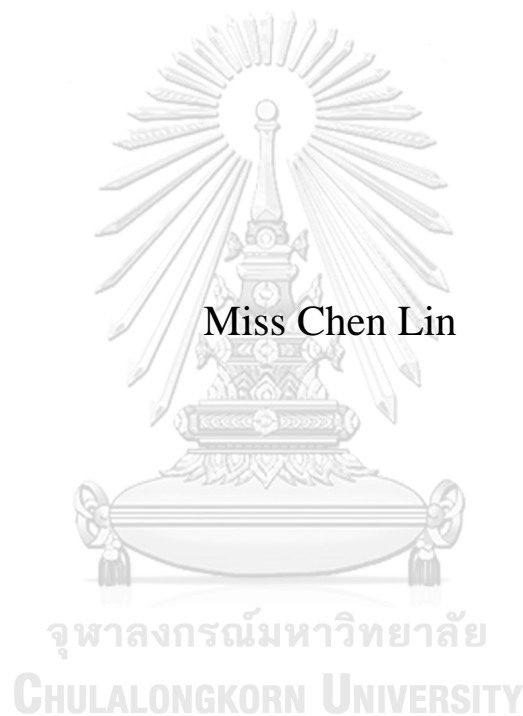


**THE RELATIONSHIP BETWEEN CHINESE CONSUMERS'
EXPOSURE TO TAOBAO LIVE STREAMING OF THAI
BRANDS AND THEIR PURCHASE BEHAVIOR**



Miss Chen Lin

**An Independent Study Submitted in Partial Fulfillment of the
Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic
Communication Management
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ความสัมพันธ์ระหว่างการเปิดรับสตรีมมิงแบบสดบนแอปเป้าของแบรนด์ไทยและพฤติกรรมการซื้อ
ของผู้บริโภคชาวจีน



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เงิน หลิน : ความสัมพันธ์ระหว่างการเปิดรับสตรีมมิงแบบสดบนเดาเป่าของแบรนด์ไทยและพฤติกรรมการซื้อ
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 ดร.นภวรรณ ตันติเวชกุล

งานวิจัยนี้มีวัตถุประสงค์เพื่อสำรวจการเปิดรับสตรีมมิงแบบสดบนเดาเป่าของแบรนด์ไทยและพฤติกรรมการซื้อ
 ของผู้บริโภคชาวจีน และเพื่อทดสอบความสัมพันธ์ของตัวแปรทั้งสองตัวนี้ งานวิจัยนี้ใช้วิธีวิจัยเชิงปริมาณ รวบรวมข้อมูลผ่าน
 แบบสอบถามออนไลน์ โดยได้รวบรวมแบบสอบถามจากผู้ตอบแบบสอบถามจำนวน 203 คน อายุระหว่าง 18-40 ปี ที่ได้ดู
 การสตรีมมิงแบบสดของตราสินค้าไทยบนเดาเป่าเมื่อเร็ว ๆ นี้ ผลการวิจัยบ่งชี้ว่า ผู้ตอบแบบสอบถามส่วนใหญ่ดูการสตรีมมิง
 ของแบรนด์ไทยบนเดาเป่าเป็นบางครั้ง (M=2.83) และมีระยะเวลาเฉลี่ยในการดูน้อยกว่า 2 ชั่วโมง (M=2.49)
 ผลการวิจัยยังแสดงให้เห็นอีกว่า พฤติกรรมการดูสตรีมมิงของผู้บริโภคชาวจีนไม่ใช่พฤติกรรมที่ติดเป็นนิสัย เป็นเพียงแค่
 พฤติกรรมแบบดูเป็นครั้งคราว (M=2.66) ภาพรวมของพฤติกรรมการซื้อสินค้าของผู้บริโภคชาวจีนระหว่างการชมสตรีมมิง
 แบบสดบนเดาเป่าอยู่ในระดับกลาง ในทั้งสามช่วงของพฤติกรรม ไม่ว่าจะในช่วงก่อนซื้อ ขณะซื้อ และหลังจากที่ซื้อ
 (M=3.65 ; M=3.67 ; M=3.63) นอกจากนี้ ผลการวิจัยยังยืนยันการทดสอบสมมติฐานว่า การเปิดรับสตรีมมิง
 แบบสดบนเดาเป่าของแบรนด์ไทยของผู้บริโภคชาวจีนมีความสัมพันธ์กับพฤติกรรมการซื้อของผู้บริโภคชาวจีนในระดับต่ำ
 (r=0.298) สำหรับการวิจัยในอนาคต ผู้สนใจอาจทำการศึกษาเกี่ยวกับผลของการใช้ผู้มีชื่อเสียง การส่งเสริมการขาย และ
 ปัจจัยอื่น ๆ ที่น่าจะส่งผลกระทบต่อกระบวนการตัดสินใจซื้อของผู้บริโภคระหว่างการชมการสตรีมมิงออนไลน์แบบสด

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The objectives of this research were to examine Chinese consumers' exposure to Taobao live streaming of Thai brands, Chinese consumers' purchase behavior of Thai brands via Taobao and test the relationship between these two variables. This research utilizes quantitative methods by collecting the data through online questionnaires. With the collected questionnaires of 203 respondents, aged between 18-40 years old who have watched Taobao live streaming of Thai brands recently. The findings indicated most of respondents sometimes watch Taobao live streaming of Thai brands ($M = 2.83$), and their watching time was less than two hours ($M = 2.49$). The results from the study reveal that Chinese consumers' watching Taobao live streaming showed their behavior is not a habitual behavior, but only an occasional one ($M = 2.66$). Consumers overall showed a moderate level of agreement with purchase behavior during Taobao live streaming of Thai brands in three phases of purchasing behavior: before, during, and after purchasing the product ($M = 3.65$; $M = 3.67$; $M = 3.63$). The results of this research also confirmed that there is a low positive correlation ($r = 0.298$) between two variables. Future study might investigate the effect of celebrities, sales promotions, and other factors influencing consumers' decision-making process during online live streaming.



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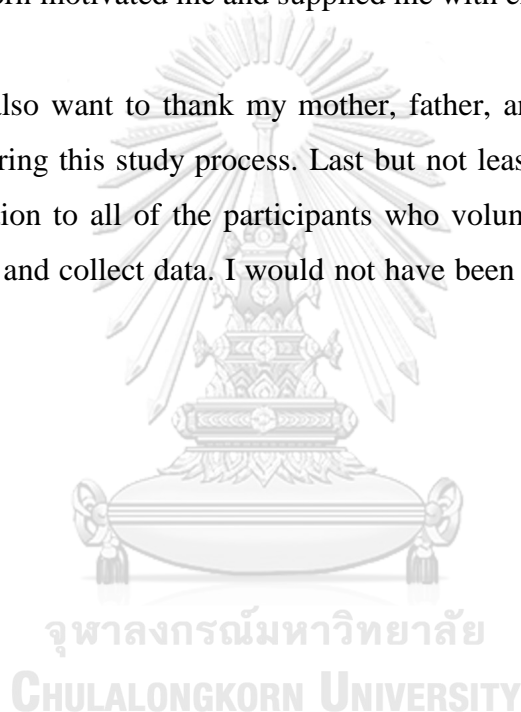


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CHAPTER 1

INTRODUCTION

1.1 Significances of the Study

Taobao live streaming is the most popular and common approach for the brand to promote and sell its products in China, especially under the Covid-19 new normal situation online shopping live streaming with high interactivity (Wohn et al., 2018) and persuasive price discounts has changed traditional shopping behaviors and become an irreversibly trendy way. In the beginning, live shopping started with TV shows where audiences are able to interact with the hosts and this is also called “window-shopping” (Cortese & Rubin, 2010). Audiences browse through the products introduced by the hosts in TV shopping, and at the same time this satisfies their entertainment needs in a certain way (Cortese & Rubin, 2010).

However, with the popularity and development of streaming platforms, live shopping turned to be succeeded by e-commerce platforms. Live streaming shopping utilizes the Internet to maximize the services that simulate the actual offline shopping experience. This type of shopping way falls in with the wishes of people with various kinds of demands in that pandemic situation, which breaks the obstacle when people are not able to have a tangible purchase experience. Through the live streaming, consumers and sellers can communicate simultaneously so that

problems raised about the product by consumers can be answered in time. The

gradual maturity of E-commerce has provided fertile ground for live streaming shopping's progress and expansion. The emergence of e-commerce live streaming is both an innovation and a combination of prior technologies. E-commerce live streaming is still an emerging industry, with the majority of online marketplaces just getting started or have not yet set up live streaming (Hu & Chaudhry, 2020). Taobao e-commerce live streaming has started in 2016 although not for a long time, there are many extraordinary achievements.

Due to the many advantages of the Internet, such as intuitive and fast, good presentation, rich content, interactivity, and unrestricted geography, it strengthens the promotional effect of business to advertise. The emergence of Taobao in 2003 has opened a significant new era in the development of China's e-commerce platform. By solving the problem of payment methods for most shoppers through its innovative Alipay escrow account, Taobao has earned the trust of consumers (Walters et al., 2011). In China, an integrated industry chain encompassing marketing, payment, shipping, and financial services is beginning to form (Ma et al., 2018). The cross-border e-commerce industry in China has grown steadily and rapidly, thanks to effective legislation and the steady construction of e-commerce platforms (Ma et al., 2018). With the popularity of cross-border e-commerce (LI &

WU, 2017), this trend not only affects the range of China, but also affects some foreign brands which already sell their products in the Chinese market and own their official flagship stores on Taobao (Fan, 2019). While e-commerce has facilitated international trade, language, cultural and institutional differences have also led to new information costs, as well as the cost of operating trade in e-commerce infrastructure (Gomez-Herrera et al., 2014). Therefore, e-commerce is both an opportunity and a challenge for the economies of all countries.

