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*Understanding customer experience and repurchase  
intention in live streaming shopping: An empirical  
study in China*

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## **Abstract**

**Purpose** – The purpose of this study is to identify the influential factors of customer experience within live streaming shopping, and their impact on customer satisfaction and repurchase intention. Moreover, the relationships between customer satisfaction, trust and repurchase intention inside the model will be tested as well.

**Methodology** – Firstly, several factors of customer experience were derived from the literature review. Then a research model was developed based on eight hypotheses. The model is later tested through the quantitative method of survey on Chinese customers. 350 questionnaires were distributed through commercial data collection platform, and 331 responses were accepted in this study.

**Findings** – All of the eight hypotheses are found to be supported. Price turned out to be the most influential factor of customer experience, which can positively affect Chinese customer satisfaction. Perceived enjoyment, perceived product and interaction quality also show their impact when measuring customer satisfaction. Besides, trust, customer satisfaction and perceived enjoyment have been proved to positively affect repurchase intention within live streaming shopping.

**Keywords** – Customer experience, customer satisfaction, live streaming shopping, trust, Repurchase intention, price, enjoyment, product quality, interaction quality

**Research type** – Empirical study

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## **1.Introduction**

Online shopping has been accepted as a popular way of purchasing during recent years (Bourlakis et al., 2008) due to its unique advantages for both consumers and retailers (Cheema et al.,2013). It has been even predominant during the pandemic as retailers accelerate their processes of building their online sales channel and optimizing the online shopping experience (Koch et al., 2020). On the other hand, the competition of e-commerce is getting fierce in retailing industry. E-retailers are facing great challenges to sustain their business and thereby keep searching for new ways for creating profitability (Nilsson & Wall,2017). Live streaming commerce is formed as a new evolving of traditional e-commerce. Business giant Amazon has already adopted live streaming and launched Amazon Live in early 2019 (Waters, 2021). In China, live streaming has received great attention as one of the new solutions to boost e-commerce sales. As a new shopping channel, live streaming commerce has experienced rapid growth in China especially after the (COVID-19) pandemic (Ma, 2021). It has not only changed the shopping habitat of consumers, but also developed into one new type of consumer culture (Ibid). Live streaming shopping has shown its special features in several dimensions. Zhang et al. (2019) argue that the distinction of live streaming shopping lies in its ability to add authentic human interaction, which enable customers to obtain more precise product information. Wongkitrungrueng and Assarut (2018) further propose that live streaming can create more utilitarian and hedonic value for customers compared to traditional online shopping, such as authenticity, visualization, responsiveness, and entertainment. On the one hand, it allows e-vendors to give more detailed product information through live videos (Wongkitrungrueng and Assarut, 2018). Besides, customers are able to interact with sellers and other viewers through the bullet screen, therefore to receive reliable information and recommendations for their purchase decision making.

Increased attention has been received by a few of researchers due to its growing popularity. Most studies focus on the motivations of why customer take part in live streaming shopping (Chen and Lin, 2018; Lu et al., 2018), and how it can attract or convert viewers to real customers (Wang and Wu,2019). They examine the impact of live streaming on buying intention through consumer engagement mechanism (Sun et al.,2019; Wang and Wu,2019), extended Elaboration likelihood models (Wang and Lee,2018) and para-social interaction perspective (Ko and chen,2020). It is believed that live streaming shopping can enhance consumer experience with the utilitarian value, hedonic value and social value being delivered

(Ang et al., 2018; Wang & Wu, 2019; Wongkitrungrueng & Assarut, 2018). However, the actual application result of live streaming on business varies a lot, which indicates the importance of creating positive customer experience. The whole process of facilitating online shopping throughout the customer journey can lead to successful performance outcomes (Rose et al., 2012). Are customers attracted by the product introduction? Is the live streaming shopping experience able to satisfy customers' growing expectations? How could live streaming selling help to retain customers and generate more sales? The author believes that as live streaming e-commerce becomes more mature and dependable, the new challenge is not only to bring in customers, but also to retain them for future repetitive purchases with satisfied shopping experience. While little is known about how to improve the overall live streaming shopping experience, as well as to promote customer satisfaction and repeat purchase. Hence, this study aims to:

1. *Describe the key factors of customer experience within live streaming shopping, and how they affect customer satisfaction and repurchase intention.*
2. *Identify the relationships between customer satisfaction, trust and repurchase intention within live streaming commerce.*

To meet with this objective, the author first explores the main factors that may significantly affect experience or behavior intention. Previous studies (Mathew & Hari, 2016; Yulisetiari and Prahasta, 2019; Suki, 2011; Guo et al., 2012) in traditional e-commerce and live streaming commerce suggest that several dimensions can be considered, such as product related factors (e.g., price, variety, product quality), vendor related factors (e.g. e-service quality, brand image, delivery quality), platform or website related factors (e.g. ease of use, website design, interactivity, security), customer value (perceived usefulness, perceived enjoyment) regarding the features of live streaming shopping. These measures indicate the effect of live streaming for facilitating online shopping depend on the different combinations of marketing strategies. Next, the author performs a quantitative analysis with the integrated model on customer repurchase intention. Considering the features of providing real time interaction, immersive experience and interpersonal connection (Haimson & Tang, 2017; Wohn et al., 2018), several factors derived before were chosen to build the model. At last, the study examines how these dimensions of customer experience affect customer satisfaction and trust, as well as to test their direct or indirect impact on repurchase intention.

The study hopes to make some contributions to the existing literature and researches in following aspects. Firstly, the author performs an in-depth study of the new trend of live streaming shopping, introducing its special features and identifying the customer behavior during transactions. Secondly, the study contributes to the literature by providing an empirical understanding on the new phenomenon of live streaming commerce in China. Different from previous literature that focusing on ease of use, transaction security or website design in online shopping (Ludin & Cheng, 2014; Byambaa & Chang, 2012), the study extends the scope of customer experience by integrating more products related factors like perceived price and quality regarding the main touch points of live-stream shopping experience. By examining the mechanism of how live streaming influence consumer satisfaction and trust, the study emphasis the role of live streaming as a tool to build customer loyalty and promote repurchase intention. Understandings about the underlying mechanism of consumer behavior and intention can help marketers to create satisfied customer experience and develop effective strategies for improving the brand stickiness. And the results can also offer some suggestions for practitioners who want to set up their live sales channel in China mainland.

## **2. Theoretical framework**

### *2.1 What is live streaming commerce?*

Live streaming shopping can be understood as a subset of e-commerce that uses real time interaction to facilitate shopping (Cai & Wohn, 2019). It is perceived as a form of human-computer interaction (HCI), which creates a virtual shopping environment to connect consumer perception and shopping features (Sun et al., 2019). It helps retailers to display the products through live video clearly, which encourages customers to buy on the spot (Wongkitungreng & Assarut, 2020). Numerous e-commerce platforms have launched live streaming channels (Cai & Wohn, 2019) to enhance and support new shopping experience (Pantano and Gandini, 2017). Thereby, it is increasingly applied by sellers worldwide as new selling channel for a wide range of products like clothing, electronics, food and cosmetics (Chen, 2017). As one kind of social media, live streaming shares some features with social commerce (Cai & Wohn, 2019). The social presence and interactions help to enhance the shopping experience and reduce customers' uncertainty (Hajli, 2015). With the vivid products introduction from retailers, consumers do not need to look through long pages or search for the product information. Besides, the hosts of the live streaming channels are usually celebrities and micro-influencers (Storyly, 2020). They have a large group of fans and try to integrate customers as

part of the dialogue. The real-time interaction between viewers and streams efficiently provide personalized service and suggestions (Sun et al.,2019), which creates higher level of satisfaction than traditional online transactions. In addition, it is perceived to bring more fun to the customer journey, and its entertainment feature is more frequently emphasized (36KR 2020), Cai et al.(2018) conclude that consumers prefer live streaming shopping due to four reasons, which are product demonstration, product information , excitement about novelty and interaction. Live streaming shopping is predicted to lead the future development of retailing and has attracted great interest from researchers, practitioners and retailers.

Fig1. Screenshot of a live streaming on Taobao Live



Fig1 was taken from a live streaming room on Taobao Live, and the pictures show the basic interface of live streaming apps. During the streaming, the hosts and models are introducing the new arrivals of summer edition. On the top of the screen, it offers information like height and weight of models, which facilitate viewers to have an accurate evaluation of clothes size and upper effect. The bullet screen on the left corner shows what viewers are talking, and the viewers have been given different titles regarding their loyalty degrees. In this moment, some viewers are praising the looks on streamers, while others are forwarding the live streaming



channels to their friends. A floating window was released after basic introducing, where viewers can finish the purchase by clicking on it. The screen will go directly to the traditional online shopping website to finish the payment without quitting the live streaming channel. As a tool to improve online shopping experience, live streaming works as a new form to interact with customers.

