two-way communication is defined in this article as a two-way information flow that allows the user to respond (S. Kim, 2011). Synchronicity relates to the site's ability to respond quickly, provide real-time feedback, and process messages and transactions quickly (Yoo et al., 2010). Another important aspect of the interactivity construct is controllability or user control. It is defined as the ability for users to provide input and make choices (Yoo et al., 2010). Customer impression of social media interactivity, according to Abdullah et al., (2016), influences customer perceived value. They also propose using the customer perceived value construct as a mediator variable to investigate the indirect association between perceived website interactivity and intention to return to the site to purchase. According to van Noort et al., (2012), website interactivity has a considerable impact on customers' cognitive, emotive, and behavioural responses. In the case of online customers, online interactivity is a useful and supplementary technique of acquiring more information when making online purchase decisions (Fang, 2012). (Song & Zinkhan, 2008) discovered evidence that Interactivity had a favourable impact on purchase intention when they investigated the factors of interactivity. As a result, the researcher comes up with the following hypothesis:

H2: Interactivity has a positive relationship with purchase intention

Relationship between eWord of Mouth (eWOM) and Purchase Intention

The eWOM is now widely regarded as the most popular and preferred source of information by consumers (Zhu & Zhang, 2010). Consumers cannot know about the actual product experience and after-sales services before purchasing any product or service; however, by accessing other consumers' reviews online, a perceived opinion about the quality, performance, and after-sales service can be formed, which ultimately influences consumer purchase intentions (Charo et al., 2015); (Sallam & Wahid, 2015). The previous study has also demonstrated that in the context of online buying, trust is a significant aspect of eWOM adoption (Lu et al., 2010). The higher a person's faith in an electronic vendor, the more likely he is to buy something. eWOM adoption can assist electronic sellers by transforming social networking site suggestions into purchases, according to (Erkan & Evans, 2016). Consumer purchase intention will grow when there is greater trust in online recommendation agents, as well as viral messages with a higher level of perceived utility and

adoption, according to Dabholkar & Sheng, (2012) and (Gunawan & Huarng, 2015) research. Consumers' buying intentions are literally increased by eWOM credibility and trust as a result of the good influence of eWOM adoption. As a result, the following are our final hypotheses:

H3: The eWOM a positive relationship with purchase intention

Relationship between Perceived Trust and Purchase Intention

Trust is a recurring topic in the context of social media, and it influences consumers' purchasing decisions Hajli et al., (2017); (L. Liu et al., 2018). There has been a lot of research done on the direct impact of trust on purchase intent (Zhao et al., 2019). Consumers are highly dependent on the relevant information in a certain period of time which is provided by a specific influencer that is considered as a trusted and reliable source (Wu, 2012). Influencers are considered as the new celebrities that withstand a particular part in the virtual community by spreading different sorts of information via different social media channels where they share their personal experiences and opinions to users and somehow, they are influencing their decision behaviour and their intentions to purchase the promoted products and/or services (Alhidari et al., 2015). Thus, marketers started using influencers as endorsers as they are perceived as more credible and trusted than other celebrities. A previous study made by M.-H. Hsu et al., (2014) showed that trust is influenced positively by the quality of the website, and the purchase intention is influenced positively by the trust. Moreover, the accessibility of reliable and relevant online information positively affects consumers' purchase intention posteriorly to the actual purchase taking into consideration the past online experience. Hence, trust is an important element in making such a decision which will encourage consumers to take the next step and conduct purchases online, while this has a presumed impact on the consumers' intentions as they are sometimes sort of dealing with web vendors that are unfamiliar and this will cause an increase in the level of uncertainty for these online shoppers (M.-H. Hsu et al., 2014). The lack of trust and the high level of uncertainty is deemed as major limitations (Chiu et al., 2018). In contrast, the elevated level of trust will generate a positive attitude and thus, an increase in the purchase intentions of online shoppers that they will be encouraged to make their purchases. Thus, the hypothesis has been developed as follows