China and Thailand are both members of ASEAN and have close ties in all political, economic and cultural aspects. Thailand is considered to be China's third largest trading partner in terms of economy and trade, after Malaysia and Singapore (Punyaratabandhu & Swaspitchayaskun, 2018). Many local Thai brands are known to Chinese consumers through Thai film and television series, advertisements, etc. Thailand is also one of the popular destinations for Chinese tourists to travel abroad, and many Thai brands are also widely loved by Chinese tourists.

China has the largest Internet population in the world (Walters et al., 2011), which is corroborated by the size of China's e-commerce live streaming users reaching 388 million in 2020 (Chyxx, 2021). We have to realize that e-commerce live streaming is not a temporary trend, but in line with the current media development trend, will be an important form of entertainment in the long term. In

an era of exponential growth in new Internet users, the Chinese e-commerce market is expanding rapidly and penetrating all categories at a rapid pace (Walters et al., 2011). The Chinese market cannot be ignored by its huge number of consumers and broad prospects, so many Thai brands plan to target China as the direction of its main market extension. The entry of Thai brands on Taobao is an important step to further penetrate the Chinese market. However, Thai brands certainly have their special characteristics, so utilizing Taobao live streaming to sell the products has the challenge of introducing the products and winning the acceptance of Chinese consumers. Besides, the categories of Thai brands in Taobao are various, including cosmetics, foods and so on.

Many local Thai brands are known to Chinese consumers through Thai film and television series, advertisements, etc. Before the Covid-19 epidemic, Thailand has been one of the popular destinations for Chinese tourists to travel abroad, and many Thai brands are also widely loved by Chinese tourists. These types of Thai products are in the top 10 of the Taobao Thai products lists, which are respectively bird's nest and other tonic foods, mattresses, bedding and accessories, facial makeup, sunscreen, eye makeup, body care, sunscreen, eye makeup, body care, face wash, face mask and lip makeup (Teeramungcalanon, 2020). Thai food, less expensive Thai cosmetic brands and daily necessities are very appreciated by Chinese consumers (SME, 2020). Some Thai brands have earned a good reputation

among Chinese consumers with their excellent products. Mistine, which is regarded as the best seller of Thai cosmetic brands in China (Rung, 2021), its lipstick took the fourth place in Taobao's top selling Thai products in April this year, and in June Mistine took the first place with its new foundation (Level up China, 2021). RAY mask also has very excellent sales on Taobao, ranked among the top 10 Thai products sold on Taobao several times (Level up China, 2021). Moreover, Taro, the number one snack for Thai citizens, has repeatedly appeared on the recommended list of must-buy products for tourists in Thailand (Suen, 2019; Insider, 2021). Meanwhile, some Thai brands are quite adept at leveraging the power of celebrity endorsement, and have invited famous Thai celebrities who have fame in China as guests in their Taobao live streaming.

E-commerce live streaming is a highly interactive, multi-information online shopping scenario in which consumers' purchase decisions would be influenced. Previous academic studies have examined the impact of live streaming on the psychological dimension of the audience. In online shopping, the Internet can reduce the impact of experiential products on product quality uncertainty by addressing the issue of experiential products (Hong & Pavlou, 2014). Gefen et al. (2003) state that consumer trust increases through all aspects of interaction in online shopping. Taobao live streaming has also become an important channel for Chinese celebrities, actors and KOLs to communicate with people on social media (Ittichai,

2018), and celebrities often are invited as guests to attract more traffic in live streaming.

Although Taobao live streaming has a mature development for Chinese local brands, the purchase behavior of Chinese consumers to Thai brands in live streaming is what is waiting for analysis. It is worthwhile to investigate how Thai products as foreign brands will be responded to in Chinese e-commerce platforms and how it will relate to consumers' shopping decisions and brand recognition. Hence, there is an empty room for researchers to explore how Thai brands as outsider brands leverage the commerce strategy and the relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior (Prasad et al., 2019; Netz, 2009). In order to explore how Thai brands' Taobao live streaming relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior, I choose this topic to study.

1.2 Research Objective

1. To examine Chinese consumers' exposure to Taobao live streaming of Thai brands.
2. To examine Chinese consumers' purchase behavior of Thai brands via Taobao.

3. To test the relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior.

1.3 Research Question

1. What is Chinese consumers' exposure to Taobao live streaming of Thai brands?
2. What is Chinese consumers' purchase behavior of Thai brands via Taobao?
3. What is the relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior?

1.4 Hypothesis

H1: Chinese consumers' exposure to Taobao live streaming of Thai brands has a positive relationship with their purchase behavior.

1.5 Scope of the Study

This was a quantitative research project through an online survey for 200 Chinese consumers who have watched Taobao live streaming of Thai brands. Non-probability sampling was conducted in this study. The sampling method is purposive sampling, and the researcher has chosen participants who are users for Taobao and have watched live streaming of Thai brands. Exposure to Taobao live streaming of Thai brands is the independent variable of this study, and the

dependent variable is Chinese consumers' purchase behavior. This research's target population group is Chinese consumers whose ages are between 18 to 40. The questionnaires were distributed during November 2021.

1.6 Operational Definitions of the Variables

E-commerce live streaming is regarded as people can watch real-time audio and video directly from the remote side on the e-commerce platform. In this study, the online ecommerce platform chosen is Taobao, which is the most popular e-commerce application in China (Walters et al., 2011).

Exposure to Taobao live streaming of Thai brands studied in this research was measured based on the frequency and duration of watching Taobao live streaming of Thai brands. The scale of duration was adapted and adopted from Liu (2020), and the scale of frequency was adapted from Manomaiphul (2019).

Thai brands studied in this research concern the Thai brands on Taobao and have utilized live streaming to promote their products. Examples of Thai brands available on the Taobao live streaming include Mistine, RAY, Lactasoy, Bento, Wacoal, and Taro.

Purchase behavior in this study refers to the decision-making processes and behaviors of those involved in the purchase and use of a product on Taobao. This

study concentrates on five different steps of decision-making process, including (1) problem identification, (2) information search, (3) alternatives evaluation, (4) purchase behavior, and (5) post-purchase evaluation. These five steps in the whole purchase behavior are parted into three phases, which are before, during and after purchasing the product phases (Phithakwongwatthana, 2019).

Before phase consists of three steps: problem identification, information search, and alternatives evaluation. In the during phase, there is only one step: purchase behavior; and the after phase is solely the fifth step, post-purchase. The definitions of these steps are as follows:

Problem identification in this study means being aware of the needs during watching Taobao live streaming of Thai brands.

Information search in this study means seeking and gaining information when watching Taobao live streaming of Thai brands.

Alternatives evaluation in this study means the process consumers process relevant information and make final judgments and attitudes when watching Taobao live streaming of Thai brands.

Purchase behavior in this study means unplanned and actual purchases while watching Taobao live streaming of Thai brands.

Post-purchase evaluation in this study means repurchasing and recommending the products after watching Taobao live streaming of Thai brands.

1.7 Expected Benefits from the Study

Academically, the finding of this study is likely to give academic scholars a more in-depth examination of the relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior.

Practically, the results of this study provide empirical data for brands and marketers, particularly for Thai brands. This study explores the relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior. As a result, brands and marketers can plan and create effective campaigns that will generate favorable attitudes towards their brands and drive consumers to purchase products.

CHAPTER 2

LITERATURE REVIEW

The purpose of this study is to test the relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior. In this chapter, the researcher reviewed previous studies, journals, books and related articles. Thus, this chapter clarified the concepts related to Taobao e-commerce live streaming, the development of e-commerce live streaming in China and the role of e-commerce live streaming. This chapter also discusses how e-commerce live streaming is measured when it is used as a variable. In addition, this chapter reviewed the various theories of purchasing behavior, and finally this chapter summarized the conceptual framework and hypotheses of this study.

2. 1 Exposure to E-commerce live streaming

2.1.1 Media exposure

According to the article from Hofstetter and Loveman (1982), general exposure to television news, newspaper stories, and interpersonal talks was measured using standard media exposure measures. Chaffee and Schleuder (1986) pointed out that for the news media, exposure is measured at the expense of attention, and respondents were often asked about the amount of time they spend in the media. Media exposure was defined by Slater (2004) as the number of times audience members have been exposed to certain messages or classes of messages

or media material. Konijn (2008) emphasized that the online network was a key source of media exposure for invoking user effect, which means not only are numerous traditional media exposures available on the Internet, but many novel online elements, such as online games and interactive TV-related reaction possibilities, are also available. In Dilliplane, Goldman, and Mutz (2013)' article, they examined the media exposure not only from the news of traditional news formats, but also opinion shows, talk shows and political comedy. Furthermore, Nagler (2017) advocated that there must be media exposure before there can be media effects. The content and measurement of media exposure is always changing and altering as times change and media technology advances.

In general, exposure occurs when a stimulus is received by the human senses and e-commerce live streaming is a new form of exposure. In the business scenario, a consumer would receive marketing stimuli including the advertising, brand names and others during the live streaming. Solomon (2015) depicts exposure as frequency or number, and as the rate of exposure increases, frequently encountered stimuli become habit forming. Cai and Wohn (2019) revealed that the frequency of watching a live stream was positively correlated with the intention to watch live streaming, and higher frequency also means more exposure received. The number of times of watching as a quantifiable data, as a result we are able to consider the frequency of watching live streams as a measure of one's watching behavior.

