

Factors affecting customer satisfaction, trust, and repurchase intention towards online streaming shopping in Bangkok, Thailand

A Case Study of Facebook Streaming Platform

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Abstract

The purpose of this study targets to gain a deeper insight regarding customer satisfaction, trust, and repurchase intention towards live shopping on Facebook Live. This study applied Multiple Linear Regression to determine the factors affecting customer satisfaction, trust, and repurchase intention towards online streaming shopping on the Facebook platform. The study's independent variables are price, perceived product quality, reputation, and perceived enjoyment. The dependent variables include customer satisfaction, trust, and repurchase intention. The questionnaire was distributed online to Thai people who live in Bangkok and have shopped through Facebook Live. Three hundred ninety-five respondents fit the required criteria collected by adopting convenience sampling, snowball sampling, and purposive sampling. This study showed that three out of four independent variables significantly affect customer satisfaction: perceived product quality, reputation, and perceived enjoyment, excluding price. Moreover, customer satisfaction and reputation substantially influence trust. Meanwhile, perceived enjoyment, customer satisfaction, and trust significantly impact repurchase intention. The researcher suggests that it is important to ensure the quality of the product sold, build trust between the platform and customers, and create an enjoyable shopping experience to encourage repeat purchases resulting in long-term profitability.

Keywords : Live Streaming Commerce, Live Streaming Commerce on the Facebook Platform, Customer Satisfaction, Trust, Repurchase Intention

JEL Classification Code: D12, L81, M30

1. Introduction¹

Nowadays, online shopping has become very popular and accepted in this era (Ngwawe et al., 2022) and gives a new opportunity in part of business sessions. Especially online streaming shopping, many people give attention to

this platform a lot. Most of the research concentrates on why the clients are interested in online streaming shopping (Chen & Lin, 2018) and how to attract or change the watcher to become real clients (Wang & Wu, 2019). It is a new trend of online business today as the capability of live streaming

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shopping is on the rise. Moreover, the platforms of e-commerce are starting to encourage more of this strategy than in the past. The most popular platform for live streaming sales in Thailand is the Facebook application. According to the statistics of Facebook post types, the most engaging posts by users are Facebook live streaming, which is 68% more than any other type of post. It is likely to continue increasing, followed by text posts, images, links, and others. Moreover, Thansettakij (2021) demonstrated that Bangkok had the most online spending in Thailand at 81.62%, followed by the southern region at 71.68%, the central region 68.25%, the northeastern region 67.86%, and the northern region 64.42%, respectively. Thus, many people start to live stream on Facebook, not only normal people but also the influencers such as celebrities, YouTubers, or singers. Because starting a business with this platform does not cost anything. It is very easy for the customers to reach the page as Facebook allows people to follow and like a page or person that the customers are interested in. When the seller starts streaming, there will be notifications to let customers know and visit or join to watch the live stream. The experiences of online shopping customers are totally important. It refers to the number of times clients purchase via an online platform. Experiences tend to influence future customer buying behaviors. Kim et al. (2011) indicated the importance of online shopping and suggested examining the background at different levels of the customer's online behavior.

The study shows that customers' satisfaction and trust are the main factors to make the customer repurchase (Lee et al., 2009). However, the result of actual application in terms of streaming online on business quite varies a lot, which shows the significance of building customer experience (Rose et al., 2012). Does the introduction of a product attract viewers or customers? Does the experience of live-streaming shopping satisfy their expectations? How could sell through live streaming assists to hold on to customers and generate more sales? Who is significantly interested in purchasing via live streaming? It is thus unavoidable to face customer acquisition challenges and increase customer repurchase intention with a satisfying shopping experience. Moreover, most live streaming customers are expected to purchase the products at a lower price than the offline store because e-commerce selling might have lower operating costs (Maxwell et al., 2001). Therefore, the customers of live streaming shopping want the streamer to offer lower prices as the price of the products is a concern for them.

2. Literature Review and Hypotheses Development

2.1 Relationship between Price and Customer Satisfaction

Price or value policies can affect the human mind and influence the decision to buy the product or service. It is an element of the marketing mix. Consumers use price to make decisions for purchasing a product based on their purchasing power. In the online market, value seekers are always looking for the best price, discounts, and promotions on the product they are interested in (Mitchev & Nuangjamnong, 2021; Arnold et al., 2003). Customers will expect to get lower prices, especially in live streaming shopping. Fortunately, many online marketplace platforms can greatly increase the transparency of goods and price information (Qian, 2021). This would be easier for online customers to compare prices and consider the quality and performance of the product. The sellers (streamers) should implement effective pricing strategies to develop customer satisfaction (Dhurup et al., 2014) as the high price is one factor that makes customers dissatisfied. However, Alex (2018) argues that when the cost of products is lower than competitors, customers might see the product as unreliable, making them more aware of the mistakes than usual and more alert to potential deficiencies and problems. Customers are hesitant to use the company's services (Haq, 2018). Therefore, the author hypothesizes that:

H1: Price is positively related to customer satisfaction in online streaming shopping.