H4: Perceived Trust as a positive relationship with purchase intention

Conceptual Model Framework

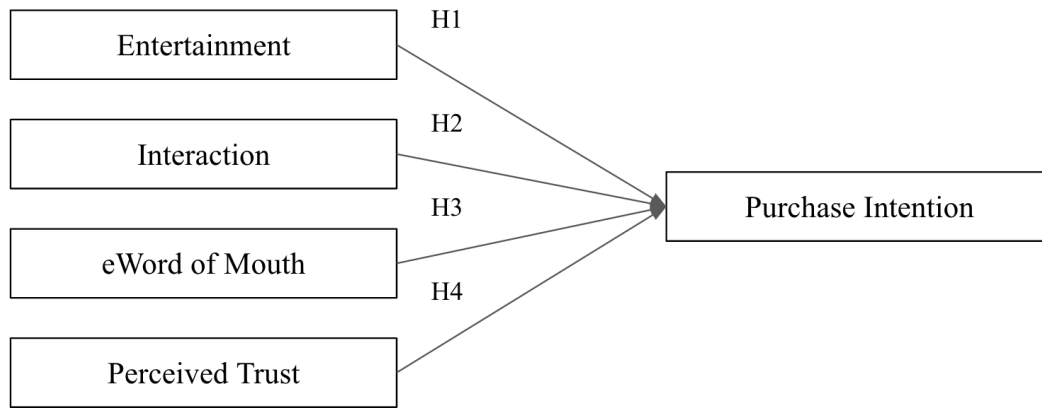


Figure 1: Conceptual Framework

RESEARCH METHODOLOGY

Research Design

This survey uses a quantitative method by distributing questionnaires through various platforms online to consumers in general and not in a specific way. In which researchers studied the impact of social media marketing activities on the purchase intent among Thai customers in the Facebook Live Streaming context as causal research. The researcher used a Multiple Regression Analysis (MRA) to analyse preliminary data gathering from a survey of Thai consumers between January and February 2022 for data analysis.

Population and Sample

This study, The Impact Of Social Media Marketing Activities on Consumer Purchase Intention using Facebook Live Streaming among Thai consumers. Between January 24 and February 20, 2022. To identify the sample size, researchers adopted the "10-times rule," which has been widely used in the past literature (Kock & Hadaya, 2018). Compared to the other methods, this one assumes that the sample size should be more than 10 times the maximum number of inner or outer model linkages pointing to any item variable in the model. Researchers prefer this (Hair et al., 2011). Due to the survey's 14 items, a minimum sample size of 140 will be required. The online survey received 205 completed questions, exceeding the recommended sample size.

Sampling Techniques

In this study, the researcher used a convenient sampling technique of the accessible population as a sample to investigate the impact of social media marketing activity on customer purchase intent on Facebook among Thai consumers.

Research Instruments

The five-point Likert scale questionnaire was developed based on previous research (Al-Awlaqi et al., 2021); Before mailing it to all respondents, a pilot test of 45 respondents was done to assess the reliability and internal consistency. The research instrument was originally in English and then translated back into Thai using the back-translation technique (Paegelow, 2008) to accommodate Thai respondents who did not speak English.

The questionnaire has two parts. The first portion asked about respondents' gender, age, occupation, education, and income. The second segment contained questions about Entertainment, Interactivity, eWOM, Perceived Trust, and Purchase Intention. This section's questions use a 5-point Likert scale. Table 1 lists the operational constructs.

Table 1 Operational Constructs

Items	Cronbach Alpha	Sources
Entertainment 1. Watching a live stream is entertaining 2. Watching a live stream relaxes me 3. Watching a live stream gives me pleasure.	0.74	(Chen & Lin, 2018)

Interactivity	0.80	(Chen & Lin, 2018)
<ol style="list-style-type: none"> 1. When watching a live stream, I can exchange and share opinions with the streamer or other audiences easily 2. When I am watching a live stream, the streamer knows I'm concerned about him or her 3. When watching a live stream, I feel closer to the streamer. 4. When I am watching a live stream, the streamer provides sufficient opportunities to respond and ask a question. 		
eWord of Mouth	0.70	(A. J. Kim & Ko, 2012)
<ol style="list-style-type: none"> 1. I would like to pass the information on the brand, product, or services from beauty clinic brand's social media to my friends 2. I would like to upload content from the beauty clinic brand's social media on my blog or microblog. 		
Perceived Trust	0.98	(Ba & Paul A. Pavlou, 2002)
<ol style="list-style-type: none"> 1. I believe in the information that the seller provides through live streaming 2. I can trust Facebook sellers that use live streaming 3. I do not think that Facebook sellers who use live streaming would take advantage of me. 		
Purchase Intention	0.80	(Gummerus et al., 2012)
<ol style="list-style-type: none"> 1. I consider a seller that uses Facebook Live to be my first choice when buying this kind of product. 2. I am likely to revisit the seller's page to watch their new live videos in the near future. 		

