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Factors Influencing Consumers' Purchase Intention in Livestreaming E-Commerce in China

Junhang Zhang [1], Yi Luo [2], Xioadi Zhao [3]

Abstract

Purpose – The purpose of this research is to examine the significant influence of government regulation, GDP growth, platform marketing strategy, parasocial relationship, trust, and consumer confidence on purchase intention in livestreaming e-commerce in China. **Design/Methodology/Approach** – This research uses primary and secondary data collection methods to analyze the factors influencing live streaming e-commerce in China. The data was gathered from 401 respondents with livestreaming e-commerce shopping experience. To conduct a new conceptual framework, this research referred to five previous theoretical frameworks. **Findings** – This study intends to examine the factors influencing purchase intention in livestreaming e-commerce in China. The findings of this research demonstrated that government regulations, platform marketing strategy, and parasocial relationships have a significant influence on trust; GDP growth has a significant influence on consumer confidence; trust and consumer confidence have a significant influence on purchase intention in livestreaming e-commerce in China. **Research Limitations/Implications** – The main limitations of this research include limited samples and overlooked variables. Due to time constraints, the sample collection limitations may not fully represent diverse behaviors. The minimal variable differences and high standard deviation, possibly due to outliers, can affect the reliability. The model's low explanatory power, notably regarding GDP Growth's impact on Consumer Confidence, suggests a need for a more sophisticated approach. These caution against definitive conclusions, highlighting the need for delving into additional variables and employing a more complex model for a comprehensive understanding of Chinese consumer behavior in the context of live-streaming e-commerce. **Originality/value** – This research focuses on significant factors influencing live streaming e-commerce in China.

Keywords – Livestreaming, e-commerce, purchase intention, social media, China

JEL classification code – M31, M38, L81

1. Introduction

1.1 Background of study

The landscape of livestreaming e-commerce in China has undergone a transformative journey. According to Intelligence Research Group's 2023 report, China's livestreaming e-commerce has evolved through four distinct

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developmental phases: The Beginning Phase（2016）, Exploring Phase（2017）, Growing Phase（2018）, and Booming Phase（2019 to present）. The latter surged dramatically under the influence of COVID-19 and Chinese government policies, with competition getting more and more intensified over time.

Presently, China's livestreaming e-commerce industry chain has been progressively refining, with stakeholders across the supply chain – from upstream suppliers to midstream livestream service providers and downstream consumers – collaboratively propelling the expansion of the market scale. Notably, between 2017 and 2020, China's livestreaming e-commerce market grew by more than 280%, from \$3bn to approximately \$171bn（McKinsey, 2021）. In 2022, the user base of online livestreaming in China reached 751 million, constituting 70.3% of the entire Chinese internet population. The top five livestreaming platforms for live shopping are Taobao, JD.com, Douyin（Tiktok）, Xiaohongshu（the Little Red Book or RED in English）, and Kuaishou, with products ranging from jewelry and cosmetics to cars and real estate.

On the global stage, China is the largest e-commerce market, generating almost 50 percent of the world's transactions（International Trade Administration, 2023）. Such exponential growth solidifies the industry's significance and underscores its pervasive influence within the digital landscape of China and worldwide.

Existing research predominantly focuses on dissecting the impact of various elements within livestream formats and the different facets of livestreaming rooms on e-commerce transactions, as well as the economic implications of livestreaming e-commerce. However, there remains a lack of comprehensive analysis that delves into the broader spectrum of the influence of policy, economic, social, and social media factors on consumer purchasing intentions within livestreaming spaces. Addressing this gap in academic inquiry forms the fundamental objective of this study.

The significance of this research lies in filling the void evident in current academic investigations, providing valuable insights for practitioners in China's burgeoning livestreaming e-commerce sphere. Given China's leading position in the global livestreaming e-commerce market（International Trade Administration, 2023）, this research might also offer indicative insights into the potential trajectory of livestreaming e-commerce development in other countries.

Our study aims to construct a conceptual framework based on existing analyses of the impact of Chinese Government Regulations, GDP Growth, Parasocial Relationship, and Platform Marketing Strategy on Consumer Confidence and Trust building within livestreaming environments, and whether Trust and Consumer Confidence have an influence on consumer's Purchase Intentions. Leveraging this framework, we will delineate independent and dependent variables and design a survey instrument to examine if the identified factors indeed influence purchasing intentions during livestream sessions. This endeavor seeks to validate and elucidate the factors that potentially shape consumer's Purchase Intention within livestreaming e-commerce scenarios.

1.2 Problem statements

The emergence and rapid growth of livestreaming e-commerce in China have catalyzed a transformative consumer landscape; however, existing research predominantly focuses on dissecting the micro-level impacts within livestream formats rather than comprehensively exploring the macro-level determinants influencing consumer purchase intentions. This gap in understanding inhibits a holistic grasp of the multifaceted factors - encompassing policy, economic, societal, and digital realms - shaping consumer behavior within livestreaming contexts.

Consequently, this study aims to bridge this gap by investigating the complex interplay of these influential factors to comprehensively delineate their impact on consumer purchase intention during livestreaming sessions in China. By addressing this gap, this research not only aims to contribute significantly to the existing body of

knowledge surrounding livestreaming e-commerce but also endeavors to lay the groundwork for further in- depth investigations into the evolving dynamics of consumer behavior within digital retail environments.

The ethical approach towards this investigation involves the conscientious collection and analysis of data while safeguarding participant privacy and ensuring the responsible dissemination of findings. Moreover, this research aligns with the researcher's interests, skills, and available resources, facilitating a methodical and rigorous exploration of this pertinent issue in the burgeoning landscape of Chinese livestreaming e-commerce.

1.3 Objectives of study

A research study designed to validify the causal relationship between factors such as Government Regulations, GDP Growth, Parasocial Relationship, Platform Marketing Strategy and consumer Purchase Intention in China's livestreaming e-commerce landscape had the following objectives:

1. To identify the influence of Government Regulations on consumers' Trust in livestreaming e-commerce in China.

2. To identify the influence of GDP Growth on Consumer Confidence in livestreaming e- commerce in China.

3. To identify the influence of Platform Marketing Strategy on consumers' Trust in livestreaming e-commerce in China.

4. To identify the influence of Parasocial Relationship on consumers' Trust in livestreaming e-commerce in China.

5. To identify the influence of consumers' Trust on Purchase Intention in livestreaming e-commerce in China.

6. To identify the influence of Consumer Confidence on Purchase Intention in livestreaming e- commerce in China.

1.4 Research questions

1. Do Government Regulations have a significant influence on consumer's Trust in e- commerce livestreaming?

2. Does GDP Growth have a significant influence on Consumer Confidence in livestreaming e- commerce in China?

3. Does Platform Marketing Strategy have a significant influence on consumers' Trust in livestreaming e-commerce in China?

4. Does Parasocial Relationship have a significant influence on consumers' Trust in livestreaming e-commerce in China?

5. Does consumer Trust have a significant influence on Purchase Intention in livestreaming e-commerce in China?

6. Does Consumer Confidence have a significant influence on Purchase Intention in livestreaming e- commerce in China?

1.5 Significance of the study

After going through the developmental phases of Beginning, Exploring, and Growing, China's livestreaming e- commerce is under the Booming Phase. Despite a gradually complete and refined industry chain and an ever- growing livestreaming user population, the competition among livestreaming e- commerce service providers is increasingly fierce（Zhang et al., 2021）. Under such circumstances, what factors would influence Chinese consumers' intention to purchase during livestreaming sessions?

The previous research primarily focuses on dissecting the stimuli within the livestreaming space, such as live streamers' characteristics（Meng & Lin, 2023）, the hedonic value provided by visual content and social interactions（Ng et al., 2023）, etc., along with examining the economic impact of livestreaming e-commerce. However, a noticeable gap persists, neglecting a comprehensive exploration of the

wider array of influences encompassing policy, economic dynamics, societal aspects, and the role of Platform Marketing Strategy on shaping consumer Purchase Intention within livestreaming realms.