2.2 Relationship between Perceived Product Quality and Customer Satisfaction

Perceived product quality is the overall assessment by consumers in terms of the quality of a product when they use it (Chen et al., 2020). It is the judgments of consumers regarding the overall excellence of a product. It might be very difficult to evaluate the quality of the product without the physical contract (Forsythe & Shi, 2003). To satisfy customers, the quality of the product is significantly important. Perceiving the quality of the product can measure customer satisfaction which depends on the levels of expectation of each customer (Murgulets et al., 2001).

Some clients may be concerned about the products' quality and might not meet the requirements. Therefore, low cost with high product quality determines e-commerce

success to complete customer satisfaction (Keeney, 1999). The quality of a company's products is significantly connected to customer satisfaction (Miswanto & Angelia, 2018). When the goods do not meet consumer expectations, consumers often conclude that the product is not worth the price, which leads to lower satisfaction. Thus, the seller can increase the chances of meeting the needs of their customers by offering good product quality to create pleasing purchase experiences (Wijaya et al., 2018). Therefore, the author hypothesizes that:

H2: Perceived Product Quality is positively related to customer satisfaction in online streaming shopping.

2.3 Relationship between Reputation, Customer satisfaction, and Trust

Reputation can affect financial performance as it is a strategic resource for a firm (Tang, 2007). Reputation is determined as a shared impression in society and consensus on how a company will behave in any situation. Shanley (1990) mentioned that reputation could attract publications, journalists, and employees. The higher standings of the company can provide several advantages to selling new products as consumers are involved with the quality and value of a product through a company's reputation (Herbig & Milewicz, 1993). A company with a good reputation will lead to good feedback on customer satisfaction. To believe that the live streamer does not take advantage of them and provides good-quality products to customers (Lu et al., 2010). Therefore, the credit and reputation of online streamers are very important to build trust. Especially on online streaming platforms, the customers cannot see the physical product by themselves, which can cause hesitant purchasing decisions. The reputation of the influencers in online streaming shopping can build trust as the customers will be confident that the product they will receive is worthy. Therefore, the author hypothesizes that:

H3: Reputation is positively related to customer satisfaction in online streaming shopping.

H6: Reputation is positively related to trust in online streaming shopping.

2.4 Relationship between Perceived Enjoyment and Customer Satisfaction, Repurchase Intention

Perceived enjoyment refers to consumers' pleasure from live streaming shopping. When customers are happy

with the shopping experiences, it will create customer satisfaction and lead to repurchase intention (Chen et al., 2020). The users are more likely to visit streamers, making them feel fun and happy (Qian, 2021). Moreover, enjoyment has become a significant factor in live streaming shopping (Chen & Lin, 2018) due to the streamer reputation background. It is assumed that enjoyment plays a positive role in affecting consumers' purchasing decisions, including repurchase intention (Bouwman et al., 2006). Furthermore, Koufaris (2002) mentions that perceived enjoyment is a significant import to the behavior and purpose of the clients. Emotional incentives to engage customers in live stream shopping will increase customer satisfaction and consumer loyalty (Wongkitrungrueng & Assarut, 2018; Chanthasaksathian & Nuangjamnong, 2021). Thus, Ma (2021) concludes that platform functions, strategies, and interactions between streamer and buyer during live streaming can create enjoyment, which leads to customer satisfaction and repurchase intention. Therefore, the author hypothesizes that:

H4: Perceived Enjoyment is positively related to customer satisfaction in online streaming shopping.

H7: Perceived Enjoyment is positively related to repurchase intention in online streaming shopping.