In addition to watching frequency, the duration of watching e-commerce live streaming is an essential indication of audiences' watching behavior and another measure of audience exposure. Jiang et al. (2019) analyzed the data from the video and emphasized that the duration and stage of emotional events are also important when it comes to interpersonal relationships. Wang et al. (2021) observed the relationship between peak duration and sales performance by analyzing data from the Taobao live streaming platform and demonstrated that duration has a significant impact on the increase of product sales. In their research, Li and Guo (2021) confirmed that continuous viewing not only indicates viewers' willingness to invest energy and time, but also implies their interactive emotions and interest tendencies. As a result, linked to this research the independent variable, Taobao live streaming of Thai brands will be measured by the exposure of the Chinese consumers in order to analyze whether more exposure consumers get the more influence they will have in purchase behavior.

2.1.2 The definition of e-commerce live streaming

Previous research has noted that live streaming is defined as being open to all and public, with synchronized communication (Lu et al., 2018). The concept of e-commerce live streaming was described as a subset of e-commerce with the features of social commerce, incorporating real-time social interaction into e-

commerce (Cai et al., 2018). Wu et al. (2020) mentioned that the emergence of social media has changed consumer behavior dramatically because the content shared can be presented in different forms, including text or video.

Several studies highlighted the distinctive features and advantages of e-commerce live streaming. Hou et al. (2019) added that audiences' consumption in e-commerce live streaming is distinguished from the reward given to the streamer in ordinary live streaming, which is to show appreciation. Wongkitrungrueng and Assarut (2020) claimed that e-commerce live streaming is when brands are using live streaming on social platforms to sell their products in real time with sales that are better than advertisements and even surpass them. Earlier consumption in live streaming was mainly based on buying virtual gifts, but the steamers in e-commerce live streaming are selling real items. The distinguishing point of live shopping is that it is a novel approach to shopping because it has both social commerce and media properties (Cai et al., 2018). Merchants can create an online store on Taobao and demonstrate their products through live streaming with links to products on the right side for audiences to click and buy directly, and there is a chat room for viewers to interact in the middle of the screen (Cai et al., 2018).

2.1.3 E-commerce in China

There are several mainstream e-commerce platforms in China such as Taobao and JD, all of them provide live streaming channels for their online vendors or brands. Taobao occupies the most important and irreplaceable position in China's e-commerce landscape on its own merits. At first, inconvenient logistics and payment methods have caused obstacles to the development of e-commerce in China. Immature Internet infrastructure development, business forms and payment method restrictions give China's e-commerce future full of uncertainty (Haley, 2002). Unlike Haley, Stylianou et al. (2003) explored the perceptions of Chinese business managers regarding the structural conditions, perceptions and attitudes towards e-business, showing that despite the shortcomings of e-commerce, most have a positive attitude towards its prospects. According to Wong et al. (2004), there are three major factors that significantly affect the development of e-commerce in China: uneven economic development, traditional business models, and consumer behavior and perceptions.

The continuous improvement of Taobao gradually solved the previous problems, and its advantages and dominant position became more and more prominent in China. A large and growing body of literature has investigated Taobao. Walters et al. (2011) pointed out that the affordable prices, convenience and attentive customer service of Taobao create a quality shopping experience for

consumers, and its huge pool of merchants attracts a constant flow of customers. Alibaba's Alipay was launched into China's e-commerce platform and has greatly helped the e-commerce industry to solve the problem of payment methods, filled the gap in the system caused by China's underdeveloped financial system, and even changed the way of life of Chinese people (Kwak et al., 2019). The success of Chinese e-commerce is the result of the efforts of many sides, Tan and Ouyang indicated (2004) the improvement of government laws and regulations can help businesses and consumers clear the obstacles and create an environment conducive to the development of the Internet and e-commerce. In addition to objective external environmental factors, Martinsons (2008) argued that e-commerce in mainland China is relationship-based commerce, influenced by personal trust, contextual and informal information, and the blurred boundaries between commerce and government. The development of e-commerce platforms is driving changes in business models, Kwak et al. (2019) predicted that the business model of China's e-commerce platform was shifting from B2B to B2C. Taobao's B2C model reduces the low cost of operating, thus providing customers with lower priced goods.

After the development of e-commerce in China matured with the ongoing expansion of China's economy and the accelerated pace of economic globalization, cross-border e-commerce, which relies on the international logistics system for goods delivery, also developed rapidly. Yang and Shen (2015) described that

China's imported cross-border e-commerce has become a new "blue ocean" in the e-commerce industry driven by the market, media and capital market. Similarly, Li and Wu (2017) underlined that the Internet has shortened distances, broken down traditional trade barriers, and promoted borderless trade, and the development of cross-border e-commerce in China is adapting to such a trend.

Many authors have acknowledged how the emergence of cross-border e-commerce has deeply impacted the Chinese e-commerce economy for example Ma et al. (2018) noted that the volume of transactions in China's cross-border e-commerce industry reached 670 million yuan as of 2016, accounting for approximately 28% of China's import and export volume in the same period. Several authors have specifically studied the relationship between cross-border e-commerce and logistics. Informed from Jiao (2015)'s research, in China's cross-border e-commerce logistics, there is a huge gap between the transaction volume of import trade and export trade which indicates that more overseas consumers buy Chinese products than Chinese consumers buy products from abroad. Fan (2019) suggested that the success of cross-border e-commerce requires a greater understanding of the online behavior of China's middle classes consumers, the potential size of the market, business practices and government regulations related to cross-border e-commerce.

2.1.4 The pros and cons of using live streaming

Based on Du and Wagner's (2006) finding that content and social value can play an important role in further viewing behavior, Wu et al. (2021) proposed that celebrities can help live streaming create greater traffic, longer viewing times, more viewers and even a greater amount of interaction; and e-commerce live streaming presents a novel consumer purchase experience that is different from traditional TV or online shopping (Wu et al., 2021). Recent research has been reported that streamers act as a third party between consumers and merchants to create an enjoyable shopping atmosphere, providing users with the opportunity to participate in live streaming, enhancing consumers' awareness of their shopping needs and convincing them to make online shopping decisions (Wang et.al, 2021).

Cai and Wohn (2019) used a survey to conclude that adding sensory elements, enhancing product display and information provision can be achieved through live streaming on e-commerce platforms, but the disadvantage is that it cannot provide consumers with quality assessment. Küper and Krämer's (2021) study on watching live video games shows that live streaming can be seen as an important tool to connect people with similar interests and to help them form and maintain social relationships, rather than just purely leisure activities.

Chen and Lin (2017) have conducted a study in order to explore the factors that influence the audience's intention to watch live streaming and analysed 313 respondents' questionnaires. Chen & Lin (2017) were able to find that the entertainment of live streaming has a profound impact on attitudes even more than endorsement and attitude has a highly important effect on willingness to watch.

Taobao live streaming hosts have two types, one is hired to have fans of the network celebrities, or store owners in Taobao live streaming sell the products by themselves. In e-commerce live streaming, social and structural ties directly influence consumer engagement and indirectly through emotional commitment, so e-commerce practitioners can increase consumer engagement by building relational ties and stimulating emotional commitment (Hu & Chaudhry, 2020). However, Cai et al. (2018) argued that consumers would not use live shopping if they really needed the product by using utilitarian and hedonic motivations as a theoretical framework during the live streaming shopping.

Thus far, previous studies have shown the significance of e-commerce live streaming toward consumers' shopping behaviors, but little is known about foreign brands on Chinese e-commerce platforms, and there is a gap to analyze the consumer purchase behavior toward foreign products during the live streaming.

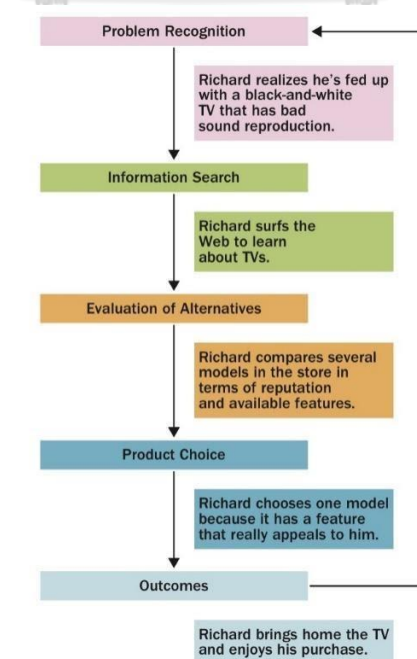
2.2 Consumers' Purchase Behavior

2.2.1 Purchase decision making process

Much of the literature on consumer behavior has identified factors that influence consumer purchase behavior. Kotler & Keller (2012) states consumer decision making can be understood as the entire experience of learning, selecting, using, and even disposing of products.

Solomon (2015) points out that consumer decision making was described as five different steps: problem recognition, information search, evaluation of alternatives, product choice and postpurchase evaluation respectively, which is the end result of a set of steps that lead to the selection of one product over rival ones.

Figure 2.1 Steps in the Cognitive Decision-Making Process



Source: Solomon, M. R. (2015). Consumer behavior: Buying, having, and being (11th ed.). Boston, MA: Pearson Education Limited, 340-341.

