

The Effect of Live-Streaming Shopping on the Consumers' Perceived Risk and Purchase Intention in Tuy, Batangas

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Abstract:

This research study aimed to understand the impact of live-streaming shopping on consumers' perceived risk and purchase intention in Tuy, Batangas. It focused on evaluating respondents' profiles and their perceptions of live-streaming shopping, considering factors such as the streamer's credibility, media richness, and interactivity. Additionally, the study examined the levels of perceived risk and the extent of consumers' purchase intentions. It also analyzed whether there were significant differences in these assessments based on respondents' profiles. Furthermore, the study explored the influence of the streamer's credibility, media richness, and interactivity on perceived risk and how perceived risk, in turn, affects purchase intention. Based on the findings, strategies for enhancing the live-streaming shopping experience to boost consumers' purchase intentions were proposed. The researcher employed a descriptive correlational research method. A survey questionnaire, adapted from a previous study, was used to evaluate live-streaming shopping variables, perceived risk, and purchase intention. Respondents in Tuy, Batangas were selected through multi-stage and simple random sampling. Statistical software was utilized for data analysis. The study revealed that the majority of live-streaming shopping consumers in Tuy, Batangas are Generation Z females who are either high school graduates or college undergraduates, with a monthly household income of Php 36,399 or below. These consumers rated streamers' credibility and media richness highly, though the level of interactivity was rated only slightly high. Additionally, consumers perceived a slightly high level of risk associated with live-streaming shopping, alongside a similarly elevated purchase intention. Analysis showed that there were significant differences in certain variables when consumers were grouped according to their profiles, while other variables showed no significant differences. Moreover, the streamer's credibility, media richness, and interactivity did not significantly impact consumers' perceived risk. However, perceived risk did have a significant effect on purchase intention. The study's findings led to the proposal of strategies for effectively using live streaming as a marketing tool to enhance the shopping experience and increase product sales.

Keywords —Live-Streaming Shopping, Digital Marketing, Perceived Risk, Purchase Intention.

I. INTRODUCTION

Digital marketing or online marketing is the promotion of products, services, or brands through digital channels such as search engines, social media, email, and websites. It involves using various digital platforms to reach target audiences and drive conversions. Digital marketing has become an essential part of any business's

marketing strategy, allowing for precise targeting, measurable results, and cost-effective campaigns. In today's digital age, businesses are increasingly relying on digital marketing to reach their customers. Because of digital marketing, the concept of online shopping was introduced. Online shopping, also known as e-commerce or internet shopping, is the process of buying and selling goods

or services over the internet. It has become a convenient way for consumers to browse and purchase products from the comfort of their own homes. Online shopping allows consumers to compare prices, read reviews, and make purchases at any time of the day or night. With the rise of e-commerce, online shopping has become a major channel for businesses to reach their customers.

An example of online shopping is live-streaming shopping, a relatively new concept involving real-time broadcasting of products or services. This approach allows consumers to interact with products or services in real-time, creating an experience akin to traditional shopping. Live-streaming shopping has gained significant popularity in Asia, particularly in China, where it is known as "live commerce" or "shoppable live streaming."

Overall, digital marketing has opened new opportunities for businesses to reach their customers and promote their products or services. Online shopping has made it easier for consumers to purchase products from anywhere in the world, while live-streaming shopping has created a new way for businesses to connect with customers and showcase their products in real-time.

In relation to this, the current study focused on the impact of live-streaming shopping on consumers' perceived risk and purchase intention in Tuy, Batangas. While there are existing studies on this topic, such as the work by Chuling and Yu-li (2021), which examined the effects of live-streaming shopping on consumer behavior in China, these studies have limitations. Chuling and Yu-li noted that their findings might not be generalizable to other cultural and economic contexts, as their respondents were all from China. Additionally, their research was limited to the Taobao platform, prompting a recommendation for future studies to explore other live-streaming platforms.

Similarly, Señara et al. (2022) investigated the influence of social media on live selling and its effect on customers' purchasing behavior. This body of research underscores the need for further studies in diverse settings and using various platforms to fully understand the dynamics of live-streaming shopping. They concluded that although online

selling mechanism was viewed as positive and beneficial, a thorough review is needed to align the new trend of buying paradigm.

To fill the gap, this study aimed to know the effect of live-streaming shopping on the consumers' perceived risk and purchase intention, with people in Tuy, Batangas as the sample and with various social media applications as the platform. Also, even though there are many sellers in Tuy who engage in live streaming, some of them find it hard to increase their viewers which results to low engagement.

II. MATERIALS AND METHODS

Research Design

The researcher used the descriptive correlational method of research since it involved collecting data to answer the questions concerning the status of the study and to know if there is a significant relationship between the variables used.

Descriptive research is research which goal is to provide a snapshot of the current state of affairs. It provides a relatively complete picture of what is occurring at a given time. It also allows the development of questions for further study. On the other hand, correlational research is research designed to discover relationships among variables and to allow the prediction of future events from present knowledge (Stangor and Walinga, 2019). On the other hand, descriptive correlational research design describes the variables and measures the extent of the relationships that occur between and among the variables. (Aprecia et al., 2022)

Respondents

The respondents of the study were the 381 selected people in Tuy, Batangas who engage in live-streaming shopping. They are selected from the list via simple random sampling through Excel's certain formula for choosing random numbers between the given number range. In Tuy, there were a total of 22 barangays, and based on data provided by each barangay, the municipality had a population of 35,630 individuals aged 18 and above. To select respondents, the researcher needed to

reduce the population size due to its magnitude. Each barangay underwent multi-stage sampling. At level 1, only 1 purok/sitio per barangay was chosen using simple random sampling via a spinning wheel. The selected purok/sitio per barangay was then compiled and numbered. At level 2, the list per purok underwent filtering. Upon filtering, it was found that the total number of individuals aged 18 and above from the selected purok/sitio per barangay was 3,937. This list of 3,937 individuals was then utilized to determine the study's respondents.