2.5 Relationship between Trust and Repurchase Intention, Customer Satisfaction

In online business, trust can be seen as an important belief that clients receive, which can build positive behavior and attitude that leads to repurchase intention. Loyalty from the seller or product can create trust in the customer, which is important in generating expected and positive results in online platforms. Therefore, first-time purchasing is significantly important as it is the first impression between seller and customer. Failure to impress the first time may cause distrust and not decide to repurchase anymore. Trust plays an increasingly important role in e-commerce than offline stores as there are higher levels of risk (Zhang & Wang, 2021; Corbitt et al., 2003). Security is likely to be another problem that prevents customers from buying online streaming unless they are trusted or familiar with the company (Vasic et al., 2019). Therefore, the trust list is derived from these dimensions to evaluate customers' trust in the streamer during live streaming shopping (Qian, 2021; Khanijoh et al., 2020). In terms of purchase and repurchase, trust can through repeat transactions and may affect the

willingness of customers to interact with the streamers (Kim et al., 2009), which can lead to customer loyalty in the future. Therefore, the author hypothesizes that:

H5: *Customer Satisfaction is positively related to trust in online streaming shopping.*

H8: *Trust is positively related to repurchase intention in online streaming shopping.*

2.6 Relationship between Customer Satisfaction and Repurchase Intention

According to a study of consumers' actual purchase behavior, customer satisfaction significantly affects the behavior of the customer to cause repurchase intention (Bolton & Drew, 1991). Cardozo (1965) introduced the concept of customer satisfaction that the key factor of consumer repurchase intention is consumer satisfaction. Some research mentions that consumer satisfaction was the most powerful predictor of repurchase intent in online shopping platforms (Kim et al., 2009). Cho (2017) argued that the customer decides for the satisfaction or dissatisfaction based on the product or service when comparing with their expectation in the efficacy of the product and service. Although live-streaming shopping in Thailand is very popular and can gain many customers' attention, the high return rate causes customer satisfaction as a key concern. However, the seller and customer have different needs as customer satisfaction is the main goal for the sellers, while maximizing the exchange value to gain the most benefit is the main goal for the customers (Ali & Bhasin, 2019). Moreover, Wijaya et al. (2018) state that trust and customer repurchase intention comes from customer satisfaction. Therefore, the author hypothesizes that:

H9: *Customer satisfaction is positively related to repurchase intention in online streaming shopping.*

2.7 Conceptual Framework

For this study, the author conducted two frameworks from the previous research to develop the conceptual framework (Figure 2-1). The first theoretical framework from Qian (2021) is "Understanding Customer Experience and Repurchase Intention in Live Streaming Shopping: An Empirical Study in China." The research explores the influential factors of customer experience of online streaming shopping, the impact on customer satisfaction,

and repurchase intention. Two variables affect customer satisfaction: price, interaction quality, and perceived product quality. Moreover, the study showed that perceived enjoyment influences customer satisfaction and repurchase intention. At the same time, customer satisfaction impacts trust and repurchase intention. Lastly, trust is also a variable that affects repurchase intention. The second theoretical framework was from "Factors affecting streamers' loyalty to live streaming platforms" by Koo (2018). The study explains the relationship between reputation, satisfaction, and trust. It argues that reputation is related to customer satisfaction and trust, leading to loyalty platforms. Finally, this study focuses on the factors that impact customer satisfaction, trust, and repurchase intention towards online streaming shopping, as per Figure 1 below.

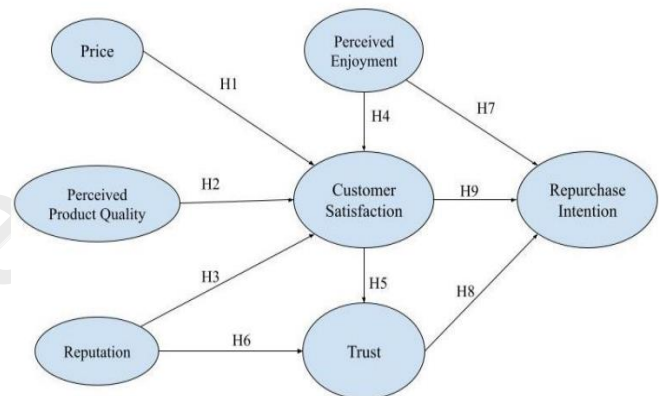


Figure 1. The Conceptual Framework

Source: authors.

3. Research Methods and Materials

In this study, the researcher used a non-probability sampling method which is a technique based on the subjective judgment of the researcher. It is a technique that is applied widely for quantitative research. As such, the researcher used convenience sampling, snowball sampling, and purposive sampling techniques in a non-probability method to collect data since the participants would be screening following the purpose of the study. The researcher developed a questionnaire to determine the key factors and the correlation between the variables. In this study, the questionnaire contains 3 parts with 33 questions. The first section is the screening questions that assist in screening the respondents who live in Bangkok and have shopped via

Facebook live before. The second section is the question on respondents' demographic information. The final section is a question for both independent and dependent variables. The target population of this study is Thai people who live in Bangkok and have had online shopping experiences through Facebook live streams. According to the Worldometer (accessed on January 29, 2022), the population of Bangkok is 5,104,476. However, the number of people using the Facebook platform and living in Bangkok is unsure. Therefore, the researcher used the target population as unknown. The formula was used in this study found by Cochran (1977). It was used to calculate sampling size in which the number of populations is unknown. This formula was thus used to determine the necessary survey size for an unknown population with a 95 percent confidence level, a 50 percent standard deviation, and a 5 percent margin of error.