The significance of this research is underscored by its role in filling this evident void within current academic inquiries. By delving deeper into the multifaceted factors influencing consumer's purchase intention during livestreaming in China, this study offers valuable insights in understanding the rapidly evolving domain of livestreaming e-commerce.

Such insights also hold practical significance for future livestreaming e-commerce practitioners in China. The findings can potentially inform strategic decisions and operational tactics for businesses and marketers operating in this industry. Moreover, considering China's leading position in the global livestreaming e-commerce market, the findings of this research may offer valuable lessons and predictive cues for the potential trajectory of livestreaming e-commerce development in other countries.

2. Literature Review and Hypotheses Development

2.1 Theories related to each variable

2.1.1 Government Regulations

For a long time, China lacked specific laws governing the e-commerce domain, leading to industry issues such as "spamming" and "big data discrimination", placing consumers in a relatively disadvantaged position during e-commerce transactions and causing abnormal development within the industry. Government Regulations stand as a common method to ensure the protection of consumer rights (Xu et al., 2010). In the context of e-commerce, Beyari (2021) found that some countries could not implement e-commerce effectively due to lack of trust and confidence of customers in online transactions and weak laws and regulations to protect them. Given that businesses prioritize

profit and many consumers lack extensive privacy knowledge, the robust enforcement of regulations stands as a crucial measure in safeguarding consumer privacy online and mitigating their concerns (Chang et al., 2018). In the context of livestreaming e-commerce, Shou et al. (2023) examined two potential benefits of Government Regulations, namely improving the marketing environment and restricting the behavior of SMIs and found a significant influence. Perceived benefits were key predictors of consumer attitude toward online shopping, such as the intention to purchase (Al-Debei et al. 2015).

2.1.2 GDP Growth

Gross domestic product (GDP) measures the value of all goods and services produced over a specific time period within a country's borders. It is one of the most widely used indicators of economic performance, often to determine whether an economy is growing or experiencing a recession. (Kramer, L., 2023). According to Callen (2023), an increase in real GDP is interpreted as a sign that the economy is doing well, employment is likely to be increasing as companies hire more workers for their factories and people have more money in their pockets. There is a stable dynamic relationship among economic growth, consumers' income and consumer consumption, in the way that economic growth and increases in consumers' income will drive household consumption (Bai et al., 2018). If households see an increase in their personal wealth, it will increase in confidence to spend, borrow and take risks (Pettinger, 2018). In the novel index of households' macroeconomic environment constructed by Malovaná et al. (2021), GDP, among all 11 indexes, is used to calculate a more accurate Consumer Confidence Index.

2.1.3 Platform Marketing Strategy

According to Dabholkar and Sheng (2011), greater consumer participation in using online product recommendation agents (RAs) leads to more satisfaction, greater trust, and higher purchase intentions, related to the RA and its recommendations. Since the debut of China's

livestreaming e-commerce in 2016, livestreaming has been used as a marketing tool (Ding et al., 2020) to provide direct and efficient communication to reduce information asymmetry (Wongkitrungrueng et al. , 2020) . Wongkitrungrueng and Assarut (2018) further examined the relationships among the customers' perceived value of live streaming, customer trust and engagement. Livestreaming provides online shoppers with a true three-dimensional experience in the virtual network environment and increases user adhesion and trust (Li, 2020).

2.1.4 Parasocial Relationship

A Parasocial Relationship is one that develops over time between a media user and a mediated performer (Dibble et al., 2016). It is a one-sided relationship typically exemplified by a celebrity-follower relationship where the follower/media user extends emotional energy, interest, and time, and the celebrity/mediated performer is completely unaware of the user's existence. However, reciprocal relationships are enabled through social media interaction, which potentially helps the followers form long-term socioemotional attachments to the celebrity (Kurtin et al., 2018). In the livestreaming context, sellers, aka. streamers, promote products through real-time video broadcasts where the focal point is the guidance presented during these broadcasts, which includes recommendations put forth by the streamers (Zhang et al., 2023). Park and Lin (2020) identified that consumer potential behavior is impacted by the characteristics of celebrity-streamers. Sun et al. (2021) further suggested that consumer purchase intention is influenced by the interactivity of Internet celebrities.

2.1.5 Trust

Trust is defined as " the expectation held by the consumer that the service provider is dependable and can be relied on to deliver on its promises" (Sirdeshmukh et al., 2002). In the context of e-commerce, trust in a merchant reduces the perceived risk of an online transaction. Hong

and Cha (2013) found that efforts made by online merchants to lessen certain types of risk will first improve consumer trust, and then ultimately, increase consumer's intention to buy online. Men et al. (2023) found that consumers' perception of the live streamers' credibility positively affects their purchase intention and ultimately influences their purchase behavior. Zhou & Tong (2022) found that emotional trust and perceived emotional value could be regarded as mediating variables to stimulate consumers' purchase intention in livestreaming e-commerce. In addition, trust is an important factor in building long-term customer relationships and significantly influences the user's intention to purchase specific products and services (Chen et al., 2021).

2.1.6 Consumer Confidence

Consumer Confidence is the degree of consumers' feelings about current and future economic conditions of the economy (Chatterjee & Dinda, 2015) . Consumer Confidence indices play a very important role in determining the growth of the country through consumer's spending. Ludvigson (2004) found out that the most popular survey measures do contain some information about the future path of aggregate consumer expenditure growth. Kwan and Cotsomitis (2006) examined the usefulness of Consumer Confidence in forecasting household spending in Canada, and found that it is capable of predicting consumers' spending, although more so at national level than at regional level. Kucuk (2005) explores the impact of Consumer Confidence in the future economy on consumer purchase plans regarding frequently purchased goods (FPG) in an emerging market and indicated a significant influence. By measuring perceived personal finance, perceived consumer price, and perceived economic situation, Shayaa et al (2018) found out a causal link between Consumer Confidence and consumer spending intention.

2.1.7 Purchase intention

Purchase intention means a consumer's tendency to buy products and services, their willingness to purchase. It is a psychological and behavioral tendency that is formed from the consumer attitude and leads to habitual behaviors, such as repurchase intention and intention to recommend to other shoppers (Qing & Jin, 2022). In the context of live-streaming e-commerce, purchase intention determines whether consumers are likely to buy products in a livestreaming session. Many factors can influence consumers' purchase intention, such as a strong agreement on the positive relationship between social presence and purchase intention, which can improve users' perceptions of online shopping security and their subsequent purchase attitude (Shin & Shin, 2011). Trust is also known as an important factor in the buyer-seller relationships and online purchase intention in electronic commerce (Zhou et al., 2007). Consumer confidence index also predicts behavioral intention to purchase (Shayaa et al., 2018).

2.2 Related literature review

2.2.1 Government Regulations

Government Regulations represent a common method for ensuring consumer rights protection (Xu et al., 2010). Strict regulations can urge enterprises to actively take on social responsibility (Berrone et al., 2013). Enforcing regulations effectively is seen as a method to protect consumers' privacy and alleviate concerns on the Internet. Nevertheless, a significant concern arises from the possibility of excessively stringent Government Regulations having adverse effects on the development of firms or industries (Hafezi & Zolfagharinia, 2018). This strictness may compel enterprises to undergo costly and detrimental innovative changes, resulting in competitive disadvantages, a loss of innovation, and reduced risk-taking (Ji & Wang, 2018). Therefore, to investigate the impact of Government Regulations on consumer's trust, the following hypothesis is proposed:

Hypothesis 1 (H1): Government Regulations have a significant influence on consumers' Trust in livestreaming e-commerce in China.