## *2.2 Live streaming commerce in China*

In China, live streaming commerce can be roughly divided into two categories. The first type is when live streaming features introduced to traditional e-commerce websites or platforms (Cai & Wohn,2019). For example, some e-commerce giants, such as Mogujie.com, Taobao.com and JD.com successively opened their live channel in 2016 (36KR,2020). Many retailers have recognized the advantage of live streaming e-commerce for improving conversion rate, and resort to cooperate with influencers or celebrities. Later, another type of live streaming commerce started to thrive. Some short video apps like KuaiShou and Tiktok expanded into commercial activities by connecting to third party website or building their own e-commerce platform(36KR,2020). Later, driven by the pandemic, the scale of live streaming shopping has witnessed soaring growth. The number of vendors who entered Taobao Live channel increased by 719% the month after the outbreak of COVID-19. Live e-commerce has stimulated unprecedented consumption power in China (China News, 2019), and keeps refreshing the turnover on single day festival. The GMV (gross merchandise value) is expected to exceed 1000 billion this year (36KR,2020). Alibaba declares that the conversion rate of Taobao Live channel has reached 32 percent, which means 320000 items are added to cart per one million (godigitalchina,2019).

On the other hand, as the competition of live streaming commerce intensifies, it may evolve into a traffic war soon. The average revenue will eventually drop down when the potential traffic bonus is released, which means retailers need to gain deeper knowledge about consumer experience in this virtual environment, as well as to develop a loyal customer base and sustain their profitability (Jun, Yang & Kim, 2004). Furthermore, the negative effects of live streaming shopping begin to appear now. Reports from 36KR (2020) further indicate that the average return rate of live streaming e-commerce is up to 30% to 50%, which is 10 to 15 percentages higher than the traditional e-commerce. Besides, some streamers forge the traffic and transaction data, which largely hurt consumer confidence and satisfaction within live streaming

shopping (Xinhua net, 2020). To sum up, live streaming commerce is still new compared to the traditional online shopping. It still needs more regulations and guidance to ensure a positive customer experience and thereby leads to higher level of customer satisfaction, trust and repurchase intention.

### *2.3 Customer experience*

Retailers are accelerating their steps to leverage new technology and increase the market efficiency. The online shopping channel increases retailers' opportunities to reach to customers, on the other hand, brings challenges on how to meet the new demands from customers (Rose et al.,2012). The application of information technology like live streaming and mobile device have together brought great convenience for customer interaction. Understanding how to deliver a positive customer experience in live streaming commerce is thereby becoming a critical subject. Customer experience is defined as a holistic response from customers after they have engaged in different level of interactions with retailers (Gentile, Spiller, and Noci 2007; Lemke, Clark, and Wilson2011). It exists from the first contact to the end of the customer journey, where new customers can be developed into loyal ones (Singh,2020). Rose et al. (2012) interpret online customer experience from the perspective of impression formulation, where a group of variables would affect customers' cognitive and affective experiential state. Martin et al. (2015) further emphasizes that online customer experience can contribute to firm's profitability and competitive advantage. It is believed that a positive experience with a business can result in customer satisfaction, and further lead to repeat and loyal customers (Singh,2020). He concludes that the two main touchpoints that create customer experience are people and products. In live streaming shopping, these two dimensions play important roles as well. Hence, price, perceived product quality, interaction quality and enjoyment are introduced into this study as four antecedents of customer experience. On the other hand, past experience is suggested to have an impact on future online behavior (Ling, Chai, and Piew 2010). Customer satisfaction, trust and repurchase intention are found to be the outcomes of online customer experience (Ha and Perks 2005; Janda and Ybarra 2005; So, Wong and Sculli 2005; Jin, Park, and Kim 2008; Ranaweera, Bansal, and McDougall,2008)

### *2.4 Hypotheses and model development*

Hellier et al., (2003) indicate that the competitive advantage of online business comes from customer loyalty and repeat purchase retention. Thereby, it is also critical to identify the factors

that lead to customer repurchase intention in live streaming commerce. As a new form of mixed media, live streaming shopping includes both technology related attributes and general online shopping features (Cai et al., 2018). Therefore, both existing literature about online shopping, and consumer behavior literature on live streaming commerce need to be considered in this study. Firstly, trust and satisfaction are two main factors for successful long-term relationships with customers (Balasubramanian et al. 2003, Doney and Cannon 1997, Morgan and Hunt 1994). Kim et al. (2009) argue that trust is even more critical for online transactions since the purchase processes are not transparent. Thereby, trust is included in the model since it helps to decrease consumers opportunistic fears (Hoffman et al., 1999) in virtual environment (Chiu et al., 2009). On the other hand, satisfaction is formed through the comparison of service or product quality that customers expect to receive with the level of quality they actually have received during the transaction (Oliver 1980, 1999; Parasuraman et al. 1988). Continuous evaluation of past shopping experiences provides customer the benchmark for future assessment, which in turn affect risk perception and the likelihood to continue using a particular retailer (Rose et al., 2011). Secondly, in the context of live streaming commerce, Cai et al. (2018) argue that the main reasons why consumer prefer live streaming shopping are product information, excitement (or entertainment), interaction, convenience, hyper and deal. This indicates that customers have their own expectations as respect to these dimensions. Higher quality of performance is expected to be delivered by the live-stream retailers. Thereby, four more factors, which known as price, interaction quality, perceived quality and perceived enjoyment were introduced to the model. In the pre-purchase phase, customers are more curious about the price, convenience, time and security issues. Hosts of live streaming rooms usually tweet the preview of product price and processes of live streaming on social media with their fans or potential customers. Trust and price turn out to be critical for generating customer traffic in this stage. While during purchase stage, perceived enjoyment and interaction quality tend to be more vital to inspire purchasing decisions. In the post-purchase phase, customers will confirm the products or service quality they received based on their previous expectation (Wen et al., 2011). Based on the expectation-confirmation theory, overall satisfaction on past experience will encourage customers to continue shopping in the same store, while negative experience tends to leave customers bad impressions and make them reluctant to engage in the same experience again (Nasution & Nugroho, 2018).

### *Repurchase intention*

Repurchase intention refer to the process that people purchase goods or service from the same firm (Hellier, Geursen, Carr, & Rickard, 2003). Individuals have their own judgement regarding e-vendor choosing. Ali and Bhasin (2019) indicate that the reason for repurchase is primarily based on past purchase experience. Customers evaluate their repurchase intention in terms of experience quality that obtained from previous purchase experience (Razak,2014). Repurchase is critical for streamers to survive and make a profit. Ali and Bhasin (2019) also indicate that successful e-vendors not only need to convert potential customers into real ones, but also encourage existing customers for repeated purchase by satisfying their buying motives (Hennig-Thurau & Klee, 1997; Khalifa & Liu, 2007). Previous research suggested that every growth of 5% in customer retention could significantly contribute to profit growth from 25% to 75% (Lee et al.,2009). The cost and effort to gain new customers online can be considerable (Jiang & Rosenbloom,2005), thus promoting repurchase which contributes to higher sales is the necessary way to business success. Re-purchase intention is viewed as the outcome in models of online experience and satisfaction (Kim 2004; Khalifa and Liu 2007).