Source: Adopted from (Chen & Lin, 2018); (A. J. Kim & Ko, 2012); (Ba & Paul A. Pavlou, 2002); (Gummerus et al., 2012).

Pilot Test

The researcher used Cronbach's alpha coefficient analysis to test the instrument's internal consistency of the construct items. Table 2 shows the Cronbach's Alpha generated after the instrument was tested for internal consistency.

Table 2 Internal Consistency Reliability

Variables	No. of Items	Cronbach's Alpha (N = 45)
Entertainment	3	0.93
Interactivity	4	0.87
eWord of Mouth	2	0.80
Perceived Trust	3	0.89
Purchase Intention	2	0.94

The reliability-tested results showed that all components were reliable, with coefficient alpha values greater than 0.70, exceeding the minimum acceptable level proposed by (Nunnally et al., 1967). As a result, the instrument's internal consistency (reliability) was confirmed.

Data Processing and Analysis

Multiple Regression Analysis (MRA) was used to analyse the collected data. The demographic characteristics of the respondents were investigated using descriptive statistics (frequency and percentage). Mean analysis and standard deviation were used to analyse the findings of each variable and questionnaire item. The data's consistency and reliability were assessed using Cronbach's Alpha reliability coefficient. The validity of the instrument was tested by calculating factor loadings.

FINDINGS

Demographic Profile of Respondents

Among the 205 completed questionnaires, there were 134 female respondents and 71 male respondents. For the study's age distribution, 31.2 % of participants aged 25-34, 19.5% aged 45-54, and 17.1% aged 35-44 years old. When these three groups were merged, over 67.8% of respondents were aged 25-54 years old. The majority of the respondents 56.1% had a bachelor's degree, followed by 29.3% who had a master's degree. Only 1.5% of those who took part had a high school diploma or less. Furthermore, the bulk of those polled were company officers, with 23.9% self-employed, 19.5% and 18.0% Government Officers, respectively, and only 1.0% working in agriculture (Farmer). For the income level of the respondents, most of the respondents had income ranging from 10,000 to 50,000 baht per month, which was considered the middle-income group, accounting for 49.3% of the respondents, while 45.4% of the respondents earned more than 50,000 baht.

Coefficients

The Table 8 shown coefficients for Perceived Trust, eWOM, Entertainment and Interactivity were significantly < 0.001 , < 0.001 , 0.006 , and 0.008 , respectively. The above significance values were lower than 0.05 Meinshausen & Rice, (2006), which means that All variables, including Perceived Trust, eWOM, Entertainment, and Interactivity, have an impact on purchase intention.

Table 3 Descriptive Statistics of all variables (N=205)

	N	Minimum	Maximum	Mean	Std. Deviation	Interpretation
Entertainment	205	2.00	5.00	4.4325	.65631	Agree
Interactivity	205	1.25	5.00	4.1659	.58624	Agree
eWOM	205	1.00	5.00	4.3805	.67636	Agree
Perceived Trust	205	2.00	5.00	4.1480	.65037	Agree
Purchase Intention	205	2.00	5.00	4.3366	.67800	Agree
Valid N (list wise)	205					

Descriptive statistical mean score of all items in perceived social value were rated at the agreed level.