2.2.2 GDP Growth

Bulin and Baltatescu (2015) made a detailed review of the development of pre-modern and modern attempts to measure the whole of an economy. Gross domestic product (GDP) is among the most widely used indicators to measure the growth of an economy. However, GDP is not a perfect measurement; Landefeld and Villones (2009) explored issues have been raised about the inadequacy of GDP as a metric, such as excluding household production and a broad range of other non-market activities, failing to provide adequate warning about the imbalances that developed in housing and financial markets, etc. Nevertheless, while such consensus acknowledging the inadequacy of relying solely on GDP as a measure of growth and prosperity prevails, the practical constraints related to data availability across numerous countries and an extensive historical span have often necessitated using GDP as the most viable metric (Dobbs et al., 2015). Therefore, to investigate the impact of GDP Growth on Consumer Confidence, the following hypothesis is proposed:

Hypothesis 2 (H2): GDP Growth has a significant influence on Consumer Confidence in livestreaming e-commerce in China.

2.2.3 Platform Marketing Strategy

Hesse et al. (2020) examined platform economy, specifically the trust mechanisms platforms employ and how frequent users rely on them, and found that the degree of platform's social interaction has a significant influence on consumers' trust. The primary determinants of consumers' purchasing decisions in traditional e-commerce online shopping are promotion, website quality, online word-of-mouth, product introduction, and other factors (Xiong, 2017). The aforementioned influencing factors also have a significant impact on consumers' impulsive buying

behavior in live streaming e-commerce, which is an emerging e-commerce model developed on the foundation of traditional e-commerce. In addition, it is easy to notice stronger promotion activities, more intuitive product display and more frequent interpersonal interaction in live streaming e-commerce. Live streaming allows the consumer to watch actual products and sellers, which develops consumers' trust in the seller and product, which was difficult in conventional social commerce (Huang & Suo, 2021). Therefore, to investigate the impact of Platform Marketing Strategy on consumer's trust, the following hypothesis is proposed:

Hypothesis 3 (H3): Platform Marketing Strategy has a significant influence on consumers' Trust in livestreaming e-commerce in China.

2.2.4 Parasocial Relationship

According to relationship theory, attractiveness plays a significant role in determining whether someone will be attracted to you and is a requirement for increasing influence (Finkel & Eastwick, 2015). Parasocial Relationship have traditionally been conceptualized as one-sided, non-reciprocal relationships with media figures. However, according to Kowert and Daniel (2021), it is conceptually different in live streaming contexts, shifting towards a "one-and-a-half" sided relationship characterized by the potential for reciprocal communication, high emotional engagement, increased presence, etc. Rungruangjit (2022) examined the role of Parasocial Relationship, congruence and source credibility in Chinese consumers' purchase intentions during livestreaming session, and found that Parasocial Relationship have vital mediating effects on increasing purchase intentions. Chen (2021) explored digital gifting in personal brand communities of live-streaming and how viewer–streamer–viewer Parasocial Relationship are fostered. Therefore, to investigate the impact of Parasocial Relationship on consumer's Trust, the following hypothesis is proposed:

Hypothesis 4 (H4): Parasocial Relationship has a significant influence on consumers' Trust in livestreaming e-commerce in China.

2.2.5 Trust

Since e-commerce consumers cannot have a direct experience of the online products, they can only learn from others before such products are delivered to them. But in live-streaming e-commerce, consumers can interact directly and instantaneously with live streamers (Lu et al., 2018). The direct interaction can prompt consumers to pay attention to the focal products and live streamers, which lowers their uncertainty perceptions of live streamers (Clement et al., 2021). Furthermore, live-streaming shopping also allows consumers to observe the live streamers' behaviors (e.g. their interaction with other consumers), as well as other consumers' comments on their past transaction experiences with live streamers (Men et al., 2023). Consumers' trust in one component of the e-marketplace merchant may not only affect their trust in the other, but also has a strong influence upon both attitudinal loyalty and purchase intentions (Hong & Cho, 2011). Therefore, to investigate the impact of Trust on purchase intention, the following hypothesis is proposed:

Hypothesis 5 (H5): Consumers' Trust has a significant influence on Purchase Intention in livestreaming e-commerce in China.

2.2.6 Consumer Confidence

Consumer Confidence measures the perceptions of customers about their recent and future financial situation and economic climate (Ou et al., 2014). Consumer Confidence indicator is usually based upon answers from the Consumer Confidence survey regarding their expected financial situation, their sentiment about the general economic situation, unemployment and capability of savings (OECD, 2023). Mynaříková and Pošta (2022) navigated the effect of Consumer Confidence and

subjective well‑being on consumers' spending behavior and found a causal relationship. Dees and Brinca（2013）assessed empirically the link between consumer sentiment and consumption expenditures for the United States and the euro area, and found that the Consumer Confidence index can be in certain circumstances a good predictor of consumption. The National Bureau of Statistics（NBS）of China has been publishing its monthly Consumer Confidence index（CCI）since 1997, in order to identify changes in consumer attitudes to consumption, income and general economic conditions（Celik et al. 2010）. Therefore, to investigate the impact of Consumer Confidence on Purchase Intention, the following hypothesis is proposed:

Hypothesis 6（H6）: *Consumer Confidence has a significant influence on Purchase Intention in livestreaming e-commerce in China.*
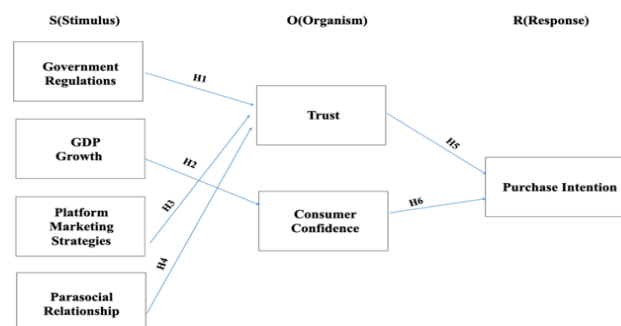
2.2.7 Purchase intention

Many scholars have explored the impact of live streaming on consumers' purchase intentions and behaviors, especially based on the Stimulus-Organism-Response（SOR）model. For example, Hu and Chaudhry（2020）used the SOR model to study how relational bonds can enhance consumer engagement. Using the same SOR model, Guo et al.（2021）examined features of livestreaming that influence consumers' purchase intention in cross-border e-commerce and found a significant influence. Wang and Li（2007）found that perceived value significantly and positively influences purchase intention in the online environment. WR and Ariyanti（2017）also found that Indonesian consumers' trust has a significant effect on their online purchase intention. For over 30 years, marketing has delved into consumer behavior through purchase intentions. In the academic world it is also widely acknowledged that these intentions serve as reliable predictors of actual purchase actions（Lakhan et al., 2021）.

2.3 Conceptual Framework

The conceptual framework is created based on previous research based on four theoretical frameworks（Shou et al., 2023; Malovaná et al., 2021; Han et al., 2022; Wibowo et al., 2020; Xu et al., 2022）and testing literature revealing such variables as Government Regulations, GDP Growth, Platform Marketing Strategy, Parasocial Relationship, Trust, Consumer Confidence, and Purchase Intention. The conceptual framework demonstrating the causal relationship between independent variables and dependent variables is shown in Figure 1 as follows:

Figure 1. *Factors Influencing Purchase Intention in Live Streaming E-Commerce in China by authors*

3. Research Methodology

3.1 Research Design

The purpose of this study is to determine the impact of government regulations, GDP growth, platform marketing strategy, parasocial relationship, tust, and consumer Confidence on Purchase Intention in livestream shopping in China. Furthermore, this research will clarify how much Chinese customers are willing to engage in live shopping. This study represents a quantitative research approach, analyzing each variable type through the application of Cronbach's Alpha, simple linear regression, multiple linear regression, and descriptive statistics.