#### *Perceived enjoyment*

Enjoyment is defined as an awareness of holistic sensation when people are totally involved in a certain activity (Csikszentmihalyi,1975). It is one primary driver of media use in TAM (Technology adoption model)( Talukder et al., 2019). Kian et al., (2017) further explain that perceived enjoyment refers to the extent to which customer feel pleasure during purchasing. Shopping is regarded as an activity to bring people fun and satisfaction (Jin & Sternquist,2004). Perceived enjoyment come from the purchasing experience in an online shop (Cadieux & Berrada,2015), as well as the information provided (Wen et al., 2011). In addition, enjoyment is becoming one critical factor in live streaming shopping (Chen & Lin,2018) due to its background of celebrity endorsement. Perceived enjoyment is believed to have significant influence on customer intention and behavior (Koufaris,2002). Hedonic motivations is found to stimulate customer to engage in live streaming shopping (Wongkitrungrueng and Assarut,2018) and lead to consumer loyalty (Hsu et al.,2010). E-vendors may unable to retain customers if customers feel boring with the shopping experience (Wen et al., 2011). Ma (2021) concludes that the sources of enjoyment can be derived from platform function, marketing strategies and interactions during the live streaming. Support for the role of perceived enjoyment with repurchase intention is provided by Koufaris,2002; Wen et al., 2011, Chiu et al.,2009). Hence, hypotheses are proposed:

*H1: Perceived enjoyment is positively related to customer repurchase intention in live streaming shopping.*

*H5: Perceived enjoyment is positively related to customer satisfaction in live streaming shopping.*

### *Customer satisfaction*

Customer satisfaction can be defined as the evaluation of previous shopping experience regarding the fulfillment of customer needs (Wijaya et al.,2018). In some researches, consumer satisfaction is viewed as the strongest predictor of re-purchase intention in e-commerce (Kim et al., 2009). Cho (2017) argue that consumer judge satisfaction with a product or service mainly based on the comparison with their expectations about the product and performance. Moreover, satisfied customers are more likely to have the repurchase intention if the service received exceed their expectation (Gao,2019). In e-commerce transactions, buyers always hope to maximize the exchange value while sellers try to maximize customer satisfaction (Ali and Bhasin ,2019). Although livestreaming commerce in China is going through a stage of rapid growth, its high return rate has put the subject of customer satisfaction to the focal position. There is growing needs to identify the factors that lead to customer satisfaction regarding the design and operation of live sales. Many researches try to find the antecedents and outcomes of customer satisfaction. Fourie (2015) point out that satisfied customers tend to distribute positive word-of-mouth, which help to increase company's reputation and customer lifetime value. While Wijaya et al.(2018) indicate that trust and repurchase are the consequences of customer satisfaction. More studies have remarked that consistent customer satisfaction should lead to business success as the result of promoting customer loyalty and repurchase intention (Okharedia, 2013, Mittal & Kamakura, 2001, Miswanto and Angelia,2018). Thus, we hypothesize that:

*H2: Customer satisfaction is positively related to customer repurchase intention on live streaming shopping.*

### *Trust*

Kim et al. (2009) propose the term of Internet consumer trust, which is defined as consumer's subjective belief if the selling party would fulfill its transaction responsibility as agreed. Trust as the compensate of rules and regulations, is becoming the central part of e-commerce to reduce social complexity and carry out long-term transaction (Razak et al., 2014). Maijid et al.,

(2013) also interpreted it as loyalty of the selling party or products. Various studies have shown that trust plays a vital role in creating expected and positive outcomes in online transaction (Razak et al., 2014). Corbitt et al. (2003) emphasize that trust plays an even more important role in e-commerce than face-to-face retailing due to higher level of risks. Furthermore, McKnight and Chervany (2001) propose that trust can be deconstructed into different levels when testing its effect on customer relationship in online context. Oliveira et al., (2017) further explain that online retailers need to maximize trust from end customer in a way to understand how they perceive integrity, competence and benevolence. Perceived integrity means that the retailer is morally reliable and honest (Oliveira et al., 2017), without false advertising throughout the transaction. Competence dimension suggests that the e-vendor has the ability or expertise to manage the transaction (Lazaroiu et al. 2020), while perceived benevolence represents that the streamers to behave in a way with a genuine concern for consumer (Garbarino and Lee 2003) and protect its customers (Wen et al. 2011). Besides, Vasic et al. (2019) argue that security tends to be another issue that preventing consumers from purchasing online unless they trust or familiar with a brand. Hence, the items of trust are thereby derived from these dimensions to measure the overall customer trust during live streaming shopping. Numerous researches suggest that trust has a significant effect on repurchase intention (Lee et al., 2011; Fang et al., 2011; Amini and Akbari, 2014). However, they hold different views regarding the relationship between trust and customer satisfaction. Some of them explain trust from the psychological perspective, and suggest it can enhance the overall shopping experience. Gao (2019) proposes that the emerge of customer satisfaction is based on certain level of trust. In this study, we follow the conclusion of Kian et al., (2017) and Wijaya et al. (2018) that trust is formed and strengthened by accumulated satisfaction from previous purchases. While the higher level of trust would in turn lead to a willingness to accept vulnerability (Mayer et al. 1995) such as forming an intention to purchase from the same vendor next time. Trust depends on previous shopping experience or satisfaction assessment (Ha and Perks, 2005). Chiu et al. (2009) argue that a positive online shopping experience can significantly affect customer trust. In the circle of purchase and repurchase, trust would be strengthened by repeated transaction, and in turn it can affect customer's willingness to interact or transact with the Internet vendors (Kim et al., 2009) during the next purchase. Therefore, the following hypothesis is formulated:

*H3: Trust is positively related to customer repurchase intention in live streaming shopping.*

*H4: Customer satisfaction is positively related to customer overall trust in live streaming shopping.*

### *Price*

Price is one part of the marketing mix, Zeithaml (1988) defines price as something that must be sacrificed to obtain goods or service. It is a critical dimension regarding product evaluation, moreover, most online customers expect to get lower prices than physical stores for the reason that they perceive e-commerce operating cost would be lower (Maxwell et al.,2001). Chinese customer especially e-customers are sensitive to price (Lu,2005). They are value seekers that always want to look for sales promotions and discounts (Arnold et al., 2003). Thanks to the popularity of online marketplace, platforms like Taobao.com, JD.com and Pinduoduo.com greatly increase the transparency of product information and price. E-customers are easier to compare prices respect to the product quality and performance. Previous researches suggest that price benefit or cost saving can be the motivation of online shopping (To et al., 2007), and could positively affect customer perceived value and satisfaction (Anderson et al., 1994; Ehsani and Ehsani,2015). Companies should apply price strategies effectively to increase customer satisfaction (Dhurup et al., 2014). Wang et al., (2017) also indicate that price changes can significantly affect customer satisfaction, the more appropriate the price offered, the greater influence on customer satisfaction. Hence, the following hypothesis is developed:

*H6: Price fairness can positively influence customer satisfaction in live streaming shopping.*

### *Interaction quality*

Interaction quality is integrated into the model as a few researches insist that it is the most important determinant of the overall service quality perception (Brady and Cronin,2001; Ekinci and Dawes,2009; Bitner et al.1994). It measures the two-way interpersonal interaction that take place during service delivery between service employees and customers (Ballantyne and Varey,2006; Brady and Cronin,2001). Thuy et al. (2019) emphasis that interaction can be physical, virtual or mental contact. It creates opportunities for service providers to engage with their customers and thereby try to influence their purchase decisions. Ballantyne and Varey (2006) further categorize interaction into three different forms, which are informational interaction, communicational interaction and dialogical interaction. In this study, two dimensions which known as interactivity and information quality are loaded together in factor analysis, and together build up the more comprehensive term of interaction quality. Interactivity and information quality are two independent variables in most online shopping researches. Interactivity represents the dialogue between customer and website by email and

chat programs (Merwe V.D, 2010). While information quality refers to how the information system or the website provides accurate, complete, understandable and relevant product information (DeLone & McLean, 1992). In online environment, products are intangible, which means customers can not touch, smell, taste or try the goods to get an authentic experience (Liu et al., 2008). While live streaming shopping serves as a new virtual method that realizes the real-time conversation between the buyer and customers. Similar to the offline businesses, streamers take the initiative to introduce the product information instead of the website, which suggest the processes of interactivity and information introduction are intertwined. Referred from two examples in bank and hospital service industries (Christopher et al.,2011; Choi and Kim,2013), key elements of interaction like friendliness, service expertise, shopping guidance and responsiveness are included to measure both dimensions. Previous studies also offer some evidence that interaction quality has a positive impact on customer satisfaction (Lloyd and Luk,2011; Ranjan et al. 2015; Jap 2001) points out that employee's efforts and interactions help to build or maintain relationship with customers can lead to customer satisfaction. It is a critical strategy for live-stream sellers that how information about products and service is presented (Chau et al., 2000) with the help of new technology. Information should be delivered with the well-designed live streaming activities, pictures and streamer introductions. Sun et al., (2019) also argue that live streaming shopping is expected to provide sense of immersion through the presentation of high-quality information. With more accurate and vivid information flow, customers are more capable to compare and match the performance of products to their own needs, which leads to better decisions and thereby enhance the overall satisfaction from customers. Thereby, in this study, the author continues to test their relationship in the context of live streaming commerce. We hypothesis that:

