

Exploring the Role of Influencers and Customer Engagement on Purchase Intention in TikTok Live Streaming Shopping

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Abstract

Purpose – The purpose of this study is to explore the role of influencer and customer engagement on purchase intention of live-streaming shopping, taking the TikTok platform as an example. The factor that affects customer engagement is customer trust.

Design/Methodology/Approach – This study examines the variables affecting customer engagement and purchase intention using secondary data analysis and archival research techniques. 400 respondents of TikTok's live streaming shopping service provided the information. Additionally, this study adopted three frameworks from other studies in order to create a new conceptual framework.

Findings – This study examines the factors influencing customer engagement and purchase intention. The results of the study showed that Customer trust (trust in community members, broadcast and product) has an impact on customer engagement. Furthermore, purchase intention is influenced by customer engagement and Influencers' credibility in (attractiveness, trustworthiness and expertise).

Research Limitations/Implications – Researching the variables that affect customer engagement and purchase intention has several limitations. This study's findings may not be entirely applicable to companies who operate on other live streaming platforms since this study was based on users of the TikTok platform.

Originality/value - This study is on the important influencing variables of customer engagement and purchase intention.

Keywords – TikTok Live streaming shopping, customer trust, customer engagement, influencers' credibility, purchase intention.

JEL code classification – M10, M12, M15

1. Introduction

1.1 Background of the study

Live streaming shopping is a relatively new e-commerce concept and the COVID-19 outbreak has fueled its growth in some respects. It blends e-commerce, social networking, and entertainment by allowing audiences to buy displayed products with a few taps on their phones while watching live streaming (Liu & Kim, 2021). Live streaming e-commerce, as compared to previous online shopping, provides a more engaging experience. Tactility, in line with all online shopping, is still important to the shopping experience. Influencers in live-streaming commerce can interact with objects as customers walk through a store, and help consumers virtually "touch" products as they purchase, providing a near-real tactile experience (Utsi, 2022).

A solid live streaming platform may assist businesses in better promoting their brands and engaging with their

audiences. TikTok may appear to be an unstoppable worldwide short-video entertainment platform with a vast user base –in just five years, it has garnered over 1 billion users who spend an average of 858 minutes each month on the app (Mileva, 2022). TikTok's user base is made up of more than 50% of Gen Z and millennials. According to a diverse audience, young people are more likely to be drawn to new things like live streaming commerce and have greater purchasing power.

The initial step in the relationship between live streaming platforms and users is to establish trust. Influencers act as go-betweens. The perceived credibility of influencers has emerged as a critical concern, particularly in terms of purchasing intention (Lim et al., 2017). Research by Mohsin (2021) indicates that roughly half of consumers' shopping decisions are affected by recommendations from social media influencers. Influencer marketing is all about interacting with fans and sharing information about the brands with them. Live streaming is one of the most effective ways to engage with the audience, and it is how influencers gain their trust (Razina, 2021).

Furthermore, great customer engagement is a significant driver of successful purchasing intention (Alalwan, 2018). According to Skeldon (2021), TikTok UK and EU, for the live streaming commerce segment, the complete process from discovery of goods to payment is done within TikTok, ensuring not only platform trust but also full customer participation and engagement. The platform's big data will bring together people who share a common interest or affection for the product, enriching the experience and driving purchasing intention.

Therefore, the purpose of this study is to explore the role of influencer and customer engagement on purchase intention of live-streaming shopping, taking the TikTok platform as an example. The factor that affects customer engagement is customer trust.

1.2 Problem statements

As previously mentioned, COVID-19 has impacted practically in every aspect of our life, including the shopping method. In 2020, "live streaming e-commerce" became a new trend and digital channel. More and more businesses are establishing official accounts on various platforms and investing in the live streaming sector. For example, Walmart experimented with influencer-driven real-time shopping on TikTok in 2020, drawing seven times the expected audience and growing its TikTok following by 25% (Utsi, 2022). Anyone can become an influencer, give discounts to followers, and promote limited-time deals in the context of new trends.

With the rise of live-streaming e-commerce, in order to differentiate oneself in a market where competition is rising, companies should aim to attract customers and improve the purchasing intention of the audience. The findings of this study will shed light on the role of influencers and customer engagement in live-streaming shopping purchase intentions, by using the TikTok platform as an example. Customers' purchase intention is strongly influenced by consumer trust, customer engagement, and the credibility of influencers. As a result, for businesses trying to improve their e-commerce strategy, this study has crucial implications for determining the elements that drive repurchase intentions from TikTok live-streaming commerce. Companies can utilize enhanced customer engagement and trust to attract customers to buy, resulting in more sales.

1.3 Objectives of the study

As previously mentioned, purchase intention is influenced by various key elements. For the independent variable, customer trust (e.g., trust in broadcasters, trust in community members, and trust in products) impacts the dependent variable, customer engagement. Furthermore, customer engagement and influencer credibility (e.g., attractiveness, trustworthiness, and expertise) affect purchase intention (dependent variables). This study explores the role of influencers, and customer engagement on purchase intention on the TikTok platform live

streaming shopping.

The core objectives of this study is

1. To describe the influence of customer trust (e.g., trust in broadcasters, trust in community members, trust in products) toward customer engagement in live streaming shopping.
2. To describe the influence of influencer's credibility (e.g., attractiveness, trustworthiness, expertise) on purchase intention toward live streaming shopping.
3. To describe the influence of customer engagement on purchase intention toward live streaming shopping.

1.4 Research questions

The research questions in this study have been designed to fit with the objectives, as mentioned below:

1. Does customer trust (e.g., trust in broadcasters, community members, and products) significantly influence customer engagement toward live streaming shopping?
2. Does influencers' credibility (e.g., attractiveness, trustworthiness, expertise) significantly influence purchase intention toward live streaming shopping?
3. Does customer engagement significantly influence purchase intention towards live streaming shopping?

1.5 Significant of the study

Live commerce is fascinating and interactive, and it can shorten the customer's purchase decision path. According to McKinsey research (2021), companies that use live streaming e-commerce have conversion rates that are nearly 30% higher than traditional e-commerce (Arora et al., 2021). Influencers are one of the main elements of live shopping. First of all, influencers are great partners for live shopping events. They provide good visibility for operations (Boukhechem, 2022), and their characteristics (i.e., attractiveness, trustworthiness, expertise) can be promoted on social networks to achieve effective communities (AlFarraj et al., 2021). In addition, models such as live-streaming commerce that focus on interactive experience focus on customer engagement, and in order for operators to create relationships, customer engagement in live-streaming e-commerce is fundamental. (Zheng et al., 2022). Therefore, this study is being conducted to explore the role of influencers and customer engagement on purchase intentions for live-streaming shopping under the TikTok platform.

Firstly, the findings of this study will assist firms performing live streaming operations on the TikTok platform in better understanding the impact of influencers and customer engagement in affecting consumer purchase intentions. Secondly, the findings of this study may help businesses plan to live stream on TikTok in developing strategies for enhancing customer engagement and influencer trust. Thirdly, this study could be beneficial for researchers as a reference for future studies on the implication of customer engagement and influencer trust on purchase intention in live-streaming shopping, including factors that affect customer engagement, such as customer trust. As well as factors such as attractiveness, expertise, etc. that affect influencer trust.

1.6 Scope of the study

This study will examine how customer trust (trust in community members, trust in broadcasters, and trust in products) affects customer engagement, and the impact of customer engagement and credibility of influencers (i.e., Attractiveness, Trustworthiness, Expertise) on customer purchase intentions. Secondary data and information from prior research articles were used in the study. The authors build three hypotheses and a conceptual framework based on correlations between variables by merging three frameworks from prior

investigations. As a result, the objective of this study expanded to explore the role of influencers and customer engagement on purchase intention in live streaming shopping, based on the TikTok platform. This study's target respondents are male and female customers living in Bangkok, Thailand. The researcher validates the findings by setting the hypothesis between the dependent and independent variables to the test.

1.7 Definitions of the Study

1.7.1 Customer Trust

In this study, customer trust includes trust in broadcasters, trust in community members, and trust in products. It is defined as the customer being infected by the enthusiasm and empathy of the working members of the live platform, thereby fostering a feeling of connectedness in the community.

