



# An Empirical Study of Convenience, Usefulness, Customer Trust and Customer Loyalty in the Live Streaming Platforms

Qianyu Lin <sup>1</sup>, Yunman Li <sup>2</sup>, Jingyao Li <sup>3</sup>, Chompu Nuangjamnong <sup>4</sup>

## Abstract

**Purpose:** This study describes Live Streaming Platforms in China for convenience, usefulness, customer trust, and customer loyalty. This study was created, analyzed, and summarized using a quantitative study approach with primary and secondary data analysis. **Research design, data, and methodology:** 25 Chinese respondents employed purposive sample techniques and used an online questionnaire to collect the data, then used zoom meetings to ask respondents' opinions. After collecting data, descriptive statistics were used to explain crucial aspects. **Results:** The results of convenience, usefulness, trust, and loyalty can demonstrate the Livestream shopping systems' potential. Live streaming shopping connects factories, suppliers, and consumers directly. Customers can deal with suppliers, influencers, steamers, or net idols on pricing, quality, custom needs, promotions, discounts, etc. Influencers, steamers, or net icons entertain and give ideas for selling things while live streaming. **Conclusions:** The research findings have met the research objectives. For future studies, results may apply to other countries, especially in Asia countries.

**Keywords :** convenience, usefulness, customer trust, customer loyalty, Livestream shopping

**JEL Classification Code:** L86, N20, M30, M31, O33

## 1. Introduction

Online shopping is known as purchasing goods and services from merchants. Since the introduction of the World Wide Web, merchants have attempted to sell their wares to Internet users. Consumers can make purchases using a computer from the convenience of their homes. Online sales are a rapidly expanding industry. It becomes more than just a source of entertainment, information, and media. E-commerce is also a crucial business tool for many companies. These companies collaborate with clients and suppliers over the internet, extranet, and corporate LANs' websites. In addition, the Internet is a

component of the central nervous system of the global economic system. The Internet network is utilized for commerce and communication, which is quicker and more convenient. The reporter on online shopping in 2009 defined online shopping as the process through which a customer acquires a service or product via the Internet. Alternatively, a buyer purchases items from an online merchant while resting at home. Many marketers believe Internet marketing will improve customer spending and brand loyalty for online and offline products. This is due to the Internet's substantial advantage of two-way communication and its potential to transport information

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quickly and efficiently compared to traditional mass media, which exclusively utilize one-way communication (Lackana, 2004). The ubiquity of personal computers and network systems among consumers has encouraged and compelled marketers to create retail Internet sites. According to analysts, physical stores will be extinct in forty years, and internet commerce will take its place (Celik, 2016).

Alibaba's Taobao is an online marketplace for purchasing and selling goods. The company sells products in various markets, including consumer electronics, household goods, toys, fashion, sports equipment, and food. Alibaba's Taobao accepts multiple payment methods, including cash-on-delivery, and offers superior customer service and return possibilities. E-commerce can specify the rules and standards that must be adhered to. An individual's actions in online shopping were described as knowledge exploration in a study undertaken to establish the characteristics of online shoppers (Verma & Jain, 2015). An essential aspect of e-commerce success is the analysis of consumer purchase decisions. According to a study, it is challenging to build e-commerce without considering these aspects that promote online purchasing (Bauboniene & Guleviciute, 2015).

Currently, the internet has a variety of consequences on customers' propensity to acquire goods through online channels and the improvement of technology through time. It is more convenient for customers who enjoy shopping to get items quickly from vendors. The shop joined and participated in e-commerce platforms such as Alibaba's Taobao, Pinduoduo, JD.com, and Xiaohongshu, which are the most popular in China (TMO Group, 2022).

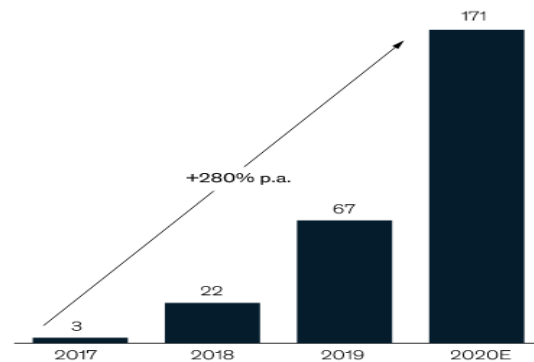
In Livestream e-commerce, online live streaming shopping, or live shopping promotes goods via online videos where retailers demonstrate products and answer audience questions. Streams usually occur on social media or e-commerce sites. A host uses Livestream shopping to market. Influencers or celebrities usually promote products via live video. It is like home shopping TV shows where a person demonstrates how to use a product, but it is live.