Data Gathering Instrument

The research questionnaire that was used on this study to assess the streamer’s credibility, media richness, and interactivity on live-streaming shopping, perceived risk, and purchase intention was adopted from the study of Chuling and Yu-li (2021). It has four parts: profile of the respondents; assessment on the factors affecting perceived risk; assessment of the level of perceived risk; and the extent of consumer’s purchase intention.

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As the questionnaire was adopted, there is no need for a dry run as its validity is inherently assumed. Additionally, the questionnaire underwent further validation through assessment by the research statistician, who employed Cronbach’s Alpha, confirming its reliability.

The reliability of each scale or variable in the questionnaire is presented in Table 1.

Table 1
Reliability

Variable	Number of Items	Cronbach’s Alpha (Song and Liu, 2021)	Cronbach’s Alpha (This Study)
Streamer’s Credibility	12	.85	.94
Media Richness	4	.64	.92
Interactivity	5	.72	.90
Perceived Risk	6	.87	.94
Purchase Intention	4	.70	.86

The researcher used printed and online survey questionnaires in gathering data for the study the effect of live-streaming shopping on the consumers’ perceived risk and purchase intention in Tuy, Batangas.

In addition to conducting face-to-face surveys, the researcher and enumerators also employed an online survey questionnaire. This approach was chosen to accommodate respondents who were unavailable at home or occupied with work during the survey period. With the assistance of their relatives, these individuals were invited to complete the online survey questionnaire. Furthermore, utilizing the online platform was deemed more practical, cost-effective, and efficient in gathering the essential information needed for the success of this study.

The scoring and interpretation used for the questionnaire is presented in Table 2. Response scale ranges from 1-7 and 7 is the highest.

Table 2
Scoring and Interpretation for the Assessment of Streamer’s Credibility, Media Richness, Interactivity, Perceived Risk, and Purchase Intention

Response Scale	Verbal Response	Mean Score	Interpretation
7	Strongly Agree	6.50-7.00	Very High
6	Agree	5.50-6.49	High
5	Somewhat Agree	4.50-5.49	Slightly High
4	Neither Agree nor Disagree	3.50-4.49	Moderate
3	Somewhat Disagree	2.50-3.49	Slightly Low
2	Disagree	1.50-2.49	Low
1	Strongly Disagree	1.00-1.49	Very Low

Data Gathering Procedure

The data gathering procedure commenced with the researcher obtaining permits from the office of the mayor of Tuy, Batangas, to conduct surveys within the municipality. Subsequently, permits were also secured from all barangay captains to conduct surveys and collect necessary data. With all permissions in place, the researcher proceeded with the multi-stage sampling process to identify target respondents for the study.

Using Excel's formulas, random participants were selected from the compiled lists. The researcher, accompanied by four enumerators, conducted surveys across all barangays of Tuy. In addition, barangay health workers (BHW) provided valuable assistance during the survey process.

To accommodate respondents who were unavailable during the survey visits, online surveys were conducted with the guidance of their family members who were present at home. This comprehensive approach ensured the inclusion of diverse perspectives and facilitated the gathering of data essential for the study's objectives.

When a target respondent failed to participate due to various reasons, the next on the list of target respondents was invited to answer the survey questionnaire until the target number of respondents was completed. After completing the 381 responses, the researcher encoded the data in MS Excel and submitted it to the statistician for the statistical treatment of data.

Statistical Treatment of Data

All the data gathered using the questionnaire were incorporated into a master tally so that the response in each item could be easily analyzed. The data gathered were interpreted and analyzed through Frequency and Percentage, Weighted Mean, Kruskal Wallis H-Test, Mann-Whitney U-Test, Multiple Linear Regression, and Simple Linear Regression.

III. RESULTS AND DISCUSSIONS

Table 3 presents the profile of the respondents in terms of age.

Table 3
Distribution of Respondents by Age

Age Group	Frequency	Percent
18 - 26 years old (Gen Z)	255	66.9
27 - 42 years old (Millennials)	86	22.6
43 - 58 years old (Gen X)	35	9.2
59 and above (Baby Boomers)	5	1.3
Total	381	100

As shown in Table 3, 255 out of 381 respondents or 66.9 percent of the total respondents belong to Generation Z while there were only 5 respondents in the age group of 59 and above or the so-called Baby Boomers.

This means that the Gen Z in Tuy, Batangas are the ones who were most engaged in various social media platforms and doing live-streaming shopping in Tuy, Batangas.

Table 4
Distribution of Respondents by Sex

Sex	Frequency	Percent
Male	96	25.2
Female	285	74.8
Total	381	100

As observed in Table 4, most of the respondents were female comprising 74.8 percent of the total respondents while the male respondents were only 25.2 percent of the total. This only means that women in Tuy, Batangas are more engaged in live-streaming shopping than men.

