
| RESEARCH ARTICLE

Factors Influencing Filipino Online Shoppers' Livestream Purchases

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| ABSTRACT

In today's constantly evolving world of digital retailing, another marketing trend has emerged popularly known as livestream commerce which is making waves globally by reshaping shopping dynamics. This interactive channel combines the convenience of the conventional virtual shopping and the real-time engagement of live video which retailers may consider in reaching their target markets. Grounded on the Technology Acceptance Model, this study intends to address the existing research gap in exploring the variables that affect online shoppers' livestream purchase behavior in the Philippines. Specifically, it is focused on examining the influence of perceived usefulness and perceived ease of use on livestream purchase intention. A purposive sampling was employed with 410 Filipino live shoppers as respondents through a validated online self-administered questionnaire. The hypotheses formulated were tested by applying inferential statistics. The empirical findings reveal that perceived usefulness and perceived ease of use have significant influence on livestream purchase intent which in turn, impacts actual livestream purchase behavior. The outcomes of this investigation offer meaningful insights to retailers and livestream application developers in devising strategies that will deliver a more immersive, engaging, hassle-free shopping journey. Likewise, this inquiry opens opportunities for future research on livestream commerce that can help strengthen its development in the country as well.

| KEYWORDS

Livestream commerce; perceived ease of use; perceived usefulness; purchase intention; technology acceptance model

| ARTICLE INFORMATION

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1. Introduction

The advent of online shopping over the past many years has drastically transformed the way people acquire the products they need and want. As cybershopping becomes an integral aspect of the global retail scene, livestream commerce has materialized in various markets. Xu et al. (2020) referred to this type of retailing as the delivery of electronic purchases through real-time or live platforms, offering an environment with high interaction between sellers and buyers. It is a dynamic venue where sellers' market goods that allow buyers to view, discover, and purchase products with just a touch of a button. This is a marketing model where vendors may employ hosts, influencers and avail of livestream channels to conduct their selling. Through interpersonal communication and actual trial of the products presented, they provide the required information and descriptions that stimulate customers' intention to buy the goods they need or want (Guo et al., 2021).

Similarly, Wang et al. (2022) conveyed that although consumers are unable to physically see, hear, smell or test the product in the livestream format, they can still relate with the live sellers who have tried the products themselves. Consumers can at that point

gauge the products based on the streamer's on the spot reactions and comments, which diminishes the intangibility of buying online. Additionally, livestream sessions help viewers discern as they are surrounded by a myriad of products to have access to reliable information, accurate usage instructions from the live seller or streamer (Leong et al., 2022). According to Svart (2018), this vibrant channel has become an unstoppable force in customer goods trade, and it has an enormous potential to become the standard in the future.

E-commerce has been revolutionized by the occurrence of livestreaming. It has become the most sought-after selling trend with China being at the forefront and still the world's largest online retail market (Qing & Jin, 2022). It is forecasted that livestreaming video sales will surge to USD 843.93 billion by the year 2025 in this biggest Asian nation (Cheung, 2023). Whereas live commerce is progressively evolving in the Philippines and may fortify the e-commerce industry sales valued to be USD 24 billion by 2025 (Chan, 2023). Filipino customers can avail of live shopping via social media applications and online marketplaces. The top platforms in the country are Facebook Live, Instagram Live, Live on Lazada, Shopee Live, TikTok Live and YouTube Live (Payo Asia, 2023).

This may not replace the typical web shopping, but a huge number of Filipinos are captivated by this engaging form of commerce. With the prevailing situation, China remains the leader in live shopping while still in its growth phase in the Philippines. It would be interesting to discover if the research outcomes in China would be similar to that of the Philippines.

Live commerce is flourishing and becoming widespread all over the world. Despite the fact that customers are actively involved in live sessions, how they make purchasing decisions in this set-up has not been thoroughly analyzed (Wang et al., 2022). Hence, an exploration of the factors impacting the livestream purchases of Filipino online shoppers was undertaken. The basic Technology Acceptance Model (TAM) with the elements of perceived usefulness (PU) and perceived ease of use (PEU) serves as the foundation for investigating Filipinos' receptivity to live commerce.