Moreover, live streaming platforms are high-potential and high-trend platforms that generate significant income and profit yearly. Therefore, live streaming will have an advantage over physical shop

competitors regarding customer service. In addition, it will be able to continue growing in the future market because, since the COVID-19 pandemic, people cannot go shopping in a department store or physical store, which means that the trend behavior of customers will begin to change as they enter the modern era with new technology to help facilitate in customer with building loyalty to them in terms of providing service and delivering a product that they need.

The potential for Livestream shopping is rising, and more e-commerce platforms are starting to support this strategy. Catering to a market composed mainly of Generation Z and Millennials, live shopping shows are commonly hosted on social media platforms such as Facebook Live and Instagram and on e-commerce sites like Alibaba's Taobao and Amazon.

Alibaba's Taobao app is one of China's e-commerce platforms with the highest number of users. In contrast, e-commerce giant Amazon has already launched its live streaming platform, Amazon Live, mainly for US residents. Developers are integrating e-commerce with social media to eliminate the need for two separate apps.



\*Total GMV generated by livestreaming in B2C; includes mainstream brands, influencer brands, and refunded items.  
Source: Everbright Securities; iResearch; McKinsey analysis

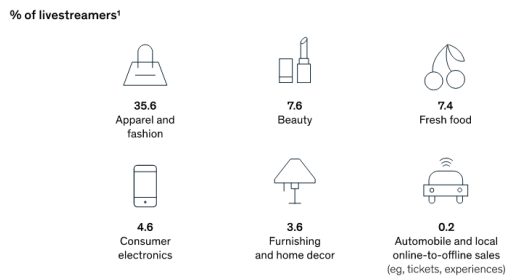
**Figure 1.** China's live commerce reached an estimated \$171 Billion in value in 2020

**Source.** Everbright Securities; iResearch; McKinsey analysis (Arora et al., 2022)

Live commerce, a rapidly expanding channel, has evolved rapidly in China in less than five years to become an innovative sales channel with an estimated 10 percent market share. Between 2017 and 2020, the value of China's live-commerce market increased at a compound annual growth rate (CAGR) of more than 280%, reaching

an estimated \$171 billion in 2020. (Figure 1). The COVID-19 pandemic has accelerated this growth spurt, and Chinese sales are projected to reach \$423 billion by 2022 according to [Arora et al. \(2022\)](#).

Apparel and fashion is by far the leading category in livestream events.



\*Share of livestreaming by category = 1/2\*(number in category livestreaming / total number livestreaming + viewers of category livestreaming / total viewers). Source: Everbright Securities, iResearch, McKinsey analysis

**Figure 2.** Apparel and fashion is by far the leading category in livestream events

**Source.** Everbright Securities; iResearch; McKinsey analysis ([Arora et al., 2022](#))

The product categories most frequently featured in live commerce are apparel and fashion (36 percent), beauty products (roughly 7 percent), and food (roughly 7 percent) (Figure 2). Consumer electronics account for approximately 5% of the market, while furnishings and home decor account for nearly 4% according to [Arora et al. \(2022\)](#).

Not everyone loves online shopping for convenience. Some folks love shopping in person. They adore handling stuff, trying on outfits, and socializing. Online shoppers cannot touch products or connect socially but can take items home the same day. Others fear shopping online because of the credit card information. When buying online, providing credit card information might lead to cybercrime. Secure servers can assist, but credit information is never 100% secure.

Some people avoid internet shopping because they fear the things will not be as described or of poor quality. Online fashions and product items are also pointless. Customers must use their physical measurements to verify all items fit. If the product items arrive too small or cannot be useful, they must be returned, an annoyance for some buyers. This study tries to explain the usefulness of live streaming purchasing to persons who have never shopped online.