There is a huge gap between male and female respondents. This is because during the conduct of the survey, whenever males were chosen on the list to participate in the study based on random sampling, it is very rare that they will participate in the study. Their reason is that they are not watching live-streaming or engaging with live-streaming shopping because they are not interested into it in the first place. They think they'll waste their time if they will watch live streaming because they're not into buying anything even in physical stores because their wives, mothers, or sisters are the ones shopping for them.

Table 5
Distribution of Respondents by Educational Attainment

Educational Attainment	Frequency	Percent
Elementary Graduate / High School Undergraduate	20	5.2
High School Graduate / College Undergraduate	194	50.9
College Graduate	167	43.8
Total	381	100

It is very evident in Table 5 that more than half or 50.9 percent of the total respondents were high school graduates or college undergraduates, 43.8 percent were college graduates, and 5.2 percent were elementary graduates or high school undergraduates.

This only means that in Tuy, Batangas, most of the people watching and engaging in live-streaming shopping are those who are high school graduates or those who are still studying in college or college

undergraduates. Earlier results showed that most of the respondents were Gen Z, so, understandably, they are still students (high school or college) and this is also supported by the next highest number of respondents which is 43.8 percent of the respondents who were already college graduates.

When some of them were asked why they engage into live-streaming shopping, they stated that whenever they have free time, they browse their social media and e-commerce accounts, and they search for various products to kill time (either via online postings, video recommendations, or live streaming) which sometimes leads to impulsive buying. Also, they stated that they enjoy online shopping specifically live-streaming shopping.

According to Chuling and Yu-li (2021) and Yan (2022), wherein more than 50 percent of their respondents were college graduates, while this study showed that 43.8 percent of the respondents were college graduates. Similarly, Carpio (2022) revealed that college students are fond of buying women's clothes, dresses, and other accessories that will make them more fashionable, especially when they are to join events.

Table 6
Distribution of Respondents by Monthly Household Income

Monthly Household Income	Frequency	Percent
Php 36,399 and below (Low-Income Class)	270	70.9
Php 36,400 - Php 109,199 (Middle-Income Class)	89	23.4
Php 109,200 and above (High-Income Class)	22	5.8
Total	381	100

Table 6 shows that 270 out of 381 or 70.9 percent of the respondents have a monthly household income of 36,399 pesos and below, and only 22 out of 381 or 5.8 percent of the respondents have a monthly household income of Php 109,200 and above. Surprisingly, those who belong to the low-income class in Tuy, Batangas were the ones most engaged in live-streaming shopping. Since Tuy is a third-class municipality, it is not surprising that most of the respondents belong to low-income class. However, the interesting fact is that they're also the ones who were most engaged in live-streaming shopping. When some of them was interviewed as to why they're engaged with live-streaming shopping, they answered that they only

buy things that they need, and live-streaming shopping is more convenient and time-saving as compared to buying in the physical store. They further stated that because of vouchers and promos such as free shipping promos, they can get the items at a lower price as compared to buying in the physical stores.

Similarly, according to Balita (2024), low-income class in the Philippines are the second largest percentage of e-commerce users in the Philippines as of June 2023 with 34.4 percent which is close to the largest percentage of e-commerce users which is the high-income class with 34.9 percent of the total. This implies that since live-streaming shopping is a form of e-commerce, it is understandable that people in Tuy, Batangas who belong to low-income class are also very much engaged in live-streaming shopping.

Table 7 presents the consumers' assessment on live-streaming shopping in terms of streamer's credibility.

As evident in Table 7, the composite mean is 6.20 which means that the respondents' assessment on streamer's credibility on live-streaming shopping is high. They agreed that the streamer's attractiveness, expertise, and trustworthiness are being considered in the live-streaming shopping. The results are not surprising because of course, customers will trust more those streamers who have high credibility than those who are not that credible or popular yet.

The top three items with the highest means are: the streamer gives viewers information about the product/service, they think that the streamer knows very much about the product or service, and they expect the streamer to have good intentions towards them.

Table 7
Assessment on the Level of Streamer's Credibility

Streamer's Credibility	Mean	Interpretation
I think that the streamer is intelligent.	6.08	High
I think that the streamer has an enjoyable live-streaming style.	6.22	High
I think that the streamer has a funny personality.	6.06	High
I think that the streamer has an appealing appearance.	6.08	High
I think that the streamer knows very much about the product or service.	6.32	High
It is an undeniable fact think that	6.13	High

the streamer is an expert on the product / service.		
The streamer has a lot of experience with the product / service.	6.26	High
The streamer is likely to see/read a lot of reference sources / materials related to the product / service.	6.08	High
The streamer gives viewers information about the product/service.	6.36	High
I expect that the streamer will keep promises that he/she makes.	6.24	High
I expect the streamer to have good intentions towards me.	6.32	High
I expect the streamer's intentions to be benevolent.	6.19	High
Composite Mean	6.20	High

When some of the customers were asked by they engage in live-streaming shopping, one of their answers is that they enjoy watching live streaming and even if they don't have intention to buy in the first place, some of them end up with impulsive buying because the streamer is good on providing detailed information about the product and it makes them feel that they need the product. Because the streamer provides detailed information about the product, it helps the customers feel that the streamer is knowledgeable when it comes to the product being showcased. Lastly, the customers stated that streamers who give advice to the customers when it comes to the variation of the product or item that fits them makes them feel that the streamer cares for them and have a good intention towards them.

