

The Factor Influencing The Purchase Intention Of Live Streaming In Thailand

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ABSTRACT

This study investigates the factors influencing the purchase intention of live streaming in Thailand. The theoretical foundation for the subsequent research is provided through a literature review covering relevant theories, such as the S-O-R model, social cognitive theory, and social interaction theory, including those on purchase intention, live streaming, marketing mix, influencers, social interaction, and content marketing—a total of 500 participants filled out the questionnaires. Content analysis and ANOVA were used to confirm the research hypotheses. The intention to purchase live broadcasts in Thailand was analyzed in depth through descriptive statistics, inferential statistics, correlation analysis, and regression analysis. The marketing mix, influencers' social interaction, content marketing, and consumer trust influence consumers' purchase intention. This study provides valuable insights for understanding live streaming purchase behavior in Thailand. It provides a reference point for practice and further research in related fields. The study's findings show that marketing mix, influencers, social interaction, content marketing, and trust all significantly affect Thai consumers' live-streaming purchase intention. Specifically, the factors of marketing mix, influencers, social interaction, and content marketing showed a positive relationship with purchase intention.

Keywords: Marketing mix, Influencer, Social interaction, Content marketing, Trust, Purchase intention, Live Streaming, Thailand

INTRODUCTION

The fast growth of the Internet has created a channel for sharing and seeking product information from other clients (Ali et al.,

2019). People these days are used to doing all the mobile things. They can tap from the apps on the smartphone. They are viewing the latest news, ordering taxis, and even shopping. This is also because of Thailand's high number of Internet users (Wu, 2021). Based on surveys by Statista in 2020 and 2022, internet users in Thailand have achieved a penetration of about 81.1% (A'yun, 2024) .

Technological developments continue to change consumer practices through new interactions between customers and companies (Apasrawirote & Yawised, 2022). In-stream shopping in e-commerce is a way of buying that merges e-commerce with livestreams to sell items and gather customers quickly. Live streaming shopping gives rise to a circumstance in which sellers and buyers are connected frequently, live, and deeply to make transactions. Live shopping is concerned with exchanging products and services over the Internet. Kang et al., 2021 note that the recognition of live broadcast streaming footage can help people and organizations better their social media marketing. As would be expected in the disruptive age of technology, many marketers with practitioners have developed ways to engage with consumers alongside increased awareness of their brand through leveraging digital techniques and partnerships between these actors (Krishen et al., 2021). Live streaming video has been an effective marketing channel, supported by new technology and delivered through personal computers and smartphone devices (Chen & Lin, 2018).

Investigating the factors that affect live shopping is an area of research that has helped managers with retail companies' organizations create market segmentation and marketing strategies. In the context of several solutions, the purchase characteristics that have influenced consumers' preferences regarding live shopping have been identified. All of these suggest that research into elements influencing the behavioral intentions of consumers purchasing online via broadcast will provide a valuable context to such initiatives, not only in the theoretical advancement of understanding consumer behavior patterns and activities but also concerning the actual sales strategy. We have adopted the Stimulus-Organism-Response (S-O-R model) as the leading theory to investigate the factors influencing online Purchase intentions on live streaming platforms.

1. Purchase Intention

Purchase intention is central to the enterprise. It empowers producers to learn about the users' requirements and satisfy customer expectations. The purchase intention methodology is a foundation of psychology and has been widely adopted in behavioral research.

Meanwhile, it was a personal decision made to make priority plans in view of the purchase of some of the products and services. Furthermore, purchase intention can be described as a consumer's behavioral inclination to purchase a product. This is an important indicator for the actual decision to purchase (Tan, 1999). A five-step procedure guides the consumers' decision-making and purchasing process for the model. That process includes the identification of needs, search for information, assessment of alternatives, the decision to buy, and post-purchasing behavior.

2. Live Streaming

Live streaming is a form of synchronous social media with several distinct characteristics, such as simultaneousness and authenticity. The former means that all activity of subscribers is happening simultaneously, with the latter referring to the way the video unfolds through an unedited and somehow unpredictable fashion, as it allows access to broadcasters' personal lives, giving users a perception of authenticity (Chen & Liao, 2022). With this approach, users can interact with the programming content in a real-time manner, allowing immediate communication between the audience and the broadcasters (Chen & Lin, 2018).