*H7: Interaction quality can positively influence customer satisfaction in live streaming shopping.*

#### *Perceived product quality*

Perceived product quality describes consumer's judgement of product's overall excellence or superiority (Chen and Dubinsky,2003). Without physical contact, consumers may have more difficulties to evaluate the products during purchase phase (Forsythe and Shi, 2003). Some customers may be worried that the quality of product cannot meet with their requirements (Teo ,2002). Thereby, high product quality with a low cost is regarded as the determinant factor of e-commerce success (Keeney,1999). The service or product quality provided by the

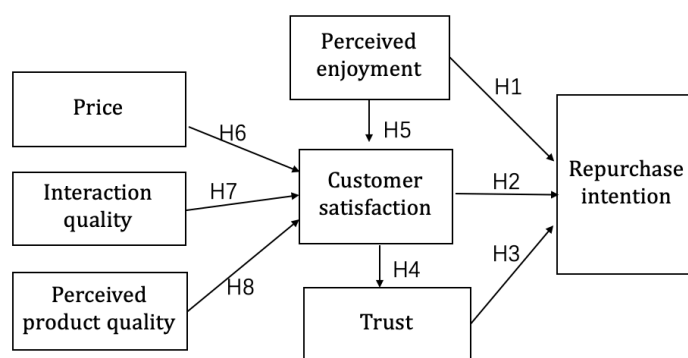


company is related to the customer satisfaction (Miswanto & Angelia, 2018). Once the order of delivered product does not match with consumer's expectations, consumers tend to draw a conclusion that the product is not worthy for its price, and lead to lower satisfaction (Kamalul et al.,2018). On the other hand, higher perceived product quality may increase customer perceived value and satisfaction (Snoj et al., 2004). Patterson (1993) also emphasis that perceived product performance can be the deterrent dimension to satisfaction. High quality of product or service increase the possibility to fulfill consumer needs, and tend to create satisfying purchasing experience (Wijaya et al.2018). Concluded from the previous literature, hypothesis is formulated as:

*H8: Perceived product quality can positively influence customer satisfaction in live streaming shopping.*

Therefore, the whole model is constructed and presented in fig.2, with the hypotheses indicated as well.

Fig. 2: research model



### 3.Methodology

#### 3.1survey design

Seven variables, which namely price, interaction quality, perceived product quality, perceived enjoyment, customer satisfaction, trust and repurchase intention were integrated into this study to test the hypothesized relationships in this conceptual framework. The study adopts the survey method, and the questionnaire is divided into two parts. The first part was used to measure the demographic information and live streaming shopping habitat of the respondents. While the second part adopt the recall method (Fang et al.,2014) which was applied as a valid approach to collect perceptual data of last purchase experience with a live stream vendor. The measurement scales in the questionnaire were mostly referred from related literature and to ensure the validity, and with minor changes to fit this research context. As the questionnaire is

originally designed in English, it was later translated to Chinese to for the convenience of survey conducting. The whole survey was divided into two parts, first part is consisting of 7 demographic questions such as age, gender, income and live streaming shopping frequencies. While the second part is structured in a way with 7-point Likert Scale to measure the items from 1 “strongly disagree” to 7 “strongly agree” upon their latest live streaming shopping experience. Total 32 indicators are listed in table 2: PC1-5, IRQ1-5, PPQ1-4, PE1-4, TRS1-5, CS1-5, RPI1-4. In order to ensure the validity of questionnaire, the author also included similar questions which are worded in opposite meanings in the construct of price. The questionnaire will be rejected if the two questions receive the same answer.

<b>Construct</b>	<b>Item</b>	<b>Indicator</b>	<b>Source</b>
Price	PC1	The price of product offered by X is competitive	Kim et al. (2012)
	PC2	The price of product offered by X is reasonable	
	PC3	The price of most product offered by X is affordable	
	PC4	The price of product offered by X is appropriate	
	PC5	X does not provides provide discounted price.	
Interaction quality	IRQ1	Hosts of X act in a professional manner	Christopher et al. (2011) Choi and Kim (2013)
	IRQ2	Hosts of X provide clear introduction and explanations	
	IRQ3	Hosts of X provide clear answer to questions	
	IRQ4	Hosts of X provide useful advice	
	IRQ5	Hosts of X is genuine and friendly to customers	
Perceived product quality	PPQ1	The quality of the product I received was as introduced.	(Nilsson & Wall, 2017) Yu et al., (2012)
	PPQ2	Physical appearance of products that bought from X meet my expectation (e.g. color/texture/print)	
	PPQ3	There is little inconsistence with the performance of the products received	
	PPQ4	Overall, most of my expectations with the product received were confirmed	
Perceived Enjoyment	PE1	Shopping in X is interesting	Van der Heijden et al. (2003) & Hassanein and Head (2007)
	PE2	Shopping in X is entertaining	
	PE3	Shopping in X is enjoyable	
	PE4	Shopping in X would give me pleasure	
Trust	TRS1	X gives me a trustworthy impression	Mosavi & Ghaedi (2012); Wijaya et al.,(2018)
	TRS2	I feel X is honest in doing business	
	TRS3	I feel safe during my transactions in X	
	TRS4	I believe X would protect its customers	
	TRS5	Overall, I have the confidence that X is reliable	
Customer satisfaction	CS1	How satisfied are you with your latest purchase in X	Nilsson and Wall (2017); Ali, T. (2016)
	CS2	How satisfied are you with the selection of products offered by X	
	CS3	I feel convenient with interaction in X	
	CS4	I feel that purchasing through live streaming from X is a good idea	
	CS5	I am satisfied with the overall online purchase experience with X	
Repurchase intention	RPI1	I intend to continue purchasing in X rather than discontinue its use	Kim et al. (2012); Mosavi & Ghaedi (2012)
	RPI2	If I were to buy something, I would consider buying it from live streaming rooms like X	
	RPI3	I expect repurchase from X in the future	
	RPI4	I intend to recommend X to other people around me	

Table 1: Construct instrument

### 3.2 Survey implementation

The study aims to examine the factors that affect customer livestreaming shopping satisfaction and repurchase intention. The target sample are customers who have live streaming shopping experience in 6 months. Besides, pre-screen question is inserted to ask if respondents have live streaming shopping experience before. Only customers with previous live streaming shopping experience will be approved to continue the survey. The questionnaire is mainly distributed through one of China's largest academic data collection website named Credamo (<https://www.credamo.com/>). A bonus that equals to about 10 Swedish Krona is paid to each valid respondent. More fees were paid to Credamo for a package of data control service. For example, the author chooses to forbidden accounts from same IP or physical location to answer repeatedly. As recommended by Comfrey and Lee (1992), the sample size should not less than 200, while 300 would be better. Hence, with the limitation of time and financial issues, the author tried to reach a sample size of 331. 350 questionnaires in total were released through the data collection website, and no missing data was found. However, a few pieces of answers were deleted for several reasons. One respondent who said she had live streaming shopping experience 6 months ago was removed since she choose 4 times a month as the answer of live streaming shopping frequency in the meantime. Another 12 samples do not pass the verification question as they clicked the same answer for two opposite worded questions. In addition, 6 answers were rejected as they filled in all questions with same options under each construct. Most of these responses were finished within 2 minutes, which were deemed unreliable. Finally, the fit model is generated by the remaining data from 331 respondents.

	<b>Distribution quantity</b>	<b>Sources</b>	<b>Test</b>	<b>Amendment</b>
Survey version 1	30	Wechat	Face validity	Indicator wording
Survey version 2	100	Credamo	EFA	Model modified / Scale method change
Survey version 3	50+300	Credamo	Pilot test & Full scale	

Table 2: Survey implementation

### 4. Data collection and analyze

Date collected is processed and analyzed through structural equation modelling (SEM) in SPSS 27 and Amos 27, where the multivariate regression with confirmatory factor analysis is

included. The measurement model which constructed basically based on literature indicates the relationships between latent variables and overserved variables (Suki,2011). The indicators do not meet the minimum limit level would be omitted before conducting the structural model. After verifying the reliability and validity of the model, the structural model is applied to measure the strength and directions between latent variables (Suki,2011), thereby to test the hypotheses.