- **Trust in broadcasters:** In the live streaming chat room, the broadcaster is an opinion leader, and having a good reputation can help customers make buying decision.
- **Trust in community members:** Refers to the harmonious atmosphere of the live broadcast community, where members are eager to address certain product concerns and exchange information and experience.
- **Trust in products:** It refers to the fact that live e-commerce reduces the risk of customer returns and exchanges by providing visual product details and allowing for real-time contact, as well as increasing product trust.

1.7.2 Customer engagement

In this study, customer engagement was defined as a customer's emotional attachment to a brand. Highly engaged customers who not only buy their own products but encourage others to do the same.

1.7.3 Influencers' credibility

In this study, influencers' credibility was defined as the influencers gaining audience trust through their attractiveness, trustworthiness, and expertise to attract customers to place an order.

- **Attractiveness:** Attractiveness is the degree to which an influencer possesses external attributes such as elegance, beauty, and a good voice.
- **Trustworthiness:** In this study, trustworthiness is described to customers' level of faith in the information transmitted by the influencer.
- **Expertise:** The level to which an influencer is perceived to have sufficient knowledge, experience, or ability to sell a product is defined as expertise.

1.7.4 Purchase intention

Purchase intention relates to the consumer's attitude toward a given purchasing behavior as well as the consumer's readiness to pay.

2. Literature Review And Hypotheses Development

2.1 Theories related to each variable

2.1.1 Customer Trust

Customer trust is critical for developing and maintaining long-term connections with the target audience (Bishop, 2021). Trust is regarded to be generally related with consumer perceptions of a company's capacity to fulfill duties and uphold commitments in the area of marketing (Rotter, 1971). The trust of customers in live streaming e-commerce is separated into three categories: trust in broadcasters, trust in community members, and trust in products (Guo et al., 2021). Customers will increase their familiarity with the

broadcaster by observing the broadcaster's words, movements, and expressions, as well as their individualized product introductions from various aspects while watching the live broadcast and making rational purchasing decisions (Wongkitrung & Assurant, 2020). Secondly, while watching the live streaming, customers can communicate with other viewers and broadcasters in real-time via bullet screen, developing a friendly and active relationship with the live streaming community and assisting them in learning more (Hu et al., 2017). Third, products, as the core of tangible commerce, are the ultimate purpose for customers to pay attention to live-streaming shopping. Live-streaming sales enable sellers to present products in unique ways, which can boost buyers' emotions and feelings, resulting in product trust (Wongkitrungrueng & Assarut, 2020).

2.1.2 Customer engagement

According to Vivek et al. (2014), the degree of consumer contact and connection to a company's product or activity is referred to as customer engagement. Based on the live stream scenario, customer engagement may be defined as the behaviors customers do in reaction to brand content on social networks, such as commenting, sharing, hitting a thumb-up, bookmarking, etc. (Zhang et al., 2022). The literature investigates aspects influencing customer engagement on live streaming platforms, consumer interaction (Xue et al., 2020), perceived value (Wongkitrungrueng & Assarut, 2020), and other aspects. Furthermore, human interaction linkages including online communications have a beneficial influence on customer engagement, according to Hu and Chaudhry (2020), and customer involvement in live-streaming e-commerce is essential for companies to build partnerships.

2.1.3 Influencers' credibility

Influencers have more followers and higher visibility than ordinary broadcasters and may develop credibility with a product by demonstrating to their followers that they are willing to use it (Van der Waladt et al., 2009). According to Ohanian (1990), the current study will analyze three main factors to measure consumers' perceived credibility of influencers: attractiveness, trustworthiness, and expertise. Characteristics like appearance, stature, and voice frequently represent the attractiveness of influencers (Wang et al., 2022). It defines trustworthiness as "the degree of confidence customers have in an influencer delivering their point of view" (Ohanian, 1990). When customers see the information on the platform, the trustworthiness of the influencer is considered (Munnukka et al., 2016). Finally, as Daneshvary and Schwer (2000) state, expertise is one of the most key qualities for influencers in order to obtain audience and fan credibility and to be a trusted source of information for followers.

2.1.4 Purchase intention

Purchase intention is defined as the "psychological stage" in the purchasing decision-making process (Wells et al., 2011), it is the consumer's intentional planning or initiative to purchase the product (Rebelo, 2017). Purchase intention is the initial desire of consumers to purchase things from online retailers in the realm of e-commerce (Hassanein & Head, 2007). In live-streaming shopping, if the video content offers an enjoyable impression, it might boost consumers' purchase intention (Huang et al., 2022). Purchase intention may be viewed as a representation of consumer behavior outcomes since intention has been found to be a good predictor of actual behavior (Venkatesh & Davis, 2000).

2.2 Related Literature Review

2.2.1 Customer Trust and Customer engagement

Numerous studies have examined the aspects that influence customer engagement, and trust is often mentioned as one of the contributing factors (Huang & Chang, 2019; Liu et al., 2018; Laosuraphon & Nuangjamnong,

2022; Soe & Nuangjamnong, 2021). According to research by Kosiba et al. (2018), trust is becoming increasingly crucial in customer engagement, hence boosting consumer confidence in the company's offerings will enhance customer engagement and attachment. Broadcasters are regarded as thought leaders in the live streaming field and are typically followed by consumers (Guo et al., 2021). As an example, consider Li Jiaqi, a well-known Chinese broadcaster. His supporters are more engaged than other broadcasters and more likely to buy the things he advises since they trust him (Sun et al., 2019). As a result, trust in the broadcasters might increase the customer's favorable and energetic response (Guo et al., 2021). The following hypothesis is proposed based on the foregoing:

Hypothesis 1a (H1a): *Trust in broadcasters has a significant influence on customer engagement toward purchase intention.*

In a community, communication is critical in developing trust (Wood & Fowlie, 2013). The real-time bullet screen messaging function in the live streaming room serves as a community platform for communicating with others (Zhou et al., 2019). In this community, expressing comparable values, likes, or opinions on products with other members might make customers feel as if they are meeting like-minded friends (Lu et al., 2010), and Wu et al. (2010) believe that this will improve customer retention and desire to watch and revisit live streaming rooms. Therefore:

Hypothesis 1b (H1b): *Trust in community members has a significant influence on customer engagement toward purchase intention.*

Trust in products, according to Garbarino and Johnson (1999), is consumers' belief in the reliability and performance of product quality. Live shopping has an experiential component in that products cannot be directly touched. Delgado-Ballester and Munuera-Alemán (2001) believe that customers' evaluations of indirect interaction with products/brands, such as advertising, word of mouth, brand reputation, and so on, will affect trust. Customers' favorable feelings about a product may be promoted by trust in the product (Zhao et al., 2019), increasing their propensity to buy and suggest the product to others, and even encouraging others to become engaged audiences (Guo et al., 2021). Hence, the following hypothesis is proposed:

Hypothesis 1c (H1c): *Trust in products has a significant influence on customer engagement towards purchase intention.*

2.2.2 Customer engagement and Purchase intention

Customer engagement, according to Kim et al. (2017), is among the focal points of social commerce. Customer engagement plays a role in customer purchase intention in social commerce (Prentice et al., 2019). Currently, live streaming is a highly participatory and information-based communication channel, and an increasing number of retailers use it to sell products (Zheng et al., 2022; Xu & Nuangjamnong, 2022). Zheng et al. (2022) believe that during the engagement phase, consumers will forge a deep bond with the brand-related community, and this association will encourage customers to purchase items or services linked with the brand. Customer engagement will motivate customers to purchase goods or services associated with the brand. Sun et al. (2019) claimed a favorable association between customer involvement and purchase intention in live streaming shopping. The hypothesis is as follows, based on the above discussion:

Hypothesis 2 (H2): *Customer engagement has a significant influence on purchase intention*

2.2.3 Influencers' credibility and Purchase intention

Influencers on social media have an impact on their following (Versamis, 2018; Nirschl & Steinberg, 2018).