On the other hand, the top four items with the lowest mean are: they think that the streamer has a funny personality; they think that the streamer is intelligent, they think that the streamer has an appealing appearance; and the streamer is likely to see/read a lot of reference sources / materials related to the product / service. The items with the lowest mean in streamer's credibility are related to the physical appearance and personality of the streamer. Even though these are the items with the lowest mean, the assessment to these were still high so customers also consider the streamer's personality, intelligence, physical appearance, and knowledge.

Table 8
Assessment on the Level of Terms of Media Richness

Media Richness	Mean	Interpretation
Live streaming allows my communication partners (the streamer, and other viewers) and me to give and receive timely feedback.	6.15	High
Live streaming allows my communication partners (the streamer, and other viewers) and me to tailor our messages to our own personal requirements.	6.11	High
Live streaming allows my communication partners (the streamer, and other viewers) and me to communicate a variety of different cues (such as emotional tone, attitude) in our messages.	6.15	High
Live streaming allows my communication partners (the streamer, and other viewers) and me to use rich and varied language in our messages.	6.13	High
Composite Mean	6.14	High

Table 8 presents the consumers' assessment on live-streaming shopping in terms of media richness. As evident in Table 8, the assessment on media richness in live-streaming shopping is also high with composite mean of 6.14. It means that customers also consider the technology-related features of live streaming because it lets them have a more personal experience of online shopping.

The top two items with the highest mean are: live streaming allows my communication partners (the streamer, and other viewers) and me to give and receive timely feedback, and live streaming allows my communication partners (the streamer, and other viewers) and me to communicate a variety of different cues (such as emotional tone, attitude) in our messages.

As per the interview with some of the respondents, they engage in live-streaming shopping because of real-time interaction not only with the seller but also with other customers. They can also use various emojis and stickers in the comment section so they can express their feelings more. Nowadays, Gen Z are so much into various social media platforms wherein they can interact with each other because for them, it is very enjoyable, so it is not surprising that it is also one of their reasons for engaging with live-streaming shopping.

On the other hand, the two items with the lowest mean are: live streaming allows my communication partners (the streamer, and other viewers) and me to use rich and varied language in our messages, and live streaming allows my communication partners (the streamer, and other viewers) and me to tailor our messages to our own personal requirements. Although these were the items with the lowest mean, the assessment was still high on these items. Meaning to say, customers value the customization of messages when it comes to live-streaming shopping. As per customers, they enjoy live streaming wherein the streamer interacts with them by using rich and varied language, it makes them feel that the streamer really understands them and makes them feel more connected. It is understandable why the customers' assessment on these items were also high.

Table 9 presents the consumers' assessment on live-streaming shopping in terms of interactivity. When it comes to interactivity during the live streaming, Table 9 showed that the composite mean was 6.17 which means that the respondents' assessment on interactivity in the live-streaming shopping was also high. They agreed that consumers' and streamer's interactivity are being considered and they can communicate and get advice from the seller and the consumers as well.

Any conversation that is interactive makes each party feel that they belong, so it is understandable that consumers' assessment on interactivity was high. As per the interview, some customers prefer streamers with good voice quality and is talkative because it makes the live stream livelier. They further stated that impulsive buying happens sometimes because of how the streamer answers all the queries and how the streamer interacts with the buyers. Lastly, other customers' comments help them assess if the streamer is indeed trustworthy or not.

Table 9
Assessment on the Level of Interactivity

Interactivity	Mean	Interpretation
The streamer is willing to communicate with me.	6.26	High
I can get a lot of good advice from the streamer.	6.08	High
The streamer has the ability to respond to my specific questions quickly and efficiently.	6.20	High

I can communicate in real-time with other consumers in live-streaming shopping.	6.07	High
Other consumers' real-time comments help me to make my purchase decisions.	6.27	High
Composite Mean	6.17	High

Table 10 presents the assessment of consumers on their perceived risk as regards live-streaming shopping. It revealed that the level of perceived risk in live-streaming shopping is slightly high. This is not surprising because based on interviews with some customers, they are aware of the risks when it comes to online shopping, particularly in live-streaming shopping. Some of them are afraid that the streamer is a scammer or that the product that will be delivered to them will not meet their expectations.

Although the respondents assessed all the items under the perceived risk as slightly high, the top three highest mean were 5.45, 5.31, and 5.04 which are: I am worried that the product will fail to meet the performance requirements originally described by the streamer, I am worried that the after-sales service will not be good, and I feel worried about purchasing through live streaming.

This means that those risks were only present in live-streaming shopping since they can't check it themselves before buying it unlike when buying from a physical store. As per the interview with the customers, they are afraid that the product will not meet their expectation, or the streamer exaggerated the way he or she endorsed the product. They're also afraid that if the item that was received was wrong or has issues, it will be hard to return or refund it. These were understandable because of course; those risks were only present in live-streaming shopping or online shopping, so it is normal that customers' assessment to those items were slightly high.

On the other hand, the top three items with the lowest mean are: I am worried that shopping through live streaming will not be approved by my family or friends, I am worried about wasting my time in live streaming shopping, and I am worried that the prices of the products in live streaming are higher than the prices in other places. Even though these items were the items with the least mean, the assessment to these items were still slightly high.