One of the major variables associated with the utilization of a new technology is perceived usefulness. Davis (1989) explains that the extent to which a person believes that the utilization of an information system may boost productivity is related to their perception of usefulness. Venkatesh et al. (2003) emphasized that PU is analogous to performance expectations. In the same way, it is assumed that usage of such structure could lead to a better-quality performance and improved results. Whereas, PEU fundamentally denotes to how easy it is to use a particular technology which does not require any effort at all. PEU has been linked to the ease of understanding as it was designated as the person's ability to learn and master a technology (Davis, 1989). Users may have confidence in the benefits of a specific scheme but they may be reluctant if it is seemingly hard to figure out. Quite a few studies have employed TAM and have been expanded to illustrate that PU and PEU can either directly or indirectly influence a person's intent to buy (Ho et al., 2022; Hua & Chiu, 2022; Kim et al., 2023; Qing & Jin, 2022).

Preceding research identified some limitations and suggested that more studies must be done in other geographical locations, to learn whether the livestream format will be accepted by web buyers that can support their initial findings (Ho et al., 2022; Hua & Chiu, 2022; Qing & Jin, 2022). This research undertaking is practical and will contribute valuable insights to the existing literature. More so, this study will assist online retailers understand customers' behavior in the livestream platform, thereby, leading to the expansion of their customer base. It is crucial for businesses to accelerate recovery and reach its full potential despite the barriers in the Philippines, being a developing nation.

2. Literature Review

2.1.1 Perceived Usefulness and Online/Livestream Shopping

As for conventional online shopping, PU involves superior product search and selection, access to detailed reviews, enriched buying efficiency, savings on money and time allotted. (Cho & Sagynov, 2015; Rehman, et al., 2019). Additionally, PU has a significant direct influence on the intent to shop via the Internet (Blagoeva & Mijoska, 2017; Cho & Sagynov, 2015; Gong et al., 2013; Vu et al., 2019) and an indirect effect through attitude (Aldhmour & Sarayrah, 2016). In terms of repurchase online intent, it is positively impacted by perceived usefulness (Binh et al., 2022).

Within the livestream setting, as part of TAM, research has commenced investigating its effect on intent to purchase. Recent studies in China elucidated that online shoppers' livestream purchase intention is significantly influenced by perceived usefulness (Hua & Chiu, 2022; Kim, et al., 2023). According to Qing and Jin (2022), the quality of live streaming positively impacts perceived usefulness, thus, affects consumers' attitudes and subsequently, the intent to buy through live broadcasts.

Ho et al. (2022) referred to the marketing mix's placement strategy as live commerce's ability to enhance a person's shopping productivity, done conveniently to meet one's needs and preferences. It was made known that it has a significant effect on a person's purchase intention on live platforms. In the later study by Ho et al. (2022), it was found that placement strategy had a large effect on PU and sequentially, positively associated with purchase intent. Conversely, in the area of impulse buying behavior, Lee and Chen (2021) communicated that PU does not impact the desire to make purchases spontaneously through live channels. Given these, the first hypothesis is as follows:

H1: Perceived usefulness of livestream commerce has a significant influence on live shoppers' intention to purchase.

2.1.2 Perceived Ease of Use and Online/Livestream Shopping

In traditional cybershopping, PEU refers to the extent to which it helps search information with minimal effort, quick-to-access sites, easier process of ordering and purchasing that has a significant influence on behavioral intent to buy via ecommerce (Aldhmour & Sarayrah, 2016; Cho & Sagynov, 2015; Rehman, et al., 2019). Binh et al. (2022) also confirmed that the ease of use positively affects the repurchase intention of online buyers. In contrast, there have been findings that PEU does not positively influence consumers' likelihood of purchasing virtually (Gong et al., 2013; Klopping & McKinney, 2004; Ramayah & Ignatius, 2005) and current wired buying behavior (Hernandez et al., 2011, Vu et al., 2019).

A few studies have attempted to verify the effect of PEU on intention to buy via livestream and including other variables. With the arrival of real-time campaigns, PEU refers to how shoppers can straightforwardly obtain information and carry out the activity on the live platform (Lee & Chen, 2021). Livestream purchase intention is affected by PEU has been confirmed through the basic TAM (Hua & Chiu, 2022; Kim et al., 2023). Similarly, it has an affirmative association with consumers' attitude towards live commerce whereby it mediates the relationship between PEU and intention to buy among TikTok shoppers in China (Hua & Chiu, 2022).

Ho et al. (2022) identified that the process strategy, as a marketing mix element, signifies easy interface, speedy purchase and clear connection during live broadcasts, has an effect on PEU. Their body of work exhibited that the ease of usage positively influences consumers' attitude and sequentially, impacts live purchase intent. Accordingly, the second hypothesis is the following:

H2: Perceived ease of use of livestream commerce has a significant influence on live shoppers' intention to purchase.