The result is that their followers actively emulate their thoughts and acts, supporting them in selling the products exhibited online (Balaban & Mustăţea, 2019). Influencer marketing has grown dramatically in recent years, with corporations believing that it offers 11 times the ROI of traditional types of marketing (Tapinfluence, 2017). Influencers have more fans than regular broadcasters in the area of live streaming. As previously mentioned, three major elements influence a consumer's perceived credibility of an influencer: attractiveness, trustworthiness, and expertise. According to the Receiver Processing Mode model, when selecting a spokesperson for the campaign, marketers should select someone who others feel is beautiful, credible, and influential (Belch & Belch, 2019). According to Erdogan (1999), attractiveness is "a good image of a person that includes physical appearance, personality, athletic skill, etc." In other words, attractive influencers are thought to be more likely to drive purchasing intention (Van der Waldt et al., 2009) accordingly, the current study proposes the following hypothesis:

Hypothesis 3a (H3a): Influencers' credibility in attractiveness has a significant influence on purchase intention.

Trustworthiness is defined by Van der Waldt et al. (2009) as "Possessing honesty, uprightness, and believability". According to an attribution theory model, feelings such as liking or trusting are formed and spread throughout groups of people (De Soto & Kueth, 1959; Kelley, 1973). Consumers will favor a brand if they trust an influencer and the influencer likes it. According to the findings of AlFarraj et al. (2021), trust between customers and their influencers has a favorable impact on the long-term viability of the relationship between followers and brands. As a result, the following theory is progressed:

Hypothesis 3b (H3b): Influencers' credibility in trustworthiness has a significant influence on purchase intention.

According to Andersen and Clevenger (1963), when it comes to information sources, those who display expertise are more believable than those who do not. In a marketing context, celebrity influencers' competence has been shown to positively influence customer views about brands (Till & Busler, 2000). Expertise is a vital characteristic of a well-known and following influencer, and who is seen as a dependable source of information by followers (Daneshvary & Schwer, 2000). According to Schouten et al. (2019), knowledge affects not just the degree of confidence sensed by influencers, but also the purchase intention of customers. Therefore, the following hypothesis is formulated:

Hypothesis 3c (H3c): Influencers' credibility in expertise has a significant influence on purchase intention.

2.3 Theoretical frameworks

2.3.1 Guo et al. (2021) developed the first research theoretical framework. Figure 1, this study examines the relationship customer trust and customer engagement, as well as the role of the swift relationship as a mediator. Customer trust is divided into three categories: trust in community members, trust in broadcasters and trust in products. Research showed that trust in customers positively affects swift relationships and customer engagement, and swift connections have a pleasant mediation impact on the link between customer trust in broadcasting aspects and customer engagement.

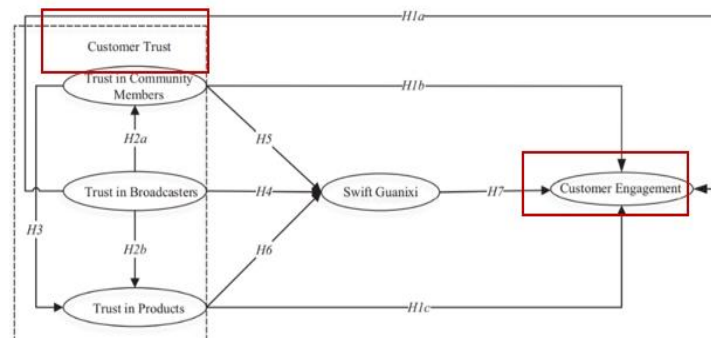


Figure 1: Effects of customer trust on engagement in live streaming commerce: mediating role of swift guanxi

Source: Guo, L., Hu, X., Lu, J., & Ma, L. (2021, April 5). Effects of customer trust on engagement in live streaming commerce: mediating role of swift guanxi. *Internet Research*, 31(5). <https://www.emerald.com/insight/content/doi/10.1108/INTR-02-2020-0078/full/html>

2.3.2 Based on the research by Yu and Zheng (2021), from Figure 2, the objective of this research is to develop a theoretical model based on the theory of perceived value to explain the image of luxury products acquired via live broadcasts in China. The study collected a total of 354 online questionnaires. The results showed that consumers’ perceived luxury value had a significant positive impact on customer engagement, and customer engagement during live streaming had a positive impact on purchase intention.

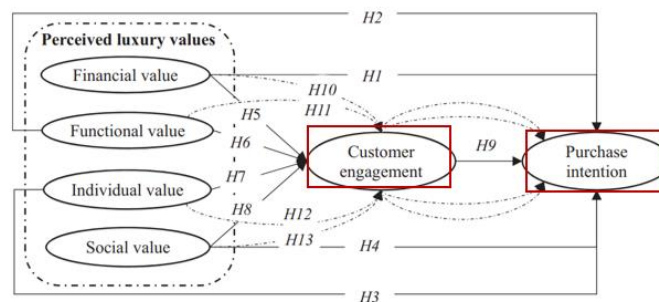


Figure 2: The effects of perceived luxury value on customer engagement and purchase intention in live streaming shopping

Source: Yu, F., & Zheng, R. (2021, October 5). The effects of perceived luxury value on customer engagement and purchase intention in live streaming shopping. *Asia Pacific Journal of Marketing and Logistics*, 34(6), 1303-1323. <https://www.emerald.com/insight/content/doi/10.1108/APJML-08-2021-0564/full/html#sec003>

2.3.3 AlFarraj et al. (2021) created the second research model used in the study as shown in Figure 3. From Figure 2.2, this study is to examine the credibility of influencer traits (such as attractiveness, trustworthiness, and expertise) on purchase intention among Jordanian beauty skincare customers via the mediating effect of cognitive and emotional online interaction. The results demonstrate the influence of attractiveness and expertise on online engagement and purchase intention, as well as the mediating effect of online engagement on influencer credibility and purchase intention.

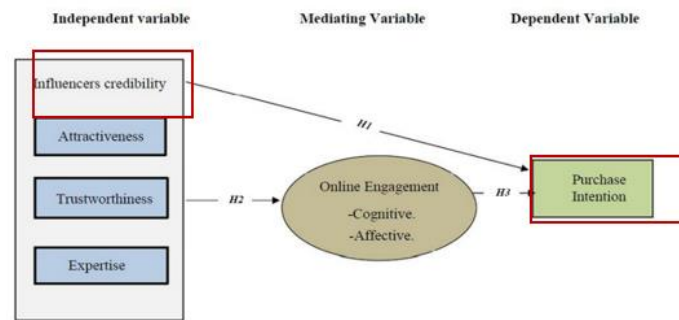


Figure 3: Examining the impact of influencers’ credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry

Source: AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021, February 4). Examining the impact of influencers’ credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355-374.
<https://www.emerald.com/insight/content/doi/10.1108/RIBS-07-2020-0089/full/html>

2.4 Hypotheses development

Based on the conceptual framework presented, the researcher developed three hypotheses to investigate the role of influencers and customer engagement on purchase intention in TikTok live streaming shopping. The following hypotheses have been proposed:

H1o: Customer trust in trust in community members (H1a), trust in broadcast (H1b), and trust in product (H1c) have no significant influence on customer engagement toward purchase intention.

H1a: Customer trust in trust in broadcast (H1a), trust in community members (H1b), and trust in product (H1c) have a significant influence on customer engagement toward purchase intention.

H2o: Customer engagement has no significant influence on purchase intention.

H2a: Customer engagement has a significant influence on purchase intention.

H3o: Influencers’ credibility in attractiveness (H3a), trustworthiness (H3b), and expertise (H3c) have no significant influence on purchase intention.

H3a: Influencers’ credibility in attractiveness (H3a), trustworthiness (H3b), and expertise (H3c) have a significant influence on purchase intention.

2.5 Conceptual framework

Previous research, theoretical concepts, and testing literature were used to build the conceptual framework. The study revealed the impact of independent variables such as trust in influencers and attractiveness on customer engagement, which had an impact on dependent variables such as repurchase intention. Figure 4 shows a conceptual framework for exploring the role of influencers in live streaming on customer engagement and purchase intention.