Problem identification

Problem identification is the first step in decision making; actually, when we make a purchase decision, we are answering a question. Either internal or external stimuli may trigger a consumer need or problem (Kotler & Keller, 2012). When we experience a difference between fact and what we desire, this gap would raise a problem recognized by ourselves (Solomon, 2015). Hawkins & Mothersbaugh (2010) identified that a person's desire to solve a particular problem depends on the extent of the difference between the desired state and the actual state, as well as the importance of the problem. In the digital age, the Internet has prompted consumers to become more aware of needs, and advertisements of all kinds constantly emphasize the lack between the actual and ideal state of the consumer (Kotler & Keller, 2012).

Information search

The second step in the process is information search. There are various sources of information consumers can seek. Solomon (2015) demonstrated that information search is a process in which we investigate the environment and find the appropriate data to make sound decisions. Consumer decisions are usually

unplanned purchase actions for low-involvement decisions, making choices after a limited internal information search, and are prone to impulse spending. While for higher involvement decisions, the consumers actively seek further information from external sources before making a choice (Bruner & Pomazal, 1988). Rose and Samouel (2009) highlighted internal perceptions that are more powerful than external market drivers for online consumers. When consumers have higher motivation, ability, and opportunity to process information, they conduct more extensive searches, and situational factors can influence how consumers process information (Hoyer et al., 2017). Today the Internet is often used as a source of information, and while it can reduce the cost of searching for information and lead to better decisions, it can also lead to information overload (Hawkins & Mothersbaugh, 2010).



Evaluate alternatives

Typically, the following step is to evaluate alternatives. Evaluation is narrowing the alternatives because this step happens before the final decision after consumers find what is acceptable in their potential options (Noel, 2009). These options are divided into two categories, one for the evoked set and the other for the considered set. The alternatives that consumers know are called the evoked set and the alternatives that they seriously consider are called the considered set (Solomon, 2015).

The most relevant brands are placed in the consideration set before a final decision is made. Shahid and Zafar (2017) clearly highlighted the relationship between brand awareness and customer desire to acquire that brand. They argued that people are always cautious to purchase new items and prefer to purchase brands with which they are familiar. Consumers who are wise will always do market research or ask people they trust, and if they learn any unfavorable information, they will not make a purchase decision. Kotler and Keller (2012) emphasize that consumers form ideas and attitudes, which ultimately impact their purchasing behavior. The process by which consumers process information about competing brands and make final value judgments is based on the formation of conscious rational judgments.



Purchase decision

Product choice is the fourth step where consumers make the purchase decision. Hoyer et al (2007) noted that differences in purchase decision styles are influenced by the cultural background of the individual. Purchase intentions are classified as "unplanned, partially planned, and fully planned." (Engel et al., 1995) The first type of intention is when consumers sometimes purchase based on their intuition and then decided in the store. Partially planned purchase implies that the consumer decides on the type of product before going to the shop and then decides

on the brand while there. The fully planned purchase decision specifically means that the consumer decides to take out the product and brand before visiting the store. If consumers perceive risk, they will modify, postpone, or avoid a purchase decision, therefore preferences and even buy intentions aren't always accurate predictors of purchase behavior (Kotler & Keller, 2012). Moreover, Kidane and Sharma (2016) illustrated that return policies, trust, cash-back guarantees, and cash-on-delivery are all important determinants in customer purchasing decisions.

Post-purchase evaluation

The final step, post-purchase evaluation is where our choices form a closed loop: after going through all these steps, are we satisfied with our choice and does the product or service we chose meet or exceed our expectations (Solomon, 2015). The importance of post-purchase evaluation is that re-purchase requires a favorable post-purchase for re-purchase to occur. Marketers must track post-purchase satisfaction, post-purchase actions, and post-purchase product usage and disposition after the product is sold, as satisfied customers are often repeat buyers, which leads to greater profits. Conversely, consumers who experience discord after a purchase might attempt to return it or search for potential information to explain their decision (Noel, 2009). Har Lee et al. (2011) analyzed primary and secondary data and reported that there was a linear association between online repurchase intention

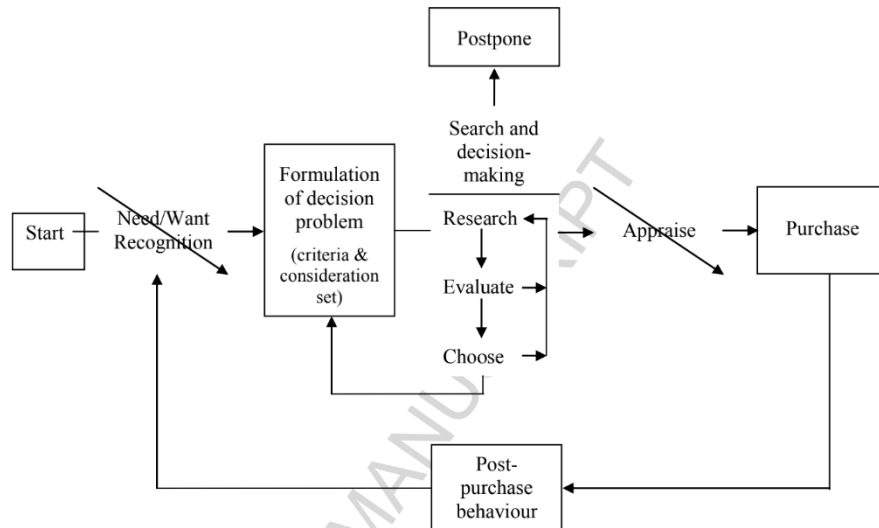
and perceived value, perceived ease of use, considered utility, corporate reputation, privacy, trust, dependability, and functioning.

Consumers do not always follow a single procedure every time they decide, and they may use one or more decision rules depending on the situation. Consumer decisions are divided into three types: “cognitive, habitual and emotional” (Noel, 2009). Consumers make decisions primarily through habit, and the way they evaluate and select products depends on their level of involvement with the product, marketing message, or purchase situation.

2.3 Related Research

Classical model of consumers’ purchasing behavior is a linear model in which the main stages of the buying process are divided into five phases. However, Karimi et al. (2015) declared that due to the flexibility and complexity of online purchasing decisions, consumers are likely to follow different paths. They considered the characteristics of online purchase decisions and integrated the stages of the purchase process to propose a new consumer purchase behavior framework. In Phithakwongwatthana (2019) ’s article about the relationship between usage and purchase behavior Marketing training courses, she divides the buying behavior into three phases: before, during and after the purchase.

Figure 2.2 Consumer Purchase Decision-Making Framework



Source: Karimi, S., Papamichail, K. N., & Holland, C. P. (2015). The effect of prior knowledge and decision-making style on the online purchase decision-making process: A typology of consumer shopping behaviour. *Decision Support Systems*, 77, 137–147. <https://doi.org/10.1016/j.dss.2015.06.004>

Netz (2009) studied the influence of brands on Thai females' purchasing decisions for foreign makeup products. In his study, he measured the purchase decision through three statements in questionnaires adopted by likert scales, which linked the researcher's study to existing knowledge.

Wang et al. (2018) used a survey collecting the data from female Taobao users to assess their research hypotheses about elements that influence product purchase intent in Taobao live streaming shopping. In their article, they claimed that

popularity has a positive effect on source attractiveness, especially source attractiveness has a stronger effect on product attitudes when it is for hedonic products than when it is for utilitarian products, while the level of attractiveness of the source depends on the popularity of the Taobao Live host. Moreover, it has been noted that interactivity improves the level of arguments, especially when it comes to utilitarian items.

On the topic of e-commerce live streaming, Cheng et al. (2020) set up a series of experiments examined from the lens of the Elaboration Likelihood Model. They also recognized that the trust of audiences can be enhanced through argument quality and source credibility, and they added that source credibility is a more influential factor on trust beliefs compared to argument quality. In addition, attitude and perceived value are positively and significantly affected by endorsement. In 2009, Su (2019) investigated the factors affecting e-commerce live streaming. Perceived usefulness and perceived ease of use, perceived interest, social presence, and "immersion" experience were utilized as factors in his study, which was founded on a technology acceptance framework. Su (2019) proposed that perceived ease of use has a positive effect on perceived usefulness and interest, perceived enjoyment has a favorable effect on perceived usefulness, and social presence assists in the perception of interest.

Lee and Chen (2021) specifically explored impulsive buying behavior in live commerce through a research model founded on the stimulus organism response framework. Through empirical investigation, they proposed that perceived usefulness, attractiveness, and expertise had a favorable effect on perceived satisfaction; however, perceived usefulness does not positively influence impulse buying. When audiences feel the utility value in the live broadcast, they may feel more inclined to buy the product for its value. Additionally, the more user-friendly the buying interface, the more likely consumers are to make a purchase. The study by Clement Addo et al. (2021) measured 1726 datasets from two e-commerce platforms and they emphasized that when consumers start to become devoted followers who believe or trust a product, brand, or provider, pricing becomes less relevant. They concluded that the social element of e-commerce live streaming has benefits for both transactional (purchases) and non-transactional (followers).