#### 4.1 Pilot study

Moreover, 10 consumers who have more than one year’s live streaming shopping experience been invited to take the pretest, thereby to check whether the instrument items are misinterpreted or ambiguous. some items were modified based on the feedbacks received, and a pilot study of 50 surveys were sent out randomly to the platform users. It is crucial to ensure the consistency of the items as well as the performance of interpretation. After deleting the invalid surveys who do not pass the verification question, the rest respondents were taken to calculate the Cronbach alpha value of each construct. However, the outcome was not desired since most values were around 0.5, which do not reach the satisfactory level of 0.7 (Field, 2013). The answers for each item under the same construct vary a lot, therefore indicating that they are not measuring the same concept. The second version of survey is later designed after changing the wording of some items, moreover, the measurement scale is changed from a 5-point Likert Scale to 7-point Likert Scale to be more precisely. 100 surveys were distributed through Credamo platform during the second stage of pilot test. 92 pieces of answer were accepted that pass the test question. As presented in table 3, most of the Cronbach’s alpha values were around 0.7, which indicate that the measurement instrument would not be seriously wrong.

	Cronbach’s Alpha	Items
Price	0.703	PC1, PC2, PC4, PC5
Interaction quality	0.751	IRQ1, IRQ2, IRQ3, IRQ4, IRQ5
Perceived product quality	0.748	PPQ1, PPQ2, PPQ3, PPQ4, PPQ5
Customer satisfaction	0.682	CS1, CS2, CS4, CS5
Perceived enjoyment	0.687	PE1, PE2, PE3, PE4, PE5
Trust	0.771	TRS1, TRS2, TRS3, TRS4, TRS5
Repurchase intention	0.733	RPI1, RPI2, RPI3, RPI4

Table3: pilot test result

## 4.2 Demographic Findings

Table4: Demographic profile of respondents

Item	Category	Frequency	%
<b>Gender</b>	Female	178	53.78%
	Male	153	46.22%
<b>Age</b>	18-25	67	20.24%
	26-30	175	52.87%
	31-40	80	24.17%
	41-50	7	2.11%
	Over 50	2	0.60%
<b>Education level</b>	Junior School	1	0.30%
	Secondary school/ Vocational school	7	2.11%
	Undergraduate/Junior college	291	87.92%
	Graduate	29	8.76%
	PhD	3	0.91%
<b>Disposable income (RMB)/Month</b>	Less than 2000	14	4.23%
	2000-4000	43	12.99%
	4001-6000	62	18.73%
	6001-8000	90	27.19%
	8001-10000	78	23.56%
	10001-20000	40	12.08%
	Above 20000	4	1.21%
<b>Last purchase</b>	Within 1 month	298	90.03%
	1-2 months	28	8.46%
	2-4months	3	0.91%
	4-6 months	2	0.60%
Purchase frequency	More than 4 times/month	80	24.17%
	1-4 times/month	215	64.95%
	Every other month	31	9.37%
	Every 3 month	4	0.91%
	Every 6 month	2	0.60%

Table 4 shows the demographic information in the first part of the questionnaire. Out of the 331 respondents in this study, 178 (53.78%) were female and 153 (46.22%) were male. Most of them aged between 26-30 (n=175,52.87%), and majority of them have a bachelor's degree (n=291, 87.92%) or equally. Furthermore, up to 90.03% carried out their last purchase within one month. In terms of the purchase frequency, most of the customers fall into the category of 1-4 times per month. In addition, table 4 indicates that fashion products and food are most

popular items in live streaming channels. Besides, we also measure the time needed to complete the questionnaires, and found the average time taken is 336.5 seconds.

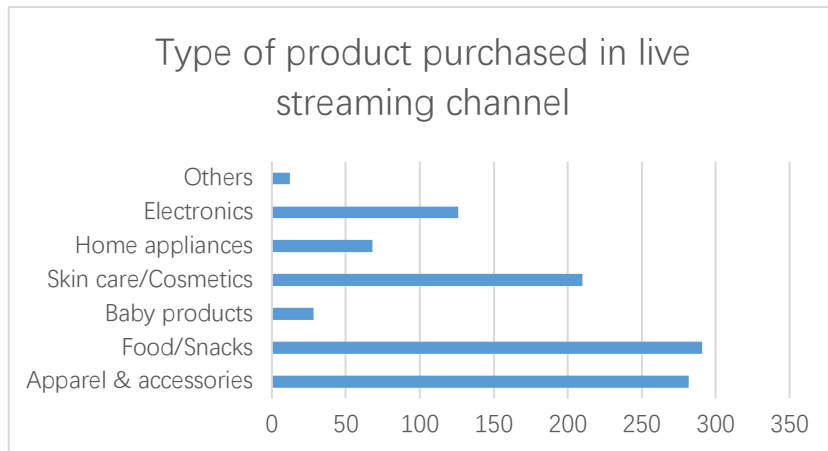


Fig.3: Live streaming shopping preferences

#### 4.3 EFA and CFA result

In addition to reducing dimensionality, exploratory factor analysis can also be used for interpreting self-reporting questionnaires (Byrant, Yarnold, & Michelson, 1999). Therefore, the author takes the opinion of Muzaffar (2016) to perform EFA as the first step of building a new metrics. The result of EFA shows how well the items load on hypothesized factors (Kelloway, 1995), which enables researches to explore the main dimensions in a model (Henson & Roberts, 2006). In this study, the exploratory analysis was run in both pilot and final phase to ensure the construct reliability and factor loading condition. The method named varimax rotation is chosen to present a more interpretable factor score matrix. Items like PC5, IRQ2 and CS2 are eliminated here since they do not meet the minimum significant level of 0.5(Hair et al., 2006 ). Reliability measures the extent to which a set of variables is consistent in what it is intended to measure (Hair et al., 2006).

Table 5: Rotated Component matrix ---factor loading

	Component						
	1	2	3	4	5	6	7
PC1					0.774		
PC2					0.828		
PC3					0.767		
PC4					0.794		
IRQ1			0.750				
IRQ3			0.804				
IRQ4			0.837				
IRQ5			0.829				

PPQ1		0.776					
PPQ2		0.859					
PPQ3		0.834					
PPQ4		0.818					
PE1				0.782			
PE2				0.740			
PE3				0.761			
PE4				0.856			
CS1						0.675	
CS3						0.759	
CS4						0.827	
CS5						0.731	
TRS1	0.768						
TRS2	0.886						
TRS3	0.768						
TRS4	0.773						
TRS5	0.749						
PRI1							0.790
PRI2							0.736
PRI3							0.763
PRI4							0,743

Later confirmatory factor analysis is used to test the proposed model and to see which factor theories best fit (Williams, 2012). Validity was tested which describes how well the measures correctly represent the concept of study (Bell, 2005). In other words, it means the data and methods applied are right (Muzaffar,2016). Both the convergent and divergent validity of the constructs also need to be verified. Here, Cronbach’s alpha is introduced to offer the evidence if the set of items function as a group. However, a high Cronbach value that approximates to 1 cannot ensure the scale in question is unidimensional (UCLA,2020). As indicated above, analysis like exploratory factor analysis is also necessary for checking the dimensionality. It is required that the items are significantly loaded on intended factor with minor or no cross loading, which indicating each item is measuring its own concept (Ali et al., 2016). Moreover, AVE and composite reliability are also included in the measurement. Both the Cronbach’s value and Composite value exceed the minimum limit as 0.7 (Nunnally & Bernstein, 1978). While The average extracted variance (AVE) of all the constructs range from 0.547 to 0.619. It is supposed to be accepted since the values are greater than 0.5, which means that more than 50% of the variance were explained by the items. Besides, all of the standardized factor loading

coefficient are larger than 0.6 except the items deleted in EFA, which is viewed as accepted level (Hair et al.,2006). The discriminant validity was shown in table 7 by checking whether square root of AVE of the construct is higher than its correlation with other constructs (Fornell & Larcker, 1981). All of the above test and calculations confirm the reliability and validity of the measurement scale and the result can be used to test the further relationships between the constructs.