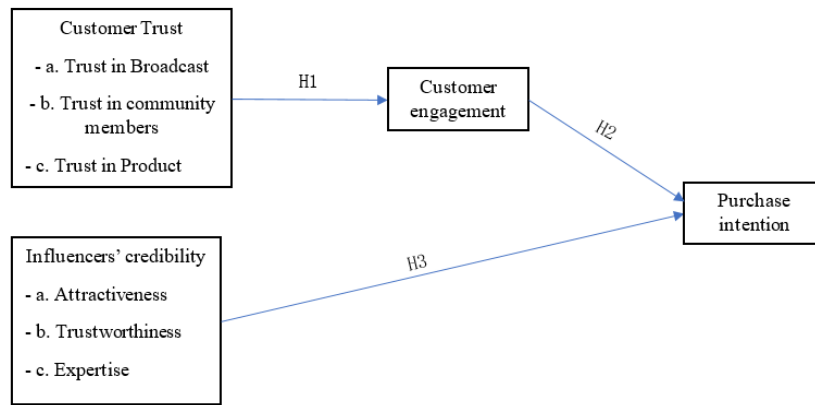


Figure 4: Exploring the role of influencers on customer engagement and purchase intention in live streaming shopping

Source: Constructed by author.

3. Research Methodology

3.1 Research Design

The goal of this research is to explore the role of influencers and customer engagement on purchase intentions for live-streaming shopping—taking the TikTok platform as an example. In addition to this, the study will also assess the degree of influence of each variable that affects customer purchase intentions. This study is quantitative research; hence this study will use multiple analysis types such as Cronbach's Alpha, Descriptive Analysis, Simple Linear Regression and Multiple Linear Regression.

The questionnaire contains of three main parts with a total of 32 questions relating to seven variables of this research model, two items related to screening questions, 24 items related to measuring variables, and six items linked to demographic information.

Firstly, the reliability of the questionnaire and any ambiguous or confusing measurement items were examined by using Cronbach's Alpha. A pilot test with 46 samples was undertaken to ensure the reliability of the questionnaire and to determine whether there were any uncertainties in the measurement questions in the questionnaire. The researcher used a five-point Likert scale to assess respondents' attitudes and how much they agreed with each variable in this study. The statistical level has been set at 1, with 1 indicating "Strongly Disagree" and 5 indicating "Strongly Agree."

3.2 Sampling Plan

3.2.1 Target Population

The target population for this study is people living in Thailand who have used TikTok's live shopping feature. According to Worldometer (2022), an organization that records population data in each country represented, Thailand's population as of now is 70,186,294 as of Sunday, September 18, 2022. Despite this, the researcher was unable to confirm that the target population of Thais had utilized TikTok livestream shopping. As a result, this research will utilize the target population as unknown. Source - Thailand Population (2022) - Worldometer (worldometers.info)

3.2.2 Sample Size

In 1967, Taro Yamane, a statistician, created the Taro Yamane sample size computation approach to calculate the sample size from a given population. The Taro Yamane technique is mathematically illustrated below: $n = \frac{N}{1 + N(e)^2}$ (The sample size is indicated by the letter n; N = Number of people in population; e = Allowable error (%))

Taro Yamane (Yamane, 1973) was utilized by the researcher to establish the sample size with 95% confidence level. Thailand's population, according to Worldometer, is 70,186,294 people, based on an analysis of the most recent United Nations statistics by Worldometer. The calculation formula used by Taro Yamane is as follows: $n = 399.99 = 400$ respondents

3.2.3 Sampling Procedures

In this research, the researcher used a non-probabilistic sampling method, which comprises non-random selection based on convenience and ease of data collection. In addition, because respondents are pre-screened for research purposes, information is gathered through convenience and snowball sampling. In this work, the researchers adopted a non-probabilistic sampling technique since the target group is the audience of TikTok live shopping and time constraints. As a result, this method is the ideal choice since researchers can gather data easily.

3.3 Research Instrument

Researcher developed a questionnaire to be utilized as a research instrument of this study to analyze the relationship between key elements and variables. The questionnaire is divided into three sections. The first section includes screening questions to assess whether respondents have ever watched a TikTok live streaming shopping or made a purchase on a TikTok live streaming. The second section includes questions about the respondents' demographic information. The final section has a total of 24 items dealing with dependent and independent variables.

3.4 Validity

3.4.1 Content validity with the index of item-objective congruence

The Item Objective Alignment (IOC) index was utilized by the researchers to evaluate the item quality for each question in the questionnaire. The researcher consulted three experts to determine the content validity score. The IOC value is 0.945 as a result. As long as the result is greater than 0.5, all questions can be distributed to responders.

3.4.2 Reliability with pilot test

To ascertain any discrepancies or defects in the questionnaire's variables, the researchers decided to perform a pilot test with 46 respondents. Any measurable variable's consistency has been assessed using Cronbach's Alpha.

Cronbach's Alpha, which is stated as a number between 0 and 1, was created by Cronbach (1951) to offer an indicator of the internal consistency of a scale or measure. Burns and Burns (2008) states that an acknowledged minimum value for alpha of 0.6 denotes moderate reliability, which is regarded as a general guideline. Table 2 displays the alpha coefficient value and correlation strength.

Table 2: Rules of Thumb for Cronbach's Alpha

Range for Cronbach's Alpha	Strength of Internal Consistency
< 0.6	Poor
0.6 to <0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Burns, R.B. and Burns, R.A. (2008) *Business research methods and statistics using SPSS*. Sage, Los Angeles.

From a pilot test involving 46 respondents, Cronbach's Alpha values were obtained for the independent variables trust in broadcasters, trust in community members, trust in product, customer engagement, influencer's credibility in attractiveness, influencer's credibility in trustworthiness, influencer's credibility in expertise, and purchase intention. The outcome revealed that there are nine variables in total that influence consumer engagement and purchase intent in TikTok live streaming shopping. The results showed that the Cronbach's alpha for trust in broadcasters of three items is 0.904; the three items of trust in community members is 0.908; the three items of trust in product is 0.894; the three items of customer engagement is 0.887; the three items of influencer's credibility in attractiveness is 0.825; the three items of influencer's credibility in trustworthiness is 0.919; the three items of the three items of influencer's credibility in expertise is 0.910; the three items of purchase intention is 0.817 (Per shown in Table 3). The results demonstrated that the questionnaire is reliable enough to be utilized under the rule of thumb that the value must be 0.60 or above to be regarded as acceptable. The results validated the internal consistency of the constructs.

Table 3: The Value of Reliability Analysis of Each Item and Variable in this Study (n=46)

Item No.	Measurement Items	Cronbach's Alpha	Strength of Association
Trust in broadcasters		0.904	Excellent
TB1	I believe in the information that the broadcasters provide through live streaming.	0.821	Very Good
TB2	I believe that the broadcasters of TikTok live streaming shopping are trustworthy.	0.885	Very Good
TB3	I think the TikTok live streaming shopping broadcasters will not take advantage of me.	0.884	Very Good
Trust in community members		0.908	Excellent
TCM1	I felt relaxed and free to discuss with members of the TikTok Live streaming community.	0.850	Very Good
TCM2	I believe the most of product feedback shared by members of the TikTok Live streaming community is genuine.	0.883	Very Good
TCM3	I believe members of the TikTok live streaming community are willing to constructively care and respond to my questions.	0.868	Very Good
Trust in product		0.894	Very Good
TP1	I think the product I ordered from TikTok Live streaming is reasonably priced.	0.906	Excellent

