

Discussion on the Influencing Factors of Consumers' Repurchase Intention Based on Livestreaming Commerce

Yunpeng Yu^{1*}, Amer Hamzah Jantan²

¹Faculty of Business Management, City University Malaysia, Petaling Jaya 46100, Selangor Darul Ehsan, Malaysia

²City Graduate School, City University Malaysia, Petaling Jaya 46100, Selangor Darul Ehsan, Malaysia

*Corresponding author: Yunpeng Yu, yunpengyu81@yahoo.com

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Abstract: This paper starts with explaining the concepts of trust, privacy concern, subjective norm, product quality, live broadcast content quality, purchase experience, social interaction, word of mouth and evaluation, personal needs and preferences, and analyzes the impact of Live Streaming Commerce on consumers repurchase intention in detail. The results of this study are of great significance for guiding businesses and marketers on livestreaming commerce platforms, so that more effective marketing strategies can be developed and the consumers' willingness to repurchase will be improved.

Keywords: Livestreaming commerce; Consumers; Repurchase intention; Influencing factor

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1. Introduction

Consumer repurchase intention refers to the tendency and willingness of consumers to continue purchasing a certain product or service after having already purchased it, which reflects their satisfaction and loyalty to a specific brand or product. With the rapid development of mobile Internet, livestreaming Commerce (LSC), as a new marketing method, has attracted extensive attention in the e-commerce field. LSC is an e-commerce service where sellers communicate with consumers through livestreaming, where consumers can place orders through the same platform^[1]. With vivid and interesting content and interactive features, LSC has attracted a large number of consumers to participate and repurchase.

2. Trust

The degree of trust plays a crucial role in the likelihood of customers to engage in repeat purchases within the online shopping environment. Establishing trust is crucial for businesses to retain customers, even in the face of potential risks or uncertainties. Repeat purchases are more likely to occur when customers have confidence in the reliability and integrity of the business. The significance of trust in the context of repurchasing intentions can be ascribed to multiple factors, such as the disclosure of personal information, apprehensions regarding product quality, and the enterprise's capacity to deliver on its commitments.

A study was done by Sullivan and Kim to determine the effect of product ratings and trust on the intention to repurchase in the context of e-commerce. The results of their study show that the reviews of a product had a significant impact on the degree of trust that towards the product^[2]. The consumers were less likely to make repeat purchases if the reviews are negative. Besides, it was also suggested that

businesses should prioritize improving the reviews of their product to create trust and increase the likelihood of repeat purchases.

Trivedi and Yadav investigated how trust and e-satisfaction function as mediators in the relationship between Generation Y consumers' repurchase intentions. The findings of the study showed that trust was an important mediator between electronic satisfaction and the likelihood of repeat purchases. Therefore, it highlights the importance of trust as a major factor in customer satisfaction and its influence on consumers' intentions to make additional purchases, especially those who are younger ^[3].

Trust plays a crucial role in determining repurchasing intentions within the context of online shopping. The cultivation of trust between businesses and customers can lead to improved levels of customer satisfaction, loyalty, and sustained success over an extended period. These factors are crucial in fostering positive customer experiences and enhancing repurchasing intentions.

3. Privacy concerns

Privacy concerns have a considerable impact on the likelihood of repurchases in online transactions. Customers' concerns about their privacy can have a variety of effects on their inclination to engage in repeated business transactions with an organization. According to Sullivan and Kim, privacy issues could potentially affect customers' trust in a business, which would be vital for encouraging repurchase intention ^[2]. According to Lu and Yi, customers are less willing to make repeat purchases if they lose faith in a company due to perceived privacy threats ^[4].

Current research constantly underlines the importance of addressing privacy concerns in order to increase repurchase intentions across a variety of businesses and platforms. Customer satisfaction, trust, and the effectiveness of customized advertising can all be significantly impacted by privacy issues. Businesses must give priority to resolving privacy issues and provide secure platforms that protect users' personal information in order to foster repurchase intents and consumer loyalty. When customers feel that their data or personal information is not safe from malicious actors, they may be less likely to make an online purchase. Similarly, when customers feel that companies are sharing their data without their consent, they are more likely to shy away from making a purchase.