2.1.3 Perceived Ease of Use and Perceived Usefulness

In the digital shopping landscape, both PEU and PU are inferred to be closely connected because if the Internet user trusts that ordering online can be done directly with ease then logically, it would be seen as beneficial (Binh et al., 2022; Ramayah & Ignatius, 2005). Findings have illustrated that the PU of web buying is positively impacted by PEU (Binh et al., 2022; Blagoeva & Mijoska, 2017; Cho & Sagynov, 2015; Ramayah & Ignatius, 2005). Unmistakably, PEU has a sizeable effect on PU.

Latest investigations among Chinese shoppers have confirmed that PEU of live platforms has a significant effect on the PU of this e-commerce arrangement (Hua & Chiu, 2022; Kim et al., 2023; Lee & Chen, 2021). As virtual shoppers find it uncomplicated to make livestream purchases then they appreciate its value by adopting such into their lives.

Lee & Chen (2021) declared that it is not complex for online viewers to receive stimuli and carry out live shopping activity with minimal work. Users who are comfortable with the technology will regard it to be practical which is suggestive of a solid relationship between the two. Hence, PEU positively influences PU of live commerce as tackled in China studies recently. Thus, the next hypothesis is as follows:

H3: Perceived ease of use of livestream commerce has a significant influence on perceived usefulness.

2.1.4 Purchase Intention and Actual Purchase Behavior

Mashroofa et al. (2019) asserted that behavioral intent in the online perspective has a direct impact on the utilization of new systems. By and large, there is a positive correlation between behavioral intention and the actual choice of behavior (Aldhmour & Sarayrah, 2016). Especially in the wired shopping background, preceding investigations unveiled the strong effect of intent to buy on actual purchase behavior (Klopping & McKinney, 2004; Lim et al., 2016; Rehman et al., 2019, Theodorou et al., 2023). The way people think about online buying is linked to how they actually act on it. However, Kim & Jones (2009) exposed that intention to buy does not always translate into a concrete purchase.

In the realm of live commerce, there is a dearth of studies that zero in on the actual livestream purchase behavior. The research by Kim et al. (2023) avowed that consumers' intention to buy leads to a real purchase on live commerce as evidently displayed by Chinese customers. It will be essential to evaluate if Filipino live shoppers' intent is a central indicator of their actual buying behavior. Therefore, the last hypothesis is the following:

H4: Filipino online shoppers' livestream intention to buy has a significant influence on their actual livestream purchase.

2.2 Conceptual Framework

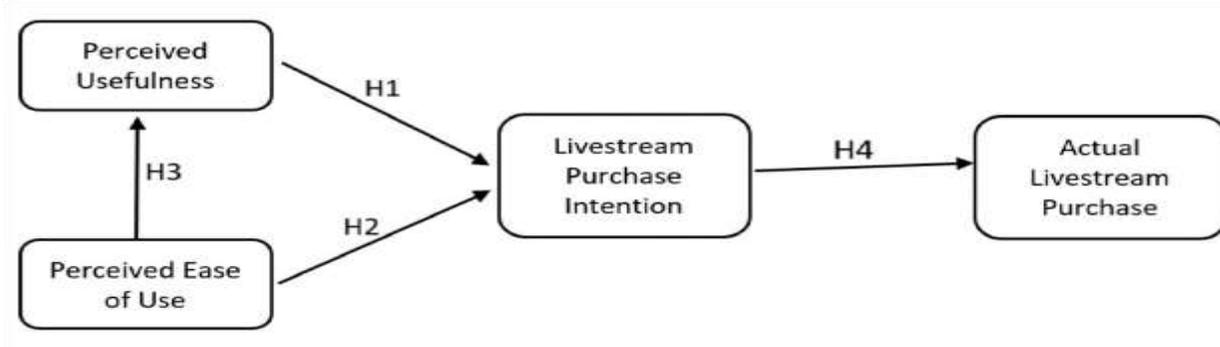


Figure 1. Proposed Conceptual Framework

The framework is centered on the idea of Fred Davis which is known as the basic Technology Acceptance Model. The primary objective of the principle is to identify the progressions underlying the acceptance and usage of a certain technology to predict how people behave and theoretically expound its success. It is demonstrated that perceived usefulness and perceived ease of use are strongly correlated to the use of novel and innovative technologies (Davis, 1989). Additionally, this model is recognized as an effective means of knowing and dissecting the reasons for people to embrace and utilize newer technologies.