TP2	I believe there is a quality guarantee for products purchased at TikTok Live streaming.	0.859	Very Good
TP3	I believe the product I receive will be the same as shown on TikTok Live streaming.	0.773	Good
Customer engagement		0.887	Very Good
CE1	I often send a bullet screen message while watching a TikTok live streaming shopping.	0.859	Very Good
CE2	I often bookmark my favorite items or live stream rooms in TikTok Live streaming shopping.	0.822	Very Good
CE3	I often share my favorite TikTok live streaming shopping with my friends.	0.844	Very Good
Influencer's credibility in attractiveness		0.825	Very Good
ICA1	I follow this influencer because he/she is good-looking.	0.681	Moderate
ICA2	I follow this influencer because he/she has a great voice.	0.780	Good
ICA3	I follow this influencer because of his/her engaging body language on live streaming.	0.817	Very Good
Influencer's credibility in trustworthiness		0.919	Excellent
ICT1	I follow this influencer because he/she has a good reputation.	0.847	Very Good
ICT2	I follow this influencer because he/she is reliable.	0.895	Very Good
ICT3	I follow this influencer because he/she is sincere.	0.904	Excellent
Influencer's credibility in expertise		0.910	Excellent
ICE1	I follow this influencer because he/she is an expert in the field I am interested in.	0.842	Very Good
ICE2	I follow this influencer because he/she has great knowledge about their field.	0.893	Very Good
ICE3	I follow this influencer because he/she provides references based on their expertise.	0.876	Very Good
Purchase intention		0.817	Very Good
PI1	I intend to purchase the products that I have interacted with in the live stream. (Such as commenting,	0.606	Moderate

	sharing, hitting a thumb-up, bookmarking, etc.)		
PI2	I am willing to buy the product recommended by a credible influencer on TikTok.	0.818	Very Good
PI3	I have positive purchase intentions on the TikTok live streaming shopping.	0.811	Very Good

3.5 Methods of Data Gathering and Procedures

In order to acquire the data for this study, both primary and secondary sources were used. Information from surveys that was collected directly from respondents makes up the majority of the data. Primary data is recognized as a reliable source since it was first obtained from the respondent who was approached based on the specified criteria related to the study subject. The questionnaire collected raw data from people living in Thailand who used TikTok live streaming shopping. In order to investigate the effect of influencer and consumer engagement on purchase intention in TikTok live streaming shopping, additional primary data was gathered by asking respondents to score their experience on a five-point Likert scale.

Additionally, the researcher employed convenience sampling and snowball sampling techniques to gather data using a non-probability sample methodology. The respondents will be initially checked in accordance with the study's objectives before the researcher distributes the online survey to friends and family. After completing the survey, the associate will assist in distributing it to their friends and family, which is handy for the researcher. Moreover, the researchers employ data from secondary sources or articles that they have already gathered to construct a conceptual framework, hypotheses, sample size, data analysis, findings, and suggestion.

4. Data Analysis And Discussion Of Results

4.1 Reliability Testing

The researcher opted to recheck the questionnaire for any discrepancies or inaccuracies in variables for all 400 respondents. The reliability of a questionnaire is assessed and analyzed using Cronbach's Alpha.

Table 5. Cronbach's Alpha

Variables	Cronbach's Alpha	Number of Items
Trust in broadcasters	.732	3
Trust in community members	.732	3
Trust in products	.738	3
Customer engagement	.726	3
Influencers' credibility in attractiveness	.758	3
Influencers' credibility in trustworthiness	.750	3
Influencers' credibility in expertise	.756	3
Purchase intention	.723	3

Note (n=400)

Table 5; Cronbach's alpha for each variable demonstrates that all of the variables are consistent and valid since values greater than 0.7 are indicative of adequate reliability. The variable that has the highest reliability is Influencers' credibility in attractiveness .758, following by Influencers' credibility in expertise with .756, Influencers' credibility in trustworthiness with .750, Trust in products with .738, Trust in

broadcasters and Trust in community members with .732, Customer engagement with .726, and lastly Purchase intention with .723.

4.2 Descriptive Analysis of Demographic Data

4.2.1 Screening questions

The demographics of respondents who made purchases on TikTok live streaming in the region of Thailand were examined by the researcher using descriptive analytics. The process of turning data into information can be considered of as descriptive statistics. In addition, the personality of the respondents can also be explained via descriptive analysis. In the first part, screening questions such as "Have you ever watched live streaming shopping on TikTok?" and "Have you ever purchased products from live streaming on TikTok?" are asked. A total of 400 respondents are shown below by frequency distribution in table 6. The researchers rejected responses which did not meet the requirements.

Table 6. The analysis of screening questions using frequency distribution and percentage (n = 400)

Screening Questions	Frequency	Percentage
Have you ever watched live streaming shopping on TikTok?		
Yes	400	100%
No	0	0%
Total	400	100%
Have you ever purchased products from live streaming on TikTok?		
Yes	400	100%
No	0	0%
Total	400	100%

4.2.2 Demographic Data

The researchers assessed the demographics of respondents who watched TikTok live streaming shopping and purchased using descriptive analysis in the SPSS program. Gender, age, employment status, monthly income, frequency of times per month that TikTok live streaming shopping was watched, and average purchase amount were the demographic data used in the second section. Analysis of the respondents' attributes is the purpose. Table 7 shows frequency distribution of all 400 responders.

Table 7. The analysis of demographic factors using the frequency and percentage

Demographic Factors (n = 400)	Frequency	Percent
Gender		
Female	237	59.3 %
Male	163	40.8 %
Total	400	100.0 %
Age (Years)		
Below 20	89	22.3 %
20-35	153	38.3 %
36-45	72	18 %
Over 45	86	21.5 %
Total	400	100.0 %

Employment Status		
Employed	300	75 %
Unemployed	100	25 %
Total	400	100.0 %
Income per month		
Lower than 20,000 Baht	158	39.5 %
20,001 - 50,000 Baht	123	30.8 %
50,001 - 80,000 Baht	73	18.3 %
More than 80,000 Baht	46	11.5 %
Total	400	100.0 %
Watching frequency of TikTok live streaming shopping		
Less than 3 times per month	38	9.5 %
4 - 6 times per month	174	43.5 %
7 - 9 times per month	146	36.5 %
More than 9 times per month	42	10.5 %
Total	400	100.0 %
Average spend for purchasing		
Less than 500 Baht	44	11 %
501 - 1000 Baht	164	41 %
1001 - 2000 Baht	156	39 %
More than 2,000 Baht	36	9 %
Total	400	100.0 %

Gender: All 400 respondents were distributed in a way that showed a higher percentage of female (59.3%) than male (40.8%), the total number of respondents. There were 237 female and 163 male who responded to the survey, respectively.

Age: Among all the respondents, the majority of respondent in this research is age between 20 – 35 years old with 153 respondents with 38.3 %, follow by 89 respondent age below 20years old with 22.3%, after that 86 respondents age over 45 years with a percentage 21.5%, and the age group between 36-45 years old has the lowest response rate (18% with 72 responders).

Employment Status: Among all the 400 respondents, 300 respondents are employed (75%), and 100 respondents are unemployed (25%).

Income per month: The majority of survey respondents, 158 respondents, or 39.5 percent, earn less than 20,000 baht per month, followed by 123 respondents, 30.8 percent, who earn between 20,001 - 50,000 baht, 73 respondents, 18.3 percent, who earn between 50,001 - 80,000 baht per month, and lastly 46 respondents, 11.5 percent, who earn over 80,000 baht per month.

Watching frequency of TikTok live streaming shopping: From the total of 400 respondents, 174 respondents who watch 4 - 6 times per month with 43.5%, follow by 146 respondents who watch 7 - 9 times per month with a percentage of 36.5 %, 42 respondents who watch more than 9 times per month, accounted for 10.5%, and the respondents who watch less than 3 times per month has lowest percentage of respondents at 9.5% with 38 respondents.

Average spends for purchasing: Most of respondents in this survey have spent an average of 501-1000 baht per time with a total of 164 respondents, accounting for 41%, followed by 156 respondents who have spent an average of 1001 - 2000 baht, 44 respondents who have spent an average less than 500 Baht with a percentage of 11%, and lastly 36 respondents who have spent an average more than 2,000 Baht per time with 9%.

4.3 Descriptive Analysis with Mean and Standard Deviation

This section displays the mean and standard deviation for each set of variables including customer trust (e.g., trust in broadcasters, trust in community members, trust in products), customer engagement, influencer's credibility (e.g., attractiveness, trustworthiness, expertise) and purchase intention. The descriptive distribution of the 400 respondents for each variable is shown in table 8.