The questionnaire is divided into three sections, comprising a total of 39 questions. These questions cover the 7 variables outlined in the research conceptual framework, including 3 screening questions, 9 demographic questions, and 27 questions related to measuring the variables.

Initiating with the assessment of questionnaire reliability, Cronbach's Alpha is employed to investigate any potential confusion or ambiguity in measurement items. A pilot test is conducted with a group of 50 samples to evaluate the reliability of measurement variables and the comprehensibility of content. Furthermore, simple linear regression (SLR) is used to investigate the impact of GDP growth on consumer confidence, while multiple linear regression (MLR) is used to determine the impact of government regulations, platform marketing strategies, and parasocial relationships on trust, as well as the impact of consumer confidence and trust on purchase intention in China's livestreaming e-commerce.

Likewise, this study employed secondary data predominantly sourced from reputable outlets such as articles, journals, books, and prior research studies.

3.2 Sampling plan

3.2.1 Target Population

Given the chosen field of livestreaming e-commerce and China's leading position in this field, the target population of this study is consumers who have shown interest in and made online purchases in China, especially those who have experience or interest in livestreaming e-commerce in China. According to the annual report of E-Commerce in China 2022 released by the Ministry of Commerce of the People's Republic of China in April 2023, as of December 2022, the scale of online shopping users in China reached 845 million, accounting for 79.2% of the overall internet users.

3.2.2 Sample Size

The sample of this research is calculated by using Taro Yamane (Yamane, 1973) formula with 95% confidence level. Based on the population of 845 million of online shopping users in China as of 2022, the calculation formula of Taro Yamane is presented as follows.

$$n = N/(1+N(e)2)$$

Where: n = sample size required

N = number of people in the population

e = allowable error (%)

* 95% confidence level and p = 0.5 are assumed

Substitute numbers in formula:

$$n = (845,000,000)/((1+845,000,000)*(0.05)2)$$

$$n = 400 \text{ (rounded)}$$

After calculating the sample size by substituting the numbers into Yamane formula, the number of samples is 399.9999981 persons. In order to obtain reliable data, the researchers have rounded up the sample size to 400 persons.

3.2.3 Sampling Procedures

The researchers chose a non-probability sampling method, specifically the convenience sampling method. All response data received were pre-screened for alignment with the research objectives. Because of time constraints in data collection, a non-probability sampling method was chosen. In conclusion, given the constraints of the data collection timeframe and the ease of the process, this method was deemed the best fit for this research.

3.3 Validity and reliability test

3.3.1 Content validity

The advisor conducted a scrutiny and assessment of the questionnaire variables designed by the researchers, along with providing research suggestions. The results and the details of the assessment are presented Table 1 below.

Table 1. Results of Content Validity

Variables	Number of items		Result of variables designed
	Before	**After**	
Government Regulations (GR)	5	4	removed 1 item
GDP Growth (GG)	5	3	removed 2 items
Platform Marketing Strategy (PM)	6	4	removed 2 items
Parasocial Relationship (PR)	5	3	removed 2 items
Trust (T)	5	4	removed 1 item
Consumer Confidence (CC)	5	4	removed 1 item
Purchase Intention (PI)	5	5	All retained
Total items	**36**	**27**	

3.3.2 Cronbach,s Alpha Reliability with the pilot test

The researchers chose 50 people to conduct a pilot test in order to inspect the questionnaire's variables for any dislocations or errors.

Cronbach's Alpha is a measure of a psychometric scale or test's internal consistency reliability (Cronbach, 1951). It measures how closely related a group of items is and is commonly used in psychometrics and social sciences to assess the reliability of a questionnaire or survey. The coefficient is expressed as a number between 0 and 1, with higher numbers indicating greater internal consistency between the items. Cronbach's Alpha and Internal Consistency, s Rules with Alpha Coefficient range and strength of association; $\alpha > 0.9$ – Excellent; $0.8 < \alpha < 0.9$ – Good; $0.7 < \alpha < 0.8$ – Acceptable; $0.6 < \alpha < 0.7$ – Questionable; $0.5 < \alpha < 0.6$ – Poor; $\alpha < 0.5$ – Unacceptable.

According to the results of the pilot test conducted with 50 respondents, Cronbach's Alpha was used to evaluate the seven variables: government regulations, GDP growth, platform marketing strategy, parasocial relationship, trust,

consumer confidence, and purchase intention. Based on the Cronbach's Alpha results, Government Regulations of four items were 0.951, GDP Growth of three items was 0.891, Platform Marketing Strategy of four items was 0.874, Parasocial Relationship of three items was 0.911, Trust of four items was 0.896, Consumer Confidence of four items was 0.806, and Purchase Intention of five items was 0.907 (as shown in Table 2).

Table 2. *The Significance of Each Item and Variable's Reliability Analysis in This Study (n=50)*

Variables	Cronbach,s Alpha	Strength of Association
Government Regulations	0.951	Excellent
GDP Growth	0.891	Good
Platform Marketing Strategy	0.874	Good
Parasocial Relationship	0.911	Excellent
Trust	0.896	Good
Consumer Confidence	0.806	Good
Purchase Intention	0.907	Excellent

4. Findings

4.1 Description Analysis of Demographic Data

Through the online distribution of the survey, the researchers received 440 questionnaires, exceeding the required sample size of 400. Deducting the 39 responses that did not meet the criteria for the target population, 401 valid questionnaires were retained for analysis.

The researchers have incorporated inquiries about demographic information, including gender, age, monthly income, city, living status, online shopping expenditure,

frequently used platforms, types of products watched or bought during livestreaming, and the frequency of online shopping. This research adopted descriptive analysis to analyze the demographic data and classify the target respondents' characteristics.

The frequency distribution and percentage of the demographic data from the sample size of 401 respondents are displayed in Table 3.

Table 3. Analysis of Demographic Data Using Percentage and Frequency Distribution (n=401)

Demographic Factors	Frequency	Percentage
Gender		
Male	187	46.60%
Female	213	53.10%
Prefer not to say	1	0.20%
Total	**401**	**100%**
Age		
18-25 years old	71	17.7%
26-35 years old	183	45.6%
36-55 years old	116	28.9%
Over 56 years old	31	7.7%
Total	**401**	**100%**
City		
Tier 1	112	27.9%
Tier 2	198	49.4%
Tier 3	68	17.0%
others	23	5.7%
Total	**401**	**100%**

Monthly income		
10,001 - 20,000 RMB	87	21.7%
20,001 - 30,000 RMB	27	6.7%
5,001- 10,000 RMB	172	42.9%
Lower than 5,000 RMB	86	21.4%
More than 30,000 RMB	29	7.2%
Total	**401**	**100%**
Living status		
I live alone and pay for my own expenses	182	45.4%
I live with my family/partner and share expenses	219	54.6%
Total	**401**	**100%**
Online shopping expenditure		
Less than 5%	49	12.20%
5%-10%	141	35.20%
11% - 20%	88	21.90%
21% - 30%	66	16.50%
More than 30%	38	9.50%
Prefer not to say	19	4.70%
Total	**401**	**100%**
Frequently used platforms		
Taobao Live		
Frequent	136	33.90%
Not frequent	265	66.10%
Total	**401**	**100%**

Douyin (Tiktok)		
Frequent	158	39.40%
Not frequent	243	60.60%
Total	**401**	**100%**

Xiaohongshu (RED)		
Frequent	142	35.40%
Not frequent	259	64.60%
Total	**401**	**100%**

JD.com		
Frequent	128	31.90%
Not frequent	273	68.10%
Total	**401**	**100%**

Kuaishou		
Frequent	79	19.70%
Not frequent	322	80.30%
Total	**401**	**100%**

PDD		
Frequent	149	37.20%
Not frequent	252	62.80%
Total	**401**	**100%**

Others		
Frequent	3	0.70%
Not frequent	398	99.30%
Total	**401**	**100%**

Types of products frequently watched or bought during livestreaming

Food and Beverages		
Frequent	171	42.60%
Not frequent	230	57.40%
Total	**401**	**100%**