Regarding reliability with the pilot test, the most common to measure internal consistency or reliability is Cronbach's Alpha Cronbach (1951). It is used to measure and test the score of the reliability. For this study, the researcher used Cronbach's Alpha to test and determine if there are any inconsistencies or errors of variables in the questionnaires that the researcher has chosen or created. The researcher conducted a pilot test, using 50 respondents to answer the survey. The acceptable value of Cronbach's Alpha is beyond 0.6 (Wim et al., 2008). Moreover, Cronbach's Alpha and Internal Consistency's Rules indicated the strength of association as follow; > 0.9 Excellent; > 0.8 Good; > 0.7 Acceptable; > 0.6 Questionable; > 0.5 Poor; and < 0.5 Unacceptable (Cronbach, 1951). the analysis result of this research identified Cronbach's Alpha levels, as shown in *Table 1* below.

Table 1. A result from Pilot Test – Cronbach's Alpha

Variables	Cronbach's Alpha	Number of Items	Strength of Association
Price	0.822	3	Good
Perceived Product Quality	0.894	3	Good
Reputation	0.883	4	Good
Perceived Enjoyment	0.924	3	Excellent
Customer Satisfaction	0.859	3	Good
Trust	0.890	3	Good
Repurchase intention	0.925	4	Excellent
Overall	0.960	23	Excellent

(n = 50)

4. Results

4.1 Descriptive for demographic factors

Descriptive statistics were used in this study to analyze demographic data of the 395 respondent's demographic data by using SPSS program to analyze the data to ensure which group of people the sellers have to pay attention too. This can help the streamers to develop the business strategies properly to suit the right target group of buyers. The demographic questions of this study consist of gender, age, income, degree of study, most visited application platform, and the frequency of purchasing from the Facebook Live streaming. The details of the statistical results are presented below.

Gender; from all 395 respondents, most respondents were females with a good percentage of 67.85%, which is higher than males and prefer not to say, at 29.11%, and 3.04%, respectively. In terms of frequency part, the result of female respondents is 268, males are 115, and prefer not to say are 12 sequentially.

Age; among all 395 respondents, most respondents are between 16-30 years old, with 180 respondents with a good percentage of 45.57%. Follows by people aged between 31-45 years old with 111 respondents with a valid percentage of 28.10%, age between 46-60 years old with 89 respondents with a valid percentage of 22.53%, age 61 years or older with 9 respondents with a valid portion of 2.28%, and lastly, people age under 15 years old with 6 respondents with a valid percentage of 1.52%.

Income per month; the result showed that the majority income of 395 respondents had an income per month in the range of 10,001 - 30,000 baht per month for 194 respondents with a valid percentage of 49.11%, followed by income between 30,001 - 50,000 baht per month were 69 respondents with a valid percentage of 17.47%, income less than 10,000 baht per month were 52 respondents with a valid percentage of 13.17%, income between 50,001 - 70,000 baht per month were 35 respondents with a valid percentage of 8.86%, income more than 100,000 baht per month were 25 respondents with a valid percentage of 6.33%. Lastly, income between 70,001- 100,000 baht per month, with 20 respondents with a valid percentage of 5.06%.

Education; most respondents in this survey have completed Bachelor's Degree with 279 respondents with 70.63%, followed by 48 respondents who have completed high school with 12.15%, 38 respondents have completed a Master's Degree with 9.62%, 13 respondents with 3.29% prefer not to say about their education background, 9

respondents graduated in other fields in addition to the options provided by the researcher with 2.28%, 5 respondents are no schooling completed with 1.27%, 3 respondents have completed Ph.D. or higher with a valid percentage of 0.76%. And the last one is a trade school, as no one in this survey has completed this field, a valid percentage is 0.00% with 0 respondents.

Occupation; among all 395 respondents, 149 respondents with a valid percentage of 37.72% are employees, afterward are student and freelance as both have the same amount of 66 respondents with 16.71%, followed by 61 respondents with 15.44% are business owners, 36 respondents with 9.12% are doing other work in addition to the options provided by the researcher, and lastly 17 respondents with 4.30% are a public servant.