3. Marketing Mix

Marketing was a set of activities that delivered customer value, which helped the companies establish relationships with their customers and deliver benefits to the company (Kotler & Armstrong, 2020). The component of the marketing mix 4Ps (product, price, promotion as well as place) have been used to implement the operational stages of the marketing administration process (Cai et al., 2025). A product may be provided to the market to consider, acquire, use, or consume to fulfill a desire or need. Three layers need to be considered when deciding on a product or service. These are decisions about an individual product, a family, and the product mix. The price refers to the amount the consumer pays for that product or service. The aim is to improve consumer perception of their product, increase sales, and develop customers' intention to purchase. This process of delivering a product or service from the producer to its target user is called the location in a marketing mix. A company must operate and manage this process by setting up an appropriate channel of marketing relative to its objective.

4. Influencer

When we look at the provenance of the expression 'influencer', which is one of the many concepts that have been introduced into our lives with social media, it is evident that it stems from the phrase 'influence'. Brown et al. (2022) refer to that term as an influence to change the flow of events in a different direction. In this context, influence can be a motion that impacts other individual's approaches to a subject and approaches. The influencer influences or transforms the movement in other individuals' actions (Chen et al., 2021). An influencer with more followers is deemed the most powerful on any social media platform. They must consequently be continually active to maintain their existence and acknowledgment (Chen et al., 2021). The influencer creates the needed content based on the directions of the followers and their needs, where they are available. It generates connections (Salikin et al., 2023). Therefore, this helps the influence makers build relationships with their followers. As a result, they are people who are very knowledgeable about the expectations of the follower and that they act consequently.

5. Social Interaction

Social interaction is an essential aspect of human life, and online platforms have created opportunities for like-minded people to communicate and generate commercial or social values through the web. E-commerce platforms like Facebook and Instagram are increasingly integrating network communities into their profit models (Khin, 2025). Therefore, understanding the interaction mechanisms in social commerce communities is crucial for the sustainable development of e-commerce. As per social interaction theory, social interaction is the driving force of behavior. Junaidi et al. (2020) suggest that in the social commerce environment, sellers who benefit the most are not necessarily those in the network center but those with access to more users. The clustering effect of community users' characteristics and behaviors can also influence their purchase behavior based on the surrounding friends and retail platforms.

6. Content Marketing

Over time, both content, specifically digital content, has played an instrumental part in tracking the thinking of consumers. The vibrancy of that content is also reflected in all the changes that the Google algorithm has made lately - both in Penguin Panda and Hummingbird- which resulted in that content being the most important metric when searching results are filtered. Muliadi et al. (2024) and Teoh et al. (2022) state that "content marketing is both the marketing and operational process of the process of creating and

delivering valuable as well as convincing content to engage, obtain and attract a clearly defined and understood target audience to accord to (Yazgan Pektas & Hassan, 2022), there are some important reasons why the marketer decides to initiate content marketing? There are some important reasons why marketers decide on content marketing, such as increasing brand awareness, increasing customer intent for a particular product and/or service, growing customer intent to a product or product or product, converting their audience into a potential customer, increasing company presence, customer engagements, website traffic and more and more changing direct sales (U Nayaka, Khin Oo, & Than, 2025).