Fashion and Apparel		
Frequent	238	59.40%
Not frequent	163	40.60%
Total	**401**	**100%**

Electronics and Gadgets		
Frequent	227	56.60%
Not frequent	174	43.40%
Total	**401**	**100%**

Beauty and Cosmetics		
Frequent	177	44.10%
Not frequent	224	55.90%
Total	**401**	**100%**

Home Improvement and Lifestyle		
Frequent	167	41.60%
Not frequent	234	58.40%
Total	**401**	**100%**

Others		
Frequent	8	2.00%
Not frequent	393	98.00%
Total	**401**	**100%**

Frequency of online shopping		
Multiple times a week	38	9.50%

Once a week	106	26.40%
2-3 times a month	100	24.90%
Once a month	75	18.70%
3-4 times a year	61	15.20%
Rarely	21	5.20%
Total	**401**	**100%**

Gender: The results depict a gender distribution among the 401 respondents, wherein 187 are identified as male, constituting 46.6% of the sample; 213 respondents are identified as female, representing 53.1% of the total sample; one respondent opted not to disclose their gender, accounting for a minimal 0.2% of the overall total.

Age: According to the results of the 401 respondents, the largest age group is 26-35 years old (183 participants, accounting for 45.6%), followed by the group of 36-55 years old (116 participants, accounting for 28.9%), followed by the group of 18-25 years old (71 participants, accounting for 17.7%), followed by the smallest group of over 56 years old (31 respondents, accounting for 7.7%).

City: Based on the tiers of city classified by the National Bureau of Statistics of China, which is detailed in Appendix A, most of the 401 respondents are from second-tier cities (198 participants, accounting for 49.4%), followed by first-tier cities (112 participants, accounting for 27.9%), followed by third-tier cities (68 participants, accounting for 17.0%), followed by other cities (23 participants, accounting for 5.7%).

Monthly income: Monthly income of 5,001-10,000 RMB is the largest group among the 401 respondents (172 participants, accounting for 42.9%), followed by the groups of 10,001-20,000 RMB and lower than 5,000 RMB, with nearly identical numbers of 87 and 86 participants, accounting for 21.7% and 21.4% respectively. The group of more than 30,000 RMB monthly income has 29 participants

and a percentage of 7.2%, while the group of 20,001-30,000 RMB has 27 respondents and a percentage of 21.4%.

Living status: Out of the 401 respondents, 219 live with their family/ partner and share expenses, accounting for 54.6%; 182 participants live alone and are responsible for their own expenses, accounting for 45.4%.

Online shopping expenditure: Among the 401 respondents, 141 participants (accounting for 35.2% of the sample) allocate 5-10% of their monthly earnings to online shopping; 88 participants (accounting for 21.9%) dedicate 11-20% of their income to online shopping; the subsequent group of 66 participants (accounting for 16.5%) spend 21-30% of their income on online shopping; 38 participants (accounting for 9.5%) allocate more than 30% of their income to online shopping; 19 participants preferred not to disclose their expenditure, accounting for 4.7% of the total responses.

Most frequently used platforms: This is a multiple-choice question where the respondents can select up to three options. The most frequently used livestreaming e-commerce platforms include Douyin (TikTok), PDD, and RED, with 158, 149, and 142 selections respectively. Following closely are Taobao with 136 selections, JD.com with 128, and Kuaishou with 79 selections. Three respondents opted for other platforms.

Types of products frequently watched or bought during livestreaming: This is a multiple-choice question where the respondents can select up to three options. In terms of product categories, Fashion and Apparel garnered the highest interest, boasting a total of 238 selections. Following closely behind were Electronics and Gadgets, Beauty and Cosmetics, and Food and Beverages, which accumulated 227, 177, and 171 selections, respectively. Home Improvement and Lifestyle constituted 167 selections, while 8 respondents expressed a preference for other types of products.

Frequency of online shopping: Based on the results obtained from 401 respondents, it was found that 106 participants, constituting 26.4%, make online purchases once a week. Another 100 participants, accounting for

24.9%, make purchases 2-3 times a month. Subsequently, 75 participants, representing 18.7%, engage in online shopping once a month, while 61 participants, constituting 15.2%, make online purchases 3-4 times a year. Additionally, 38 individuals, equivalent to 9.5%, shop online multiple times a week, and 21 individuals, comprising 5.2%, rarely engage in online shopping.

4.2 Descriptive Analysis with Mean and Standard Deviation

The researchers analyzed the Mean and Standard Deviation for each variable group. These variables encompassed Government Regulations, GDP Growth, Platform Marketing Strategy, Parasocial Relationship, Trust, Consumer Confidence, and Purchase Intention. The mean scores were evaluated based on the following criteria by Imsa-ard et al. (2021):

The Criteria of the Interpretation of Mean Scores

Range	Interpretation
4.21 - 5.00	Strongly agree
3.21 - 4.20	Agree
2.61 - 3.20	Neutral
1.81 - 2.60	Disagree
1.00 - 1.80	Strongly disagree

Mean and standard deviation of Government Regulations, Table 4 presents the findings from a sample of 401 respondents, with no missing data. The highest mean and standard deviation of Government Regulations was "*I believe that government laws and regulations can enhance the legitimacy of live-streaming e-commerce in China overall.*" registering at 3.46 and 1.17, respectively. Conversely, the lowest mean and standard deviation in the context of Government Regulations were associated with the statement "*I believe that government regulations help guarantee the trustworthiness of products presented during livestreaming.*" with corresponding values of 3.41 and 1.14.

Mean and Standard Deviation of GDP Growth, Table 4 presents the findings from a sample of 401 respondents, with no missing data. The highest mean of GDP Growth pertains to "*The general economic situation in the country has improved over the last 6 months.*" with a registered value of 3.33. In the context of GDP Growth, the lowest mean was "*In view of the general economic situation, I think now is the right time for people to make major decisions such as having children, purchasing houses, etc.*" which equals 3.24. Moreover, "*In view of the general economic situation, I think now is the right time for people to make major decisions such as having children, purchasing houses, etc.*" also exhibits the highest standard deviation in GDP Growth, measuring at 1.22. "*The general economic situation in the country has improved over the last 6 months.*" shows a comparatively lower standard deviation of 1.19, marking the least variability in GDP Growth.

Mean and Standard Deviation of Platform Marketing Strategy, Table 4 presents the findings from a sample of 401 respondents, with no missing data. The highest mean of Platform Marketing Strategy pertains to "*I find it more convenient to engage with streamers about products during live streams.*" with a registered value of 3.36. In the context of Platform Marketing Strategy, the lowest mean was "*My interest and participation in e-commerce live-streams increase when there is a chance for a lucky draw.*" which equaled 3.26. Moreover, "*My interest and participation in e-commerce live-streams increase when there is a chance for a lucky draw.*" also exhibits the highest standard deviation in Platform Marketing Strategy, measuring at 1.2. "*I am of the belief that shopping online leads to significant cost savings.*" shows a comparatively lower standard deviation of 1.13 in Platform Marketing Strategy.

Mean and Standard Deviation of Parasocial Relationship, Table 4 presents the findings from a sample of 401 respondents, with no missing data. The highest mean and standard deviation of Parasocial Relationship pertains to "*The recommendations from streamers or advertisements*

strongly impact my purchasing decisions on e-commerce platforms." registering at 3.39 and 1.16, respectively. In the context of Parasocial Relationship, the lowest mean was "*My decision to watch e-commerce livestreams is often influenced by my liking for the streamer/influencer.*" which equaled 3.36. Additionally, "*I believe there is a significant connection between consumers and streamers/influencers in the context of e-commerce livestreaming.*" exhibits the lowest standard deviation in parasocial relationship, measuring at 1.14.