4. Subjective norms

Subjective norms, or the perceived social pressure from friends, family, and peers regarding purchasing decisions, can impact repurchasing intentions in various ways. For example, consumers may be more inclined to repurchase a product or service if their social circle approves of or recommends it ^[5]. Positive word-of-mouth from trusted sources can also create a sense of obligation or desire to conform to the expectations of others, leading to higher repurchase intentions.

Similarly, when a specific product or service is viewed as popular or trendy within a social group, individuals may feel more compelled to repurchase it to maintain their social status or image ^[6]. This perceived norm can create a sense of belonging and acceptance within the group, influencing repurchase behavior. Relatedly, in certain cultures or communities, family and peer opinions may significantly influence purchasing decisions, including repurchasing intentions ^[7]. This pressure can encourage individuals to continue buying certain products or services to meet the expectations of their families or peers.

Consumers may be inspired to repurchase a product or service if they observe someone they admire or respect using it ^[8]. This role-modeling effect can lead to a desire to emulate the behavior of the admired individual, increasing the likelihood of repurchasing. In some cases, consumers may repurchase products or services based on their experiences with collaborative consumption, such as group purchases or shared experiences ^[9]. Positive experiences within these social contexts can enhance the perceived value of the

product or service, encouraging repurchase intentions.

Therefore, subjective norms can impact repurchasing intentions through various mechanisms, including social influence, perceived social norms, family and peer pressure, role modeling, and collaborative consumption experiences. Understanding these factors can help businesses develop strategies to leverage the power of social influence and foster greater customer loyalty.

5. Product quality

High-quality products can directly meet the needs and expectations of consumers, provide a good user experience and product performance, and increase consumer satisfaction and trust. When consumers purchase high-quality products through an LSC platform, they will give a positive reviews on the quality and performance of the products that reflects their satisfaction towards their purchases ^[10]. This satisfaction and trust encourage consumers to purchase the same brand or type of product again ^[11]. In addition, consumers will have a positive user experience when using high-quality products and are willing to share this experience with others. By posting positive reviews on social media and recommending them to their friends and family, it can help increase brand awareness and reputation and further attract more consumers' and purchases ^[12].

6. Quality of livestreaming content

High-quality livestreaming content can grab consumers' attention and enhance their understanding of the product and purchase intention. Through LSC, businesses can show product features, functions and advantages, and provide consumers with detailed product introductions and demonstrations ^[13]. If the quality of live streaming content is high and the product information can be clearly and accurately conveyed, consumers will understand the value and advantages of the product more easily, thus increasing their motivation and willingness to make purchases. LSC platforms provide a wide range of content and functions. Businesses can display their products in innovative ways, such as funny interactions, practical skill sharing, celebrity endorsement, etc., to draw consumers' attention and make them interested in the products, thus increasing their desire and willingness to buy the product again ^[14]. If merchants can provide authentic and trustworthy live streaming content, consumers will be more willing to trust the merchants' products and brands, and tend to purchase their products again ^[15].

7. Purchase experience

Purchasing experience covers the entire process from product selection, payment, delivery logistics, and after-sales services. Purchasing experience directly affects consumers' satisfaction and trust in the brand and product, determining their willingness to purchase again. Tiktok live marketing simplifies the shopping process by providing a live shopping function, enabling consumers to directly watch the live content while purchasing related goods ^[16]. Consumers only need to click on relevant links or buttons to complete the purchase, therefore eliminating the cumbersome process of redirecting and filling in information, which in turn saves time and energy, improves the purchasing experience, and increases the possibility of repeat purchases. LSC marketing platforms provide a variety of payment methods, such as Alipay, WeChat Pay, Tiktok payment, etc., to the consumers' personal preferences and convenience. At the same time, merchants need to ensure the security of the payment process and take necessary measures like encryption and payment information protection to enhance consumers' trust in the purchasing process ^[17]. In addition, consumers expect to receive purchased products in a timely and accurate manner, and receive good after-sales support. Therefore, businesses need to establish efficient and reliable logistics systems to ensure timely delivery of orders and tracking of logistics information. At the same time, they need to provide high-quality after-sales services, including return and replacement policies, problem-solving processes, and

customer support, to help solve the problems and concerns faced by the consumers. Good logistics delivery and after-sales service can increase consumers' trust and satisfaction with the brand and increase their willingness to purchase again ^[18].