Meaning to say, disapproval from friends and family members, wasting their time, and price issues also affect their perceived risk when it comes to live-streaming shopping. These were understandable because live streaming became more popular only during the pandemic in the year 2020 so other people were still not open to this concept and make fun of people who engage to this kind of shopping. Also, as per the interview to some customers, whenever they watch live streaming, they enjoy it so much that it seems like time flies so fast, and they became unproductive because they spent their time watching live streaming. Lastly, they stated that they cannot compare the prices to the physical store when watching live-streaming shopping so they are afraid that they might buy items in the live streaming in a higher price.

Table 10
Assessment on the Level of Perceived Risk

Perceived Risk	Mean	Interpretation
I am worried that the product will fail to meet the performance requirements originally described by the streamer.	5.45	Slightly High
I am worried that the after-sales service will not be good.	5.31	Slightly High
I feel worried about purchasing through live streaming.	5.04	Slightly High
I am worried that shopping through live streaming will not be approved by my family or friends.	4.61	Slightly High
I am worried that the prices of the products in live streaming are higher than the prices in other places.	4.93	Slightly High
I am worried about wasting my time in live streaming shopping.	4.73	Slightly High
Composite Mean	5.01	Slightly High

Table 11 revealed that the assessment of the consumers when it comes to purchase intention in live streaming is slightly high. The composite mean was 5.46 which means that respondents somewhat agreed that there is purchase intention when watching live streaming of products for sale. Surprisingly, the results showed that even though the customers' level of perceived risk in live-streaming shopping was slightly high, the extent of their purchase intention was also slightly high.

Table 11
Assessment on the Level of Perceived Risk

Purchase Intention	Mean	Interpretation
I prefer purchasing products through live streaming.	5.43	Slightly High
If I were going to buy the product online, I would consider buying the product through live streaming.	5.46	Slightly High
I will have the purchase intention through live streaming even I do not have a need for shopping.	5.34	Slightly High
When I am watching live streaming, I sometimes have the purchase intention even though I do not need to do the shopping.	5.62	High
Composite Mean	5.46	Slightly High

The results were very interesting so some of the customers were asked why they still purchase via live stream given that the level of their perceived risk was already slightly high. Some of them revealed that, they are already aware of the different risks present in online shopping and live-streaming shopping but low price and streamers' strategy of providing detailed information about the product were factors to disregard the risks and still purchase even if there are risks. Furthermore, they revealed that although risks were present, they do some mitigating actions to help them still proceed with the purchase like checking other customers' comments and reviews, asking more details about the product, etc. Meaning to say, customers are aware that live-streaming shopping is risky, however, they still engage into it because of low price, convenience, and other customers' proof of purchase which help them disregard the risks.

Table 12
Differences on Streamer's Credibility, Media Richness, Interactivity, Perceived Risk, and Purchase Intention When Grouped According to Age

Variable	Chi-square value	p-value	Decision on H ₀	Interpretation
Streamer's Credibility	18.507	<.001	Reject	Significant
Media Richness	7.137	.068	Fail to Reject	Not significant
Inter-activity	15.775	.001	Reject	Significant
Perceived Risk	20.822	<.001	Reject	Significant
Purchase Intention	8.194	.042	Reject	Significant

As shown in the table, there are significant differences on streamer's credibility, interactivity,

perceived risk, and purchase intention when grouped according to age as indicated by p-values that are less than .05 level of significance.

Each generation has their sets of standards and preferences when it comes to a lot of things. This explains why when the respondents were grouped according to their age, their assessment on live-streaming shopping in terms of streamer’s credibility, and interactivity has a significant difference as well as on their assessment on perceived risk and purchase intention.

Table 13 shows the pairwise comparison on streamer’s credibility, interactivity, and perceived risk of different groups based on age. In terms of interactivity, the significant differences are between 18-26 years old and 43-58 years old, between 27-42 years old and 43-58 years old, and between 43-58 years old and 59 years old and above. Computations of mean ranks show that the 18-26 years old, 27-42 years old, and 59 years old and above have higher assessment on interactivity than 43-58 years old.

Based on the results, it can be deduced that Generation Z and Generation X have different assessments on level of interactivity, which is same for Millennials and Generation X, and Generation X and Baby Boomers. Also, Gen Z, Millennials, and Boomers II have higher assessment on interactivity than Generation X.

Further, interactivity includes the information being provided by the streamer to the consumers and information and reviews being shared by other consumers as well. Furthermore, there are the so-called fake reviews and just part of marketing strategies which is very challenging to identify. Ohlheiser (2023) found that Gen Z are more adept at using advanced fact-checking techniques which means that Gen Z are doing more effort to know if the information being shared by the seller and other consumers are indeed true.

In terms of perceived risk, the significant differences are between 18-26 years old and 27-42 years old, between 27-42 years old and 59 years old and above, and between 43-58 years old and 59 years old and above. Computations of mean ranks show that 18-26 years old consumers have a higher assessment on perceived risk than 27-42 years old, while 59 years old and above have higher

assessment on perceived risk than 27-42 years old and 43-58 years old.

This means that Gen Z and Millennials have different assessments on perceived risk, which is the same for Millennials and Boomers II, and Generation X and Boomers II. It is further revealed that Generation Z have a higher assessment on perceived risk than Millennials, while Boomers II have higher assessment on perceived risk than Millennials and Generation X.

With this, Hsu (2019) stated that other studies have noted that while young people are aware of the risk in the online atmosphere, they are less concerned about risks and could decide to shop online for other reasons, whereas older people are more vulnerable to risk perception and hence perceived e-shopping risk is a stronger determinant of purchase intentions among older adults.