Lee, Kozar and Larsen (2003) asserted that TAM is an expansively applied theory to elucidate the taking on of pioneering technologies since it simply suggests the dual components which mutually affects intention. This has been lengthily used in studies covering various fields and considered as a measurement of technology acceptance. Furthermore, it has been substantiated that TAM is capable of projecting purchase and usage intent for new products and services in the online environment (Yadav & Mahara, 2019).

More than a few inquiries on livestream commerce have been conducted by means of TAM and its extended version in China as it stands as the global front-runner in this retail avenue (Ho et al., 2022; Hua & Chiu, 2022; Kim et al., 2023; Qing & Jin, 2022). Henceforth, TAM is utilized to confirm the role of PU and PEU on Filipinos' adoption of live commerce, as openly manifested in their behavioral intent. Consequently, how the intention to purchase via livestream affects the actual buying behavior was carefully studied.

3. Methodology

3.1 Subject and Data Collection

In this study, the purposive sampling method was utilized where the sample member is elected based on some prerequisite characteristics. Respondents had to pass through a screening criteria whereby they must be livestream shoppers, be of the Philippines' legal age of 18 to 54 years and willing to answer the online survey.

Based on the Statista Research (2023), Filipino e-commerce end users are approximately 53.62 million by 2024 and used this as the population for determining the sample size through the online sampling calculator with 95% confidence level and 5% margin of error. Respectively, the sample size derived was 385 respondents. However, a total of 410 Filipino livestream buyers voluntary answered the self-administered research instrument.

The survey questionnaires were disseminated through Google Forms to the target population to make it quicker and gain easier access. The digital link was shared through email, shopping platforms and social networking sites to have individuals who satisfied the requirements reply through the questionnaire.

3.2 Instrumentation

An adapted questionnaire was employed that was devised by Kim et al. (2023) in China designed to analyze what influences consumers' intention to purchase for livestream platform procedures and management. Although, some revisions were made to cater to the Filipino respondents that were all closed-ended questions.

The self-administered research instrument consists of multiple-choice questions on the demographic profile of respondents and their livestream commerce behavior. The succeeding section contains Likert scale with five statements for each of the four dimensions i.e., perceived usefulness, perceived ease of use, livestream purchase intention and actual livestream purchase. It was made up of five-point scales namely, never true, rarely true, sometimes true, often true and always true.

Since the questionnaire items were adapted and revised to fit the requirements, it necessitated pilot testing. It was pre-tested among 25 live shoppers after which, construct validity and reliability tests were completed accordingly prior to implementation. There was a substantively good report of the internal consistency of the items of each dimension since the Cronbach's Alpha was found to be within the accepted range set. The values of the alpha are all greater than .70 representing that the survey items were internally consistent.

Moreover, the construct validity of the four dimensions was assessed through the Pearson product-moment correlation to gauge the strength of a linear association between the designated variables. The Pearson correlations of all the items yielded significant values under 0.05 level of significance, and critical values were revealed as smaller than the r-values. This meant that the items and scale were legitimate as requirements were met.

3.3 Data Analysis

Responses sourced through Google Forms were scrutinized systematically. Data was organized in accordance with the hypotheses and implemented the statistical tests. Both descriptive and inferential statistics were concluded through the use of the open statistical software Jamovi. Descriptive statistics like frequency and percentage were utilized in summarizing and tabulating the participants' demographic profile and livestream shopping behavior. Inferential statistics namely Pearson correlation and regression analysis were finalized to examine the relationships between the cited variables.

3.4 Ethical Consideration

In conducting this study, the participants' right to remain anonymous was highly secured. The consent of all respondents was freely given based on the information on participation, rights and data usage. The implementation adhered to the ethical guidelines that respects the rights of every person involved. Likewise, personal bias was minimized as distance was kept from the participating subjects.