Most visiting live streaming platform; from all 395 respondents, the majority platform that the respondents are most visit to participate with in terms of live streaming shopping is Facebook with 285 respondents with a valid percentage of 72.15%, afterward is Instagram with 64 respondents with a valid percentage of 16.20%, next is Shopee with 26 respondents with a valid percentage of 6.59%, and lastly, 20 respondents with a valid percentage of 5.06% is another live platform beside the options that the researcher provided.

Frequency of purchasing through live streaming shopping on Facebook application; most respondents in this survey purchase things via live streaming on Facebook 1-5 times a month with 164 respondents with a valid percentage of 41.52%, followed by 124 respondents with 31.39% purchase via live streaming on Facebook less than once a month, 68 respondents with a valid percentage of 17.22% purchase via live streaming on Facebook 6-10 times a month, lastly 39 respondents with 9.87% purchase via live streaming on Facebook more than 10 times a month.

4.2 Descriptive Analysis with Mean and Standard Deviation

This research used descriptive analysis to analyze the questionnaires, which the author would focus on a mean and standard deviation of each group of the variables. The variables described in this part consist of price, perceived product quality, reputation, enjoyment, customer satisfaction, trust, and repurchase intention. The details of statistical results are presented in Table 2 below.

Table 2. The result of Mean and Standard Deviation

	Mean	Std. Deviation
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Price		
P1: The price of products offered on Facebook live streams are competitive.	3.95	.903
P2: The product's price offered on Facebook live streams is reasonable.	3.83	.909
P3: The product's price offered on Facebook live streams is affordable.	3.97*	.958
Perceived Product Quality		
PPQ1: The quality of the product I bought from the live streamer met my expectations.	3.65	.945
PPQ2: Physical appearance of the product I purchased from the Facebook live stream meets my expectations (e.g., design, color, texture).	3.67	.981
PPQ3: Overall, most of the products that I received from streamer have good quality.	3.73*	.912
Reputation		
R1: I am satisfied when the streamer has a good reputation.	3.87	.997
R2: Reputation of Facebook live streamers significantly affects the buying decision.	3.95*	.978
R3: I am comfortable buying the product from a streamer with a good reputation rather than an unknown streamer.	3.82	1.024
R4: Shopping through the well-known live streamer is reliable.	3.87	.997
Perceived Enjoyment		
PE1: Shopping through live streamers on Facebook is interesting.	3.77	.922
PE2: Shopping through Facebook live streams is enjoyable.	3.82*	.941
PE3: Shopping through a live streamer on Facebook would give me pleasure.	3.77	.922
Customer Satisfaction		
CS1: I am happy with the current experience of shopping with live streamers on Facebook.	3.60	.991
CS2: I am satisfied with shopping via live streaming on Facebook.	3.66*	.983
CS3: I am satisfied to purchase through live streaming the most, compared with a physical store and normal online shopping.	3.45	1.151
Trust		
T1: I feel like the live commerce on Facebook gives me a trustworthy impression.	3.55*	.992
T3: I feel safe during my transactions in Live commerce on Facebook.	3.54	.959
T3: I feel safe during my transactions in Live commerce on Facebook.	3.55*	1.005
Repurchase Intention		
RI1: I would like to continue buying from streamers on Facebook if I have a chance.	3.68	.997
RI2: I intend to buy more from online streamers via the Facebook application.	3.63	.969
RI3: I am happy to suggest the streamers to my friends and family	3.69*	.969
RI4: I will regularly buy the product from live streaming on Facebook in the future.	3.52	1.043

Note: * The highest mean

Table 2 shows the mean value from the questionnaire's result of each variable. The question that has the highest mean for the price was "The price of the product offered on Facebook live streams are affordable." (Mean=3.97). For perceived product quality, the highest mean was "Overall,

most of the products I received from streamer have a good quality.” (Mean=3.73). For reputation, the highest mean was “Reputation of Facebook live streamers significantly affect the buying decision.” (Mean=3.95). The highest mean was “Shopping through Facebook live streams is enjoyable” (Mean=3.82) for perceived enjoyment. In terms of customer satisfaction, the highest mean was “I am satisfied with shopping via live streaming on Facebook.” (3.66). Then, for trust, the highest mean was “I feel like the live commerce on Facebook gives me a trustworthy impression” and “I feel safe during my transactions in Live commerce on Facebook”

with the same means of 3.55. Lastly, for repurchase intention, the highest mean was “I am happy to suggest the streamers to my friends and family.” (Mean=3.69).