However, the researcher will focus on the user's client on live streaming platforms via mobile phone or computer to customers who had experienced or had never experienced before to analyze the data collected to study online shopping. Also, this study aims to describe shopping online attributes properly and establish trust, confidence, and all helpful shopping online to customers who did not trust and were confident before or hesitated to purchase online. This study aims to identify the benefits of internet shopping among people so they can comprehend the current and growing technologies that make it convenient today. Also, to assess the elements affecting customer trust and loyalty in online buying on e-commerce platforms in China for researching results from the questionnaire respondents.

#### **Objectives of the study:**

- 1) To explain convenience in the Livestream shopping.
- 2) To explicate usefulness in the Livestream shopping.
- 3) To describe customer loyalty in the Livestream shopping.
- 4) To explain customer trust in the Livestream shopping.

Currently, during this time, the behavior of consumers has changed as the trends of globalization in this era that using technology has come development and improve innovation of marketing to obtain facilitate for consumers. Because factors from social trends and modern technology can make consumers change behavior to obtain more convenience by using technology platforms of live streaming shopping to help customers who prefer shopping that can shop everywhere if that person has a smartphone or laptop select to purchase any products online. Thus, it has an interesting context in terms of customer trust and customer loyalty of consumption to purchasing online products.

Based on the findings of this study, live streaming platforms (Alibaba's Taobao) can help interested marketers define how to predict customers with customer trust and loyalty in the future. This research will benefit the marketer and influencer in live streaming platforms to enhance the sale technique to the next step in the future. Also, this research explains how live streaming platform is important to customers and how it has changed the



behavior of consumers interested in exploring people who are interested and have experience purchasing online products through live streaming platforms in China.

Furthermore, this study can serve as a foundation for future research into factors that affect customer trust and loyalty, based on brand image, customer satisfaction, usefulness, convenience, trust, etc., which affect live streaming platforms. The current study's findings will also aid future researchers in mitigating the constructs associated with factors of customer trust and customer loyalty in live streaming platforms. Therefore, this research will also help develop marketing improvements such as counseling and guidance to people interested in and pursuing customer trust and loyalty in live streaming platforms.

## 2. Literature Review

### 2.1 Theories

#### 2.1.1 Convenience

Convenience is a multi-dimensional term. The capacity to perform a task with the least amount of human effort and time is convenient. Nitchote and Nuangjamnong (2022) defined service convenience as monetary value as the advantage gained during the service delivery process relative to the sacrifice required to pay for the services. Customers' favorable perceptions of service value motivate a variety of positive actions if they believe they are receiving the greatest monetary value for the level of service convenience provided by a company. Consumers are motivated by the utilitarian value of purchasing a product online when they shop online. The term "convenience" in online shopping refers to saving time, shopping from anywhere, and comparing prices. Numerous individuals are physically unable to go shopping because they are preoccupied with day-to-day responsibilities. The concept of convenience shopping has grown in popularity over the past five to ten years, with consumers wanting faster and more immediate results for their money. Though convenience once meant being able to pick something up within a reasonable walking distance or on the way home from work, today, almost anything can be purchased and delivered home with the click of a button (Nitchote & Nuangjamnong, 2022). According to previous research, reducing travel time and

time spent waiting in long lines is a major factor driving customers to shop online. Korgaonkar et al. (2014) revealed that online shoppers are more interested in convenience than traditional shoppers. Few studies have examined the individual items or components that comprise each level of online shopping convenience.

#### 2.1.2 Customer loyalty

Loyalty is a favorable attitude towards a product or brand that results in a customer's support. Behavioral loyalty is founded on repeat purchases, whereas attitude loyalty is founded on consumer commitment and trust (Soe & Nuangjamnong, 2021). Customers seek to maintain a relationship with the m-retailer by making multiple purchases through the same m-shopping platform. Their propensity to recommend the business to others qualifies as customer loyalty (Shang & Wu, 2017; Donsuchit & Nuangjamnong, 2022). Jimenez et al. (2016) and Padungyos et al. (2020) discovered that loyal customers are likelier to spread positive word-of-mouth as a behavioral outcome.

Nevertheless, earlier consumer literature viewed loyalty as a behavioral trait (Davis-Sramek et al., 2009). Most research on behavioral loyalty focuses on behavioral intent rather than actual behavior (Chiou & Droge, 2006). Harris and Goode (2004) identified the four sequential phases of the loyalty chain and the crucial role of trust in the context of online services. As a result, it was discovered that trust is one of the most influential factors in the development of customer loyalty in the online world. In addition to loyalty intentions, the primary dependent variable in this study was actual repurchase activities (also known as repurchase behaviors). In a traditional market, customers can touch, taste, and feel the quality of products before purchase. Customers are more likely to repurchase items after a positive experience in a traditional marketplace because they can make a snap decision based on their experience and current mood.