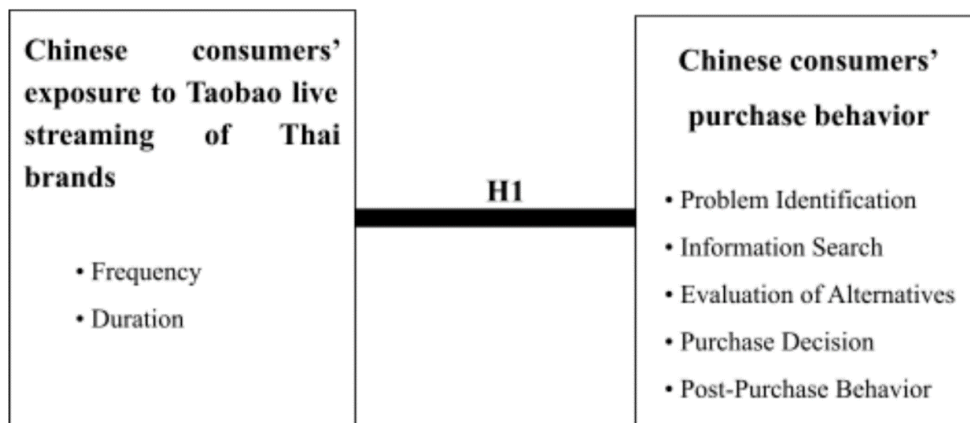
In this regard, Yin (2020) examined the interplay of perceived ease of use, perceived usefulness, information incompleteness, situational circumstances and following others behavior by questionnaire survey. This study found that consumers who purchase through e-commerce live streaming are readily affected by others and may shop as a result of herding behavior, thus consumers should prevent unreasonable following behavior. In addition, Yin (2020) emphasized that perceived

usefulness and perceived ease of use have an enormous positive effect on purchase intention.

2.4 Conceptual Framework and Hypothesis

This research studied the relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior.

Figure 2.3 A Conceptual Framework of the Study



CHAPTER 3

METHODOLOGY

This study aims to test the relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior. The quantitative approach through an online questionnaire was conducted. The questionnaire was intended to assess participants' purchase intentions after watching Taobao live streaming of Thai brands. This chapter elaborated on the sample chosen, sampling techniques, research instrument, questionnaire format and data analysis. The details are as follows.

3.1 Research Methodology

This study utilized a quantitative approach and a questionnaire as a tool. All participants are those who have watched Thai brands Taobao live streaming. The total number of targets for the sample is at least 200, and this study actually gathered 203. Purposive sampling was adopted as the sampling methodology. The questionnaire was constructed in English and then translated into Mandarin for respondents. Respondents who had not recently watched Taobao live streaming of Thai brands were not asked to continue the survey, as we focused on the purchasing behavior of consumers who had watched Taobao live streaming of Thai brands during the watching process.

3.2 Population and Sampling

The sample are Chinese consumers, aged between 18 and 40, who may live anywhere in the world but must have seen Taobao Live for Thai brands. The survey was limited to respondents over the age of 18 because of the age restriction on real-name authentication for Alipay, the Taobao-bound payment platform, where users must be adults to be successfully authenticated. According to statistics, more than 70% of all online shoppers in China are between the ages of 18 to 40 (Statista, 2020).

3.3 Sampling Techniques

Purposive sampling was adopted as the sampling methodology. The questionnaire was distributed on several mainstream social media platforms in China such as Wechat and Weibo to find respondents who meet the requirements of this study.

3.4 Research Instruments

The data was collected via China professional market research website WJX (<https://www.wjx.cn>) through an online questionnaire. The questionnaire includes four sections which are screening questions, demographic information, operational variables of Chinese consumers' exposure to Taobao live streaming of Thai brands and another variable of customer purchase behavior. The questionnaires were

distributed on several mainstream social media platforms in China such as Wechat and Weibo to find respondents who meet the requirements of this study. The “yes or no” dichotomous questions were designed in the screening question and demographic question to ensure the respondents with the watching Taobao live streaming of Thai brands' experience. Participants who do not meet the requirements were eliminated through answering screening questions.

In this study, the five-point Likert scale questionnaire was adopted to measure items ranging from strongly disagree to strongly agree (1 = strongly disagree, 5 = strongly agree). Following the completion of the questionnaire design, the five target respondents were invited to fill out the questionnaire, and the semantic comprehension of the material was assessed and updated to improve its readability. The four sections covered in the questionnaire are as follows:

Section 1. The screening questions contained 3 questions; respondents were requested to make a judgment before answering the rest of the questionnaire.

Section 2. The demographic question contained 3 questions; respondents were asked more specific questions, including demographic questions and background on Taobao live streaming. Monthly revenue scale was adapted from Liu (2020), while the online shopping experience scale was taken from Hu and Chaudhry (2020).

Section 3. This part contained 4 questions; respondents were asked about watching Taobao live streaming in general and Taobao live streaming of Thai brands, which were adapted from Liu (2020) and Manomaiphibul (2019).

Section 4. There were 10 questions on purchase behavior covering five steps; respondents were asked about their purchase behavior for Thai brands products while watching Taobao live streaming of Thai brands. Scale items for purchasing behavior were adapted from Netz (2009) and Phithakwongwatthana (2019).

Table 3.1 Research Design

| Three phases of purchase behavior | Five steps of purchase decision making process | Questionnaire |
|-------------------------------------|--|--|
| Before purchasing the product phase | Problem identification | In the process of watching Taobao live streaming of Thai brands, I find products that meet my needs. |
| | | In the process of watching Taobao live streaming of Thai brands, I realize that I have a stronger need to buy. |
| | Information search | When I want to search for information about Thai products, I watch Taobao live streaming of Thai brands. |
| | | By watching Taobao live streaming of Thai brands, I gain information about Thai products. |
| | Evaluate alternatives | When watching Taobao live streaming of Thai brands, I compare alternatives of the same type. |
| | | I form judgments and attitudes about |

| | | |
|-------------------------------|--------------------------------------|---|
| | | products while watching Taobao live streaming of Thai brands. |
| During purchasing the product | Purchase decision/ Product choice | I have unplanned purchases while watching Taobao live streaming of Thai brands. |
| | | I have actual purchases during the process of watching Taobao live streaming of Thai brands. |
| After purchasing the product | Post-purchase evaluation | After buying Thai products on Taobao live streaming of Thai brands, I repurchase the products. |
| | | After buying Thai products on Taobao live streaming of Thai brands, I recommend them to my friends around me. |

3.5 Measurement of the Variables

In this study, there were two variables which were as follows.

Variable 1: Chinese consumers' exposure to Taobao live streaming of Thai brands

One of the variables, Chinese consumers' exposure to Taobao live streaming of Thai brands, was measured in terms of frequency and duration of watching, where the mean and standard deviation were calculated. The scale of duration was adopted and adapted from Liu (2020), and the scale of frequency was taken from Manomaiphibul (2019).

Variable 2: Purchase Behavior

According to the review of literature, due to the complexity of online purchasing, the traditional five purchase steps can be divided into three phases: before, during and after the purchase (Phithakwongwatthana, 2019). When consumers are watching Thai brands live streaming on Taobao and want to buy Thai brands products, the researchers examine their purchase behavior in three phases and measure using a 5-point Likert scale.

Table 3.2 Likert Scale Interpretation and Calculation

| 5-Point Likert Scale | | Scoring Scale with Interval for Inferential | |
|-----------------------|-------|---|---------------|
| Level of Agreement | Score | Definition | Scoring Range |
| 5 / Strongly agree | 5.0 | 5 / Strongly agree | 5.00 - 4.21 |
| 4 / Agree | 4.0 | 4 / Agree | 4.20 - 3.41 |
| 3 / Somewhat agree | 3.0 | 3 / Somewhat agree | 3.40 - 2.61 |
| 2 / Disagree | 2.0 | 2 / Disagree | 2.60 - 1.81 |
| 1 / Strongly disagree | 1.0 | 1 / Strongly disagree | 1.80 - 1.00 |

Source: Liu, D. (2019). The relationship between potential Chinese tourists' motivation, exposure to eWOM and intention to travel to Thailand. Chulalongkorn University. http://cuir.car.chula.ac.th/handle/123456789/64735?src=%2Fbrowse%3Foffset%3D200%26brw_total%3D2090%26brw_pos%3D202

Checks for Reliability

In this study, each variable was checked and measured against the measurement scales in previous studies to ensure reliability and validity. To ensure validity, the advisor helped the researcher check the draft questionnaire, considering rationality and consistency. Based on the advisor's feedback, the researcher made improvements, and before the real test, a pilot study was conducted by 3 proficient Chinese and English speakers to ensure the face and content validity of the questionnaire.

This study used Cronbach's alpha to ensure the reliability of the scale, based on an acceptance level of 0.7, with data collected from pretests of 20 respondents showing internal consistency reliability (Black et al., 2005). The reliability score for Chinese consumers' exposure to Thai brands on Taobao live streaming and their purchase behavior were 0.72 and 0.84 respectively. All 20 respondents said they understood the questionnaire or felt the questions were written in a clear and easy-to-understand format.

3.6 Data Collection, Data Analysis and Data Presentation

The questionnaires were distributed in November 2021 using the WJX platform. This study used the Statistical Package for Social Sciences (SPSS) program to analyze the data collected from the online survey to present our findings

on Thai brands on Taobao live streaming for Chinese consumers' purchasing behavior in order to provide stakeholders with effective recommendations for communicating with their target audience.

Pearson's correlation was utilized to test the hypothesis for the inferential statistic. A model by Liu (2019) was used to identify the connection between the variables with Pearson's Product Moment Correlation to identify the positive or negative relationships between the variables.

Table 3.3 Pearson Product Moment Correlation Coefficient Measurement (r)

| Scoring Scale | Meaning |
|---------------|-----------------------|
| 1.00-0.80 | Very high association |
| 0.79-0.60 | High association |
| 0.59-0.40 | Normal association |
| 0.39-0.20 | Low association |
| 0.19-0.00 | Very low association |

Source: Liu, D. (2019). The relationship between potential Chinese tourists' motivation, exposure to eWOM and intention to travel to Thailand. Chulalongkorn University. http://cuir.car.chula.ac.th/handle/123456789/64735?src=%2Fbrowse%3Foffset%3D200%26brw_total%3D2090%26brw_pos%3D202

A five-point Likert scale was used to summarize what Chinese consumers think about purchasing at different steps. In addition, the researcher chose

descriptive statistics including mean and standard deviation for each question on each variable. The results of this study were reported in the next chapter.

