

Impact of E-Commerce Live Broadcast on Online Purchase Intention: An Empirical Research Based on Social Technology Theory

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[https://doi.org/10.35609/gcbssproceeding.2023.1\(72\)](https://doi.org/10.35609/gcbssproceeding.2023.1(72))

ABSTRACT

The study aimed to determine the impact of a live broadcast on customers online purchase intention based on the social technology theory among financial management students in China. This paper took e-commerce live broadcast as the research object, and tests the overall marketing effect of e-commerce live broadcast and the impact mechanism of e-commerce live broadcast service quality on online purchase intention. This study utilized a descriptive correlational research design. In particular, the descriptive phase will be used in determining the profile of the respondents; in determining the respondents' perception on the impact of e-commerce live broadcast unique technical features on consumer participation; in determining the respondents' perception on the impact of e-commerce live broadcast on service quality; and in determining the respondents' perception on the impact of e-commerce live broadcast characteristics to online purchase intention. In addition, the relevant stages included the testing the relationship and importance of the impact of e-commerce live broadcast on online purchase intention, and testing the impact of respondents' e-commerce live broadcast on online purchase intention, as well as the differences and significance of the above e-commerce live broadcast technical features, service quality, and other relevant features. The research objects of this paper were the 297 students from Minnan Normal University, Fuzhou University of Foreign Studies, and Fuzhou University who watched the live broadcast on the e-commerce platform Taobao (Tmall Live). The researcher used a researcher-made survey questionnaire as the main instrument in data gathering

Keywords: e-commerce live broadcast, online purchase intention, unique technical features, live broadcast service quality, anchors selection strategy, marketing strategy