#### 2.1.3 Customer Trust

In online shopping, trust refers to the customer's belief in the online vendor's ability to deal fairly. A salesperson in a traditional brick-and-mortar store is a source of trust for customers (Carter et al., 2014; Abbes & Goudey, 2015). However, there is no salesperson in the online purchasing context, and search tools and assistance





buttons have taken his place, removing the basic foundation of consumer trust from the shopping experience (Alcoba et al., 2018). For various reasons, trust is a necessary component of online commerce. For example, online shoppers are expected to provide personal information while purchasing products online or registering on a website. Customers are concerned that personal information would be shared with a third-party business for unauthorized commercial purposes (Akhter, 2014; Hajli, 2014). When consumers exchange their bank account information, debit/credit card information, and other personal information with an online website with no physical presence, their perceived level of risk increases (Ali et al., 2017).

According to Patrick (2002), customer trust shows as attitudes, feelings, emotions, or behaviors expressed when customers believe that a provider can be trusted to perform in their best interests when they surrender direct control. According to Gul (2014), and Anderson and Srinivasan (2003), when a customer is loyal to a product or service, he trusts it. Customers lose close touch with the company and must pass on sensitive personal information, such as credit card details, to complete the purchase. Therefore, trust is important for building loyalty to online services. The ability, compassion, and honesty were identified as three key components of trust. Trust is thought to play a role in commitment and loyalty. Laosuraphon and Nuangjamnong (2022) have mentioned that trust is a stronger emotion than satisfaction, and it predicts loyalty better.

#### 2.1.4 Usefulness

Mitchev et al. (2022) concluded that interactive home shopping channels provide more information at a lower cost so that manufacturers and retailers can differentiate their offerings to consumers, which will educate consumers about the benefits being offered while also making it easier for consumers to enter and evaluate the offerings of companies competing on price. In the context of online purchasing, usefulness assumes that online shopping is a goal-oriented activity that influences attitudes, intentions, and real online shopping (Mohd Suki et al., 2008). Some studies claimed that usefulness does not substantially impact internet purchasing behavior. It could be owing to respondents' differing perspectives on the impact of use and usefulness on their internet buying

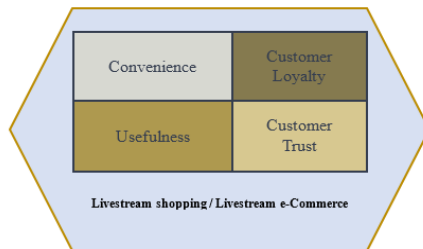
behavior in some countries (Lim et al., 2016; Fathollah et al., 2011). Price, quality, durability, and other product-related concerns are the primary drivers of purchasing decisions in industrialized countries, while considerations in some countries may differ (Lim et al., 2016). Consumers expected to acquire helpful information and explore items readily for purchase; otherwise, because there are many similar products for sale in other online stores, online buyers will switch to their competitors. In a high-risk situation, buyers' intention to purchase is influenced by usefulness (Ly et al., 2020). According to Nuangjamnong (2021), usefulness directly impacted mobile banking in Thailand. Kim and Kwahk (2007) suggested that both the utilization and intention to use mobile commerce or e-commerce in online shopping were accounted for by consumer perception, with usefulness and emotion playing important roles.

#### 2.1.5 Livestream Shopping Trend in China

According to Greenwald (2020) Forbes Newsletter online, in 2019, Chinese e-commerce was worth \$862 billion. By 2020, it is expected to be worth \$1 trillion. In 2020, more than 700 million Chinese will shop online, up from 600 million in 2018. According to eMarketer, China has the highest rate of e-commerce of any country as a percentage of total retail sales (over 35% in 2019), the highest absolute sales level (more than 3 times the U.S. total, the second largest country), and one of the fastest growth rates of any country, starting from a high base. Livestream Shopping or sometime called "Livestreaming e-Commerce" promotes and sells products through social media influencer streams, often housed in China's online shopping malls. It is like Home Shopping Network, but the hosts are cool and charismatic. People have also called it a mix of an infomercial and a variety show. Live streaming is mostly done on Alibaba's Taobao Live, which has about 80% of the market. Most things for sale are beauty products, clothing, and food. Livestreaming is another way for brands to get their names out there and eliminate extra stock. It is also a way for small local businesses, like crafters and farmers, to reach customers, which is even more important this year because of the COVID pandemic. Taobao Live is an online shopping center where people can shop and have fun simultaneously.

