

INFLUENCE OF FACEBOOK LIVE SELLING ON PURCHASE INTENTION AMONG ONLINE SHOPPERS

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ABSTRACT

The main goal of this study was to determine the significant relationship between the Facebook Live Selling and Purchase Intention among Online Shoppers in Panabo City. Moreover, this study utilized quantitative method using correlation technique to determine the relationship between Facebook Live selling and purchase intention among online shoppers in Panabo City. The total numbers of respondents involved in the online survey were the 200 online shoppers from different Barangays in Panabo City. Mean was used to determine the level of Facebook Live selling and purchase Intention among selected online shoppers in Panabo City. While Pearson (r) was used to determine the significant relationship between the two variables. Then regression analysis was used to determine the influence of Facebook Live selling on the purchase intention among online shoppers in Panabo City. The results revealed that there is a significant relationship between Facebook Live selling and purchase intention among online shoppers in Panabo City. Furthermore, the results indicated that perceived entertainment, perceived discount, and perceived product quality were the domains of Facebook Live selling that significantly influence purchase intention.

Keywords: *BS Accountancy, Facebook, live selling, purchase intention, online shoppers, Philippines.*

INTRODUCTION

Online shopping has grown tremendously due to increased availability of goods, faster delivery, and even free shipping, all of which have boosted customer purchase intention. Despite the ease of purchasing online rather than going in a physical store, consumers are increasingly skeptical of the digitalization of the online shopping experience, especially in light of current pandemic limitations. Since online shoppers are afraid to make purchases online, there is a high level of perceived uncertainty, leading to reduced purchasing intent (Wang, 2017; Yang et al., 2016).

The emergence of Facebook Live selling as a new online trend and social commerce services platform has become a valuable resource that more sellers and buyers are using. Facebook live selling allows online shoppers to experience the purchasing process in physical stores in new ways, such as interacting with sellers in real-time, watching and trying on things products online. It enables customers to acquire more detailed product information in the hopes of catching their interest and boosting their likelihood of making an online purchase (Marek, 2020; Zhang et al., 2017).

In the Philippines, Filipinos are renowned for being meticulous when buying products online. Many online buyers identified a significant gap in some of the chosen online store's offerings because they did not satisfy their needs, thus adversely affecting their online purchase intention. Similarly, some online shoppers in Panabo City are experiencing the same problem, influencing their purchasing intent. According to an interview with one of the online shoppers in Panabo, she is not fond of ordering products, particularly during Facebook live selling, since she is afraid that the quality of products presented by sellers online may differ from what she expects to get in-person (Fandialan et al., 2019).

Despite the growing popularity of live streaming selling, the researchers have not encountered studies about the influence of Facebook Live selling on purchase intention among online shoppers.

It only implies that the current research will contribute significant knowledge on the utilization of Facebook Live as a medium for online business selling. The above scenario persuaded the researchers to provide evidence on utilizing Facebook Live as a platform for selling the products and improving buyers' shopping experience. The researchers are then interested in determining whether the utilization of Facebook Live Selling influences the Purchase Intention of online shoppers; thus, there is a need to conduct this study.

This study aimed to determine the extent of using Facebook Live selling and purchase intention among the online shoppers in Panabo City. Specifically, it sought answers to the following questions: 1.) To assess the level of utilizing Facebook Live Selling among online shoppers in Panabo City in terms of:

1.1 Perceived Product Quality; 1.2 Perceived Entertainment; 1.3 Perceived Discount; 2.) To assess the level of purchase intention among online shoppers in Panabo City in terms of: 2.1 Perceived Interactivity; 2.2 Conformity; 2.3 Seller Credibility; 3.) To determine the significant relationship between Facebook Live selling and purchase intention among online shoppers in Panabo City? 4.) To determine which domain of Facebook Live selling significantly influence the purchase intention of online shoppers in Panabo City?

The null hypotheses of the study were tested at a 0.05 level of significance which states that there is no significant relationship between Facebook Live selling and purchase intention among online shoppers in Panabo City. Also, there is no domain of Facebook Live selling that significantly influences the purchase intention of online shoppers in Panabo City.