4. Results and Discussion

4.1 Results

4.1.1 Demographic Profile and Livestream Behavior of Shoppers

Table 1: Demographic Profile and Livestream Behavior of Shoppers

PROFILE	<i>f</i>	%
GENDER		
Female	267	65.1
Male	143	34.9
AGE		
18 – 24 years old	199	48.5
25 – 34 years old	83	20.2
35 – 44 years old	61	14.9
45 – 54 years old	67	16.3
LIVESTREAM PLATFORM MOST COMMONLY USED		

Facebook	201	49.0
Instagram	36	9.0
Lazada	10	2.4
Shopee	58	14.1
TikTok	104	25.4
EXPERIENCE ON LIVESTREAM COMMERCE		
Less than 1 year	183	44.6
Between 1 – 2 years	100	24.4
More than 2 years	127	31.0
FREQUENCY OF WATCHING LIVE SELLING		
Almost everyday	53	12.9
2 – 4 times a week	89	21.7
Once a week	87	21.2
2 – 3 times a month	44	10.7
Once a month or less	137	33.4
TOTAL	410	100.0

The above table shows that females comprise about 65.1% outnumbering the male participants at only 34.9%. Participants came mostly from the digitally connected generation of 18-24 years old at 48.5% who are expected to be the prime drivers of e-commerce. The results outline that Facebook tops the list at 49% of the live platform commonly used. Approximately 44.6% have experience on livestream shopping for less than a year while 33.4% watch live selling streams once a month.

4.1.2 Level of Perceived Usefulness of Livestream Commerce

Table 2: Level of Perceived Usefulness of Livestream Commerce

Perceived Usefulness	Mean	SD
PU1: Live platforms enable me to purchase the right products more efficiently.	3.51	1.072
PU2: Recommendations from livestream commerce provide a more comprehensive understanding of products.	3.63	1.078
PU3: Live platforms enhance my shopping skills and decision-making.	3.56	1.127
PU4: Shopping on livestream platforms helps my overall consumption.	3.46	1.127
PU5: Livestream commerce delivers more effective shopping interactions.	3.66	1.143
OVERALL_PU	3.56	1.012

Table 2 confirms that participants' perceptions of live commerce platforms are generally positive ($\bar{x}=3.56$, $SD=1.012$). A reasonable constant degree of agreement among respondents is shown by the comparatively low standard deviation. Specifically, participants, on average, expressed that the efficiency of their product purchases is regularly increased by live commerce systems ($\bar{x}=3.51$, $SD=1.072$). Online customers believe that product recommendations on live sessions often assist them gain a deeper understanding of the products available ($\bar{x}=3.63$, $SD=1.078$). With a substantial degree of variability, respondents conveyed that live commerce platforms in a certain extent improve their ability to make better shopping decisions ($\bar{x}=3.56$, $SD=1.127$). Shoppers pronounced that purchasing through live broadcasts satisfactorily enhance their consumption ($\bar{x}=3.46$, $SD=1.127$). Lastly, majority

identified that live commerce facilitates more meaningful interactions ($\bar{x}=3.66, SD=1.143$). Therefore, there is a considerably good level of perceived usefulness of this unique avenue among the live shoppers surveyed.

4.1.3 Level of Perceived Ease of Use of Livestream Commerce

Table 3: Level of Perceived Ease of Use of Livestream Commerce

Perceived Ease of Use	Mean	SD
PEU1: Livestream platforms can adapt quickly without consuming too much effort.	3.55	1.025
PEU2: I am reasonably satisfied with the livestream platforms' page design.	3.45	0.995
PEU3: The livestream platforms' interface creates simplified interactions.	3.61	1.003
PEU4: It is easy to make purchases and payments on livestream platforms.	3.56	1.052
PEU5: Live platforms make it easy for me to attain my shopping goals.	3.51	1.084
OVERALL_PEU	3.53	0.917

As demonstrated in Table 3, live commerce platforms are perceived to be fairly easy to use ($\bar{x}=3.53, SD=.917$). The outcomes exhibit a very acceptable variability because the standard deviation is quite low. Participants' assessments of a range of live channel features, such as flexibility, page design, interface simplicity, convenience of payment transactions and goal achievement, are typically positive.

This is attributed to the fact that the following statements are repeatedly true as shoppers communicated, that live commerce has the ability to adapt quickly with minimal effort ($\bar{x}=3.55, SD=1.025$), there is a satisfaction with the page design of live applications ($\bar{x}=3.45, SD=.995$), that the interface of livestream platforms simplify interactions ($\bar{x}=3.61, SD=1.003$), that making purchases and payments on live commerce channels is easy ($\bar{x}=3.56, SD=1.052$) and that live campaigns facilitate the fulfilment of their goals ($\bar{x}=3.51, SD=1.084$). As a result, there is a satisfactory level of PEU of live broadcast sessions within the Philippines.