## 2.2 Research Framework

In this study, the researchers aim to describe Livestreaming shopping from the viewpoints of convenience, usefulness, customer trust, and customer loyalty context, which aligned with previous studies in e-Commerce with graduate students from China and having the experience of buying the items with Alibaba's Taobao Live. Therefore, we designed the research framework as presented in Figure 3 below.



**Figure 3.** The research framework

## 3. Research Methods and Materials

This study is an empirical quantitative study with a partial survey method was carried out. Close-end questions were formulated. Data was collected via online surveys. Samples are set at 25 (Rudestam & Newton, 2001) with purposive sampling technique. Respondents were 19 to 40 years old (all university students from China are active consumers in the Livestream shopping with Alibaba's Taobao). Data were collected in September 2022. Data was collected in Chinese and English through Google Form and interview via Zoom Meeting; the authors made translations of this paper. Respondents were asked to answer based on experience, opinions, and not textbook information. Then, the questions were asked about convenience, usefulness, customer loyalty, and customer trust in Livestream shopping using a five-point Likert scale. The second part of the opinion was organized to present an overall view of respondents' views on "Livestream shopping" or "Livestream e-Commerce."

## 4. Results and Discussion

To analyze the data, the researchers employed descriptive statistics (frequency, percentage, mean, and standard deviation) and key points from the respondents' interviews. Results detail can be viewed below.

### 4.1 Descriptive Analysis of Demographic Profile

Gender in table 1; all 25 respondents were female and male; their distribution showed a higher percentage of females with 72% (18 respondents), which is higher than male with 28% (7 respondents) respectively.

Age group in table 1; most respondents in this study are aged 26 to 35 years old, with 48% (12 respondents), followed by respondents aged 36 and above 36% (9 respondents), and lastly aged between 19 to 25 years old with 16% (4 respondents).

Income in Chinese Yuan in table 1; most respondents who participated in this study earned income between 4,701 to 9,400 CNY per month with 60% (15 respondents), which is the highest income per month. Then followed by 28% (7 respondents) earned income per month of around 9,401 CNY and above. Next, 12% (3 respondents) have earned around 2,800 to 4,700 CNY per month.

Livestreaming shopping form in table 1; all 25 respondents were divided into online (Website) and mobile (Application); their distribution showed a higher percentage of mobile (Application) with 56% (14 respondents), which is higher than online (Website) with 44% (11 respondents) respectively.

Livestreaming shopping per week in table 1; most respondents in this study are shopping 3 - 4 times with 44% (11 respondents), followed by shopping 5 times or more 32% (8 respondents), and lastly 1 - 2 times with 24% (6 respondents).

Consider buying products with Livestreaming shopping platforms in table 1; most respondents in this study consider buying products because of the brand 32% (8 respondents), then followed by price and promotion with 24% (6 respondents), next because of enjoying and relaxing (entertainment) with 20% (5 respondents), because of product quality with 16% (4 respondents), lastly personal preference 8% (2 respondents).

**Table 1.** Frequency and percentage in demographic profile



Demographic Profile	Frequency	Percent
<b>Gender</b>		
Male	7	28
Female	18	72
<b>Total</b>	<b>25</b>	<b>100</b>
<b>Ages (Year)</b>		
19 to 25	4	16
26 to 35	12	48
36 and above	9	36
<b>Total</b>	<b>25</b>	<b>100</b>
<b>Income in Chinese Yuan (CNY)</b>		
2,800 to 4,700 CNY	3	12
4,701 to 9,400 CNY	15	60
9,401 CNY and above	7	28
<b>Total</b>	<b>25</b>	<b>100</b>
<b>Livestreaming shopping form</b>		
Online (Website)	11	44
Mobile (Application)	14	56
<b>Total</b>	<b>25</b>	<b>100</b>
<b>Livestreaming shopping per week</b>		
1 - 2 times	6	24
3 - 4 times	11	44
5 times or more	8	32
<b>Total</b>	<b>25</b>	<b>100</b>
<b>Consider buying products with Livestreaming shopping platforms</b>		
Price and promotion of products	6	24
Quality of products	4	16
Brand of products	8	32
Personal preference	2	8
Enjoy and relax (Entertainment)	5	20
<b>Total</b>	<b>25</b>	<b>100</b>