In terms of purchase intention, the significant differences are between 18-26 and 59-above, 27-42 and 59-above, and 43-58 and 59-above.

Table 13
Pairwise Comparison on Streamer’s Credibility, Interactivity, and Perceived Risk of Different Groups Based on Age

Variable	Differences Between	z	p-value	Decision on H ₀	Interpretation
Streamer’s Credibility	18-26 vs. 27-42	104 75. 5	.533	Fail to Reject	Not Significant
	18-26 vs. 43-58	256 3.5	< .01	Reject	Significant
	18-26 vs 59-above	560 .5	.642	Fail to Reject	Not Significant
	27-42 vs 43-58	826 .0	< .01	Reject	Significant
	27-42 vs 59-above	204 .5	.854	Fail to Reject	Not Significant
	43-58 vs. 59-above	43. 5	.072	Fai to Reject	Not Significant
Interactivity	18-26 vs. 27-42	105 68. 5	.611	Fail to Reject	Not Significant
	18-26 vs. 43-58	280 0.5	<.000	Reject	Significant
	18-26 vs 59-	404 .0	.155	Fail to Reject	Not Significant

	above				
	27-42 vs 43-58	1008	.004	Reject	Significant
	27-42 vs 59-above	1230	.103	Fail to Reject	Not Significant
	43-58 vs. 59-above	150	.003	Reject	Significant
Perceived Risk	18-26 vs. 27-42	7837.0	< .001	Reject	Significant
	18-26 vs. 43-58	3658.0	.083	Fail to Reject	Not Significant
	18-26 vs 59-above	39050	.137	Fail to Reject	Not Significant
	27-42 vs 43-58	1207	.088	Fail to Reject	Not Significant
	27-42 vs 59-above	685	.011	Reject	Significant
	43-58 vs. 59-above	305	.019	Reject	Significant
Purchase Intention	18-26 vs. 27-42	10262.5	.372	Fail to Reject	Not Significant
	18-26 vs. 43-58	3253.5	.143	Fail to Reject	Not Significant
	18-26 vs 59-above	2565	.021	Reject	Significant
	27-42 vs 43-58	1420	.624	Fail to Reject	Not Significant
	27-42 vs 59-above	615	.007	Reject	Significant
	43-58 vs. 59-above	135	.002	Reject	Significant

Computations of mean ranks show that the 18-26 years old consumers have higher assessment on extent of purchase intention than 27-42 years old, while 59 years old and above have higher assessment on extent of purchase intention than 27-42 years old and 43-58 years old.

Table 14
Differences on Streamer’s Credibility, Media Richness, Interactivity, Perceived Risk, and Purchase Intention When Grouped According to Sex

Variable	U-statistic	p-value	Decision on H ₀	Interpretation
Streamer's Credibility	12424.5	.177	Fail to Reject	Not significant
Media Richness	13034.5	.482	Fail to Reject	Not significant
Interactivity	12942.0	.424	Fail to Reject	Not significant
Perceived Risk	12066.0	.083	Fail to Reject	Not significant
Purchase Intention	12323.0	.144	Fail to Reject	Not significant

This means that in Tuy, Batangas, men and women have the same assessment on the variables streamer’s credibility, media richness, interactivity, perceived risk, and purchase intention. As per interview, customers stated that in Tuy, when a member of a family either male or female watches live streaming, the other members no matter their sex were influenced so they were likely to have the same assessment even if they were grouped according to sex.

Table 15
Differences on Streamer’s Credibility, Media Richness, Interactivity, Perceived Risk, and Purchase Intention When Grouped According to Educational Attainment

Variable	Chi-square value	p-value	Decision on H ₀	Interpretation
Streamer's Credibility	1.684	.431	Fail to Reject	Not significant
Media Richness	1.588	.452	Fail to Reject	Not significant
Interactivity	.927	.629	Fail to Reject	Not significant
Perceived Risk	11.041	.004	Reject	Significant
Purchase Intention	.322	.851	Fail to Reject	Not significant

As shown in the table, with a p value of .004 which is less than .05 there is significant difference on the assessment of the perceived risk when respondents are grouped according to educational attainment. This is not surprising because people with higher educational attainment are more aware of the risks associated with online shopping such as live-streaming shopping. As per the interview, customers also agreed that it is obvious that the more knowledgeable a person is, the more he or she is aware of the risks associated with everything they do.

Table 16
Pairwise Comparison on the Perceived Risk of Different Groups Based on Educational Attainment

Variable	Differences Between	Mann-Whitney U	P-value	Decision on H ₀	Interpretation
Perceived Risk	Elem vs. HS	1440.0	.057	Fail to Reject	Not Significant
	Elem vs. College	995.0	.003	Reject	Significant
	HS vs. College	14002.0	.026	Reject	Significant

As shown in the table, the significant differences in the perceived risk are between elementary graduates and college graduates, and between high school graduates and college graduates. Computations of mean ranks show that elementary graduates and high school graduates have higher assessments of perceived risk than college graduates. Elementary graduates and college graduates have different perceptions of perceived risk similar to high school graduates and college graduates because college graduates are more aware of the risks associated with online shopping such as live-streaming shopping. The higher the level of education, the higher the information about risk so the results are understandable.