4.3 Hypothesis Testing Results

The multiple linear regression was used to predict the influence level between price, perceived product quality, reputation, and perceived enjoyment towards customer satisfaction. The details of the results are presented in *Table 3* below.

Table 3. Summary of Multiple Linear Regression Analysis for H1, H2, H3, and H4

Hypotheses	Variables	B	β	t--value (>1.96)	p-value	VIF	Result
H ₁	Price	-0.070	-0.060	-1.360	0.174	2.183	Not supported
H ₂	Perceived Product Quality	0.348	0.311	6.818	0.000*	2.330	Supported
H ₃	Reputation	0.120	0.113	2.429	0.016*	2.408	Supported
H ₄	Perceived Enjoyment	0.583	0.525	12.227	0.000*	2.054	Supported

Note. * $p < .05$, Dependent Variable = Customer Satisfaction

Table 3 is shown the casual relationship between price (H₁), perceived product quality (H₂), reputation (H₃), perceived enjoyment (H₄), and customer satisfaction regarding online streaming shopping on Facebook by using multiple linear regression. According to the result in *Table 3* above, H₂, H₃, and H₄ were supported since the p-value was lower than 0.05. On the other hand, H₁ was not supported as

the p-value was higher than 0.05 (p-value = 0.174), which means price (P) has no significance on customer satisfaction.

For the second part, multiple linear regression was used to predict the influence level between customer satisfaction and reputation towards trust. The details of the results are presented in *Table 4* below.

Table 4. Summary of Multiple Linear Regression Analysis for H 5 and H6

Hypotheses	Variables	B	β	t--value (>1.96)	p-value	VIF	Result
H ₅	Customer Satisfaction	0.593	0.632	18.963	0.000*	1.621	Supported
H ₆	Reputation	0.304	0.305	9.141	0.000*	1.621	Supported

Note. * $p < .05$, Dependent Variable = Trust

Table 4 is shown the casual relationship between customer satisfaction (H₅), reputation (H₆), and trust regarding online streaming shopping on Facebook by using multiple linear regression. H₅ and H₆ were both supported since the p-value was lower than 0.05. Therefore, customer satisfaction (CS) and reputation (R) significantly impact

trust regarding online streaming shopping on Facebook.

The third part, multiple linear regression, was used to predict the influence level between perceived enjoyment, trust, and customer satisfaction towards repurchase intention. The details of the results are presented in *Table 5* below.

Table 5. Summary of Multiple Linear Regression Analysis for H7, H8 and H9

Hypotheses	Variables	B	β	t--value (>1.96)	p-value	VIF	Result
H ₇	Perceived Enjoyment	0.103	0.097	2.634	0.009*	2.500	Supported

H₈	Trust	0.322	0.316	7.575	0.000*	3.231	Supported
H₉	Customer Satisfaction	0.509	0.532	11.735	0.000*	3.820	Supported

Note. * $p < .05$, Dependent Variable = Repurchase Intention

Table 5 are shown the casual relationship between perceived enjoyment (H₇), trust (H₈), customer satisfaction (H₉), and repurchase intention toward online streaming shopping on Facebook by using multiple linear regression. H₇, H₈, and H₉ were all supported since the p-value was lower than 0.05, which means that perceived enjoyment (PE), trust (T), and customer satisfaction (CS) have a significant impact on trust regarding online streaming shopping on Facebook. Figure 2 presents the results of structural model.

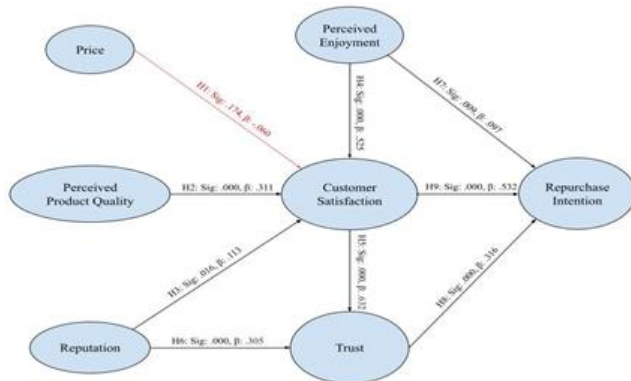


Figure 2. The results of structural model

Source. Authors.

5. Discussions

In this study, there are four independent variables: price, perceived product quality, reputation, and perceived enjoyment that influence customer satisfaction. There are two variables, customer satisfaction, and reputation, which influence trust. Lastly, there are three variables: perceived enjoyment and trust that significantly impact repurchase intention. Each relationship will be explained below.