Trust in broadcasters, the mean of Trust in broadcasters, both "I believe in the information that the broadcasters provide through live streaming" and "I believe that the broadcasters of TikTok live streaming shopping are trustworthy" is 4.0. While the mean of "I think the TikTok live streaming shopping broadcasters will not take advantage of me" is relatively low which equals to 3.90. For the standard deviation, the highest was "I think the TikTok live streaming shopping broadcasters will not take advantage of me" which equals to 0.947, while the lowest was "I believe that the broadcasters of TikTok live streaming shopping are trustworthy" which equals to 0.863.

Trust in community members indicated that the highest mean of perceived value was "I believe members of the TikTok live streaming community are willing to constructively care and respond to my questions" which is equals to 3.96. On the other hand, the lowest mean was "I believe the most of product feedback shared by members of the TikTok Live streaming community is genuine" which equals 3.82. For the standard deviation, the highest was "I felt relaxed and free to discuss with members of the TikTok Live streaming community" which equals to 0.991. On the contrary, the lowest was "I believe members of the TikTok live streaming community are willing to constructively care and respond to my questions" which equals to 0.910.

Trust in products specified that the highest mean of Trust in products was "I think the product I ordered from TikTok Live streaming is reasonably priced" which equal 4.09. However, the lowest mean was "I believe the product I receive will be the same as shown on TikTok Live streaming" which equal 3.97. For the standard deviation, the highest was "I believe the product I receive will be the same as shown on TikTok Live streaming" which equal 0.884. While, the lowest one was "I think the product I ordered from TikTok Live streaming is reasonably priced" which equals to 0.836.

Customer engagement shown that the highest mean of Customer engagement was "I often share my favorite TikTok live streaming shopping with my friends" which is equals to 3.99. Whereas, the lowest mean were "I often send a bullet screen message while watching a TikTok live streaming shopping" and "I often bookmark my favorite items or live stream rooms in TikTok Live streaming shopping", which equal to 3.93. Furthermore, the highest standard deviation was "I often share my favorite TikTok live streaming shopping with my friends" which equals to 0.945, while the lowest was "I often send a bullet screen message while watching a TikTok live streaming shopping" which equals to 0.932.

Influencers' credibility in attractiveness, the highest mean of Influencers' credibility in attractiveness was "I follow this influencer because he/she is good looking" which equals to 4.11. On the other hand, the lowest mean was "I follow this influencer because of his/her engaging body language on live streaming" which equals to 3.98. For the standard deviation, the highest were "I follow this influencer because he/she is good looking" and "I follow this influencer because of his/her engaging body language on live streaming", which equal to 0.880, while the lowest was "I follow this influencer because he/she has a great voice" which equals to 0.867.

Influencers' credibility in trustworthiness indicated that the highest mean of Influencers' credibility in trustworthiness was "I follow this influencer because he/she is reliable" which is equals to 4.05. On the contrary, the lowest mean was "I follow this influencer because he/she is sincere" which equals 4.03. Moreover, the highest standard deviation was "I follow this influencer because he/she has a good reputation" which equals to 0.916. However, the lowest standard deviation was "I follow this influencer because he/she is sincere" which equals to 0.877.

Influencers' credibility in expertise, the highest mean of Influencers' credibility in expertise was "I follow this influencer because he/she is an expert in the field I am interested in" which equals to 4.23. On the other hand, the lowest mean was "I follow this influencer because he/she has great knowledge about their field" which equals to 4.09. For the standard deviation, the highest was "I follow this influencer because he/she provides references based on their expertise", which equals to 0.869, while the lowest was "I follow this influencer because he/she is an expert in the field I am interested in" which equals to 0.805.

Purchase intention shown that the highest mean of Customer engagement Purchase intention was "I have positive purchase intentions on the TikTok live streaming shopping" which is equals to 4.03. While, the lowest mean was "I am willing to buy the product recommended by a credible influencer on TikTok" which equals to 3.86. For the standard deviation, the highest was "I am willing to buy the product recommended by a credible influencer on TikTok" which equals to 0.954, while the lowest was "I have positive purchase intentions on the TikTok live streaming shopping" which equals to 0.902.

Table 8. The descriptive distribution of the 400 respondents for each variable

Trust in broadcasters	Mean	Std. Deviation
TB1: I believe in the information that the broadcasters provide through live streaming	4.00	0.887
TB2: I believe that the broadcasters of TikTok live streaming shopping are trustworthy	4.00	0.863
TB3: I think the TikTok live streaming shopping broadcasters will not take advantage of me	3.90	0.947
Trust in community members	Mean	Std. Deviation
TCM1: I felt relaxed and free to discuss with members of the TikTok Live streaming community	3.95	0.991
TCM2: I believe the most of product feedback shared by members of the TikTok Live streaming community is genuine	3.82	0.953
TCM3: I believe members of the TikTok live streaming community are willing to constructively care and respond to my questions	3.96	0.910
Trust in products	Mean	Std. Deviation
TP1: I think the product I ordered from TikTok Live streaming is reasonably priced	4.09	0.836
TP2: I believe there is a quality guarantee for products purchased at TikTok Live streaming	4.06	0.855
TP3: I believe the product I receive will be the same as shown on TikTok Live streaming	3.97	0.884

Customer engagement	Mean	Std. Deviation
CE1: I often send a bullet screen message while watching a TikTok live streaming shopping	3.93	0.932
CE2: I often bookmark my favorite items or live stream rooms in TikTok Live streaming shopping	3.93	0.943
CE3: I often share my favorite TikTok live streaming shopping with my friends	3.99	0.945
Influencers' credibility in attractiveness	Mean	Std. Deviation
ICA1: I follow this influencer because he/she is good looking	4.11	0.880
ICA2: I follow this influencer because he/she has a great voice	3.99	0.867
ICA3: I follow this influencer because of his/her engaging body language on live streaming	3.98	0.880
Influencers' credibility in trustworthiness	Mean	Std. Deviation
ICT1: I follow this influencer because he/she has a good reputation	4.04	0.916
ICT2: I follow this influencer because he/she is reliable	4.05	0.914
ICT3: I follow this influencer because he/she is sincere	4.03	0.877
Influencers' credibility in expertise	Mean	Std. Deviation
ICE1: I follow this influencer because he/she is an expert in the field I am interested in	4.23	0.805
ICE2: I follow this influencer because he/she has great knowledge about their field	4.09	0.816
ICE3: I follow this influencer because he/she provides references based on their expertise	4.13	0.869
Purchase intention	Mean	Std. Deviation
PI1: I intend to purchase the products that I have interacted with in the live stream. (Such as commenting, sharing, hitting a thumb-up, bookmarking, etc.)	3.97	0.905
PI2: I am willing to buy the product recommended by a credible influencer on TikTok	3.86	0.954
PI3: I have positive purchase intentions on the TikTok live streaming shopping	4.03	0.902

4.4 Hypothesis Testing Results

4.4.1 Summary of Multiple Linear Regression

Multiple linear regression is used as a statistical analysis method in this part to identify the impact of many variables that may affect customer engagement and many variables that may affect purchase intention. Multicollinearity should be computed when using multiple linear regression since it can indicate which unneeded variables should be removed. Akinwande et al. (2015) also recommend that the Variance Inflation Factor (VIF) be less than or equal to 5 to exhibit overlapping variables. Furthermore, the percentage of the dependent

variable's variation that is based on the independent variable is shown by the R-square value, which may be used to explain the variable.

Table 9. Summary of Multiple Linear Regression Analysis for f Hypotheses 1

Variables	B	SE B	Beta	Sig.	VIF
(Constant)	1.286	.241		.000	
H1a: Trust in broadcasters (TB)	.216	.051	.221	.000*	1.278
H1b: Trust in community members (TCM)	.229	.048	.231	.000*	1.214
H1c: Trust in product (TP)	.225	.052	.208	.000*	1.209

Note. $R^2 = .240$, Adjusted $R^2 = .235$, *sig < .05. Dependent Variable = Customer engagement

Table 9 shows that all variables have VIFs below 5, which indicates that they do not coincide. The independent variables are not multi-collinearity related. Also, at the 95% confidence level, the R-Square is 0.240, which means that independent variables such as Customer trust in trust in community members, trust in broadcast, and trust in product can explain the dependent variable, Customer Engagement, by approximately 24%. By looking at the individual contributions for each predictor, the results showed that Trust in broadcasters (B = 0.216, p < 0.05), Trust in community members (B = 0.229, p < 0.05), and Trust in product (B = 0.225, p < 0.05) were positively significant to customer engagement.