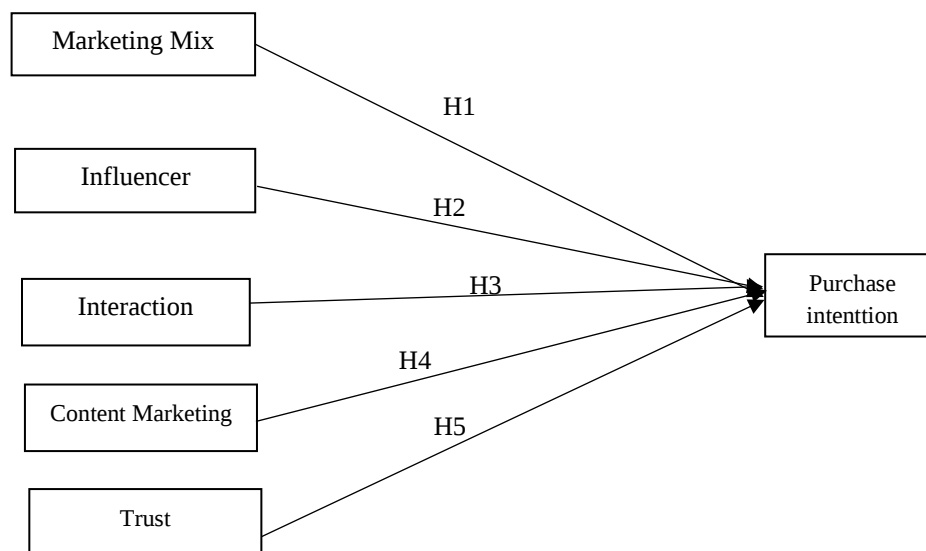


Figure 1: Research Framework

METHOD

This study investigates the influence of the new marketing mix, influencers, social interaction, content marketing, and trust on live purchase intentions within Thailand's publishing sector, aiming to derive actionable marketing strategies for live-streaming commerce. It emphasizes the role of live service quality, product presentation, brand reputation, cost-effectiveness, and purchase convenience as core marketing mix elements that shape consumer perceptions of professionalism and satisfaction. Influencers are highlighted as pivotal drivers, with their credibility, persuasive communication, and product evaluation expertise directly impacting purchasing decisions. Social interaction during live streams—including real-time engagement between hosts and viewers, responsive expertise, and peer-to-peer sharing- is a critical enhancer of streaming effectiveness and sales.

Content marketing is explored through its capacity to attract consumers via compelling, authentic, and timely content that highlights product features and stimulates shopping desire. Trust emerges as a foundational factor, encompassing confidence in streaming information, host recommendations, seller reliability, and platform transaction security, all of which foster consumer security and influence purchase behavior. Purchase intention, the study's outcome variable, synthesizes viewer interest, host trust, shopping satisfaction, and future purchase expectations. Data collection via questionnaires, distributed to Thai live-streaming consumers between August 2022 and October 2023, will undergo statistical analysis to inform targeted recommendations for optimizing live-commerce strategies in Thailand's publishing industry.

FINDINGS AND DISCUSSION

1. Demographic Factors

Table 1
The Descriptive Statistics of Demographic Factor

Gender	Frequency	Percent
Male	269	53.8
Female	231	46.2
Total	500	100
Age	Frequency	Percent
24 years and below	35	7
25-30 years	201	40.2
31-40 years	173	34.6
41-50 years	67	13.4
51 years and above	24	4.8
Total	500	100
Education level	Frequency	Percent
High school and below	68	13.6
College	243	48.6
Bachelor's degree	132	26.4
Master's degree and above	57	11.4
Total	500	100
Have you ever purchased an item on the live stream	Frequency	Percent
Yes	428	85.6
No	72	14.4
Total	500	100
Monthly income	Frequency	Percent

3000 yuan and below	73	14.6
3001-5000 yuan	269	53.8
5001-8000 yuan	119	23.8
8000 yuan and above	39	7.8
Total	500	100
Occupation	Frequency	Percent
Student	42	8.4
State-owned/Enterprise	188	37.6
Private sector employee	189	37.8
Freelancer	66	13.2
Other	15	3
total	500	100

The survey, based on 500 participants in live webcast shopping events, reveals the following key demographics: males constituted 53.8% of respondents versus 46.2% females; the 25-40 age group dominated (74.8%), with 40.2% aged 25-30 and 34.6% aged 31-40; over 75% held at least a college diploma, including 48.6% with associate degrees and 26.4% with bachelor's degrees. Purchasing behavior data shows that 85.6% had made purchases via live shopping. Monthly income distribution concentrated in the ¥3,001-8,000 range (77.6%), while occupationally, private sector (37.8%) and state-owned enterprise employees (37.6%) formed the largest cohorts. These findings offer critical insights for targeted marketing strategies and consumer persona development in the live-commerce sector.