5.1 Price and Customer Satisfaction

The study showed that price is insignificantly related to customer satisfaction. Its significant value is 0.174, higher than 0.05, meaning the product's price sold via live streaming on Facebook had no meaningful contribution to customer satisfaction. Some of the previous studies showed a similar result. Referring to Fang et al. (2021), the price is

less effective when consumers trust the product, brand, or seller. Still, the price cannot be completely ignored since it is an important factor in customer engagement. Since customers trust Facebook Live, they do not consider pricing as a significant factor for repeated transactions.

5.2 Perceived Product Quality and Customer Satisfaction

This research indicated that perceived product quality had a significant impact on customer satisfaction. The significant value between perceived product quality and customer satisfaction was 0.000, meaning the quality of the product sold via live streaming on Facebook had a significant contribution to customer satisfaction. The result of the relationship between perceived product quality and customer satisfaction agreed with Wijaya et al. (2018), who suggested that offering a high quality of the product can create satisfied purchase experiences. On the contrary, when the product quality does not meet customers' expectations, the satisfaction level is likely to be low value. According to the three questions from the descriptive analysis of perceived product quality, the results indicated that the mean value of perceived product quality was 3.68. However, the means of both "The quality of the product I bought from the live streamer met my expectations." and "Physical appearance of the product that I purchased from the Facebook live-stream met my expectations." are slightly lower than the average mean (3.65 and 3.67 respectively). Regarding standard deviation, the highest was "Physical appearance of the product that I purchased from the Facebook live stream meets my expectations," which is equal to 0.981, meaning the score of the standard deviation of the respondents in this question was spread out.

5.3 Reputation, Customer Satisfaction, and Trust

For the relationship between reputation and customer satisfaction, reputation had a positive and highly significant association with customer satisfaction. The significant value of reputation and customer satisfaction is 0.016, meaning the reputation of the streamer significantly influenced customer satisfaction. This study remains in concurrence with Ryan et al. (1999), which suggested a company with a

good reputation would positively influence customer satisfaction. In terms of reputation and trust, reputation had a positive and highly significant relationship with trust. The significant value of reputation and trust is 0.000. Regarding the relationship between reputation and trust. Reputation was an important component of trust in terms of online business (Ha, 2004). The result of a descriptive analysis of reputation was collected by conducting the survey consisting of the closed-ended questions; the statistical data shows that reputation is 3.84 based on four items. The lowest mean among these questions is "Shopping through the well-known live streamer is reliable," equal to 3.71 with the highest standard deviation of 1.024.

5.4 Perceived Enjoyment, Customer Satisfaction, and Repurchase Intention

This study showed that perceived enjoyment significantly affects customer satisfaction and repurchase intention with the significant value of 0.000 and 0.009, respectively. This implies that live streamers must perform enjoyable live streams for viewers to satisfy customers and increase the repurchase rate. Following the descriptive analysis of perceived enjoyment, the result is from three questions in which the means of perceived enjoyment is 3.76. The lowest mean among these questions is "Shopping through a live streamer on Facebook would give me pleasure," equal to 3.69. However, the standard deviation does not show a big difference among these three questions: "Shopping through live streamers on Facebook is interesting," "Shopping through Facebook live streams is enjoyable," and "Shopping through a live streamer on Facebook would give me pleasure" (0.922, 0.941. and 0.973 respectively).

5.5 Customer Satisfaction, Trust, and Repurchase Intention

This study showed that customer satisfaction had a positive and highly significant impact on trust and repurchase intention, in which both significant values are 0.000. Previous research suggested that consumer satisfaction was the most powerful predictor of repurchase intent in online shopping platforms (Kim et al., 2009). The result of a descriptive analysis of customer satisfaction collected through the close-ended questionnaire from 395 respondents shows that customer satisfaction is 3.57. The lowest mean among the three questions is "I am satisfied to purchase through live streaming the most, compared with a

physical store and normal online shopping," equal to 3.45 with the highest standard deviation of 1.151.

5.6 Trust and Repurchase Intention

The study showed that trust is significantly related to repurchase intention with a significant value of 0.000. This means that trust in Facebook live can significantly lead to the next repurchase. The result of this study agreed with Corbitt et al. (2003) and Hua and Nuangjamnong (2021) researches that trust plays an increasingly important role in e-commerce since the risk is higher than offline shopping. According to the descriptive analysis of trust, which came from three questions in the questionnaire collected, the statistical data shows that the means of perceived product quality is 3.55 where the means of "I feel like the live commerce on Facebook gives me a trustworthy impression," "I feel like the live streamers selling things on Facebook are honest in doing business," and "I feel safe during my transactions in Live commerce on Facebook" are equal to 3.55, 3.54, and 3.55, respectively. In terms of standard deviation, the highest was "I feel safe during my transactions in Live commerce on Facebook," which equals 1.005.