Hypothesis 1

Null hypothesis: Customer trust in trust in community members (H1a), trust in broadcast (H1b), and trust in product (H1c) have no significant influence on customer engagement toward purchase intention.

Alternative hypothesis: Customer trust in trust in community members (H1a), trust in broadcast (H1b), and trust in product (H1c) have a significant influence on customer engagement toward purchase intention.

Table 9 shows that the significance level was 0.000, which was less than 0.05. The null hypothesis was rejected, and it can be concluded that Customer trust in trust in community members, trust in broadcast, and trust in product have a significant influence on customer engagement. Besides, customers' engagement is strongly influenced by the variable "Trust in community members," whose standardized coefficient was the maximum at.231.it can be implied that if Trust in community members increases by 1%, the customer engagement can be raised by 23.1%.

Table 10. Summary of Multiple Linear Regression Analysis for f Hypotheses 3

Variables	B	SE B	Beta	Sig.	VIF
(Constant)	1.210	.311		.000	
H3a: Influencer's credibility in attractiveness (ICA)	.184	.054	.160	.001*	1.062
H3b: Influencer's credibility in trustworthiness (ICT)	.236	.055	.207	.000*	1.097
H3c: Influencer's credibility in expertise (ICE)	.252	.055	.220	.000*	1.106

Note. $R^2 = .167$, Adjusted $R^2 = .161$, *sig < .05. Dependent Variable = Purchase intention

Table 10 shows a multiple linear regression was conducted to identify if Influencers' credibility in attractiveness, trustworthiness, and expertise has a significant influence on purchase intention. Hypotheses 3

represented that all independent variables utilized to determine influences on Purchase intention are not overlapping and there was no multi-collinearity due to VIF being less than 5. Also, at the 95% confidence level, the R-Square is 0.167, which means that independent variables such as Influencers' credibility in attractiveness, trustworthiness, and expertise can explain the dependent variable, Purchase intention, by approximately 16.7%. By looking at the individual contributions for each one, the results showed that Influencer's credibility in attractiveness ($B = 0.054, p < 0.05$), Influencer's credibility in trustworthiness ($B = 0.055, p < 0.05$), and Influencer's credibility in expertise ($B = 0.055, p < 0.05$) were positively significant to Purchase intention.

Hypothesis 3

Null hypothesis: Influencers' credibility in attractiveness (H3a), trustworthiness (H3b), and expertise (H3c) have no significant influence on purchase intention.

Alternative hypothesis: Influencers' credibility in attractiveness (H3a), trustworthiness (H3b), and expertise (H3c) have a significant influence on purchase intention.

From table 10, the significant level was at .001 (Influencer's credibility in attractiveness) and .000 (Influencer's credibility in trustworthiness and Influencer's credibility in expertise), which was less than 0.05. The null hypothesis was rejected, and it can be concluded that Influencers' credibility in attractiveness, trustworthiness, and expertise have a significant influence on purchase intention. It has a standardized coefficient of .220 which can be implied that if Influencer's credibility in expertise increases by 1%, the purchase intention can be raised by 22%.

4.4.2 Summary of Simple Linear Regression

In the second phase, simple linear regression was used as a statistical analytic tool to evaluate the level of consumer engagement with respect to purchase intention. The R-square value, which displays the percentage of variance in the dependent variable that is based on the independent variable, could be employed to explain the variable by using simple linear regression.

Table 11. Summary of Simple Linear Regression Analysis for Hypothesis 2

Variables	B	SE B	Beta	Sig.	VIF
(Constant)	2.206	.187		.000*	
Customer engagement	.442	.047	.429	.000*	1.000

Note. $R^2 = .184$, Adjusted $R^2 = .182$, *sig < .05. Dependent Variable = Purchase Intention

Table 11 illustrates that a simple linear regression was carried out to determine if Customer engagement has a significantly impacted Purchase Intention. The result of R square was .184 at 95% confidence level which means that Customer engagement can explain purchase intention by 18.4%.

Hypothesis 2

Null hypothesis: Customer engagement has no significant influence on purchase intention.

Alternative hypothesis: Customer engagement has a significant influence on purchase intention.

The significant level, as shown in Table 11, was at .000, which is lower than 0.05. As a result of the null hypothesis being disproved, it can be said that Customer engagement significantly affects Purchase Intention.

It has a standardized coefficient of .429 which can be implied that if Customer engagement increases by 1%, the purchase intention can be raised by 42.9%.

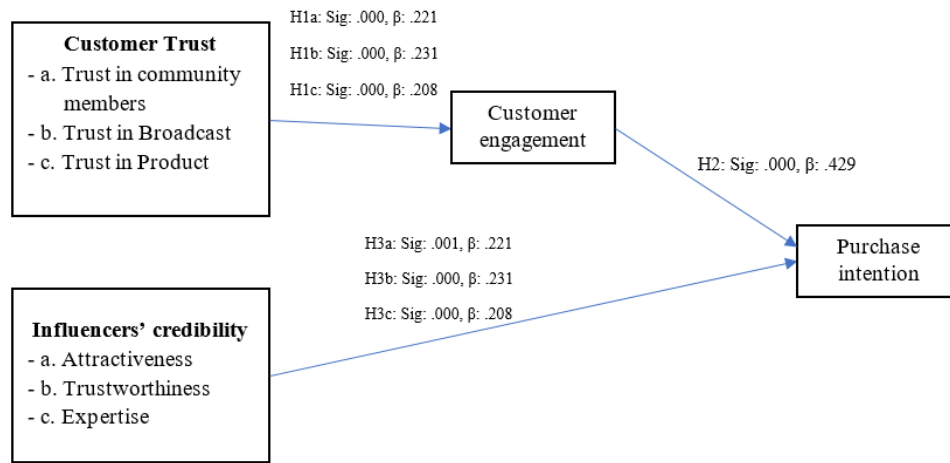


Figure 5. The results of research model

Source. Constructed by author.

5. Summary, Conclusion, And Recommendations

5.1 Summary of the study

The purpose of this study is to explore the role of influencer and customer engagement on purchase intention of live-streaming shopping, taking the TikTok platform as an example. The following three research questions served as the study's direction:

- 1) Does customer trust (e.g., trust in broadcasters, community members, and products) significantly influence customer engagement toward live streaming shopping?
- 2) Does influencers' credibility (e.g., attractiveness, trustworthiness, expertise) significantly influence purchase intention toward live streaming shopping?
- 3) Does customer engagement significantly influence purchase intention towards live streaming shopping?

A total of 400 respondents participated in this survey, mainly women (237, accounting for 59.3%), aged between 20 - 35 (153, accounting for 38.3%), employed (300, accounting for 75%) %, earn less than 20,000 Baht per month (158, 39.5%), watch TikTok live streaming shopping 4-6 times a month (174, 43.5%), and spend 501 - 1000 Baht per purchase (164, 41%). The researcher used multiple linear regression and simple linear regression to analyze causality and evaluate hypotheses. Simple linear regression was used to assess the degree of influence between customer engagement and purchase intention. Multiple linear regression (MLR) is being used to measure customer trust in community members, broadcast, and the influence of product trust on customer engagement, as well as the impact of influencers' credibility in terms of attractiveness, trustworthiness, and expertise on purchase intention. Each of the eight independent variables was thus deemed significant for the purposes of hypothesis testing. Below are the results of the hypothesis test in table 12.