#### 4.2 Descriptive Analysis with Mean Score

Usefulness, convenience, customer trust, and customer loyalty mean score levels were also determined based on the mean score interpretation by Moidunny (2009). The range between the mean score of 1.00 to 1.80 is interpreted as very low, between the mean score of 1.81 to 2.60 interpreted as low, between the mean score of 2.61 to 3.40 interpreted as medium, between the mean score of

3.41 to 4.20 interpreted as high, and lastly, between mean score 4.21 to 5.00 interpreted as very high.

In terms of usefulness in figure 4, the questions were asked of the 25 respondents' opinions – U1: I think purchasing with Livestream offers a better price and promotion than purchasing in the stores (mean = 4.25; very high).

U2: I think purchasing with Livestream shopping saves my time driving to the stores and looking for a car park (mean = 4.54; very high).

U3: I think purchasing with Livestream shopping makes more of various brands in the same products and of different quality to select in the one place (mean = 3.84; high).

U4: I think purchasing with Livestream shopping, all product items have been real-time reviewed, demonstrated, and introduced by influencers/Net-Idols properly (mean = 4.32; very high).

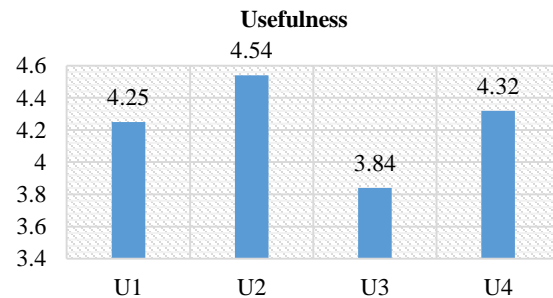


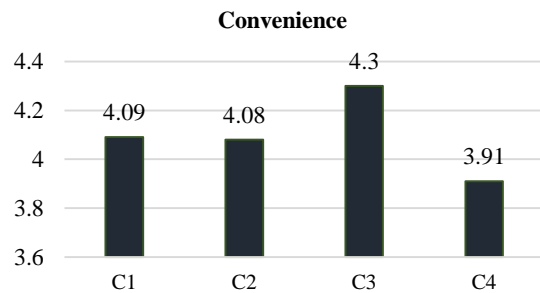
Figure 4. Usefulness mean score

In the convenience aspect in figure 5, the questions were asked about the 25 respondents' opinions - C1: Livestream shopping by Alibaba's Taobao saves my time going out and looking for what I want (mean = 4.09; high).

C2: Livestream shopping by Alibaba's Taobao makes it easier to pay by using e-payment whenever purchasing a product (mean = 4.08; high).

C3: Livestream shopping by Alibaba's Taobao has provided clear information by influencers / Net-idols about products before deciding to purchase (mean = 4.30; very high).

C4: Livestream shopping by Alibaba's Taobao is simple to buy and has quick and easy returns of the products (mean = 3.91; high).



**Figure 5.** Convenience mean score

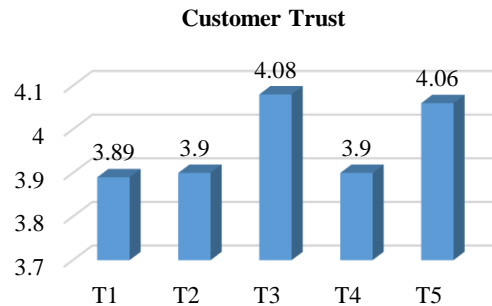
In the customer trust aspect in figure 6, the questions were asked about the 25 respondents' opinions - T1: I have felt that Live streaming platforms like Alibaba's Taobao made me a trustworthy impression (mean = 3.89; high).

T2: I have felt that Live streaming platforms like Alibaba's Taobao sell many products, and many categories are honest in doing business with their partners and clients (mean = 3.90; high).

T3: I have felt that Live streaming platforms like Alibaba's Taobao are safe when I am making the payment of a transaction to purchase products on this Live streaming platform (mean = 4.08; high).