METHOD

Research Respondents

The respondents of the study were the customers and of Facebook live selling in Panabo City, selected through random sampling technique. They were selected to establish the level of purchase intention in terms of conformability, seller credibility, and perceived interactivity.

Research Instrument/Material

A researcher-made questionnaire was developed to elicit data from the identified research respondents. It was duly validated by the panel experts to ensure its validity and reliability.

Research Design and Procedure

The descriptive-correlation method of quantitative analysis was used in this study. The researchers used the descriptive method to explain the levels of the two variables, likewise the correlation method to describe the relationship between Facebook Live selling and purchase intent among online shoppers in Panabo City.

Upon the approval of panel members, the researchers had undergone the following steps and procedures in collecting the data for the study. The researchers submitted the questionnaire first to the validators for further remarks and validation. After the validation, the researchers sent a letter asking permission to conduct a study was given to the research adviser. Upon approval, the researchers personally administered the questionnaire through Google link forms.

The distribution of the questionnaire to the respondents was done during their free time. After the researchers' administration of the questionnaire, the data were immediately collected. Finally, the researchers tallied and tabulated the data gathered from the

questionnaire and were subject to statistical interpretation. The statistical results were analyzed and interpreted. With the data collected, conclusions were drawn, and recommendations were formulated in accordance with the findings of the study.

The data gathered was analyzed and interpreted using appropriate statistical treatment follows: *Weighted Mean*. This statistical tool was used to determine the level of Facebook Live Selling and Purchase Intention among selected online shoppers in Panabo City. *Pearson (r)*. This statistical tool was used to determine the significant relationship between Facebook Live Selling and Purchase Intention among online shoppers in Panabo City. *Regression Analysis*. This statistical tool was used to determine the influence of Facebook Live Selling on the Purchase Intention among online shoppers in Panabo City.

RESULTS AND DISCUSSION

The researchers presented the gathered data following the order to the sub-problem. The sequences of the major topics in the study are as follows: the level of Facebook Live selling among online shoppers in Panabo City, the level of purchase intention among online shoppers in Panabo City, and the significant relationship between Facebook Live selling and purchase intention among online shoppers in Panabo City.

The level of Facebook Live selling is evaluated through five-item questions in each indicator relating to Facebook Live selling among the online shoppers in Panabo City.

Shown in Table 1 is the level of Facebook Live selling among online shoppers in Panabo City, with an overall mean of 4.09 described as high and with a standard deviation of 0.50. It means that level of Facebook Live selling among online shoppers in Panabo City is effective.

Among all the indicators, *Perceived Entertainment* got the highest mean score of 4.19 and a standard deviation of 0.59 with the descriptive equivalent of high, followed by *Perceived Product Quality* with a mean score of 4.08 and a standard deviation of 0.58 with descriptive matches of high. Lastly, *Perceived Discount* obtained a mean score of 4.00 and a standard deviation of 0.66 with a high descriptive equivalent.

The indicator with the highest result is *Perceived Entertainment*; this means that online shoppers in Panabo City preferred Facebook Live sellers that exerts enthusiastic presence to the customers by using gimmicks and features like on-screen graphics or special effects during the live stream to create fun and exciting shopping experience, thus, making them stay tuned for a long watch time duration. Online shoppers also derived enjoyment from merely viewing the seller while showing the products which catch their interest and leave them with a positive shopping experience.

Followed by *Perceived Product Quality*, online shoppers' satisfaction is also dependent on the product quality attributes that they received. Online shoppers perceive good product quality when the product offered by the seller online has the same quality as the actual product delivered to them. With this, online sellers should ensure that they provide the quality of products that meets the customer's expectations to give them a better shopping experience and, at the same time to lessen their uncertainty to purchase online.

The last of all indicators is the *Perceived Discount*. It implies that the online shoppers in Panabo City also preferred Facebook Live sellers that offer great benefits when purchasing products online, such as big discounts, promo bundles, and gifts. Hence, shopping is more cost-effective, and the customers feel satisfied when shopping in this online business platform because they perceive extra benefits from the online sellers. The indicators ranked above are in the category of high descriptive equivalent; therefore, Facebook Live selling is effective among the online shoppers in Panabo City.