Table6: Result of Convergent Test

Construct	AVE	Composite Reliability	Cronbach's Alpha
Price	0.547	0.827	0.824
Interaction quality	0.604	0.859	0.858
Perceived product quality	0.616	0.864	0.868
Perceived enjoyment	0.564	0.837	0.833
Trust	0.602	0.882	0.877
Customer satisfaction	0.619	0.866	0.842
Repurchase intention	0.594	0.854	0.853

Table7: Correlations Among Latent Constructs

Construct	Perceived enjoyment	Product quality	Interaction quality	Price	Customer satisfaction	Trust	Repurchase Intention
Perceived enjoyment	<b>0.751</b>						
Perceived product quality	0.266	<b>0.785</b>					
Interaction quality	0.110	0.391	<b>0.777</b>				
Price	0.082	0.049	0.297	<b>0.739</b>			
Customer satisfaction	0.410	0.351	0.387	0.448	<b>0.787</b>		
Trust	0.177	0.152	0.167	0.193	0.432	<b>0.776</b>	
Repurchase Intention	0.464	0.232	0.204	0.224	0.563	0.496	<b>0.770</b>

#### 4.4 hypothesis testing

At this stage, SEM was used to test the hypothesis of relationships between the proposed construct. And the result of final test was shown in Fig3. A set of fit indices are carried out in this section, and the corresponding error covariance between error terms is also released to improve the model fit. This result suggests that the structure model provided a good fit. The ratio of  $X^2/df$  is 1.35, which is less than 3 and RMSEA= 0.033, which should below 0.08 as suggest by Hair et al., (2006). While Comparative Fit index (CFI)=0.973, Goodness of Fit



Index (GFI)= 0.912, Adjusted Goodness of Fit Index (AGFI)=0.894. All these values are preferred to be higher than 0.9 to indicate a good model fit (Hair et al., 2006). The path analysis result indicates the standardized factor loading between constructs and suggest all proposed hypotheses in this study were accepted. And the whole model is of adequate fit.

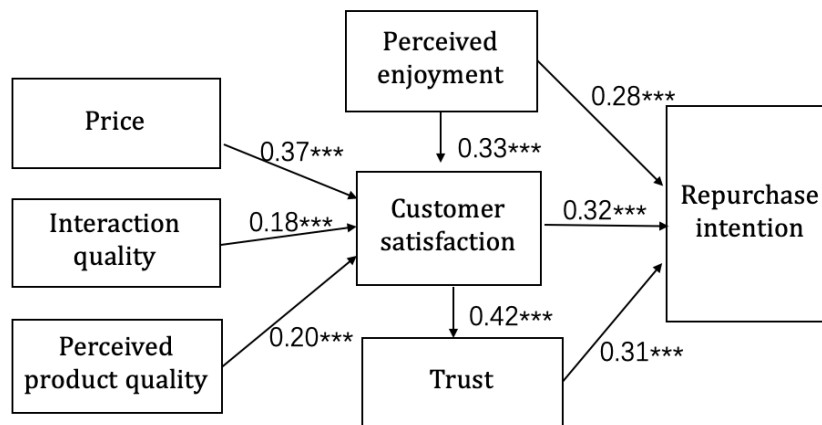


Fig3. Path analysis

Note: \*\*\* Significant at  $p < 0.001$  level

## 5. Discussions

The purpose of the study was to identify the antecedent factors of customer experience within live streaming shopping, and to analyze their impact on customer satisfaction, trust and customer repurchase intention. To address these objectives, the study empirically explores the effect of price, interaction quality, perceived product quality, perceived enjoyment, customer satisfaction, trust on repurchase intention directly and indirectly. The study extends the current knowledge of customer live streaming shopping behavior regarding the new features of live streaming commerce, as well as providing managerial implications for retailers who wish to sustain their live streaming business. Four factors that may influence customer online experience within live streaming shopping were confirmed by the result of EFA. However, two separate factors named information quality and interactivity load on the same factor, and were later merged into the new variable named interaction quality as explained before.

The result further indicate that trust is a critical determinant of repurchase intention. Previous research indicate that trust can strengthen the bond with customer (Singh and Sirdeshmukh, 2000). Our result supports the idea and suggests that customers are more likely to purchase from the same retailer when they have gained enough confidence in product quality and interaction quality from past purchase. Moreover, it plays an important role in bridging

customer satisfaction evaluation and future behavior intention (Mosavi & Ghaedi, 2012). The result is consistent with Ha et al., (2010) that trust based on past experience can promote customer's future repurchase intention. But it is contrary with Wen et al. (2011), who find trust might not be the main reason that customers want to continue shopping online. However, the role of trust in context of live streaming shopping tend to be more important because of its social nature. Both the bond and relationship between vendors and customers can be strengthened by high quality interactions.

Continuous customer satisfaction is company's goal to keep the company survive (Hadiati and Ruci, 1999). Kitapci et al., (2014) propose that purchase decision is one way to express customer satisfaction and dissatisfaction. And our result also confirms with this idea that customer satisfaction can increase loyalty and encourage customers to buy again and again. The relationship between customer satisfaction and repurchase intention is consistent with the previous literature (Khan et al., 2015; Mathew et al.,2016; Ariffin et al., 2018) Others also emphasis the role of satisfaction as it affect consumer channel preference, and level of switching cost (Hellier et al., 2003). The result indicates that price fairness, perceived entertainment, interaction quality and perceived product quality positively can positively affect customer satisfaction. As recommended by the study, live streaming vendors are more encouraged to retain customers with satisfaction service and attractive products, offerings. Perceived fairness of price turned out to be the most determinant factor for customer satisfaction, which is consistent with Reibstein (2002). The findings also support the view of Lu (2005) that Chinese customers are quite sensitive to prices. If the pricing of products is perceived as unreasonable and could not reach to their expectations, it may largely hurt consumer shopping enthusiasm and satisfaction.

As to the influence of entertainment, the result shows that perceived enjoyment can positively affect customer satisfaction and lead to repeat purchase in live streaming commerce. This is also confirmed by Wen and Prybutok (2011) in the more comprehensive context of online shopping. As described in literature part, shopping itself is entertaining. Although the impact of trust and customer satisfaction on repurchase intention are much stronger, live streaming vendors still need to make their effort to fulfill customer's hedonic needs (Wen and Prybutok,2011). There is another interesting finding that the perceived entertainment seems to be more influential than interaction quality here. Considering the status of live streaming

shopping in China, this is not hard to understand as most of the successful live-stream vendors try to attract customers by cooperating with celebrities and inserting interesting games during the live streaming. The phenomenon is more obvious in one kind of live streaming commerce, where the streamers are already influencers and have obtained a group of fans. They chat with customers like friends and share their actual using experience during the interaction process, which is perceived as one way to gain entertainment and decrease the boredom. Moreover, viewers are more likely to be loyalty customers as these streamers are more authentic and less controlled by the product manufactures. This further explains why the direct impact of perceived entertainment stronger than its influence mediated by customer satisfaction.

Besides, product quality is the intrinsic property of a product, and the path analysis also confirms that enhancing product quality would help to improve customer satisfaction (Christian & France, 2005). Similar conclusions are obtained by (Jahanshahi et al., 2011) and Vasic et al. (2019) in traditional e-commerce. They propose that e-sellers need to provide a consistent product quality as it is critical for confirming the customer expectations. The result suggests that as the interaction quality increase, customers tend to be more satisfied by the service provided and hold the belief that it is a wise decision to keep shopping here. At last, online customers are more empowered during the transaction as the Internet offers transparency product information (Khan, 2015). High quality of interaction with precise product information is also found to have significant impact on customer satisfaction. Although price and product quality are found to be more dominant factors in customer satisfaction, interaction quality still being the basic requirements of customers. This is in line with Ghasemaghaei and Hassanein (2013), who propose that detailed information provided by retailers is critical for consumer decision making processes.

## **5.Implications**

The study contributes to strengthen the consumer behavior theory, especially customer experience and repurchasing decisions in the context of live-stream commerce. It identified that customer satisfaction plays an important role in mediating price, interaction quality, perceived quality and repurchase intention. The result presented in the research demonstrate that price and perceived enjoyment have higher impact onto customer satisfaction, while the lower impact is attributed to interaction quality and perceived product quality. This also indicates that e-vendors should carefully select the products, design the promotions as well as

interaction atmosphere to guide or influence customer behavior. The relationships between the factors can offer meaningful implications for managers and live streaming commerce practitioners.

Customers who choose to purchase in live streaming channels tend to have more expectations about the shopping experience. In other words, the time and money paid should be returned with high level of confirmation in terms of the service, products or benefits received. As price can be critical motivation for consumers (Maxwell and Maxwell,2001), live-stream vendors are expected to offer more competitive prices than traditional online shopping. Mix of sales promotions like giving away coupons, special offers and free samples are recommended to fulfill customer expectations of prices. Perceived product quality is also verified to be a determinant of customer satisfaction within live streaming shopping. During live streaming shopping, hosts may exaggerate the performance of the products to stimulate the sales volume, which potentially raise consumer expectations. However, customers tend to be satisfied only if there is little inconsistency of product quality received. Due to the special role of live streaming sellers, most of them cannot control the production and product design. Thereby they need to be cautious about the product selection and quality control process during preparation stages.