T4: I trust that Live streaming platforms like Alibaba's Taobao will keep customers' information secure (mean = 3.90; high).

T5: Overall, I feel confident using Live streaming platforms like Alibaba's Taobao as the platform is more reliable for customers (mean = 4.06; high).

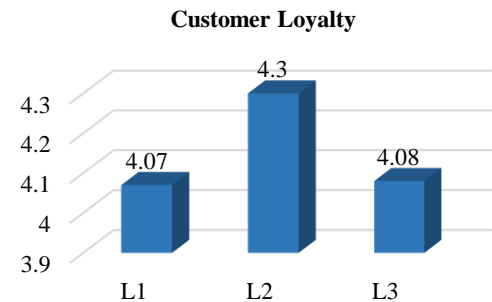


**Figure 6.** Customer trust mean score

In the customer loyalty aspect in figure 7, the questions were asked about the 25 respondents' opinions - L1: I am sure I want to be a regular customer to purchase products from Live streaming platforms like Alibaba's Taobao (mean = 4.07; high).

L2: I am confident that I want to come back and buy a product from Live streaming platforms like Alibaba's Taobao soon (mean = 4.30; very high).

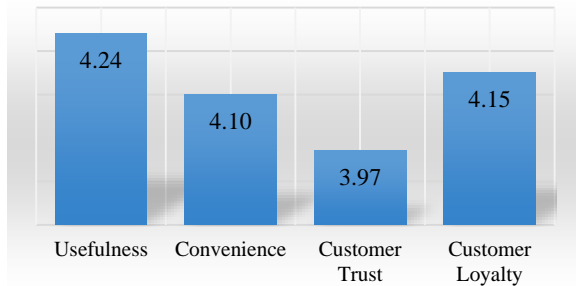
L3: Whenever I want to shop, I absolutely select Live streaming platforms like Alibaba's Taobao as the first place for my shopping (mean = 4.08; high).



**Figure 7.** Customer Loyalty mean score

Overall, four aspects of usefulness, convenience, customer trust, and customer loyalty in the livestreaming shopping in figure 8 - the high mean score of 4.25 were usefulness opinion. Then, followed by customer loyalty with a mean score of 4.15. Next, the convenience with a mean score of 4.10. Lastly, in terms of customer trust, with a mean score of 3.97.





**Figure 8.** Overall four aspects in usefulness, convenience, customer trust, customer loyalty in livestreaming shopping

### 4.3 Descriptive Analysis with Key Opinions from Respondents

Five key persons were answering the question about the potential of live streaming shopping.

Respondent 1: *“I think the live streaming shopping helps me directly connect factories, suppliers, and consumers without the middlemen; and I like the way that I can deal with the price, quality, custom needs, promotion, discount, etc. by myself with suppliers or influencers, steamers or net-idols”*

Respondent 2: *“I like the live streaming shopping because of with fewer connections to maintain and real-time response (reduce the feedback time), brands can more easily locate and engage with prospective customers. Also, I think Livestreaming by net -idols are flexible and quick sales technique with real-time interaction.”*

Respondent 3: *“I like the way of the streamers / net-idols select products for their fans and followers. It seems natural, like they are my family member, to introduce me to buy a good product. I also think this is indirectly helping the industry's survival if we need to act with the virus disease pandemic again in the future.”*

Respondent 4: *“I think I prefer the way the admin of fan pages on live streaming shopping platforms can get instant feedback on the live streaming effect of a product.”*

Respondent 5: *“I think I appreciate how the way influencers, steamers, or net-idols entertain and present strategies of goods to a sale which make me enjoy and relax with the activities and games throughout their live streaming.”*

### 4.4 Discussion

In the demographic profile finding, most respondents were female, aged between 26 to 35 years old, with income between 4,701 to 9,400 CNY, preferred to shop and watch live streaming with the mobile application, shopping around 3 – 4 times per week, and likely shopping with the popular brand name; these results presented and confirmed that women have a buying powerful (shopping expert). They prefer shopping with live streaming rather than men; this finding coincided with the online article by iResearch McKinsey (Arora et al., 2022). The popular products sold on live streaming shopping platforms in China are categorized as apparel, fashion, and beauty.