Table 17
Differences on Streamer’s Credibility, Media Richness, Interactivity, Perceived Risk, and Purchase Intention When Grouped According to Monthly Household Income

Variable	Chi-square value	p-value	Decision on H ₀	Interpretation
Streamer's Credibility	1.897	.387	Fail to Reject	Not significant
Media Richness	7.354	.025	Reject	Significant
Interactivity	3.638	.162	Fail to Reject	Not significant
Perceived Risk	4.849	.089	Fail to Reject	Not significant
Purchase Intention	12.392	.002	Reject	Significant

As shown in the table, with p values of less than .05, there is significant difference on the assessment of media richness and purchase intention when respondents were grouped according to their monthly household income.

The possible reason for this is that people with higher monthly incomes have more access to gadgets and modern technology as compared to those with lower monthly incomes. This affects their assessment of media richness since those who are more knowledgeable on various features of gadgets and online shopping are more likely to have higher standards when it comes to media richness. Also, purchase intention of people depends on their income, so it is not surprising that when respondents were grouped according to their monthly household income, their assessment of purchase intention have significant difference. On the other hand, there is no significant difference on the assessment of streamer’s credibility, interactivity, and perceived risk when respondents were grouped according to their monthly household income.

Table 18
Pairwise Comparison on The Purchase Intention of Different Groups Based on Monthly Household Income

Variable	Differences Between	Mann-Whitney U	P-value	Decision on H ₀	Interpretation
Media Richness	36,399-below vs. 36,400-109,199	11005.0	.226	Fail to Reject	Not Significant
	36,399-below vs. 109,200-above	2099.5	.020	Reject	Significant
	36,400-109,199 vs. 109,200-above	646.0	.012	Reject	Significant
Purchase Intention	36,399-below vs. 36,400-109,199	9937.0	.014	Reject	Significant
	36,399-below vs. 109,200-above	1911.5	.005	Reject	Significant
	36,400-109,199 vs. 109,200-above	770.500	.122	Fail to Reject	Not Significant

As shown in the table, the significant differences in the media richness are between consumers with income of Php36,399 and below and those with income of Php109,200 and above,

and between consumers with income of Php36,400-Php109,199 and those with income of Php109,200 and above. Computations of mean ranks show that consumers with income of Php36,400 - Php109,199 have higher level of assessment of media richness than those groups of consumers with income of Php 36,399 and below Php109,200-above.

On the other hand, the significant differences on purchase intention are between consumers with income of Php36,399-below and those with income of Php36,400-109,199, and between consumers with income of Php36,399-below and those with income of. 109,200-above. Computations of mean ranks show that consumers with lower income (Php36,399-below) have higher level of purchase intention than those groups of consumers with higher income (Php36,400-Php109,199 and Php109,200-above).

Table 19
Effect of Streamer’s Credibility, Media Richness, and Interactivity to Perceived Risk

Variable	B	Std. Error	t-value	p-value	Decision on H ₀	Interpretation
Constant	5.344	0.758	7.614	< .001	-	-
Streamers Credibility	-.0136	0.161	-.0847	.397	Fail to Reject	Not significant
Media Richness	0.225	0.167	1.353	.177	Fail to Reject	Not significant
Interactivity	-.0157	0.158	-.0771	.323	Fail to Reject	Not significant

Model Summary: R = .081; R² = .007

Regression Model: F = .828; p = .479

As per the assessment of people in Tuy, Batangas, the results revealed that live streaming’s sub-variables (streamer’s credibility, media richness, and interactivity) don’t have a significant effect to their perceived risk. As per the interview with the respondents, other factors aside from the streamer’s credibility, media richness, and interactivity may be more influential that affect the perceived risk in live-streaming shopping, such as the quality of the content, the level of user engagement, and the ease of use of the platform.

Table 20
Effect of Perceived Risk to Purchase Intention

Variable	B	Std. Error	t-value	p-value	Decision on H ₀	Interpretation
Constant	4.850	.187	25.957	< .001	-	-
Perceived Risk	.122	.036	3.390	.001	Reject	Significant

As shown in the table, perceived risk and purchase intention are correlated with R = .172. However, only 2.9% of the total variation in purchase intention can be explained by perceived risk. Further, the regression model significantly predicts purchase intention with F = 11.493 and p = .001 or that the model is a good fit for the data. Moreover, perceived risk has significant effect to purchase intention as indicated by p = .001. The following equation can be used to predict purchase intention (PI) from perceived risk (PR): PI = 4.850 + .122(PR). This means that for every 1 unit increase in perceived risk, there is corresponding .122 unit increase in purchase intention. The positive unstandardized beta coefficient (B = .122) implies that the effect is positive or that when the level of perceived risk gets higher, the level of purchase intention also gets higher.

Table 21 shows the proposed output which is the strategies on how to execute live streaming as a marketing strategy and to sell products. Executing live streaming as a marketing strategy requires careful planning, execution, and promotion. As previously discussed, this research was conducted to help the business owners in Tuy, Batangas having low engagement when they use live streaming. As per the interview, the business owners were using the live stream feature of various social media platforms to market their products since people are now very engaged to modern technology. However, some business owners stated that even though they use it as a marketing strategy, some of them still gets a very low engagement. They wished to know all the strategies on how they will be able to execute an effective and efficient live-streaming shopping

experience of their customers that will help them get more engagement and attract more customers.

The table below aims to help the business owners in Tuy, Batangas by providing proposed strategies on how they will execute live streaming as a marketing strategy and to sell items.