Table 1. Level of Facebook Live Selling among Online Shoppers in Panabo

Indicators	Mean	SD	Descriptive Level
Perceived Product Quality	4.08	0.58	High
Perceived Entertainment	4.19	0.59	High
Perceived Discount	4.00	0.66	High
Overall	4.09	0.50	High

The level of purchase intention is evaluated based on the five-item questions in each indicator relating to purchase intent among the online shoppers in Panabo City. Table 2 shows the level of purchase intention among online shoppers in Panabo City, with an overall mean of 4.29 described as high and with a standard deviation of 0.44. It means that the purchase intention among online shoppers in Panabo City is satisfactory.

Among all the indicators, *Seller Credibility* got the highest mean score of 4.39 and a standard deviation of 0.54 with a descriptive equivalent of very high, followed by *Perceived Interactivity* obtaining a mean of 4.36 and a standard deviation of 0.537 with a descriptive equivalent of very high. Lastly, *Conformity* got a mean score of 4.12 and a standard deviation of 0.542 with a descriptive equivalent of high.

The indicator with the highest result is on *Seller Credibility*; this means that online shoppers in Panabo City preferred those live sellers who can provide detailed information about their products which can help customers buy the right product they're looking for. Shoppers also like buying on sellers who can accommodate well and have a high reputation and are already known in the market.

Therefore, positive feedback from previous transactions is much needed to give customers proof of the legitimacy of the business.

Followed by *Perceived Interactivity* implies that online shoppers would like to experience the same face-to-face buyer-seller interaction during live streaming. Thus, sellers should be responsive to customers' queries and think of interactive ways to connect with them and keep them engaged in the live selling to increase their purchase intentions.

Lastly, *Conformity*. Online shoppers enjoy purchasing products with their friends or family because the perspective and preference of these persons will give them a sense of approval, particularly when purchasing online. Other than that, the customer got easily hooked and by-products that were on-trend and recommended by others. With this, conformity is also considered an influential factor that affects the consumer's purchase intention.

The seller credibility and perceived interactivity are the indicators with very high descriptive equivalent which means that online shoppers' purchase intentions are very satisfactory. Besides, conformity also got a high descriptive match which also means satisfactory. Therefore, in general, the purchase intention of online shoppers in Panabo City is satisfactory.

Table 2. Level of Purchase Intention among Online Shoppers in Panabo City

Indicators	Mean	SD	Descriptive Level
Perceived Interactivity	4.36	0.53	Very High
Conformity	4.12	0.54	High
Seller Credibility	4.39	0.54	Very High
Overall	4.29	0.44	High

One of the primary purposes of this study is to determine the significant relationship between Facebook Live selling and purchase intention among online shoppers in Panabo City. Pearson r was used to determine the correlation between the two variables. Table 3 shows the test on the significant relationship between Facebook Live selling and purchase intention of online shoppers in Panabo City. The findings showed the computation of r-value 0.736* associated with p-value 0.001, which is lesser than the 0.05 level of significance. This led to the decision to reject the null hypothesis. This indicates a positive relationship between the two variables, which means that Facebook Live selling positively affects the purchase intention of online shoppers in Panabo City.

Table 3. Significant Relationship between Facebook Live Selling and Purchase Intention among Online Shoppers in Panabo City

Variables	r-value	r-squared	p-value	Decision
Facebook Live Selling Purchase Intention	0.736*	0.5417	0.00	Reject Ho

* $p < 0.05$

Presented in Table 4 is the regression analysis to determine the domains of Facebook Live selling that significantly influence purchase intention. The results showed that the Facebook Live selling and purchase intention among online shoppers in Panabo City is statistically significant. Furthermore, the results indicate that *Perceived Entertainment, Perceived Discount, and Perceived Product Quality* were the domains of Facebook Live selling that significantly influence purchase intention since they all got a p-value of 0.001, which is less than the significance level at 0.05.

Using the Multiple Regression Analysis, the data revealed that the influence of Facebook Live selling towards purchase intention among online shoppers in Panabo City has an F-value of 77.914 and

a corresponding p-value of 0.001. The R^2 value of 0.544 implies that the interpretation of Facebook Live selling explains 54.40% of the variation of purchase intention among online shoppers in Panabo City. In comparison, other factors influenced the remaining 45.60%.