2. Personality Traits

Table 2:
The Descriptive Statistics of Loneliness in the Workplace

	Mean	SD	Meaning	Rank
Marketing Mix	3.51	1.139	Moderate	3
Influencers	3.39	1.018	Low	4
Social Interaction	3.69	1.156	Good	2
Content Marketing	3.35	1.089	Low	5
Trust	3.72	1.137	Good	1
Purchase Intention	3.10	1.013	Low	6

Survey results reveal that trust (M=3.72) and social interaction (M=3.69) emerged as the top-rated factors influencing live-commerce purchase decisions in Thailand, indicating their critical role in consumer behavior. The marketing mix (M=3.51) ranked third, suggesting moderate relevance, while content marketing (M=3.35),

influencers ($M=3.33$), and purchase intention ($M=3.29$) scored lower. These findings highlight the need to prioritize trust-building and interactive engagement in live-streaming strategies, with complementary efforts to enhance the marketing mix's perceived value. Content marketing and influencer collaboration require strategic refinement to align with consumer priorities.

3. Inferential Statistics

Table 3
Independent sample t-test on gender difference between 2 groups

	Gender	N	Mean	Std. Deviation	t-value	df	sig
Purchase intention	Male	269	2.67	0.871	-11.348	498	0.357
	Female	231	3.59	0.941			

Table 3 shows the independent samples t-test results conducted between the two gender groups, addressing the differences in Purchase intentions. $p > 0.05$ implies that there are no significant gender differences, a finding that has important implications for understanding consumer behavior and developing gender-specific marketing strategies.

4. ANOVA results

Table 4:
One-way ANOVA results

		Sum of Squares	df	Mean Square	F	Sig.
Purchase intentions	Between Groups	62.725	4	15.681	17.27	0.0
	Within Groups	449.473	495	0.908		
	Total	512.198	499			

In the between-groups ANOVA section, the total between-groups sum of squares was 62.725, the degrees of freedom was 4, and the between-groups mean square was 15.681. the calculated F-value was 17.27, with a p-value of less than 0.001, indicating a significant difference between the groups. These results indicate a significant difference in purchase intention between the treatment groups, which is of great importance for the in-depth understanding of consumer behavior and for formulating precise marketing strategies.

Table 5:
One-way ANOVA results of differences in education level affecting purchase intention

		Sum of Squares	df	Mean Square	F	Sig.
Purchase intentions	Between Groups	101.124	3	33.708	40.672	0.0
	Within Groups	411.074	496	0.829		
	Total	512.198	499			

Differences in Purchase intentions in the study were categorized into groups with different levels of education for comparison. The calculated F-value was 40.672, with a p-value of less than 0.001, indicating a significant difference between the groups. These results indicate significant differences in Purchase intentions between groups with different levels of education, which is of great importance for a deeper understanding of consumer behavior and the development of marketing strategies for different audiences. Significance.

Table 6:
One-way ANOVA results of monthly income differences affecting Purchase intentions

		Sum of Squares	df	Mean Square	F	Sig.
Purchase intentions	Between Groups	87.702	3	29.234	34.158	0.000
	Within Groups	424.496	496	0.856		
	Total	512.198	499			

The differences in purchase intention in the study were categorized into different monthly income groups for comparison. In the between-groups ANOVA section, the total between-groups sum of squares was 87.702, the degree of freedom was 3, and the between-groups mean square was 29.234. the calculated F-value was 34.158, with a p-value of less than 0.001, indicating a significant difference between the groups. These results indicate a significant difference in purchase intention between the different monthly income groups.