The result of the study reveals a positive relationship between interaction quality and customer satisfaction. In the context of this study, retailers need to emphasis on facilitating customer decision making processes by finishing part of work in pre-purchase and purchase stage for customers. Although traditional online shopping has already provided intensive product information, customers still need help to make the purchasing process more efficient. Looking into the dimensions that measuring customer satisfaction, streamers need to take the responsibility of searching information, selecting products and even comparing the product performance or price to simplify the purchasing processes. In addition to providing valuable information, clearing up questions from customers can be another goal. To realize real-time interaction, streamers should pay more attention to the bullet screen and answer the questions from customers. In this way, some complementary introduction or shopping guidance would be able to be delivered during the whole interaction phase. Customers would continuously evaluate the quality price ratio with the information received. Instead of reading long paragraphs of product information, high quality interaction should highlight the key points that customers cared about. That is to say, streamers should assist customers in understanding the

features and function of products. To ensure the interaction quality, vendors should be product experts to delivery accurate introduction and try to convince customers the products can fully meet their needs. For example, customers are usually not familiar with the ingredients and parameters of products, and the streamers should take the initial to interpret the information properly. On the other hand, high interaction quality can in turn benefit the vendors. They may get better understanding of consumer preferences from their feedbacks during the interaction (Wongkitrungrueng and Assarut ,2020). It is possible for vendors to try on the new products in advance before launching the products officially, as to see how customers response to the upcoming products. In this way, sellers can be more sensitive with the market trends and improve the products selection or variety, which may help to improve overall shopping experience and repurchase intention.

Trust as a variable is identified to have strong impact in predicting repurchase intention in this study. In livestreaming shopping, the sources of trust come from more sources, such as the e-vendor (streamer), the brand or even the livestreaming platform. However, the role of e-vendor tends to be the most critical. On the other hand, trust is found to mediated the relationship between customer satisfaction and repurchase intention. As suggested by Ma (2021), the success of live-stream shopping highlights the importance of streamers. The influencers who tend to cultivate sense of friendship with customers are regarded as more reliable (Martínez-López et al., 2020). That is to say, live streaming sellers need to think from the perspective of customers regarding their needs. The streamers take the overall responsibility of quality control as well as conveying the authentic service to viewers in this context. And the result shows that customer who are satisfied with the overall live streaming shopping experience are more likely to obtain a trust with a specific live streaming channel and the hosts, and ultimately strengthen the repurchase intention (Wijaya et al.2018).

Besides, customer's repurchase intention is also predicted by the customer perceived entertainment. Shopping has been believed to be entertaining, and the positive emotions created tend to induce trust in both the products and sellers (Wongkitrungrueng & Assarut,2020). Shopping through live streaming can get a more comprehensive experience than the traditional online shopping. However, the time of live streaming usually range from 3-8 hours and it seems more challenging for e-vendors to retain customers as more as possible during this time. The

items under this construct indicate that live-stream sellers need make full use of the bullet screens to enhance communication with customers (Ma,2021).

Although live streaming commerce is thriving in China and southeast Asia, it is still in its fantasy in other regions like Europe and America. Adding live streaming to business is a wise decision, especially in post-pandemic. There is a tendency that more industries like clothing and cosmetic would benefit from it in these countries, as the real-time interaction largely improve traditional online shopping. Furthermore, application of live streaming can be creative and flexible in the future. For example, Toyota just launched its new car on Amazon live, which have attracted a lot of viewers. While fast fashion brand Lindex constantly introducing its new products or fashion looks through its live streaming channel. Live streaming is appearing to be a new tool for relationship marketing to develop loyalty customers and to increase the repurchase rate. The potential of live streaming commerce is still underestimated by marketers and retailers in most markets.

## **6.Conclusion**

Live streaming shopping is changing the landscape of retailing industry, especially in the Chinese market. It enables retailers to get reach to its customers through more channels. In order to win the traffic war and increase the competitiveness, the importance of providing satisfied shopping experience begins to be recognized. As stated in the theoretical part, many researches are working on live streaming shopping from different perspectives. While, little is found to explore the key factors describing live streaming shopping experience and their influence on repurchase intention. To address this, the author conducted an empirical study in the largest live streaming market (China), and analyze how these factors of customer experience can affect customer satisfaction, trust and repurchase intention. Better understanding of consumer repurchase intention would also provide constructive suggestions for vendors who want to sustain their live streaming marketing.

Four factors that derived from existing online shopping literature were identified by the test, and were found to be critical in experience creation in live streaming commerce. Moreover, all the four factors as price, interaction quality, perceived product quality and perceived enjoyment have been proved to significantly affect customer satisfaction. Price being the most powerful factor to predict customer satisfaction, while interaction quality gets least influence. It can be

interpreted that price being the most important stage to attract traffic as it its role of first contact with customers. Otherwise, customers are more likely to leave the live streaming channel and quit the experience if the price is unreasonable. Perceived enjoyment is ranked second regarding its impact on customer satisfaction, which indicate its role in optimizing future live streaming shopping experience. Further discussions reveal the relationships inside the model. Customer satisfaction, trust and perceived enjoyment were found to positively influence repurchase intention within live streaming shopping. On the other hand, trust can be an established bridge between customer satisfaction and repurchase intention. It is worthwhile to cultivate trust with customers and maintain high-quality relationships for a long time (Mosavi and Ghaedi,2012).

Live streaming has transformed traditional e-commerce by providing a totally new shopping experience. As a tool to enhance the performance of customer interaction during purchase, customers can visualize the introduction of products remotely. It is one easy way for small and medium size retailers to start their business and convert more sales. For traditional e-retailers, it is also a wise decision to integrate live streaming selling channel into their whole marketing strategy. Real time interaction and personalized shopping guidance can help effectively increase customer loyalty. Seamless connection with online store or app would be necessary requirements for a premium live streaming shopping experience in the future. Moreover, due to its increasing popularity, the form of live streaming shopping would keep evolving in the future. To sum up, lives streaming shopping is showing its advantages for improving the traditional online shopping experience, while price, perceived enjoyment, interaction quality and perceived product quality are four dimensions to ensure a satisfied customer journey. Through the cumulative satisfaction from past experience, trust is gained between two parties and lead to high repurchase intention in another path. Creating positive experience can be the vital task of live streaming retailers, and high return of profit would to be gained as conclude.

## **7.Limitations**

By collecting and inquiry customers' last live streaming shopping experience, the study aimed to analyze consumer's decision-making processes and behavior intention within live streaming shopping. However, there are still several limitations to be considered. Firstly, the respondents reply the questionnaire based on various live streaming channels and platforms, rather than one specific channel. Therefore, the evaluation of the whole shopping experience can be affected

by customer's preferences and requirements for different live streaming platforms and channels. It is suggested that further investigation can take into consideration the effect of different platforms and function designs, which may affect customer perception of live streaming shopping. Secondly, Zhang et al. (2019) suggest that customer's shopping requirements and processes may vary a lot in different product categories. This indicates that product characteristic is becoming one variable that may influence the model. For example, price may be the determinant factor of meeting satisfaction for some daily necessities, while interaction quality should mean a lot when selling cosmetic products. Researches can further investigate how to create more satisfied live-stream shopping experience and retain customers repeat purchase for some specific product categories. Thirdly, the empirical study is performed in China and the research scope is to investigate live streaming shopping repurchase intention of Chinese customers. With the prevalent of live streaming shopping, future research might consider customers living outside China and compare the impact of cultural backgrounds to the repurchase intention model. The factors affect consumer satisfaction or trust may be different as income level, consumption habitat and attitude vary a lot. Moreover, the way of how live streaming are integrated into e-commerce or marketing may embrace more opportunities. Studies can also focus on how consumers from other markets accept live streaming shopping.



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## Appendix 1: Questionnaire in English

Hello, I am a master student in marketing and consumption at University of Gothenburg. I am currently conducting a survey about live streaming shopping satisfaction and purchase intention in China. Thanks a lot for taking part in this survey, and the questionnaire is anonymous. We will protect your privacy and the data will only be used for this research. Thank you in advance!

The questionnaire uses the five-point Likert scale ranging from “strongly disagree” to “strongly agree” (1 Strongly Disagree; 2 Disagree; 3 Neutral; 4 Agree; 5 Strongly Agree.)