4.1.4 Level of Intention to Purchase via Livestream

Table 4: Level of Intention to Purchase via Livestream Commerce

Intention to Purchase	Mean	SD
IP1: I intend to shop often on livestream platforms.	3.13	1.096
IP2: I will recommend livestream shopping to others.	3.43	1.061
IP3: Compared to conventional online platforms, I will shop more through livestream commerce.	3.14	1.078

IP4: I plan to spend a substantial amount of money on livestream shopping.	3.04	1.162
IP5: I intend to make future livestream purchases.	3.34	1.090
OVERALL_IP	3.22	0.997

Table 4 specifies an average level of positive intentions and preferences towards live commerce ($\bar{x}=3.22$, $SD=.997$). The low standard deviation indicates a rather stable level of agreement. There is basically a positive expression of intention towards using real-time platforms which includes intent to shop, recommend, and make future purchases.

This result is due to the moderate level of intention to shop often on live commerce platforms ($\bar{x}=3.13$, $SD=1.096$), to recommend live video shopping to others ($\bar{x}=3.43$, $SD=1.061$), to shop more utilizing live commerce compared to traditional online channels ($\bar{x}=3.14$, $SD=1.078$), to spend a considerable amount of money on livestream applications ($\bar{x}=3.04$, $SD=1.162$) and to carry out livestream purchases in the future ($\bar{x}=3.34$, $SD=1.090$). Hence, there is an acceptable level of intention to purchase via livestream campaigns.

4.1.5 Level of Actual Purchase via Livestream Commerce

Table 5: Level of Actual Livestream Purchase

Actual Livestream Purchase	Mean	SD
ALP1: I often purchase on livestream platforms.	3.05	1.132
ALP2: I have recommended livestream shopping to others.	3.20	1.228
ALP3: Compared to conventional online platforms, I have been purchasing more through livestream commerce.	3.05	1.162
ALP4: I have recently spent substantial amount of money on livestream shopping.	3.03	1.229
ALP5: I will continue to make future livestream purchases.	3.26	1.185
OVERALL_ALP	3.12	1.101

Table 5 highlights the moderate level of actual behavior and loyalty towards live commerce platforms ($\bar{x}=3.12$, $SD=1.101$). The results reveal a reasonable variability within the dataset based on the low standard deviation.

Respondents somewhat agree that their actual behavior and loyalty towards the live commerce platforms can be measured through shopping frequency ($\bar{x}=3.05$, $SD=1.132$), recommendations ($\bar{x}=3.20$, $SD=1.228$), recent shopping behavior ($\bar{x}=3.05$, $SD=1.162$), latest spending ($\bar{x}=3.03$, $SD=1.229$) and future purchase intentions ($\bar{x}=3.26$, $SD=1.185$).

Accordingly, there is an average level of actual purchase through this innovative shopping stream among online consumers in the country.