Table 7:
One-way ANOVA results for occupational differences affecting Purchase intentions

		Sum of Squares	df	Mean Square	F	Sig.
Purchase intentions	Between Groups	142.374	4	35.593	47.641	0..0
	Within Groups	369.824	495	0.747		
	Total	512.198	499			

The study investigated the impact of various occupational backgrounds on purchase intention, stratifying the differences in purchase intent across distinct occupational cohorts. The resulting F-value, calculated at 47.641, exhibited a p-value of less than 0.001, indicating a statistically significant distinction among the groups.

5. Regression Analysis

Multiple linear regression was used to estimate the relationship between the independent variables of marketing mix, influencers, social interaction, content marketing, and trust and the dependent variable of purchase intention. The form of the estimated equation is as follows:

Table 8:
The regression coefficient of marketing mix on purchase intention

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.073	0.139		14.924	0.000
	marketing mix	0.292	0.038	0.329	7.762	0.000

We can explain the relationship between purchase intention and marketing mix based on the regression coefficients provided. In this model, the unstandardized coefficient of the constant is 2.073, the standard error is 0.139, the t-value is 14.924, and the p-value is 0, indicating that the constant term is statistically significant. The unstandardized coefficient of marketing mix on purchase intention is 0.292 with a standard error of 0.038, a standardized coefficient of 0.329, a t-value of 7.762, and a p-value of 0, indicating that the effect of marketing mix on purchase intention is also statistically significant. This implies a positive correlation between marketing mix and purchase intention, i.e., as the marketing mix increases, the purchase intention also increases accordingly. This finding suggests that

designing and optimizing the marketing mix may positively impact consumer purchase intention when developing marketing strategies.

Table 9:

Regression Coefficients of Influencers on Purchase Intentions

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
2	(Constant)	2.109	0.151		13.965	0.000
	Influencers	0.291	0.043	0.293	6.832	0.000

In this model, the unstandardized coefficient of the constant is 2.109, the standard error is 0.151, the t-value is 13.965, and the p-value is 0, indicating that the constant term is statistically significant. The unstandardized coefficient of influencers on willingness to buy is 0.291 with a standard error of 0.043, a standardized coefficient of 0.293, a t-value of 6.832, and a p-value of 0, indicating that the influence of influencers on willingness to buy is also statistically significant. This implies a positive correlation between influencers and willingness to buy, i.e., being influenced by influencers may increase consumers' willingness to buy.

Table 10:

Regression coefficients of social interaction on purchase intention

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
3	(Constant)	1.05	0.159		6.605	0.000
	social interaction	0.081	0.040	0.092	1.996	0.046

We can explain the relationship between willingness to buy and social interaction based on the regression coefficients provided. The unstandardized coefficient of social interaction on purchase intention is 0.081, the standard error is 0.04, the standardized coefficient is 0.092, the t-value is 1.996, and the p-value is 0.046. according to the results, social interaction has a statistically significant effect on purchase intention. This implies a positive correlation between social interaction and purchase intention, which is statistically significant despite its relatively small effect. This finding suggests the need to pay attention to the influence of social interaction factors when developing strategies related to purchase intention and possibly consider them to understand better and promote consumers' purchasing behavior.

Table 11:
The regression coefficient of content marketing on purchase intention

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
4	(Constant)	2.176	0.14		15.513	0.000
	content marketing	0.275	0.04	0.296	6.91	0.000

In this model, the unstandardized coefficient of the constant is 2.176, the standard error is 0.14, the t-value is 15.513, and the p-value is 0, indicating that the constant term is statistically significant. The unstandardized coefficient of content marketing on purchase intention is 0.275 with a standard error of 0.04, a standardized coefficient of 0.296, a t-value of 6.91, and a p-value of 0, indicating that the effect of content marketing on purchase intention is also statistically significant. This implies a positive correlation between content marketing and purchase intention, i.e., enhancing content marketing can facilitate consumers' purchase intention. This finding suggests that the design and execution of content marketing should be emphasized when developing marketing strategies to enhance the sales of products or services.