The indicator *Perceived Entertainment* has a beta of 0.259 and a corresponding p-value of 0.001, which means that perceived entertainment significantly influences the purchase intention among online shoppers in Panabo City since the probability level is 0.001, which is less than the significance level at 0.05. Followed by *Perceived Discount* with a beta of 0.208 and a corresponding p-value of 0.001, which means that perceived discount has a significant influence on the purchase intention among online shoppers in Panabo City since the probability level is 0.001, which is less than the level of significance at 0.05. Lastly, *Perceived Product Quality* got the lowest beta among the three indicators, which is 0.189, and a corresponding p-value of 0.001 still means that perceived product quality also has a significant influence on the purchase intention among online shoppers in Panabo City since its probability level is 0.001, which is less than the level of significance at 0.05.

Table 4. Regression Analysis on the Influence of the Domains of Facebook Live Selling to Purchase Intention among Online Shoppers in Panabo City

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t-value	p-value	Decision
	B	SE	Beta			
(Constant)	1.606	0.182				
Perceived Product Quality	0.189	0.045	0.246*	4.149	0.001	Reject Ho
Perceived Entertainment	0.259	0.045	0.339*	5.728	0.001	Reject Ho
Perceived Discount	0.208	0.043	0.308*	4.818	0.001	Reject Ho

Dependent Variable = Purchase Intention

R = 0.738*

$R^2 = 0.544$

F – ratio = 77.914

P – value = 0.001

The level of Facebook Live selling among online shoppers in Panabo City was described as high. This means that the level of Facebook Live selling among online shoppers in Panabo City is effective. Among all the indicators, *Perceived Entertainment* got the highest mean score with a high descriptive equivalent, followed by *Perceived Product Quality* with the descriptive equivalent of high. Lastly, *Perceived Discount* with high descriptive equivalent.

The result implies that online shoppers preferred Facebook Live sellers that exert an enthusiastic presence to the customers by using gimmicks and features like on-screen graphics or special effects during the live stream to create a fun and exciting shopping experience, thus, making the customers stay tuned for a long watch time duration. Online shoppers also derived enjoyment from merely viewing the seller while showing the products which catch their interest and leave them with a positive shopping experience.

The outcomes support the study of Chen et al. (2020) that customers' intrinsic motivation is reflected in their perceived entertainment, which positively affects their behavior. Thus, shoppers' perceived entertainment in Facebook Live selling positively impacts customer purchasing decisions, including repeat purchases.

The level of purchase intention among online shoppers in Panabo City was described as high. This means that the level of purchase intention among online shoppers in Panabo City is satisfactory. *Seller Credibility* got the highest means score among all indicators with the descriptive equivalent of very high. It was followed by *Perceived Interactivity* with the descriptive equivalent of very high. The last among all indicators is *Conformity* with high descriptive equivalent.

This implies that the online shoppers in Panabo City preferred those live sellers who can provide detailed information about their products to help customers buy the right product they're looking for. Shoppers also like buying on sellers who can accommodate well and

have a high reputation or are already known in the market. Therefore, positive feedback from previous transactions is much needed to give customers proof of the legitimacy of the business.

The consequence of the investigations affirms with the inquiry of Hsu & Chang (2019) that the relationship between the seller and buyer in an e-commerce environment is based on trust. The use of a social network chat feature would allow gathering product information to be more accessible and less risky. When a user views a seller stream on Facebook, they can like and share the video with their friends, and both parties can comment and rate each other for the benefit of different customers. A seller with a higher rating has more credibility. As a result, live stream credibility will minimize complexity and confusion, thus increasing purchasing intent.

The test on the significant relationship between Facebook Live selling and purchase intention among online shoppers in Panabo City showed that the p-value is lesser than the significance level. This led to the decision to reject the null hypothesis. The R-value indicates a positive relationship. Therefore, there is a significant relationship between Facebook Live selling and purchase intention among online shoppers in Panabo City.

This approved the case of Balvinder & Tripat (2018) that purchase intention significantly influences the growth of the Facebook Live audience and their intent to repurchase the items sold. Online sellers must consider the importance of increasing the rate of repeat transactions and building consumer loyalty to survive and dominate in this competitive market.