The findings of the relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior were presented using SPSS, which provided possible solutions for stakeholders to build strategies.

The findings of descriptive statistics analysis revealed the characteristics of the participants. To generalize the broad ideas of the respondents' purchase behavior when watching Thai brands' Taobao live streaming, a five-point Likert scale was used. Pearson's Product Moment Correlation was also employed to examine the variables' relationship. The findings of this study are detailed in the chapter that follows.

CHAPTER 4

FINDING

This chapter contains the findings from a questionnaire completed by a sample of 203 respondents who met our conditions for targeting. The information was gathered in November of 2021. The findings are segmented into descriptive and inferential analyses. The correlation analysis was carried out to see if there is a correlation between Chinese consumers' exposure to Thai brands on Taobao live streaming and their purchase behavior.

4.1 Demographic Profile of The Sample

The demographic part of this study includes information on the characteristics of the research's respondents. Gender, personal average monthly income, and online shopping experience are among the demographics.

A total of 203 questionnaire responses were gathered. Twelve questionnaires were eliminated because the respondents did not qualify for the questionnaire's screening phase. With a 94 percent response rate, a total of 203 final replies were used.

Table 4.1 Gender of the Samples

| Gender | n | % |
|---------------|------------|-------------|
| Female | 126 | 62.1% |
| Male | 77 | 37.9% |
| Total | 203 | 100% |

The majority of the 203 respondents were females, accounting for 62.1% of the overall sample (126 respondents). The second group of responders, consisting of 77 men who made up 37.9% of the total sample, was male. Table 4.1 depicts these findings.

Table 4.2 Revenue of the Samples

| Revenue Per Month | n | % |
|-----------------------------------|------------|-------------|
| Equal to or less than 15,000 Baht | 64 | 31.5% |
| 15,001 - 25,000 Baht | 45 | 22.2% |
| 25,001 - 35,000 Baht | 43 | 21.2% |
| 35,001 - 45,000 Baht | 42 | 20.7% |
| More than 45,000 Baht | 9 | 4.4% |
| Total | 203 | 100% |

The average monthly personal income of the respondents is shown in Table 4.2. The majority of respondents earned 15,000 Baht a month or less on average. This group, which accounted for 31.5 percent of the total sample, had 64 responders. The second-largest group of 45 respondents (22.2 percent) had an average monthly income of 15,001 to 25,000 Baht, followed by 43 (21.2 percent) with an average monthly income of 25,001 to 35,000 Baht. Forty-three responses with monthly incomes range from 35,001 to 45,000 Baht (20.7 percent of the sample). The group with the fewest responders, only 9, had an average monthly income of more than 45,000 Baht, or 4.5 percent.

Table 4.3 Online Shopping Experience of the Samples

| Online Shopping Experience | n | % |
|-----------------------------------|------------|-------------|
| Less than 1 years | 14 | 6.9% |
| 1–3 years | 45 | 22.2% |
| 3–5 years | 66 | 32.5% |
| 5–7 years | 48 | 23.6% |
| More than 7 years | 30 | 14.8% |
| Total | 203 | 100% |

Table 4.3 enquires about respondents' online shopping experiences. With 66 respondents accounting for 32.5 percent of the sample, the majority of respondents have 3 to 5 years of experience in online shopping. Respondents with 5 to 7 years of

experience followed, accounting for 23.6 percent of the sample. Respondents with 1 to 3 years of online shopping experience comprise the third category. Forty-five people (22.2 percent) responded. In comparison, the minority of respondents with more than seven years of online shopping experience makes up 14.8 percent of the sample or 30 respondents. The smallest number of respondents, 14 people, or 6.9 percent of the sample, had had prior online shopping experience.

4.2 Exposure to Taobao Live Streaming of Thai Brands

As mentioned in Chapter 1, this part aims to measure how often and how long Chinese consumers were exposed to Taobao live streaming of Thai brands. The study is separated into two parts because the first study objective was to investigate Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior.

Table 4.4 The Thai brand's Taobao live streaming have watched

| The most mentioned Thai brands | Number of times |
|---------------------------------------|------------------------|
| Mistine | 63 |
| RAY | 35 |
| Lactasoy | 27 |
| Bento | 22 |
| Wacoal | 22 |
| Taro | 22 |
| Lyn | 17 |
| Beauty Cottage | 14 |

**A participant's answer may include more than one Thai brand.

Table 4.5 Frequency and duration of watching

| | Frequency of Watching | | Duration of Watching | |
|--------------------------------------|-----------------------|------|----------------------|------|
| | Mean | S.D. | Mean | S.D. |
| Taobao live streaming | 3.31 | 1.18 | 2.89 | 1.31 |
| Taobao live streaming of Thai brands | 2.83 | 1.22 | 2.49 | 1.25 |
| Total | 3.07 | 1.11 | 2.69 | 1.19 |

The results in Table 4.4 indicate the mean and standard deviation of Thai brands' frequency and duration of Taobao live streaming by the samples: the mean frequency of watching Taobao live streaming was 3.31 out of 5, with a standard deviation of 1.18. The mean score given for Taobao live streaming of Thai brands was 2.87, with a standard deviation of 2.83. The mean and standard deviation of participants' duration of Taobao live streaming for Taobao live streaming, in general, was 2.89 with a standard deviation score of 1.31; for the specific Taobao live streaming of Thai brand, the mean score of duration was 2.49, and the standard deviation score was 1.25. The total mean score for frequency of watching was 3.07 and 2.69 for the duration of watching.

Table 4.6 Exposure to Taobao live streaming of Thai brands

| Exposure | Mean | S.D. |
|--|-------------|-------------|
| Frequency of watching Taobao live streaming of Thai brands | 2.83 | 1.22 |
| Duration of watching Taobao live streaming of Thai brands | 2.49 | 1.25 |
| Total | 2.66 | 1.10 |

In this section, with a reliability score of 0.724, the results from Table 4.5 demonstrated Chinese' exposure to Taobao live streaming of Thai brands, including the frequency and duration: the total mean of exposure was 2.66, with a standard deviation score of 1.10.

Table 4.7 Mean and standard deviation of purchase behavior

| Purchase Behavior | Mean | S.D. |
|---|-------------|-------------|
| Before | 3.65 | 0.73 |
| In the process of watching Thai brands Taobao live streaming, I find products that meet my needs. | 3.56 | 1.05 |
| In the process of watching Thai brands Taobao live streaming, I realize that I have a stronger need to buy. | 3.59 | 1.10 |
| When I want to search for information about Thai products, I watch Taobao live streaming of Thai brands. | 3.48 | 1.02 |
| By watching Thai brands Taobao live streaming, I gain information about Thai products. | 3.69 | 1.06 |
| When watching Thai brands Taobao live streaming, I compare alternatives of the same type. | 3.75 | 1.02 |

| | | |
|---|-------------|-------------|
| I form judgments and attitudes about products while watching Taobao live streaming of Thai brands. | 3.85 | 0.87 |
| During | 3.67 | 0.86 |
| I have unplanned purchases while watching Taobao live streaming of Thai brands. | 3.71 | 1.02 |
| I have actual purchases during the process of watching Taobao live streaming of Thai brands. | 3.62 | 0.99 |
| After | 3.63 | 0.93 |
| After buying Thai products on Taobao live streaming of Thai brands, I repurchase the products. | 3.66 | 1.07 |
| After buying Thai products on Taobao live streaming of Thai brands, I recommend them to my friends around me. | 3.60 | 1.02 |
| Total | 3.65 | 0.67 |

**Purchase behavior was examined using a five-point Likert Scale, with a score of 5 indicating strong agreement with the statement and a score of 1 indicating strong disagreement with the statement.

This section depicts a descriptive analysis of Chinese consumers' purchase behavior in Taobao live streaming of Thai brands, which is divided into three phases: before, during, and after the purchase. A five-point Likert Scale was used to assess how strongly Chinese consumers agreed with each statement about their purchase behavior. According to the data in Table 4.6, respondents had a modest level of agreement with the statement about Taobao live streaming of Thai brands, with a mean score of 3.65 for overall purchase behavior. The first phase of purchase behavior in the whole process, which is before purchasing the product phase,

consists of six statements representing the first three steps of the decision-making process, problem identification, information search, and alternatives evaluation. The overall score before the purchase phase was 3.65 (S.D. = 0.73). The statement with the highest mean score among the five statements from before the purchase phase was 'I form judgments and attitudes about products while watching Taobao live streaming of Thai brands' with a mean score of 3.85 (S.D. = 0.87), followed by the statement 'When watching Thai brands Taobao live streaming, I compare alternatives of the same type' (M = 3.75, S.D. = 1.02). Conversely, 'In the process of watching Thai brands Taobao live streaming, I find products that meet my needs' was the statement with the least mean score (3.56, S.D. = 1.05).