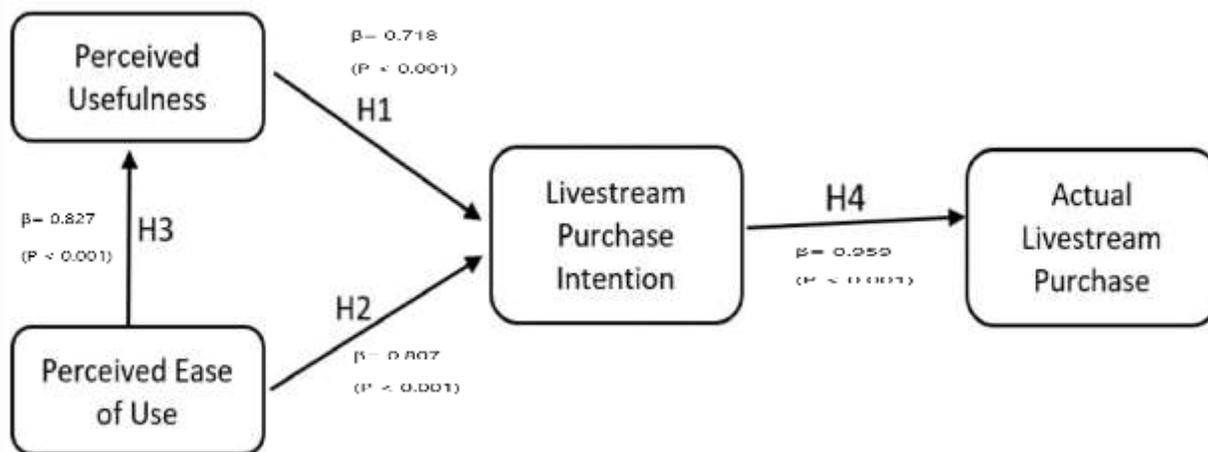
4.1.6 Regression Table

Table 6: Regression Table

Perceived Usefulness to Livestream Purchase Intention					
Predictor	Unstandardized Coefficients	Standardized Coefficients	t-value	p-value	Significance
(Constant)	0.658	0.1239	5.31	<0.001	
Perceived Usefulness	0.718	0.0334	21.47	<0.001	Significant
Perceived Ease of Use to Livestream Purchase Intention					
Predictor	Unstandardized Coefficients	Standardized Coefficients	t-value	p-value	Significance
(Constant)	0.365	0.1318	2.77	0.006	
Perceived Ease of Use	0.807	0.0361	22.34	<0.001	Significant
Perceived Ease of Use to Perceived Usefulness					
Predictor	Unstandardized Coefficients	Standardized Coefficients	t-value	p-value	Significance
(Constant)	0.643	0.1322	4.86	<0.001	
Perceived Ease of Use	0.827	0.0362	22.84	<0.001	Significant
Livestream Purchase Intention to Actual Livestream Purchase					
Predictor	Unstandardized Coefficients	Standardized Coefficients	t-value	p-value	Significance
(Constant)	0.0333	0.912	0.366	0.715	
Intention to Purchase	0.9585	0.0271	35.389	<0.001	Significant

Table 6 displays the regression model which suggests that perceived usefulness and perceived ease of use of live campaigns are significant contributors to predicting livestream purchase intent. Further, the results affirm that livestream applications being easy to use has a strong influence on the perceived usefulness of live shopping. Lastly, livestream shoppers' intention to buy has a significant influence on actual live purchase. With p values of $p < .001$ that was tested at 0.05 significance level, all hypotheses are supported.

4.2 Emerging Model



4.3 Discussion

In this study, the bulk of those who are into live shopping are females and belong to age range of 18-34 years old. It shows that women carry out more purchases than men as they are also into social media more. These particular segments of the market are considered to be adaptable and forward-thinking so they tend to be the active live commerce buyers. This is parallel to the demographic profile reported by Chan (2023) that online shoppers are composed largely of females from younger age groups.

Most shoppers have preference to use social media sites which affirms the influence and power of these channels. They can directly go browse from their feeds which have streamlined the entire shopping procedure. It can be expected that more will be enticed to watch live streams, promoting its use to acquire goods. All these conform to the article (Fitch Outlook, 2024) that the most active social media users in Asia are from the Philippines.

It was found that perceived usefulness has a significant effect on the intent to purchase via live commerce. Facilitating to purchase the right products, boosting decision skills and enabling efficiency in the consumption process are strategic components of its PU. This concurs with the previous studies (Hua & Chiu, 2022; Kim, et al., 2023) conducted in China. According to Kim et al. (2023), the value and benefits of livestream commerce should be highlighted as they have a positive influence on shoppers' intent to buy. Hua and Chiu (2022) reiterated that livestream application operators should put emphasis on the platform's usefulness since it can affect positively the customers' intention to engage. Digital shoppers obviously recognize live shopping not merely a transaction but an experience that has to be beneficial. Live commerce affords the Filipino online consumers easy access to all sorts of products, real-time engagement and transparency. All these have an enormous influence on their intent to make livestream purchases. Henceforth, live customers look for a dynamic and memorable way of shopping than the normal online product listings. These findings coincide with the work of Ho et al (2022) that when customers receive desired information swiftly and inquiries resolved at once, their productivity in searching and ordering products are augmented. Equally, the live commerce atmosphere allows them to fulfill their needs and wants with higher efficacy.

Perceived ease of use has a significant influence on livestream buying intent. Digital live platforms are being held as easy to understand, flexible and offer positive impressions in finalizing customers' shopping decisions. These outcomes are supported by previous studies (Hua & Chiu, 2022; Kim et al., 2023) wherein PEU has a positive impact on consumers' intent to buy via live events. Both studies stressed on paying enough attention to platforms' ease of use has a direct effect on shoppers' propensity to take part. Also, this is similar to what Ho et al. (2022) asserted that customers want an easy and accelerated means of acquiring products, without actually putting so much energy. At the end, online customers prefer to purchase in an effective and timely manner with the least effort. Above all, they are attracted to a condensed buying process that would fortify their intent to finish a livestream transaction.