Table 21
Proposed Strategies on How to Execute Live Streaming as a Marketing Strategy and to Sell Items

Area of Concern	Findings	Proposed Strategies	Objectives	Persons Involved	Expected Outcome
Streamer's Credibility	The item with the highest assessment is giving viewers information about the product.	Streamer may showcase every detail of the product. Streamer may try the product herself or himself for viewers to see it in a more detailed manner.	To assure the consumers that the streamer is trustworthy and credible.	Streamer	The consumers will be more familiar with the product which may result to their purchase intention.
Media Richness	There were two items with the highest assessment. First is regarding the communication channel. The consumers want to receive timely feedback not only from the streamer but also from the other consumers as well. Second, the customization of their communication not only with the streamer but also with the consumers.	Choose the right platform. Select a suitable live streaming platform, such as TikTok live, Facebook live, Instagram live, Shopee live, Lazada live, etc. Since majority of the respondents were female, choose the live streaming platform that those consumers use the most.	To make the live streaming more interactive and personal.	Streamer / Business Owner	The consumers will feel that they're part of the live stream and they will be more involved. In that case, they may be encouraged to purchase.
Interactivity	The item with the highest mean is the streamer's willingness to communicate with the consumers.	The streamer should be more interactive during the live stream. He or she may start the live stream by asking the customers "kumusta". He or she may also read the comments of the viewers even if it is just "hi" or asking for a "shout out". The streamer should also encourage the viewers to comment for their inquiries so he/she can answer it all.	To assure the consumers that the streamer is willing to help them in every way possible by communicating with them and by answering all their queries or comments.	Streamer	The consumers will feel that the streamer cares for them and is willing to help them know everything they want to know about the product or service. It will encourage them to purchase since they already know everything they need to know about the product.
Perceived Risk	The item with the highest assessment is that the consumers are worried that the product will fail to meet the performance requirements originally described by the streamer.	The streamer must be honest when it comes to the functions and features of the product and should also state the defect should there be any. As per the interview with some of the sellers / streamers in Tuy, Batangas, one of the most products that are being sold via live stream are clothes, either brand new or "ukay". Streamer must also know the fabric of the clothes so he / she can state it to the live stream. He/ she should also state that the color may vary due to lighting, and if there is any defect like stains, holes, etc.	To assure the consumers that the product or service will function as expected and they will get what they expect.	Streamer	The consumers will know what to expect on the product / service. It will also lessen their perceived risk. Even though the results showed that perceived risk and purchase intention were positively correlated, the level of perceived risk is only slightly high which is same for purchase intention. Since the consumers revealed that they just disregard the risk sometimes to proceed with the purchase intention, they may not have a repeat purchase if they realized that it is not

Area of Concern	Findings	Proposed Strategies	Objectives	Persons Involved	Expected Outcome
Purchase Intention	The item with the highest mean is about impulsive buying. Consumers revealed that when they're watching live streaming, they sometimes have the purchase intention even though they do not need to do the shopping.	The streamer may offer discounts, vouchers, freebies, free shipping promo, and have a mini game during live streaming. The streamer should be presentable, have a good quality of voice, keep the whole live streaming as lively and as funny and engaging as possible. The streamer may offer some limited time offers or exclusive deals.	To keep the consumers engaged with the live stream and to encourage them to purchase.	Streamer	worth the risk. However, if they realized that the item is worth the risk, they may repeat their purchase which may lead to them being loyal customers, so it is important to manage the risks of customers. The consumers will be more engaged in the live streaming. It may create a "demand" on their side which may result to impulsive buying. Also, if the consumers became engaged, they may share the live streaming video to their family and friends which will help the streamer reach a bigger audience.

IV. CONCLUSIONS

Based on the findings of the study, the following conclusions were drawn.

1. Majority of the live-streaming shopping consumers are Generation Z, female, high school graduates or college undergraduates, and belong to low-income class.
2. As assessed by the consumers, live-streaming shopping streamer's credibility, media richness, and interactivity are of high levels.
3. As perceived by the consumers, the risk in live-streaming shopping is slightly high.
4. The consumers' purchase intention as regards live-streaming shopping is slightly high.
5. There are significant differences on the assessments on streamer's credibility, interactivity, perceived risk, and purchase intention when grouped according to age; on perceived risk when grouped according to educational attainment; and on media richness and purchase intention when grouped according to monthly household income. There is no significant difference on the assessment on media richness when grouped according to age; on streamer's credibility, media richness, interactivity, perceived risk, and purchase intention when grouped according to sex; on streamer's credibility, media richness, interactivity, and purchase intention when grouped according to educational attainment; and on streamer's

credibility, interactivity, and perceived risk when grouped according to monthly household income.

6. Streamer's credibility, media richness, and interactivity of live-streaming shopping do not significantly affect the perceived risk of the consumers.

7. The perceived risk significantly affects the purchase intention.

8. The proposed output is a table of strategies on how to execute live streaming as a marketing strategy and to sell products.

V. RECOMMENDATIONS

Based on the foregoing, the following recommendations are offered by the researcher.

1. The business owners in Tuy, Batangas may use the live-stream feature of various social media platforms to market their products and to reach bigger audience and they may focus more on managing perceived risk in live-streaming shopping.

2. The LGU of Tuy may conduct webinars / seminars for business owners in Tuy to introduce to them the use of live streaming as a marketing strategy and how to properly execute it.

3. The businesses who want to try live streaming to market their products and services may use the proposed output of this study to help them give their viewers and consumers an efficient live-streaming shopping experience which may lead to the consumers' purchase intention.

4. Future studies related to the results of this study may be conducted.

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