6. Suggestions and Recommendations

First, regarding customer satisfaction, the author would like to suggest that the streamers should provide free delivery or shipping discounts to the customers. The difference in shipping costs may be added on a little in each product in cases that the profit margin is insufficient to pay shipping fees to the customer. However, the price after adding shipping fees must remain reasonable. Furthermore, the sellers should select a reliable transport company that can send the product to the customer as fast as possible without damaging the product because shortening of delivery times might impress the customer and affect the decision to purchase next time. If same-day shipping were applicable, it would be great because some customers do not want to wait for the product. They might select to purchase offline instead. Thus, providing same-day or overnight shipping options would attract customers who might consider making a transaction with the streamer. Moreover, the streamer has to show and describe the product very

clearly in detail, as they cannot physically see it. Thus, the seller should explain to avoid customers' disappointment when receiving goods. Then, the streamer should provide the product code on the live screening as much as possible, so the customers who come to watch it later can also buy it. Furthermore, the streamer should use a system that the customers can watch live streaming later even if the live streaming has already ended for the customers who have free time not matching with the streamer. Therefore, they can still purchase the goods later after.

For perceived enjoyment, the streamers should entertain the customer during live streaming as much as possible because fun and enjoyment can lead to satisfaction and shopping activities. The unique characteristics of the streamer might also help because the humor of the streamer, streamer verbal attractiveness, and streamer physical attractiveness can create customer enjoyment and attract customers to stay. The author also would like to suggest that open music during live streaming might also help to increase customers' enjoyment to attract customers to stay in live streaming much longer.

In terms of perceived product quality, the streamer should display more specific product information, such as color, size, texture, material, and quality, including paying more attention to describing physical appearance and the product itself to be as realistic as possible. If the streamer manufactures the product by themselves, researching the customers' preference of the colors, smells, texture, and packaging is necessary to meet customer satisfaction and prevent customer disappointment.

For reputation, creating content on several platforms can help gain more reputation, leading to both customer trust and customer satisfaction. However, there are a few customers whose reputation of the streamer cannot build reliability for them, according to the result of this research questionnaire. Some of them still need more credibility besides the reputation of the streamer. To ensure that the sellers are reliable, the online sellers should provide a clear information and message about their products and themselves to this group of customers as efficiently as possible to increase their trust. Because they will be actively seeking information to make a careful decision before purchasing. If the reputation of the streamer goes along with clear details of the product, the buying decision will be approved.

In terms of the trust, the streamers should create customers' trust, as some people might feel unsafe to do the online transaction from purchasing via Facebook live

streaming. The streamer should provide good reviews from experienced customers regularly and continuously as possible because the clients are using and relying on the opinions of others posted on online review sites, which can improve trust and impact customer decision-making.

7. Further Study

According to this research, the factors that impact repurchase intention towards online streaming shopping on Facebook consist of price, perceived product quality, reputation, perceived enjoyment, customer satisfaction, trust, and repurchase intention. The researcher provides only seven variables with a scope area of study, in Bangkok, because of time limitations. To improve the further research, first, similar studies are needed to expand the area of a target population to the country size to gain more understanding about online streaming customers for the whole area of Thailand, including collecting a larger scope of sampling as well, since the variable of price shows the result as non-significant on customer satisfaction. However, the cost cannot be completely ignored since it is an important factor in customer engagement. A larger sampling size might provide different results and increase the credibility of the research in the future. Secondly, further study should determine other relevant factors to get more comprehensive information and more understand the factors that influence customer satisfaction, trust, and repurchase intention, such as a factor of time of shipping and shipping fees. The author recognized the importance of shopping delivery via online streaming during a study on this research. If future research studies on this variable, it would be greater and be beneficial to involve people more or less. Thirdly, it is a pity that product categories were not added to the questionnaire design. It would be great to know exactly what product the customers are interested in from online streaming shopping. Lastly, as a result, it showed that perceived enjoyment had the most influence on customer satisfaction. The future study can provide more specific questionnaires on this variable, such as the topic about the costume of streamers and music. As of the present day, many streamers in Thailand seem to pay attention to beautiful costumes and open music during live streaming to entertain people. It would be interesting to find out if those factors affect customer enjoyment or not. All of this may present better research with a different outcome in the future.

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