The next second phase, which is during the purchasing the product phase, includes the fourth step of the decision-making process. The result showed that the overall mean score during purchasing the product phase was 3.67 (S.D. = 0.86). This part consists of two statements. The statement with the higher mean score (Mean = 3.71, S.D. = 1.02) was 'I have unplanned purchases while watching Taobao live streaming of Thai brands', followed by the statement 'I have actual purchases during the process of watching Taobao live streaming of Thai brands' (Mean = 3.62, S.D. = 0.99). Then was the final phase, which was the after purchasing the product phase, consists of a post-purchase step including two statements: the mean score of 3.66 was 'After buying Thai products on Taobao live streaming of Thai brands, I

repurchase the products' and the standard deviation was 1.07; The mean score of a statement, 'After buying Thai products on Taobao live streaming of Thai brands, I recommend them to my friends around me,' was 3.60, with a standard deviation score of 1.02.

4.3 Relationship between Chinese Consumers' Exposure to Taobao Live

Streaming of Thai Brands and Their Purchase Behavior

Using Pearson's Product Moment Correlation coefficient at P-value 0.01, the relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior was evaluated.

H1: Chinese consumers' exposure to Taobao live streaming of Thai brands has a positive relationship with their purchase behavior.

Table 4.8 Correlation between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior

| Exposure to Taobao live streaming of Thai brands | |
|---|--------|
| Purchase Behavior | .298** |

** Correlation is significant at a level of 0.01 (2-tailed)

Finally, using Pearson's Correlation, the results in Table 4.7 showed a low positive association ($r = 0.298$) between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior at a significant level of 0.01. This means that the more people are exposed to Taobao live streaming of Thai brands, the more likely they are to make the purchase.



CHAPTER 5

SUMMARY AND DISCUSSION

Following the study findings, this chapter will present a summary of the data analysis and discussion. Data analysis was used to provide practical implications. Finally, the research's limitations and future research prospects were discussed.

5.1 Summary

This portion of the paper goes through the quantitative data that was collected from respondents during November 2021. The results include demographic information from the respondents as well as their agreement on brand experience. Furthermore, the results of the correlation analysis are provided.

This study's demographic section covers the respondents' gender, average monthly income, and Thai brands that they had previously seen on Taobao live streaming. A total of 203 individuals responded to the questionnaire and qualified for the research.

The revenue each month was the second demographic factor considered. The majority of responders had a monthly income of 15,000 Baht or less. They accounted for 126 people (62.1% of the sample), followed by 45 people (22.2%) with incomes ranging from 15,001 to 25,000 Baht. Similarly, individuals earning between 25,001 and 35,000 Baht account for 21.2% or 43 respondents. In addition, 42 respondents (20.7%) earned between 35,001 and 45,000 Baht. Furthermore, the majority of

respondents earned more than 45,000 Baht each month on average (9 respondents or 4.4%).

The respondents have seen Thai brands' live streaming as the last demographic characteristic. According to the responses, the most often mentioned brand by respondents was Mistine, which featured in 63 total responses, followed by 35 respondents who had witnessed the Taobao live streaming of RAY. Furthermore, the following brands were noticed often in respondents' responses: Lactasoy, Bento, Wacoal, and Taro.

The respondent's exposure to Taobao live streaming of Thai brands were investigated in an attempt to reach the first study objective. The total average score, which related to the frequency of watching Taobao live streaming in general and Thai brands in particular, was 3.07 out of 5.0. This score indicated that respondents would sometimes watch Taobao live streaming in their everyday lives, with the frequency of watching Thai brand Taobao live streaming being lower than general Taobao live streaming. On the scale of the duration of watching Taobao live streaming, it found that 30 minutes to one hour the duration of the respondents about watching Taobao live streaming in general and Thai brands (S.D. = 2.69). The mean score for the variable of this study, Chinese consumers' exposure to Taobao live streaming of Thai brands, comprising frequency and duration, was 2.66.

To address the third study question, which is if there is a relationship between Chinese consumers' exposure to Thai brand live streaming on Taobao and their

purchase behavior. According to the findings, there was a low positive relationship between these two variables ($r = 0.298$). As a result, if participants watch more Thai brands on Taobao live streaming, their purchase behavior will increase. Therefore, hypothesis 1 is validated.

5.2 Discussion

The following discussions are further obtained in this section. Firstly, in the third open-ended question in the screening questions, about the Thai brands that consumers have watched their live streaming, the brand most mentioned by the participants was Mistine, followed by RAY, which is famous for its facial masks. It demonstrated that Thai brands such as Mistine are one of the well-known brands among Chinese people. One possible explanation for this may be that Mistine is one of the best-selling Thai brands on Taobao. (Rung, 2021; Level up China, 2021)

As for the exposure of Taobao live streaming, participants' watching Taobao live streaming showed their behavior is not a habitual behavior, but only an occasional one. The frequency of watching Taobao live streams of Thai brands is also relatively lower than the frequency of watching general overall Taobao live streaming. There was a similar trend in the duration of watching Taobao live streaming. Most of the respondents' watching time was less than two hours, and the duration of watching Thai brands live streaming was also shorter than that of watching general Taobao live streaming. This is because more and more people accept e-commerce through live streaming with lower prices and skilled shopping guides, which encourage more people to shop through live streaming (X. Wang,

2020). This is in line with prior results that e-commerce platforms want to encourage users to watch live broadcasts and generate traffic to their platforms, but consumers are now unwilling to join, and their involvement time is limited (Su, 2019). In China, there are other channels for Chinese consumers to get to know Thai brands, such as Red and Weibo, which means Chinese consumers have other connection options to get familiar with Thai brands except Taobao live streaming.

The mean scores for the three phases of purchasing behavior: before, during, and after purchasing the product, were pretty close, with just a little difference between each mean score. According to the finding of purchase behavior, “*When watching Thai brands Taobao live streaming, I compare alternatives of the same type*” (M = 3.75) had the highest agreement level among the total statements. Here we can see consumers would regard Thai brands as alternatives and have a comparison with other brands when they are making purchase decisions. At the same time, even though in Taobao live streaming merchants would exchange information with consumers based on their needs, providing appropriate product information and additional customer service (Wang et al., 2021), “*When I want to search for information about Thai products, I watch Taobao live streaming of Thai brands*” (M = 3.48) was the lowest mean score of the total statements, which replied that information-seeking needs would not drive them choose to watch Thai brands’ Taobao live streaming, so the results of this study has been unable to support that people appreciate e-commerce live streaming because it provides them with information-oriented services (Cai et al. , 2018). A possible explanation for this might be that consumers have known about the Thai brand's products before this, so they

don't need to get information through Taobao live streaming. Another possible explanation for this is that because most products of Thai brands offered via Taobao live streaming are low involvement products with an inexpensive price, consumers can easily make decisions without searching through additional information (Solomon, 2015).

Another finding of purchase behavior is also interesting, the statement of "I have unplanned purchases while watching Taobao live streaming of Thai brands" ($M = 3.71$) got the highest mean score among the statements during the purchase phase, which indicated Taobao live streaming would affect and stimulate the participants' purchase behavior. This result was consistent with a previous study that, through the introduction and encouragement of the live streamer during E-commerce live streaming, consumers are more likely to make impulse purchases in a short amount of time (Lee & Chen, 2021). This also further supported the finding from Zhang et al. (2019), which stated that live video streaming could enhance consumers' online purchase intention because of real-time communication, in-depth involvement, and a reliable situation.

The findings of the inferential analysis revealed that there is a positive but low association between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior, which supports H1 of this study. This implied that samples were exposed to Thai brand live streaming on Taobao and were more likely to make a purchase. Once they have been exposed to Thai brands' Taobao live streaming, it would lead to the purchase of Thai brands' products.

Taobao live streaming as a connecting window for consumers to learn about brands and make purchases; this study has confirmed the standpoint that live streaming has a positive association with purchase behavior, the more consumers watch, the more they are likely to buy things via live streaming (Zhang et al., 2019; Wang et al., 2021). This aligns with Lyu's (2021) research that e-commerce live streaming can positively improve consumers' purchase intention through interactivity. Despite the fact that H1 was confirmed, it is worth mentioning that the low relationship might be attributable to customer-perceived usefulness and perceived ease of use or other factors (Yin, 2020). As a result, there are several potential explanations for why the association between Chinese consumers' exposure to Thai brand live streaming on Taobao and their purchasing behavior was so low that have yet to be explored in further research, possibly due to the Thai branded products themselves, or other motivational factors such as celebrities involving in live streaming, sales promotion special offering, which can trigger the online impulsive purchase behavior.



5.3 Limitations and direction for further research

Overall, the study yielded effective and encouraging findings that might add to the body of knowledge about the relationship between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior. There was, however, some shortcoming that can be identified and corrected in the future. Since research on Thai brands is scarce, it is not easy to access relevant data for this

research; thus, this study draws on research on other types of brands that study online live streaming.

Furthermore, the current study solely examined the association between Chinese consumers' exposure to Taobao live streaming of Thai brands and their purchase behavior. Future research might focus on the variables influencing the association during the Taobao live streaming. It would also be beneficial to broaden the data collecting method by employing a qualitative approach to understand the causes behind the association better.

Future researchers might go deeper into this topic in order to broaden and deepen our understanding. A prospective study could, for example, utilize qualitative approaches like interviews to learn more about Taobao live streaming consumers' purchase behavior. In addition, case studies may be used to examine further various aspects' influence on consumer purchase behavior in Taobao live streaming. Future research might look into the influence of celebrities, sale promotions, as well as other variables affecting consumers during online live streaming. Furthermore, in order to prioritize the influence of Taobao live streaming on customer attitude and purchase behavior, future studies might apply quantitative methodologies while extending the sample size and research area.

5.4 Practical Implications

The findings of this study give information regarding consumers' exposure to Thai brand Taobao live streaming and their purchase behavior of Thai brands during the live stream. Several practical consequences may be taken from these findings.