Mean and Standard Deviation of Trust, Table 4 presents the findings from a sample of 401 respondents, with no missing data. The highest mean of Trust pertains to "*When I trust that livestreaming e-commerce platforms can provide authentic and credible product information, my intention to purchase will increase.*" and "*The clarity of product details gained through interaction with live streamers directly impacts my intention to make a purchase.*" with both registered values of 3.4. In the context of trust, the lowest mean was "*My intention to purchase products on live-streaming e-commerce platforms is positively influenced by my satisfaction with the regulations set by the Chinese government for these platforms.*" which equaled 3.33. Moreover, this one also exhibits the highest standard deviation in trust, measuring at 1.18. "*The clarity of product details gained through interaction with live streamers directly impacts my intention to make a purchase.*" shows a comparatively lower standard deviation of 1.15 in trust.

Mean and Standard Deviation of Consumer Confidence, Table 4 presents the findings from a sample of 401 respondents, with no missing data. The highest mean of Consumer Confidence pertains to "*My confidence in personal finance positively influences my inclination to make purchases.*" with a registered value of 3.45. In the context of Consumer Confidence, the lowest mean was "*A positive perception of the general economic situation serves as a motivating factor for my purchasing decisions.*" which equaled 3.36. Moreover, "*A positive perception of the general economic situation serves as a motivating factor for my purchasing decisions.*" and "*A favorable view of*

consumer prices encourages me to make purchases." both exhibit the highest standard deviation in Consumer Confidence, measuring at 1.22. "*My purchase intention has less to do with my confidence in the economic situation, consumer price or personal finance, but more with the product itself (quality, brand image, emotional value, etc.).*" shows a comparatively lower standard deviation of 1.17 in Platform Marketing Strategy.

Mean and Standard Deviation of Purchase Intention, Table 4 presents the findings from a sample of 401 respondents, with no missing data. The highest mean of purchase intention pertains to "*If the merchandiser offers favorable return & refund policies, my intention to purchase during livestreaming will increase.*" with a registered value of 3.43. In the context of purchase intention, the lowest mean was "*If the platform/live-steamer can offer attractive promotions, my intention to purchase during livestreaming will increase.*" which equaled 3.36. Moreover, "*If I trust the livestreaming e-commerce platform, my intention to purchase during livestreaming will increase.*", "*If my favorite livestreamer or a nationally well-known livestreamer highly recommend some products, my intention to purchase during livestreaming will increase.*" and "*If the merchandiser offers favorable return & refund policies, my intention to purchase during livestreaming will increase.*" all exhibit the highest standard deviation in purchase intention, measuring at 1.17. "*If the platform/live-steamer can offer attractive promotions, my intention to purchase during livestreaming will increase.*" shows a comparatively lower standard deviation of 1.11 in purchase intention.

Table 4. The Result of Mean and Standard Deviation

	Mean	S.D.	
Government Regulations	**3.43**	**1.155**	
GR1: I am sure government rules and regulations have an impact on	3.43	1.15	Agree

my degree of trust in live e-commerce.			
GR2: I think government regulations have improved live-streaming e-commerce platforms' security and dependability.	3.43	1.16	Agree
GR3: I believe that government regulations help guarantee the trustworthiness of products presented during livestreaming.	3.41	1.14	Agree
GR4: I believe that government laws and regulations can enhance the legitimacy of live-streaming e-commerce in China overall.	3.46	1.17	Agree
GDP Growth	**3.3**	**1.207**	
GG1: The financial situation of my household has improved over the last 6 months.	3.32	1.21	Agree
GG2: The general economic situation in the country has improved over the last 6 months.	3.33	1.19	Agree
GG3: In view of the general economic situation, I think now is the right time for people to make major decisions such as having children, purchasing houses, etc.	3.24	1.22	Agree
Platform Marketing Strategy	**3.32**	**1.158**	
PM1: I am of the belief that shopping online leads to significant cost savings.	3.32	1.13	Agree
PM2: I tend to choose the same e-commerce platform for product purchases to accumulate more points and avail of additional discounts.	3.35	1.15	Agree
PM3: My interest and participation in e-commerce live-streams increase when there is a chance for a lucky draw.	3.26	1.2	Agree

PM4: I find it more convenient to engage with streamers about products during live streams.	3.36	1.15	Agree
Parasocial Relationship	**3.373**	**1.15**	
PR1: I believe there is a significant connection between consumers and streamers/influencers in the context of e-commerce livestreaming.	3.37	1.14	Agree
PR2: My decision to watch e-commerce livestreams is often influenced by my liking for the streamer/influencer.	3.36	1.15	Agree
PR3: The recommendations from streamers or advertisements strongly impact my purchasing decisions on e-commerce platforms.	3.39	1.16	Agree
Trust	**3.38**	**1.165**	
T1: My intention to purchase products on live-streaming e-commerce platforms is positively influenced by my satisfaction with the regulations set by the Chinese government for these platforms.	3.33	1.18	Agree
T2: When I trust that livestreaming e-commerce platforms can provide authentic and credible product information, my intention to purchase will increase.	3.4	1.16	Agree
T3: My intention to purchase increases when I perceive the marketing strategies offered by live-streaming e-commerce platforms as favorable to my preferences.	3.39	1.17	Agree
T4: The clarity of product details gained through interaction with live streamers directly impacts my intention to make a purchase.	3.4	1.15	Agree

Consumer Confidence	**3.39**	**1.203**	
CC1: A positive perception of the general economic situation serves as a motivating factor for my purchasing decisions.	3.36	1.22	Agree
CC2: My confidence in personal finance positively influences my inclination to make purchases.	3.45	1.17	Agree
CC3: A favorable view of consumer prices encourages me to make purchases.	3.39	1.22	Agree
CC4: My purchase intention has less to do with my confidence in the economic situation, consumer price or personal finance, but more with the product itself (quality, brand image, emotional value, etc.).	3.37	1.2	Agree
Purchase Intention	**3.39**	**1.152**	
PI1: If I trust the livestreaming e-commerce platform, my intention to purchase during livestreaming will increase.	3.37	1.17	Agree
PI2: If my favorite livestreamer or a nationally well-known livestreamer highly recommend some products, my intention to purchase during livestreaming will increase.	3.39	1.17	Agree
PI3: If I have a positive prospect on my financial situations and employment opportunities in the future, my intention to purchase during livestreaming will increase.	3.39	1.14	Agree
PI4: If the platform/livestreamer can offer attractive promotions, my intention to purchase during livestreaming will increase.	3.36	1.11	Agree
PI5: If the merchandiser offers favorable return & refund policies, my intention to purchase during livestreaming will increase.			

4.3 Hypothesis Testing Result

Hypothesis testing is used to assess the plausibility of a hypothesis by using sample data. Researchers employ linear regression to examine the significant impact of variables in the Hypothesis model.

4.3.1 Result of Multiple Linear Regression of H1, H3, H4

H_o: There is no significant influence of Government Regulations (H_1), Platform Marketing Strategy (H_3) and Parasocial Relationship (H_4) on Trust in livestreaming e-commerce in China.

H_a: There is a significant influence of Government Regulations (H_1), Platform Marketing Strategy (H_3), and Parasocial Relationship (H_4) on Trust in livestreaming e-commerce in China.

Table 4 shows the JAMOVI test results for the multiple linear regression analysis, the hypothesis testing aimed to investigate the influence of Government Regulations (H_1), Platform Marketing Strategy (H_3), and Parasocial Relationship (H_4) on Trust in livestreaming e-commerce in China.

The findings indicate that Government Regulations, Platform Marketing Strategy, and Parasocial Relationship all have a statistically significant influence on Trust. Specifically, the regression coefficients (B) for Government Regulations, Platform Marketing Strategy, and Parasocial Relationship were 0.306, 0.317, and 0.162, respectively. The associated standard errors (SE B) were 0.0468, 0.0454, and 0.0444, indicating the precision of the estimates.

