

# **The Influence of Live Streaming on Consumers' Online Purchase Intention**

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## **ABSTRACT**

With the development of the Internet, live streaming has gradually become a trend among Internet users. Nowadays some sellers even use live streaming to sell products, this novel and fresh marketing method may attract consumers to buy products. As the result, the main purpose of the research is to figure out whether live streaming can attract consumers to purchase products. Consumers' psychological factors and behavioral factors may also affect their online purchase intention when they are watching live streaming. The study also chose perceived risk as psychological aspect and online shopping experience as behavioral aspect to study on. On the other hand, the goods that seller sell have different types, which may be a factor influencing consumers' purchase intention.

The data through the Internet questionnaire, analyzing with SPSS statistic software. The result revealed that live streaming had very significant effect on consumers' online purchase intention, and so did online shopping experience and perceived risk, while goods types matters, too.

**Keywords: Live Streaming, Online Shopping Experience, Perceived Risk, Online Purchase Intention, Convenience Goods, Specialty Goods**