In accordance with the goals of this investigation. **Usefulness** - the study's findings showed that Chinese customers who made purchases via Livestream shopping spent less time commuting to and parking at brick-and-mortar stores. According to them, Livestream shopping is a fantastic example of cutting-edge technology. This result is consistent with earlier research using definitions of “usefulness” such as “being of use or service; serving some purpose; advantageous, helpful, or having a good effect.”

**Convenience** - the study's finding illustrated that Livestream shopping by Alibaba's Taobao has provided clear information by Chinese influencers / Net-idols about products before deciding to purchase. This finding is in accordance with the study by Nitchote and Nuangjamnong (2022). If the customers feel the products provide a piece of clear information, quick steps, and guidelines to use, it makes these Chinese customers easily convenience decide to buy a product.

**Customer Trust** - The findings of the study demonstrated that Chinese consumers had trusted Livestreaming platforms like Alibaba's Taobao to process their payments securely when buying products online. As was previously mentioned, a Chinese customer's level of trust in live streaming shopping may depend on the customer's level of trust in streamers/net-idols, which in turn may be influenced by the customer's level of experience and knowledge with online shopping. In addition, women are more likely than men to participate in live streaming shopping, so they are familiar with and comfortable using the various methods of payment accepted by these sites. This finding is consistent with a



previous study by [Chen and Dhillon \(2003\)](#), which found that customers who shopped online more than three to four times per week gave retailers a higher trust rating during financial transactions.

**Customer Loyalty** - According to the findings of this research, Chinese consumers have high expectations for making future purchases on live streaming platforms like Alibaba's Taobao. This result was in agreement with the iResearch McKinsey by [Arora et al. \(2022\)](#), which explains that on typical livestream platforms, enabled by mobile devices, hosts promote and sell goods while customers watch, chat with others, and shop. Customers are more likely to shop on livestream shopping platforms because hosts can respond to questions from viewers in real time. A large audience is attracted and kept there by the entertaining and engaging shopping features. If you're tired of the same old website shopping experience, this interactive experience is for you. Among younger Chinese audiences, livestream has gradually become an integral part of the online shopping experience.

Lastly, the potential of Livestream shopping, according to respondents' viewpoints;

- 1) Live streaming shopping helps customers directly connect with factories, suppliers, and consumers without the middlemen.
- 2) Customers can deal with the price, quality, custom needs, promotion, discount, etc. by themselves with suppliers or influencers, steamers, or net-idols.
- 3) Livestreaming shopping because brands can more easily locate and engage with prospective customers with fewer connections to maintain real-time response (reduce the feedback time).
- 4) Livestreaming by net -idols are flexible, entertaining, and quick sales techniques with real-time interaction.
- 5) The streamers / net-idols select products for their fans and followers. They seem natural, like they are a family member, to introduce customers to buy a good product.
- 6) The admin of fan pages on livestreaming shopping platforms can get instant feedback on the live streaming effect of a product.
- 7) Influencers, steamers, or net-idols entertain and present strategies of goods for sale which makes

customers enjoy and relax with the activities and games throughout their live streaming.

- 8) Livestream shopping is indirectly helping the industry's survival if customers need to face the virus disease pandemic again in the future.

## 5. Conclusion

It is anticipated that livestreaming shopping platforms would experience rapid expansion in China throughout the year 2022. This demonstrates that the digital era has been extremely predominate. Since the COVID-19 hit till the present day, there has been a significant rise in the frequency with which Chinese customers engage in livestreaming shopping through the use of e-commerce in China according to McKinsey analysis ([Arora et al., 2022](#)). It highlights a transition in purchasing preferences away from traditional retail outlets and towards live-streaming shopping platforms. These findings, such as usefulness, convenience, customer trust, and customer loyalty, are assisted by inductive aspects, such as smartphones, internet packages, mobile applications, entertainment, and increasingly real-time interaction in virtual reality. This helps explain why customers are more loyal to companies that provide them with what they want. The fact that young people in China are so enamored with social media is the primary factor driving the tremendous expansion of Livestream shopping and Livestream e-commerce in that country. Additionally, because social media has been around for a long time, Chinese users dominate TikTok, and Alibaba's Taobao Live is the most popular live-stream shopping platform in China; there has been an increase in the number of online shops, online products, and service transactions, and online purchases. As a result, many consumers have moved their businesses to live-streaming shopping platforms.

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