The beta coefficients (β) provide insights into the standardized effect sizes, with values of 0.3, 0.315, and 0.166 for Government Regulations, Platform Marketing Strategy, and Parasocial Relationship, respectively. These

values suggest the relative strength of each predictor in influencing the dependent variable, Trust.

The t-values for Government Regulations（6.53）, Platform Marketing Strategy（6.99）, and Parasocial Relationship（3.66）were all statistically significant at p<.001, reinforcing the rejection of the null hypotheses. The variance inflation factors（VIF）for each predictor were within acceptable limits, indicating that multicollinearity was not a significant concern in the model.

The overall model's explanatory power was reflected in the R^2 value of 0.382, suggesting that approximately 38.2% of the variance in Trust can be explained by the combined influence of Government Regulations, Platform Marketing Strategy, and Parasocial Relationship. The adjusted R^2, accounting for the number of predictors, remained at 0.377.

In conclusion, the results provide robust support for the alternative hypotheses（Ha）indicating a significant influence of Government Regulations, Platform Marketing Strategy, and Parasocial Relationship on Trust in livestreaming e-commerce in China. The practical implications of these findings underscore the importance of considering these factors in understanding and enhancing trust dynamics within the context of livestreaming e-commerce.

Table 4. *Multiple Linear Regression for H1, H3, H4*

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H1: Government Regulations ▢ Trust	0.306	0.0468	0.300	6.53	< .001*	1.36	Rejected
H3: Platform Marketing Strategy ▢ Trust	0.317	0.0454	0.315	6.99	< .001*	1.30	Rejected
H4: Parasocial Relationship ▢ Trust	0.162	0.0444	0.166	3.66	< .001*	1.33	Rejected

Note: R^2 =0.382, adjusted R^2 = 0.377, ＊p＜0.05. Dependent variable = Trust

B: Unstandardized coefficients B | SE B: The standard error for the unstandardized beta | β: The standardized beta | t: t-value | p: p-value | VIF: Variance Inflation Factor

4.3.2 Result of Simple Linear Regression of H2

Ho: There is no significant influence of GDP Growth (H2) on Consumer Confidence in livestreaming e-commerce in China.

Ha: There is a significant influence of GDP Growth (H2) on Consumer Confidence in livestreaming e-commerce in China.

The JAMOVI test results for the simple linear regression analysis aimed to investigate the influence of GDP Growth（H2）on Consumer Confidence in livestreaming e-commerce in China. Table 5 displays the results.

The analysis revealed a statistically significant relationship between GDP Growth and Consumer Confidence. The regression coefficient（B）for GDP Growth was 0.385, with a standard error（SEB）of 0.0442, indicating the precision of the estimate. The beta coefficient（β）was 0.4, suggesting a moderate positive standardized effect size.

The t-value of 8.72 was highly significant at p<.001, leading to the rejection of the null hypothesis（Ho）. This

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result implies that GDP Growth has a substantial impact on Consumer Confidence in the context of livestreaming e-commerce in China.

The variance inflation factor (VIF) of 1 suggests that multicollinearity was not a significant concern in the model, enhancing the reliability of the findings.

The overall model's explanatory power, as indicated by the R^2 value of 0.16, suggests that approximately 16% of the variance in Consumer Confidence can be explained by the influence of GDP Growth. The adjusted R^2, accounting for the number of predictors, remained at 0.158.

In conclusion, the results provide strong support for the alternative hypothesis (Ha), indicating a significant influence of GDP Growth (H2) on Consumer Confidence in livestreaming e-commerce in China. These findings contribute valuable insights to understanding the economic factors shaping Consumer Confidence in the rapidly evolving landscape of livestreaming e-commerce.

Table 5. *Simple Linear Regression for H2*

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H2: GDP Growth □ Consumer Confidence	0.385	0.0442	0.400	8.72	< .001*	1	Rejected

Note: R^2 =0.16, adjusted R^2 = 0.158, *p < 0.05. Dependent variable = Consumer Confidence

B: Unstandardized coefficients B | SE B: The standard error for the unstandardized beta | β: The standardized beta | t: t-value | p: p-value | VIF: Variance Inflation Factor

4.3.3 Result of Multiple Linear Regression of H5, H6

Ho: There is no significant influence of Trust (H5) and Consumer Confidence (H6) on Purchase Intention in livestreaming e-commerce in China.

Ha: There is a significant influence of Trust (H5) and Consumer Confidence (H6) on Purchase Intention in livestreaming e-commerce in China.

The JAMOVI test results for the multiple linear regression analysis aimed to examine the influence of Trust (H5) and Consumer Confidence (H6) on Purchase Intention in livestreaming e-commerce in China. Table 6 displays the results.

The findings demonstrate a statistically significant relationship between both Trust and Consumer Confidence with Purchase Intention. The regression coefficient (B) for Trust was 0.315, with a standard error (SEB) of 0.0458, and the beta coefficient (β) was 0.324. Similarly, for Consumer Confidence, the regression coefficient (B) was 0.303, with a standard error (SEB) of 0.0449, and the beta coefficient (β) was 0.319.

The t-values for Trust (6.86) and Consumer Confidence (6.76) were highly significant at p < .001, leading to the rejection of the null hypothesis (Ho) and supporting the alternative hypothesis (Ha) that there is a significant

influence of both Trust and Consumer Confidence on Purchase Intention in livestreaming e-commerce in China.

The variance inflation factors (VIF) of 1.27 for both predictors suggest that multicollinearity was not a significant concern in the model.

The overall model's explanatory power, as indicated by the R^2 value of 0.302, suggests that approximately 30.2% of the variance in purchase intention can be explained by the combined influence of Trust and Consumer Confidence. The

adjusted R^2, accounting for the number of predictors, remained at 0.298.

In conclusion, the results provide robust support for the hypothesis that Trust (H5) and Consumer Confidence (H6) significantly influence Purchase Intention in livestreaming e-commerce in China. This underscores the importance of cultivating Trust and fostering Consumer Confidence to positively impact Purchase Intention in the context of livestreaming e-commerce.

Table 6. *Multiple Linear Regression for H5, H6*

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
H5: Trust ☐ Purchase intention	0.315	0.0458	0.324	6.86	< .001∗	1.27	Rejected
H6: Consumer Confidence ☐ Purchase intention	0.303	0.0449	0.319	6.76	< .001∗	1.27	Rejected

Note: R^2 =0.302, adjusted R^2 = 0.298, ∗$p < 0.05$. Dependent variable = Purchase Intention

B: Unstandardized coefficients B | SE B: The standard error for the unstandardized beta | β: The standardized beta | t: t-value | p: p-value | VIF: Variance Inflation Factor

5. Conclusion and Recommendations

5.1 Summary of Findings

In an effort to discern the significance of influencing factors on each dependent variable, the researchers conducted a ranking analysis. The outcomes revealed the following and shown in Table 7:

Consumer Confidence (CC): The strongest causal relationship was identified between GDP Growth (GG) and Consumer Confidence, with an unstandardized coefficient (B) of 0.385.

Trust (T): For factors influencing consumer Trust, Platform Marketing Strategy (PM) emerged as the most influential, surpassing Government Regulations (GR) and

Parasocial Relationship (PR). The unstandardized coefficient (B) for Platform Marketing Strategy was 0.317.

Purchase Intention (PI): Trust (T) was found to have a stronger influence than Consumer Confidence (CC) on Purchase Intention. Additionally, the unstandardized coefficients (B) for Trust in relation to Government Regulations (GR), Parasocial Relationship (PR), and Consumer Confidence (CC) were 0.306, 0.315, and 0.303, respectively.