8. Social interaction

LSC platforms provide real-time interaction function, and consumers can interact with the anchor through comments, praise and gifts. This social interaction can enhance consumers' sense of participation and belonging, and have a positive impact on their willingness to repurchase ^[19]. Social interaction provides consumers with the opportunity to interact with anchors and other audiences, strengthening the connection and communication between users. Consumers can interact in real-time with the host during the live broadcast process, raise questions, express opinions, and share usage experiences. At the same time, viewers can also interact with each other through comments and likes, sharing opinions and feelings, thereby establishing a sense of community identity, making consumers more belonging and loyal, and increasing their willingness to purchase again ^[20]. By interacting with the anchor and other consumers, consumers can obtain more information, evaluations, and recommendations about the product, listen to the anchor's answers and share experiences with other users, and establish an intuitive understanding of the performance and quality of the product ^[21].

9. Word-of-mouth and customer reviews

In a LSC platform, consumers can obtain first-hand information about products and brands by watching the live broadcast and reading other consumers' comments and reviews ^[22]. These word-of-mouth and reviews have a significant impact on consumers' willingness to purchase a product again. Positive word-of-mouth and reviews can increase consumers' trust in a product or brand. When consumers see positive reviews and recommendations from other consumers, they will consider the product to be reliable, with high-quality and performance ^[23]. Positive word-of-mouth and reviews will form a good impression of the brand among consumers, enhance their trust in the product, and encourage them to purchase again. At the same time, a consumer's purchase is affected by the experience and opinions of others. When consumers read the purchase experience and use experience shared by other consumers on the LSC platform, they tend to believe them and consider them when deciding to purchase a product ^[24]. In addition, LSC platforms also provide scoring and comment functions, so that consumers can express their opinions and comments on products during a livestream. This interactive environment enables consumers to actively participate in the co-creation of products, and consumer feedback and opinions are important for brands and businesses. Merchants can enhance the quality and user experience of their products by listening to consumer feedback and making corresponding improvements, thereby enhancing consumers' willingness to repurchase ^[25].

10. Personal needs and preferences

LSC platforms provide rich and diverse content to meet the personalized needs and preferences of different consumers and encourage consumers repurchase a product ^[26]. Through personalized algorithm and user data analysis, Tiktok Live presents consumers with livestream content that meets their personal interests and needs. For example, the platform can recommend live streaming content and products related to the consumers' interests based on their browsing history, likes, follows, and reviews. This personalized recommendation makes it easier for consumers to find products and anchors that interest them ^[27]. The livestream content in LSC platforms are usually diversified and personalized, covering different types of products and themes. Consumers can choose to watch livestreams related to their personal needs according to their preferences, such as make-up, fashion, home furnishings, and other fields. The personalization of content allows consumers to find the most suitable products and brands for themselves ^[28]. Tiktok Live also

provides real-time interaction and shopping functions to meet consumers' immediate purchase needs. Consumers can communicate with the host and ask questions through the comment section during a livestream. The shopping function during the live broadcast process enables consumers to directly purchase their desired products during the livestream, making the process of purchasing more convenient. The satisfaction of personal needs and the optimization of purchasing experience can then enhance the consumers' intention to repurchase a product ^[29].

11. Conclusion

Through in-depth research on the influencing factors of LSC marketing on consumers' repurchase intention, targeted strategies and measures were provided for businesses and marketing personnel to enhance consumers' repurchase intention and promote commercial development. However, the sample size and depth of exploration can be increased in future studies to achieve the goals of business growth and brand building.

Disclosure statement

The authors declare no conflict of interest.

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