Table 12: Summary of the hypotheses testing results

Statement of Hypothesis	p-value	Decision results
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H1: Customer trust in trust in community members (H1a), trust in broadcast (H1b), and trust in product (H1c) have no significant influence on customer engagement toward purchase intention.	H1a: 0.000* H1b: 0.000* H1c: 0.000*	Rejected
H2: Customer engagement has no significant influence on purchase intention.	0.000*	Rejected
H3: Influencers' credibility in attractiveness (H3a), trustworthiness (H3b), and expertise (H3c) have no significant influence on purchase intention.	H3a: 0.001* H3b: 0.000* H3c: 0.000*	Rejected

The results of hypothesis testing using simple linear regression and multiple linear regression revealed the strength of variables affecting customer engagement and purchase intention for TikTok live streaming shopping. The results showed that the most influential factor of customer engagement is Trust in community members, while the most influential factor of purchase intention is customer engagement. The ranking is summarized in Table 13 and Table 14 below.

Table 13. Strengths of factor influence of variable to Customer engagement

Rank	Independent Variable	Beta
1 st	Trust in community members	0.231
2 nd	Trust in broadcasters	0.221
3 rd	Trust in product	0.208

Table 14. Strengths of factor influence of variable to Purchase intention

Rank	Independent Variable	Beta
1 st	Customer engagement	0.429
2 nd	Influencer's credibility in expertise	0.220
3 rd	Influencer's credibility in trustworthiness	0.207
4 th	Influencer's credibility in attractiveness	0.160

5.2 Discussion and Conclusion

Hypotheses testing in this study revealed that consumer engagement is influenced by their trust in the product, broadcast, and community members. The credibility of Influencers in terms of attractiveness, trustworthiness, and expertise, as well as consumer engagement, are additional factors that influence customers' purchase intentions. Customer engagement is one of them that significantly affects purchase intentions.

5.2.1 Customer Trust (Trust in community members, Trust in Broadcast and Trust in Product) and Customer engagement

According to this study, consumer engagement is positively and significantly influenced by customer trust. The three sub-factors of customer trust and customer engagement all have significant values of 0.000. This demonstrates that increasing user trust in platforms, products, and services is essential to attracting customer engagement. This is consistent with research by Liu et al. (2018) and Ou et al. (2014), whose studies demonstrate that confidence in marketers positively affects brand trust in social commerce as well as broadcasters, community members, and products. In real-world trade, trust is a crucial relationship builder.

Take a deeper look using a descriptive analysis of the nine items in the questionnaire that was used to gather the study's data, three of which related with the subjects' trust in broadcasters, community members, and products. Statistics show that, of the three sub-factors, trust in products has the greatest mean value—4.04—and that it has the lowest mean—3.91—among community members. According to the findings, respondents' ratings of their scores are generally consistent, so companies that conduct livestream service should focus more on the quality level of their products as well as the qualifications of their broadcasters, fostering viewer confidence in broadcasters, listening to what consumers need, and developing close bonds.

5.2.2 Customer engagement and Purchase intention

According to the study's findings, consumer engagement and purchase intention are highly significantly positively correlated. Customer engagement and purchase intent have a significant value of 0.000, which is less than 0.05. This reveals that customer engagement on TikTok live streaming shopping has a substantial influence on consumers' intention to purchase. Addo et al. (2020), and Xu and Nuangjamnong (2022) noted that prior research has demonstrated a favorable correlation between customer engagement, attention, and purchase intention. Furthermore, this finding is consistent with other research showing that more engagement experiences provide favorable effects including positive website and brand attitudes, product-related ideas, more followers, IWOM, and consumer buy intentions (Chu & Sung, 2015; Lee & Jung, 2013).

According to the descriptive analysis of customer engagement from the three questions in the questionnaire collected by the researcher, the statistics showed that the average value of the questions of customer engagement is equal to 3.95, and the lowest average among the three questions is "I often send a bullet The same amount of screen message while watching a TikTok live streaming shopping." and "I often bookmark my favorite items or live stream rooms in TikTok Live streaming shopping." equal 3.93 below average. The statement "I frequently share my favorite TikTok live streaming shopping with my friends" had the greatest standard deviation, equaling 0.945. Therefore, businesses that offer live streaming services ought to consider user involvement. By enhancing client and user interface features, they can enhance the user experience. They can also employ marketing techniques like "shared courtesy" to encourage customer contact and drive-up sales.

5.2.3 Influencers' credibility and Purchase intention

The findings of this study demonstrate a highly significant positive correlation between customers' purchase intention and the credibility of Influencers (attractiveness, trustworthiness, and expertise). The significance values of the other two items and repurchase intention are both 0.000, which is less than 0.05, whereas the significance values of Influencers' credibility in attractiveness and purchase intention is 0.001. This demonstrates that purchase intention is significantly influenced by the credibility of influencers involved in live streaming shopping on the TikTok platform. This is in line with earlier findings by Lim et al. (2017), which pointed to the impact of social media influencers and discovered a beneficial effect, primarily due to their attraction to purchase intention. Furthermore, because the attractiveness of social media influencers is measured, meaning shifting and product matching will increase PI.

On the ninth questionnaire items gathered for this study, a descriptive analysis of the significance of influencers' credibility was done. According to statistical data, the three questions about the attractiveness of Influencers had the lowest mean value—4.03—of the three questions. In connection with the skills of influencers. The highest mean score was 4.15 for the questions. In terms of the trustworthiness of Influencers, the 0.59 standard deviation for those questions had the largest level of variability. In accordance with the findings, respondents gave the scores a similar evaluation. Therefore, when developing their live stream

business, companies should pay greater attention to the influencer's expertise in order to draw in more viewers and generate more sales, all while assuring the impacts of the influencer's appearance.

5.3 Recommendations

In terms of the study's conclusion, the findings point to a connection between elements that both directly and indirectly influence consumers' intent to buy while using TikTok live streaming to shop. Customers' trust in broadcast, community members, and products, among other pertinent variables, all have a very large impact on their level of engagement, with trust in products having the most effect. Customer engagement has the greatest impact on purchase intention, however both customer engagement and the credibility of the Influencers have an effect.

Therefore, the researcher suggests that companies should boost customer interaction while carrying out live streaming of business. As stated by Wang (2021), communication with customers on e-commerce platforms is essential. Managers of live streaming should be aware that online engagement can successfully encourage consumers' impulse buying online. Customers can more easily achieve a better level of immersion and feel as though they are in a mall by making the online livestream process more participatory. Common interactive techniques include pop-up ads and coupons on the user interface, gift-redeeming forwarding and sharing, sending bullet screening to earn live streaming room VIP points, and so on.

Furthermore, while extending the live streaming shopping business on the TikTok platform, the broadcaster's quality should be considered. The presenter serves as a shopping guide at the mall, but its significance is magnified because buyers cannot pick the items themselves, therefore the presenter provides the majority of the information. According to Ladhari et al. (2020), organizations can profit from picking influencers whose followers see them as reputable sources to validate our results. The influencer audience, in particular, appears to be more involved, as they are more inclined to keep up with what the influencer is up to, listen to their advice, and suggest their accounts. The credibility and expertise of influencers can also increase the success of marketing initiatives, according to the Schouten et al. (2020) study. Thus, by partnering with attractive and trustworthy influencers, practitioners may assist companies in reaching wider and more targeted audiences.

5.4 Limitations and Further Study

The limitations of this study might provide insight for future work.

Firstly, because this study was restricted to the TikTok platform, results may differ when compared to other live streaming services. Facebook and Instagram, in particular, might attract industry influencers, which might have an impact on the user base and customer involvement in livestreaming differently. In the future, researchers may use Facebook or other contexts to test the theoretical model that established in this research, analyze consumer behavior variations across platforms, and assess its applicability.

Secondly, the features of commodities are not divided in this study. In this study, it is challenging to say if the type of the items has distinct impacts on customer engagement behavior and purchase intention. Another interesting question is if different items ought to be promoted by influencers with various traits. Future research may thus look at these fascinating issues.

Finally, because of time limits, the study only examined four factors: customer engagement, influencer credibility (attractiveness, trustworthiness, and knowledge), customer trust (trust in community members, broadcast, and product), and purchase intention. Only a few weeks remain to meet the goal due to the restrictions on gathering responders. By locating more pertinent papers, it will be possible to apply additional factors connected to the issue for future study. In addition, to increase the generalizability and trustworthiness of the results, more research should be carried out with bigger sample sizes and populations. Moreover, this study would be able to apply in future because the trends of internet shopping mode normally fast and go.

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