Table 7. *Ranking of Significance of Influencing Factors on Each Dependent Variable*

Dependent Variable	Independent Variable	β	Rank	
MLR with H1, H3, and H4				
Trust	Platform Marketing Strategy	0.315	1st	H3
	Government Regulations	0.300	2nd	H1
	Parasocial Relationship	0.166	3rd	H4
MLR with H5 and H6				
Purchase intention	Trust	0.324	1st	H5
	Consumer Confidence	0.319	2nd	H6
SLR with H2				
Consumer Confidence	GDP Growth	0.400	-	H2

5.2 Discussion and Conclusion

As structural research results in Figure 2 from hypothesis testing results suggest that Trust is significantly influenced by Government Regulations, Platform Marketing Strategy, and Parasocial Relationship; GDP Growth affects Consumer Confidence; furthermore, Trust and Consumer Confidence have a significant impact on consumers' Purchase Intention in livestreaming e-commerce in China.

Figure 2 The results of research Model

5.2.1 Government Regulations, Platform Marketing Strategy, Parasocial Relationship and Trust

The investigation of factors that influence consumer's Trust in livestreaming e-commerce in China is a compelling finding of this study. Strong statistical indicators, such as a low p-value $(<.001)$ and a high t-value (6.53), show that Government Regulations have a significant impact. This emphasizes how important regulatory frameworks are in forming trust in the livestreaming e-commerce industry. Similarly, Platform Marketing Strategy emerge as influential, with a noteworthy t-value (6.99) and low p-value $(<.001)$, highlighting the necessity for e-commerce platforms to carefully develop and communicate their marketing strategies in order to cultivate trust among consumers. Furthermore, the study demonstrates the important role that Parasocial Relationship plays in cultivating Trust, as evidenced by a low p-value $(<.001)$ and a substantial t-value (3.66). This emphasizes how crucial the relationships that the followers have with the livestreamers are to building and maintaining trust, which calls on platforms and influencers to make investments in methods that can strengthen such relationships.

5.2.2 GDP Growth and Consumer Confidence

In the context of livestreaming e-commerce, the study finds a significant relationship between GDP Growth and Consumer Confidence. The high t-value (8.72) and low p-value (<0.001) highlight the importance of the economic

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indicator of GDP in influencing Consumer Confidence. Policymakers and industry stakeholders should take economic growth trajectories into account when strategizing for increased Consumer Confidence.

5. 2. 3 Trust, Consumer Confidence and Purchase Intention

The study provides clear insights into the interplay of Trust, Consumer Confidence, and their impacts on Purchase Intention in livestreaming e-commerce in China. Robust data support the hypothesis that Trust significantly influences Purchase Intention, as indicated by a substantial beta coefficient (0.324) and a high t-value (6.86). This underscores the pivotal role Trust plays in shaping consumers' willingness to make purchases. The findings suggest that livestreaming platforms should prioritize strategic initiatives aimed at bolstering user's trust to effectively drive positive purchase intentions.

Similarly, Consumer Confidence is identified as a key predictor of Purchase Intention in livestreaming e-commerce. The beta coefficient (0.319) and t-value (6.76) highlight the importance of Consumer Confidence in influencing Purchase Intention. This emphasizes the importance of observing Consumer Confidence index and making strategic interventions that can boost Consumer Confidence, as they have been shown to be effective in positively shaping purchase intentions in the livestreaming e-commerce landscape. Taken together, these findings highlight the multifaceted nature of consumer behavior in livestreaming e-commerce, emphasizing the importance of platforms simultaneously addressing and enhancing both Trust and Consumer Confidence to optimize positive purchasing outcomes.

In conclusion, this study validates the causal relationships between Government Regulations, GDP Growth, Platform Marketing Strategy, Parasocial Relationship, Trust, Consumer Confidence, and Purchase Intention in China's livestreaming e-commerce landscape. The results provide actionable insights for policymakers, industry practitioners, and platform operators.

5.3 Recommendations

Livestreaming e-commerce occupies a leading position in the dynamic evolution of markets, displaying considerable potential in reshaping consumer behavior and retail models. Expanding scholarly investigation beyond current studies could unveil a comprehensive range of factors that influence consumer preferences in this thriving industry.

The positive findings of this research have demonstrated the necessity of looking at consumer behavior in livestreaming e-commerce from a broader spectrum, taking into consideration political, economic, social and other factors. Thus, conducting a thorough examination of variables not addressed in this study might reveal additional factors that impact consumers' inclination to purchase in livestreaming e-commerce. Elements such as cultural nuances, societal shifts, and the psychological facets of consumer behavior present untapped opportunities for exploration. Charting these unexplored areas could yield new insights into the multifaceted realm of consumer decision-making, leading academia towards a more holistic understanding of the industry's trajectory.

Practically speaking, stakeholders in livestreaming e-commerce can harness elements like governmental regulations, economic indicators including GDP growth, platform marketing strategies, and the dynamics of parasocial relationships. These can be utilized to refine operational approaches, marketing strategies, and initiatives for engaging customers, thereby fostering trust and bolstering consumer confidence, ultimately stimulating consumers' purchase intention, which could lead to the decision of purchasing.

In essence, the convergence of academic exploration and pragmatic utilization of analyzed variables in this research not only enriches the understanding of consumer behavior within the scope of livestreaming e-commerce but also steer towards industry evolution and sustained growth.

5.4 Limitations of the Study

The study faces limitations due to time constraints, neglecting potential variables that could affect Chinese consumer behavior. Additionally, the sample collection, limited by time and distribution channels, might not fully represent the diverse nature of consumer behavior in China.

Furthermore, in our analysis, minimal differences in variable means and high standard deviation, potentially indicating extreme data dispersion or outlier presence, could affect the reliability of our findings. Additionally, the model's relatively low explanatory power, particularly regarding GDP Growth's influence on Consumer Confidence, suggests the need for a more sophisticated model to capture nuanced dynamics in the data.

These limitations caution against drawing definitive conclusions and highlight the necessity of considering additional variables for a more comprehensive understanding of Chinese consumer behavior.

5.5 Further Studies

While this study has showcased substantial impact from the independent variables on consumers' purchase intention in livestreaming e-commerce in China, the following points merit attention for researchers interested in further exploration within this field in the future.

Exploring unaccounted variables: Future research could delve into identifying additional factors that might wield a stronger influence on purchase intention, potentially overlooked by the existing model. Investigating non-linear relationships, interactions, or other complexities could offer a more comprehensive understanding.

Enhancing data quality: Subsequent studies might focus on improving data integrity and completeness to bolster the model's accuracy and explanatory capability. Addressing issues related to outliers or incomplete data could refine the model's performance.

Augmenting model sophistication: Consideration of more intricate models or the inclusion of supplementary explanatory variables could enhance the model's capacity to effectively represent the complexities inherent in purchase intention dynamics.

Identifying potential variations: The fluctuations in Consumer Confidence might be influenced by numerous other unmeasurable or unknown factors that could have been overlooked in the model. Future research endeavors could focus on identifying and incorporating these overlooked elements into the model to enhance the accuracy and comprehensiveness of the analysis of Consumer Confidence fluctuations.

While this study demonstrated a statistically significant causal relationship among the variables, the data's explanatory power (R-squared value) was not high. Therefore, in the context of livestream e-commerce, these assumed variables might affect consumers' purchase intention, but not conclusively. It's possible that other variables could have a more significant impact. Another plausible interpretation could be that live purchasing isn't the primary mode of online shopping for Chinese consumers.

In such circumstances, further research and analysis may be necessary. This could involve refining the model, incorporating more variables, exploring non-linear models, or seeking comprehensive datasets to enhance the model's explanatory capabilities. Simultaneously, it's crucial to use the model's results cautiously, acknowledging its limitations, and ensuring that the relatively low R-squared value is considered when interpreting the results.

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