First, the survey results show that consumers do not develop a habit of watching Taobao live streaming, and the majority of consumers watch live streams on occasion. Even though most customers have been shopping online for a long time, Taobao live streaming shopping, a revolutionary purchasing method that appeared in 2016, has yet to infiltrate consumers' daily lives truly. Taobao live streaming shopping has yet to be popularized among a wider variety of consumers.

The data also revealed that exposure to Taobao live streaming for Thai brands has a positive correlation with Chinese consumers' purchase behavior in general. As a result, using Taobao live streaming as a strategy to introduce and market products is an effective and efficient strategy, and marketers should consider the positive influence of Taobao live streaming on consumer purchase behavior and seize the tool of live streaming to increase the awareness and influence of Thai brands in China.

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APPENDIX A

Questionnaire (English Version)

Research Questionnaire

The Study of The Relationship Between Chinese Consumers' Exposure to Taobao Live Streaming of Thai Brands and Their Purchase Behavior

This research project is conducted in partial requirement of the Communication Research Project and was designed by Master of Strategic Communication Management students at the School of Communication Arts, Chulalongkorn University.

This questionnaire will take approximately 5 minutes. Participants are asked to complete all questions below as accurately as possible based on your input. The data collected will be analyzed and used for educational purposes only.

Section 1 Screening Question

Instructions: Please check (✓) the answer that best represents you

1. What age are you?

- 1. Under 18 years old (end the survey)
- 2. 18 to 40 years old
- 3. Older 40 years old (end the survey)

2. Have you watched Taobao live streaming of Thai brands in the past 3 months?

- 1. Yes
- 2. No (end the survey)

3. Please specify which Thai brands' Taobao live streaming you have watched before:

Section 2 Demographic Question

Instructions: Please check (✓) the answer that best represents you

1. What gender of you?

- 1. Female
- 2. Male
- 3. Others

2. How much of your revenue per month?

- 1. Equal to or less than 15,000 Baht (Around 3000 yuan)
- 2. 15,001 - 25,000 Baht (Around 3000 yuan-5000 yuan)
- 3. 25,001 - 35,000 Baht (Around 5,001–7,000 yuan)
- 4. 35,001 - 45,000 Baht (Around 7,001–9,000 yuan)
- 5. More than 45,000 Baht (More than 9,000 yuan)

3. How long have you had online shopping experience?

- 1. Less than 1 years
- 2. 1–3 years
- 3. 3–5 years
- 4. 5–7 years
- 5. More than 7 years



Section 3 Exposure to Taobao live streaming of Thai brands

Instructions: Please check (✓) the answer that best represents you

| | Frequency (5 - Always; 1 - Rarely) | | | | |
|---|------------------------------------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| 1. How often do you watch Taobao live streaming? | | | | | |
| 2. How often do you watch Taobao live streaming of Thai brands? | | | | | |

| | Duration | | | | |
|--|---------------------------|---------------------|---------------------|-------------------------------|------------------------------|
| | Longer than 3 hour (5) | 2 to 3 hours (4) | 1 to 2 hours (3) | 30 minutes to one hour (2) | Less than a half hour (1) |
| 3. How long do you watch Taobao live streaming each time? | | | | | |
| 4. How long do you watch Thai brands' Taobao live streaming each time? | | | | | |

Section 4 Consumer Purchase Behavior of Thai brands via Taobao

Instructions: Please rate the statements below according to your opinion about Consumer Purchase Behavior by marking (✓) under the number in the scale below:
1= Strongly disagree, 2= Disagree, 3= Neither agree nor disagree, 4= Agree, 5= Strongly agree.

Phase 1:

| Statement (Before purchasing the Thai product on Taobao) | Agree↔Disagree | | | | |
|--|----------------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| 1. In the process of watching Thai brands Taobao live streaming, I find products that meet my needs. | | | | | |
| 2. In the process of watching Thai brands Taobao live streaming, I realize that I have a stronger need to buy. | | | | | |
| 3. When I want to search for information about Thai products, I watch Taobao live streaming of Thai brands. | | | | | |
| 4. By watching Thai brands Taobao live streaming, I gain information about Thai products. | | | | | |
| 5. When watching Thai brands Taobao live streaming, I compare alternatives of the same type. | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| 6. I form judgments and attitudes about products while watching Taobao live streaming of Thai brands. | | | | | |
|---|--|--|--|--|--|

Phase 2:

| Statement (During purchasing the Thai product on Taobao) | Agree↔Disagree | | | | |
|---|----------------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| 1. I have unplanned purchases while watching Taobao live streaming of Thai brands. | | | | | |
| 2. I have actual purchases during the process of watching Taobao live streaming of Thai brands. | | | | | |

Phase 3:

| Statement (After purchasing the Thai product on Taobao) | Agree↔Disagree | | | | |
|--|----------------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| 1. After buying Thai products on Taobao live streaming of Thai brands, I repurchase the products. | | | | | |
| 2. After buying Thai products on Taobao live streaming of Thai brands, I recommend them to my friends around me. | | | | | |

APPENDIX B**Questionnaire (Chinese Version)****研究问卷****关于中国消费者接触淘宝泰国品牌直播与购买行为关系的研究**

这项研究是泰国朱拉隆功大学传播艺术学院战略传播硕士课程的学生专业项目的一部分。这份调查旨在研究中国消费者接触淘宝泰国品牌直播与购买行为关系研究。本问卷调查是自愿填写的，并采用完全匿名的形式，您的个人信息和答案将会被严格保密。所收集的数据将被分析并仅用作学术教育目的。

第一部分 填写说明：请在你的选项上打勾(√)

1. 你的年龄属于哪个阶段？

- 1. 18岁以下（结束调查）
- 2. 18至40岁
- 3. 40岁以上（结束调查）

2. 在过去3个月中，您是否观看过泰国品牌的淘宝直播？

- 1. 有
- 2. 没有（结束调查）

3. 您之前看过哪些泰国品牌的淘宝直播，请列举出具体品牌：

第二部分 填写说明：请在你的选项上打勾(√)

1. 你的性别是什么？

- 1. 女
- 2. 男
- 3. 其他

2. 您每个月的收入有多少？

- 1. 等于或少于3000元
- 2. 3001 元 - 5000元
- 3. 5001元 - 7000元
- 4. 7001元 - 9000元
- 5. 超过9000元

3. 您有多长时间的网上购物经验？

- 1. 不到1年
- 2. 1-3年
- 3. 3-5年
- 4. 5-7年
- 5. 7年以上



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第三部分 填写说明：请在你的选项上打勾(√)

1. 请选择最符合你泰国品牌淘宝直播观看情况的选项（1 = 极少， 2 = 较少， 3 = 偶尔， 4 = 经常， 5 = 总是）

| | 泰国品牌淘宝直播观看频率（5 - 总是; 1 - 极少） | | | | |
|---------------------|------------------------------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| 1. 你多久看一次淘宝直播？ | | | | | |
| 2. 你多久看一次泰国品牌的淘宝直播？ | | | | | |

| | 泰国品牌淘宝直播观看时长 | | | | |
|-------------------------|--------------|--------------|--------------|------------------|---------------|
| | 超过三小时 (5) | 两到三小时 (4) | 一到两小时 (3) | 三十分钟到一个小时 (2) | 少于半个小时 (1) |
| 3. 你每次看淘宝网的直播的时长是多久？ | | | | | |
| 4. 你每次看泰国品牌的淘宝直播的时长是多久？ | | | | | |

第四部分 填写说明：请在你的选项上打勾(√)

1. 请选择**最符合你在泰国品牌淘宝直播中的购买行为的选项**（1 = 完全不同意，
2 = 不同意，3 = 不赞同也不反对，4 = 同意，5 = 完全同意）

第一阶段:

| 项目 (在淘宝直播上购买泰国产品之前) | 完全同意↔完全不同意 | | | | |
|--------------------------------------|------------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| 1. 在观看泰国品牌淘宝直播的过程中，我找到了符合我需求的产品。 | | | | | |
| 2. 在观看泰国品牌淘宝直播的过程中，我意识到自己会有更强烈的购买需求。 | | | | | |
| 3. 当我想搜索有关泰国产品的信息时，我就看泰国品牌的淘宝直播。 | | | | | |
| 4. 通过观看泰国品牌的淘宝直播，我获得了关于泰国产品的信息。 | | | | | |
| 5. 在观看泰国品牌的淘宝直播时，我会比较同类型的替代品。 | | | | | |
| 6. 在观看泰国品牌的淘宝直播时，我会形成对产品的判断和态度。 | | | | | |

第二阶段:

| 项目 (在淘宝直播上购买泰国产品的过程中) | 完全同意↔完全不同意 | | | | |
|----------------------------------|------------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| 1. 我在观看泰国品牌的淘宝直播的过程，我会有计划外的购买行为。 | | | | | |
| 2. 我在观看泰国品牌的淘宝直播的过程中，会有实际的购买行为。 | | | | | |

第三阶段:

| 项目 (在淘宝直播上购买泰国产品之后) | 完全同意↔完全不同意 | | | | |
|---------------------------------------|------------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| 1. 在淘宝网上购买了泰国品牌的直播产品后，我又会回购该产品。 | | | | | |
| 2. 在淘宝网的泰国品牌直播间购买泰国产品后，我会向周围的朋友推荐该产品。 | | | | | |

VITA

NAME Chen Lin
DATE OF BIRTH 14 Oct 1998
PLACE OF BIRTH China



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