Table 12:
The regression coefficient of Trust on purchase intention

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
5	(Constant)	2.125	0.148		14.308	0.000
	Trust	0.262	0.038	0.294	0.854	0.000

In this model, the unstandardized coefficient of the constant is 2.125, the standard error is 0.148, the t-value is 14.308, and the p-value is 0, indicating that the constant term is statistically significant. The unstandardized coefficient of trust on willingness to buy is 0.262 with a standard error of 0.038, a standardized coefficient of 0.294, a t-value of 6.854, and a p-value of 0, indicating that the effect of trust on willingness to buy is also statistically significant. This implies a positive correlation between trust and willingness to buy, i.e., the higher the trust consumers have in a product or service, the stronger their willingness to buy. This finding suggests that establishing and strengthening consumer trust in a brand or company in marketing activities can effectively enhance the sales of products or services.

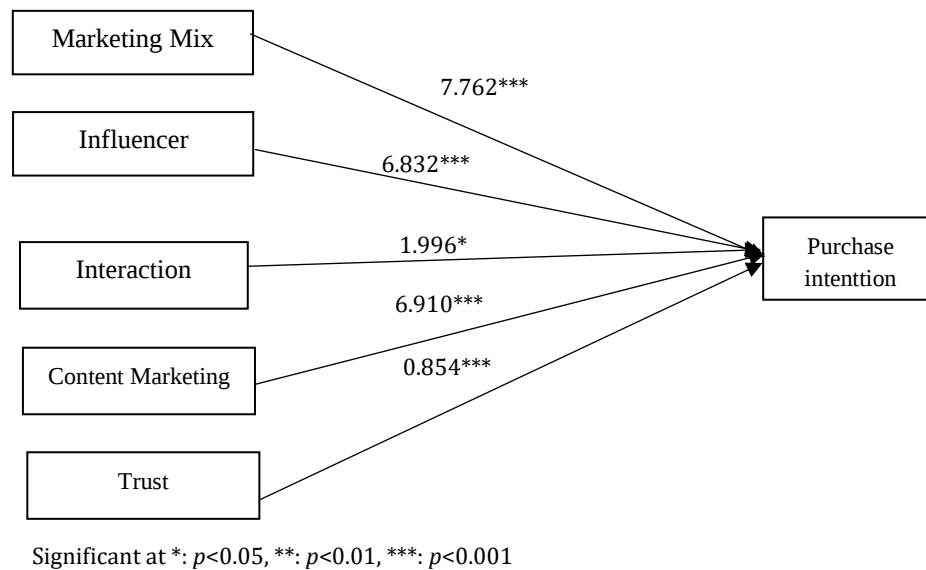


Figure 2: Research result

CONCLUSION

Primary data was collected through an online questionnaire. The sample size was 500 live online consumers. The results are based on the analysis in the following two subsections. The following conclusions were reached: **Marketing Mix Impact:** The marketing mix significantly influences purchase intention (Hypothesis 1 validated), driven by product features, competitive pricing, promotions, distribution channels, and advertising. These elements directly shape consumer perceptions and decisions, aligning with Kotler's framework and emphasizing their role in behavioral outcomes. **Influencer influence:** Influencers substantially affect purchase intent (Hypothesis 2 supported) through authority, social reach, emotional bonds with followers, and personalized recommendations. This resonates with Simon's theory of decision-making under social influence.

Social Interaction Effects: Social interactions enhance purchase intention (Hypothesis 3 confirmed) by fostering social identity, information sharing, peer pressure, and trust. These dynamics align with Erikson's social belonging theory and Berg's emphasis on human social needs. Furthermore, content marketing **Role:** Content marketing significantly impacts purchase intent (Hypothesis 4 validated) by educating consumers, building trust, shaping brand perception, and guiding decisions through valuable, engaging content.

This reflects Ogilvy's principle of consumer-centric communication over direct selling. Trust as a Driver: Trust strongly correlates with purchase intention (Hypothesis 5 upheld), reducing perceived risk, increasing satisfaction, strengthening loyalty, and driving word-of-mouth. This echoes Ford's assertion that trust is foundational for consumer loyalty and transactional confidence. These insights underscore the need for strategies prioritizing trust-building, social engagement, and optimized marketing mixes while refining influencer collaborations and content relevance to align with consumer priorities.

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