Moreover, PEU significantly affects PU of this e-commerce trend. The components of live commerce whereby it is viewed to be fairly effortless with the opportunity to get assistance immediately while witnessing a demonstration of products being sold are contributing primarily to the PEU. All these features cultivate a more human and less virtual shopping experience that assists in achieving consumption goals. This is strengthened by the researches of Hua & Chiu, 2022; Kim et al., 2023; Lee & Chen, 2021, that there is a solid association between the two because when online consumers judge live shopping as easy to navigate then they are usually convinced that it is deemed useful. Hua and Chiu (2022) highlighted that platform developers and e-commerce retailers ponder on how livestream shopping can be uncomplicated to adopt. They have to accentuate that the ability to shop anytime, anywhere while realizing goals is a major indicator of its PU. This is compatible with the standpoint of Lee and Chen (2021) that if livestream shopping is finalized with minimal effort then online consumers will grasp its utility. This flexibly enables customers to have better-quality product search and improved shopping effectiveness.

Livestream purchase intent significantly influences the actual purchase behavior. All aspects of the buying intention are definite predictors of the customers' purchase which is a notable indicator of consumers' acceptance of live commerce. This is in support of the claim of Kim, et al. (2023) that live purchase intent leads to actual purchase behavior that was carried out among Chinese livestream shoppers. So far, there has been a deficiency of studies with actual livestream purchase as the dependent variable. In terms of conventional online purchase, this is consistent with the works of Rehman et al. (2019) and Theodorou et al. (2023) that consumers' propensity to buy has a significant effect on wired buying behavior. Moreover, this arranges added support to the conclusion that the two variables are highly correlated with intent as a salient predictor of the concrete behavior of shopping through the Internet (Lim et al., 2016). Thus, this is encouraging for retailers to be adept at converting buying intentions to real purchases. It is imperative to maximize live campaigns as users have already made purchases, endorsed its use and will continue to do so in the coming years. Livestreaming e-commerce is evidently on its way to becoming a strategic shopping channel in the country.

5. Conclusion

It is crucial for businesses of all sizes in today's digital age to have a strong, positive online presence particularly in reaching the younger market. Retailers must consider livestream commerce. Conducting live sessions will bring a collaborative engagement and opens the door to attracting a broader audience who are keen on platforms that are easy to use and advantageous. These will have a positive influence on the customer's intent to purchase, leading to better sales performance in the long-run. Furthermore, marketers should employ the frequently used livestream platforms such as Facebook, Tiktok and Shopee. Businesses could leverage on the popular social media sites as they have a large number of existing users. Online consumers do not have to leave these applications to find products they want with ease, making things faster and more convenient.

Live shopping application developers should create reliable and effective platforms that offer what customers are looking for. Features to be implemented into these web or mobile solutions have to respond to customers' demands, address any challenges and deliver a seamless user experience. Specifically tailored to livestream consumers who do not want to exert too much effort and puts a premium on attaining shopping goals, an application that is user-friendly and able to engage customers throughout the entire process is necessary. It is vital to incorporate appropriate livestream engagement tools and shorten the user shopping journey.

Establishing a livestream presence is a major undertaking but the benefits it can deliver are worth the effort given its current outlook. It is not solely keeping up with the contemporary trend but it is providing a quick, without hassle, seamless buying experience that aptly resonates with the younger generations. By catering to this group of consumers, retailers can establish long-term relationships and tap into their real purchasing power.

This study supports earlier findings that PU and PEU have strong influence on the intent to buy. In the same manner, intention is a crucial predictor of actual purchase behavior. This reinforces the conclusion that TAM is highly adequate to predict consumer behavior in the online environment. Succeeding researchers may also take into account demographic factors such as age, gender and income class as moderating variables to find out if there is any variation in the livestream buying behavior.

Further, a qualitative approach may be embarked on whereby interviews and focus group discussions will be conducted to gain meaningful insights, comprehensive descriptions of the shoppers' live commerce perceptions, experiences and uncover other pertinent issues. Combining these two types of data will mean accomplishing in-depth, contextualized insights from the qualitative findings while arriving at general, externally valid conclusions from the quantitative data.

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