### Part 1. About you

1. Your gender (Male/Female)
2. Your age (Below 18 / 18-25 / 26-30 / 31-40 / 41-50/ Over 50)
3. Your highest education level  
(Primary school/Secondary school or Vocational school/ Undergraduate school or Junior college/ Graduate school)
4. Your disposable income (RMB)  
(Less than 2000/ 2000-4000/ 4001-6000/ 6001-8000/ 8001-10000/ 10001-20000/Above 20000)
5. Last purchase of live streaming shopping  
(Within 1 month/ 1-2 month/ 2-4month/ 4-6month)
6. Live streaming purchase frequency  
(More than 4 times/month; 1-4times/month; every other month; every 3 month; Every 6 month)

### Part2. About your last live streaming purchase experience

(X= the last live streaming channel I use)

	1	2	3	4	5
<b>Price:</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The price of product offered by X is competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price of product offered by X is reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price of most product offered by X is affordable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The price of product offered by X is appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
X does not provides provide discounted price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<b>Interaction quality</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Hosts of X act in a professional manner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hosts of X provide clear introduction and explanations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hosts of X provide clear answer to questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hosts of X provide useful advice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hosts of X is genuine and friendly to customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Perceived product quality</b>					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The quality of the product I received was as introduced.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical appearance of products that bought from X meet my expectation (e.g. color/texture/print)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is little inconsistency with the performance of the products received	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, most of my expectations with the product received were confirmed					
<b>Perceived enjoyment</b>					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Shopping in X is interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping in X is entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping in X is enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping in X would give me pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Trust</b>					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
X gives me a trustworthy impression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel X is honest in doing business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safe during my transactions in X	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe X would protect its customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I have the confidence that X is reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Customer satisfaction</b>					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
How satisfied are you with your latest purchase in X	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How satisfied are you with the selection of products offered by X	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel convenient with interaction in X	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that purchasing through live streaming from X is a good idea	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the overall online purchase experience with X	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Repurchase intention</b>					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I intend to continue purchasing in X rather than discontinue its use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were to buy something, I would consider buying it from live streaming rooms like X	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect repurchase from X in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect repurchase from X in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Appendix 2: Questionnaire in Chinese

您好，本人是一名市场营销及消费专业的研究生，正在进行消费者网络直播购物满意度和复购倾向的研究。非常感谢您参与本次问卷调查，本次问卷实行匿名制，并且所有结果仅用于学术研究。我们将会对您所填写的信息保密，感谢您的帮助！

### 一、 基本信息

1. 您的性别
  - 男
  - 女
  
2. 您的年龄
  - 18 岁以下
  - 18-25 岁
  - 26-30 岁
  - 31-40 岁
  - 41-50 岁
  - 50 岁以上
  
3. 您的学历
  - 小学及以下
  - 初中
  - 普高/中专/技校/职高
  - 大专或本科
  - 硕士
  - 博士
  
4. 您的每月可支配资金
  - 2000 元以下
  - 2000-4000 元
  - 4001-6000 元
  - 6001-8000 元
  - 8001-10000 元
  - 10001-20000 元
  - 20001 元以上
  
5. 您最近一次参与直播购物的时间是
  - 距今 1 个月内
  - 距今 1-2 个月
  - 距今 2-4 个月
  - 距今 4-6 个月
  - 距今 6 个月以上

6. 您直播购物的频率
- 每月 4 次以上
  - 每月 1-4 次
  - 每两月 1 次
  - 每三个月 1 次
  - 每半年 1 次
7. 您通常喜欢在直播间够买哪些产品 (多选)
- 时尚服饰
  - 食品类
  - 母婴类
  - 护肤/美妆类
  - 家电类
  - 科技产品
  - 其他

## 二、 矩阵题

\*以下问题中请根据您最近一次直播购物经历作答, X 为最近消费的直播间  
(1 分/强烈不同意, 2 分/不同意, 3 分/不同意也不反对, 4 分/同意, 5 分/强烈同意)

### 8. 价格

PC1: 该直播间商品价格是有竞争力的

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

PC2: 该直播间商品定价是公道的

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

PC3: 直播间大部分商品价格是消费者能负担得起的

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

PC4: 直播间的商品价格是适当/可以接受的

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

PC5: 该直播间没有任何折扣和价格优惠

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

## 9. 交互质量

IRQ1: 主播和工作人员的服务是专业的

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
○ 1              ○ 2              ○ 3              ○ 4              ○ 5

IRQ2: 主播和工作人员会详细介绍、解释商品信息和使用方法

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
○ 1              ○ 2              ○ 3              ○ 4              ○ 5

IRQ3: 主播和工作人员会清楚、快速解答消费者的疑问

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
○ 1              ○ 2              ○ 3              ○ 4              ○ 5

IRQ4: 主播和工作人员会为消费者提供有用的购物建议

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
○ 1              ○ 2              ○ 3              ○ 4              ○ 5

IRQ5: 主播和工作人员态度是真诚、友好的

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
○ 1              ○ 2              ○ 3              ○ 4              ○ 5

## 10. 商品质量感知

PPQ1: X 直播间购买的产品, 实际质量和介绍的差不多

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
○ 1              ○ 2              ○ 3              ○ 4              ○ 5

PPQ2: X 直播间购买的产品, 实际外形、颜色和款式基本符合我的预期

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
○ 1              ○ 2              ○ 3              ○ 4              ○ 5

PPQ3: X 直播间购买的产品, 实际使用功能和其所宣传的效果相差不大

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
○ 1              ○ 2              ○ 3              ○ 4              ○ 5

PPQ4: 总的来说, 从 X 直播间购买的商品, 基本符合我各方面预期

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
○ 1              ○ 2              ○ 3              ○ 4              ○ 5

## 11. 娱乐性感知

PE1: 在 X 直播间购物是一件有趣的事

强烈不同意      不同意      不同意也不反对      同意      强烈同意

1                       2                       3                       4                       5

PE2: 在 X 直播间购物是令人愉悦的

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

PE3: 在 X 直播间购物让我觉得很享受

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

PE4: 在 X 直播间购物的过程给我带来了许多乐趣

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

## 12. 信任

TRS1: 该直播间给我的印象是可靠的

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

TRS2: 我相信 X 直播间和主播是诚信的

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

TRS3: 我认为在 X 直播间购物的过程是安全/放心的

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

TRS4: 我相信 X 直播间和主播会保护客户利益 (提供退货或赔偿等服务)

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

TRS5: 总的来说, 我相信 X 直播间是值得信赖的

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

## 13. 顾客满意度

CS1: 请您评价对最近一次直播购物的满意度

强烈不同意      不同意      不同意也不反对      同意      强烈同意  
 1                       2                       3                       4                       5

CS2: 请您评价 (X) 该直播间选品情况的满意度

强烈不同意      不同意      不同意也不反对      同意      强烈同意



○ 1                      ○ 2                      ○ 3                      ○ 4                      ○ 5  
CS3:我认为本次直播购物的互动和沟通是便捷的  
强烈不同意      不同意      不同意也不反对      同意      强烈同意

○ 1                      ○ 2                      ○ 3                      ○ 4                      ○ 5

CS4: 我认为在该直播间购物是明智的选择  
强烈不同意      不同意      不同意也不反对      同意      强烈同意

○ 1                      ○ 2                      ○ 3                      ○ 4                      ○ 5

CS5: 总的来说, 该直播间的整体购物体验是令人满意的  
强烈不同意      不同意      不同意也不反对      同意      强烈同意

○ 1                      ○ 2                      ○ 3                      ○ 4                      ○ 5

#### 14. 复购倾向

RPI1: 我倾向于未来继续在该直播间购物, 而不是停止  
强烈不同意      不同意      不同意也不反对      同意      强烈同意

○ 1                      ○ 2                      ○ 3                      ○ 4                      ○ 5

RPI2: 如果我想买东西, 我会考虑再从 X 直播间进行购买  
强烈不同意      不同意      不同意也不反对      同意      强烈同意

○ 1                      ○ 2                      ○ 3                      ○ 4                      ○ 5

RPI3: 我期待再去 X 直播间购物  
强烈不同意      不同意      不同意也不反对      同意      强烈同意

○ 1                      ○ 2                      ○ 3                      ○ 4                      ○ 5

RPI4: 我可能会向我身边的朋友、同事及家人推荐该直播间 (X)  
强烈不同意      不同意      不同意也不反对      同意      强烈同意

○ 1                      ○ 2                      ○ 3                      ○ 4                      ○ 5