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Understanding Indian Consumer Purchase Intentions through Live Streaming on Social Media: Exploring Hedonic, Utilitarian, Social, and Network Gratifications

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Abstract: Streaming live on various social media channels has become a sought-after method for retailers to engage with consumers. This research investigates how various types of gratifications shape consumer purchase intentions during live streaming on social media. Anchored in the Uses and Gratifications Theory and Network Externality Theory, this research develops a comprehensive model using data gathered from 339 Indian consumers who had a live-stream shopping experience. Structural equation modeling was used to analyze the relationships between key constructs. The research findings reveal that hedonic gratification (perceived enjoyment), social gratification (social interaction and social presence), utilitarian gratification (self-presentation), and network gratification (perceived network size) significantly impact live-stream purchase intentions. Experience-focused shopping orientation is found to be mediating the impact of enjoyment, interaction, and self-presentation on individuals' purchase intentions. Furthermore, perceived network size enhances all other gratifications, highlighting its central role in live-stream shopping. The study offers strategic insights for marketers and platform developers to enhance consumer engagement by improving enjoyment and social interaction during live-stream experiences, while emphasizing the perceived network size to increase participation and conversions.

Keywords: Live-Stream E-Commerce, Social Commerce, Hedonic and Social Gratifications, Perceived Network Size, Uses and Gratifications Theory

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