Table 4 Multiple Regression Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardised Coefficients Beta	t	Sig.
(Constant)	0.271	0.258		1.048	0.296
Entertainment	0.167	0.059	0.161	2.801	0.006*
Interactivity	0.218	0.082	0.188	2.671	0.008*
eWOM	0.216	0.063	0.216	3.433	0.001*
Perceived Trust	0.355	0.070	0.340	5.054	0.001*

a. Dependent Variable: Purchase Intention

Table 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.573	.564	.44749

a. Predictors: (Constant), Perceived Trust, Entertainment, eWOM, Interactivity

Table 6 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	53.726	4	13.431	67.073	<.001 ^b
Residual	40.050	200	.200		
Total	93.776	204			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Perceived Trust, Entertainment, eWOM, Interactivity

A significant regression equation was found $F = 67.073$, $p = 0.001$ ($p < 0.05$), with $R^2 = 0.573$. The prediction of purchase intention was equal to 0.271, Entertainment = 0.167, Interactivity = 0.218, eWOM = 0.216 and Perceived Trust = 0.355. Consumers' purchase intention increased by 0.167 units for each unit of change in Entertainment 0.218 units for each unit of Interactivity 0.216 units for each unit of eWOM and 0.355 for each unit of Perceived Trust. All factors are significant predictors of consumers' purchase intention for Facebook Live Streaming. 57.3% of the variance of purchase intention can be explained by combining predictors of consumers' purchase intention ($R^2 = 0.573$). If referring to the coefficient, Perceived Trust had the most influence on consumers' purchase intention (T-value = 5.054, Sig = 0.001), followed by eWOM (T-value = 3.433, Sig = 0.001), Entertainment (T-value = 2.801, Sig = 0.006) and Interactivity (T-value = 2.671, Sig = 0.008).

DISCUSSION

Frequency Analysis

The bulk of respondents (65%) were female, aged 25-34 years old, followed by 45-54 years old. Most responders (62.9%) had incomes below 70,000 baht. 31.7% of respondents earned between 10,000 and 30,000 baht, and 15.1% earned above 90,000. 23.9% of respondents worked for private companies. 19.5% were self-employed, 5.9% were government administrators, and 1.0% were farmers. 56.1% had a bachelor's degree, whereas 1.5% had only a high school diploma. The respondents may represent the middle income, good education, and working age of the Thai consumer.

The impact of SMMA on purchasing decisions

The study's objective was to examine the effect of Social Media Marketing Activities (SMMA) on Thai customers' purchase intention in the context of Facebook live streaming.

The finding suggests that Perceived Trust (t-value = 5.05, sig < 0.001), eWOM (t-value = 3.43, sig < 0.001), Entertainment (t-value = 2.80, sig 0.006), and Interactivity (t-value = 2.67, sig 0.008) all have an impact on purchase intention respectively. The findings also supported the previous research that Perceived Trust, eWOM, Entertainment and Interactivity have a positive and significant effect on the intention to purchase through viewing live streaming on Facebook whereas perceived trust plays the most important role (Asemokha et al., 2019; Migliori et al., 2019).

Recommendations

This study is a specific study of consumers who purchase products via Facebook Live Streaming. The research finding revealed that perceived trust has the

strongest impact on purchase intention followed by eWOM, Entertainment, and Interactivity. To be successful in convincing customers to buy from live streaming, the streamer should focus on trust building which is found in its relationship with eWOM in the previous research (Lu et al., 2010). Trust can be obtained from many business activities such as experience prior purchase decisions and word of mouth (X. Liu et al., 2021). Entertainment and Interactivity also have less impact on purchase intention but seem to increase consumer engagement and satisfaction. Currently, social media tools are broadcast live on a variety of channels, which may lead to different consumer groups. However, marketing communications may differ. The researcher recommends continuing research work in the future. To create new knowledge that can be applied in practice as follows

1. Should study other types of social media tools that are currently streaming live. To conduct a comparative study of the types of tools that are effective for making the purchase intention of the consumers as much as possible.
2. Should study other variables that may influence consumers' purchase intentions via Facebook Live, such as the influence of influencers among consumers in the digital age. Broadcasting techniques such as computer graphics and entrepreneurship or the streamer.

Limitation

The major limitation of the study mainly comes from the location of study and budget. The study was conducted in Thailand, the other countries may give different findings. Due to the limitation of budget and time constraint the researcher used convenient sampling on unknown population in this research using an accessible population of internet users during 24 January to 20 February 2022. The bigger size of sampling and the survey in other periods of time may give different outcomes.

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