On Facebook Live selling, product marketing should not solely focus on producing short-term sales. Having live content that affects the potential customer's utilitarian and hedonic motivation can help establish a long-term connection with customers on social media. With this, live sellers must concentrate on making sales, growing their audience, and increasing their purchasing intent. These satisfied

audiences will potentially bring another audience, and it will form a network; thus, creating an enormous range of audiences and converting them into bigger sales. Hence, the result shows that Facebook Live selling positively correlates with purchase intention.

The regression analysis determines the domains of Facebook Live selling that significantly influence purchase intention. The results showed that the Facebook Live selling and purchase intention among online shoppers in Panabo City is statistically significant. Furthermore, the results indicate that *Perceived Entertainment*, *Perceived Discount*, and *Perceived Product Quality* were the domains of Facebook Live selling that significantly influence purchase intention since the computed p-value of all indicators is less than the significance level.

This assent to Chen et al. (2020) study that consumers' purchase intention in a Facebook Live selling is often influenced by factors such as perceived entertainment, perceived discount, and perceived product quality. Customer satisfaction is dependent on the perceived quality of the product or service compared to the expected level; if the perceived quality of the product or service is higher than the desired level, customer satisfaction and the customer's repeat purchase intent would be increased.

Moreover, customers' intrinsic motivation is reflected in their perceived entertainment, which positively impacts their purchasing decisions, including repeat purchases. Furthermore, most live stream shoppers claim they would be able to take advantage of exclusive deals not available in other shopping channels, such as larger discounts or more presents. As a result, in e-commerce live streams, perceived discount significantly affects consumers' purchasing intent. This result shows an existing relationship between Facebook Live selling, perceived product quality, perceived entertainment, perceived discounts, and purchase intention amongst each other. Thus, in marketing a product using Facebook Live, the online seller must be aware also of the customer's motivations to generate effective marketing strategies in utilizing the Facebook Live feature to increase the sales of products.

The following conclusions were drawn based on the result of the study. The level of Facebook Live selling among online shoppers in Panabo City was described as high. The level of purchase intention among online shoppers in Panabo City was described as high. There is a significant relationship between Facebook Live selling and purchase intention among online shoppers in Panabo City. There is a domain of Facebook Live selling that significantly influences purchase intention.

After a thorough review of the aforementioned findings and conclusions of the study, the following recommendations were offered: Since the level of Facebook Live selling among online shoppers in Panabo City was described as high, it has to be raised to very high on account of the fact that there is a need to consider optimizing the use of information technology and conventional social e-commerce platforms such as Facebook to continue the business operation online by employing effective live selling strategies to target a broader range of audience, as this could boost further the product sales while keeping on track in this competitive online market environment.

Live sellers should also need to invest in high-quality live streaming equipment such as the use of the right camera for video, good lighting, audio equipment, and fast internet service to produce better quality and organized live streaming set up, which can draw viewers' attention and interests. Also, by using the promotional features of social media like Facebook Ads, sellers may spend for advertising to boost sales in live selling and raise customers' awareness of the products marketed. Lastly, giving away online credits (like Gcash or E-load), creating amusing games or raffle draws for rewards before starting the live selling are all great ways to enhance live streaming engagement and persuade more people to purchase during the Facebook live selling.

Moreover, the level of purchase intention among online shoppers in Panabo City was described as high. It has to be raised to very high by assigning live streaming moderators to facilitate

quick responses to shoppers' queries and organize a smooth interactive live selling. The seller can also post the prior order transactions as evidence of business legitimacy or ask the previous buyers to vouch for the seller, as these could surely increase the market credibility of the online seller. There is a need for sellers also to know about trendsetting so that they can readily adapt to dynamic market trends, which is one of the motivations that drives customers' preferences in buying products.

Furthermore, since there is a significant relationship between Facebook Live selling and purchase intention among online shoppers in Panabo City, the researchers suggest that online sellers should focus on fostering the interactivity of the live selling and improving the quality of their products because this is where the shopper's satisfaction mostly depends on. Thus, having satisfied customers with a positive shopping experience in your online business will enhance sellers' credibility and consequently create a broader spectrum of customer engagements. By doing so, increased sales growth of the business may follow.

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