

# อิทธิพลของแบบจำลองการโน้มน้าวใจต่อความตั้งใจซึ่งใช้: กรณีศึกษาการซื้อปั้งผ่านไลฟ์สตรีม บนเฟสบุ๊คและตีกตอก

## The Effect of the Elaboration Likelihood Model on Purchase Intention: The Case of Live Streaming on Facebook and TikTok

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### บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาผลกระทบของแบบจำลองการโน้มน้าวใจ (ELM) ต่อความตั้งใจในการซื้อสินค้าผ่านไลฟ์สตรีม โดยมีทฤษฎีแรงจูงใจและความพึงพอใจ (U&G) เป็นตัวแปรกำกับ การเก็บรวบรวมข้อมูลเป็นประชากรในประเทศไทย จำนวน 400 คน ที่เป็นผู้มีประสบการณ์ซื้อสินค้าผ่านไลฟ์สตรีมผ่านเฟสบุ๊คหรือตีกตอก โดยวิเคราะห์ข้อมูลด้วยสมการถดถอยเชิงพหุคุณ ผลการสำรวจพบว่าห้าปัจจัยจากแบบจำลองการโน้มน้าวใจประกอบด้วย การตอบคำถามเรียลไทม์, ความเร่งด่วนและความขาดแคลน, รายละเอียดที่ถูกต้องครบถ้วน, ความมีสเน่ห์ดึงดูดใจของพิธีกรและความบันเทิง มีอิทธิพลต่อความตั้งใจซึ่งสินค้าช่วงไลฟ์สดอย่างมีนัยสำคัญ สำหรับการรีวิวจากลูกค้าคนอื่น และความซื่อสัตย์และความโปร่งใส่นั้นพบว่าไม่มีอิทธิพลกับความตั้งใจซึ่งอย่างมีนัยสำคัญ ในส่วนของตัวแปรกับทฤษฎีแรงจูงใจและความพึงพอใจได้แก่ การแสวงหาข้อมูล ปฏิสัมพันธ์ทางสังคม เอกลักษณ์ส่วนบุคคล ความบันเทิงและการหลีกหนีจากความเป็นจริง พบร่วมกับความสัมพันธ์มีอิทธิพลแตกต่างกันในแต่ละกลุ่มผู้บริโภค

**คำสำคัญ:** แบบจำลองการโน้มน้าวใจ ความตั้งใจซึ่งใช้ ไลฟ์สตรีม

## Abstract

This research aimed to study the effect of the Elaboration likelihood Model (ELM) on purchase intention via live streaming, with the Uses and gratification theory (U&G) as a moderator variable. The data were collected from 400 Thai people who had experience in purchasing products via live streaming via Facebook or TikTok. The data were analyzed using multiple regression. The results found that five factors from ELM, including real-time Q&A, urgency and scarcity, Information and details, Charisma and appeal, and entertainment, significantly influenced purchase intention during live streaming. As Social proof and honesty and transparency were not significantly influencing purchase intention. As for the moderator variables including information seeking, social interaction, personal identity, entertainment, and escapism, the relationship was found to have different effects in each consumer group.

**Keywords:** Elaboration Likelihood Model, Purchase Intention, Live Streaming,

## 1. Introduction

The rapid expansion of digital platforms has reshaped how people connect, shop, and engage online, further accelerated by the COVID-19 pandemic. Social media platforms, particularly Facebook, Instagram, and TikTok, have driven e-commerce growth globally, with Thailand's digital adoption reaching 52.3 million users in 2023 (Marketeer Online, 2021; QuickERP, 2023). The live-stream shopping, which started in China and is now a global phenomenon, involves purchasing items in real-time with time-limited promotions (Hirankasi & Klungjaturavet, 2021). As of 2024, 84% of digital consumers in Thailand shop online, while spending has skyrocketed by 259% from 2020 to 2023 (eFinanceThai, 2024). Although these are indicators of growing market, they are not definitive academic conclusions. For businesses, live-stream shopping enhances engagement, drives sales, and strengthens customer relationships. Brands use psychological triggers to influence purchase decisions (Yuwathongthai, 2022) by incorporating entertainment, promotions and interactive elements. This study investigates the influence of the Elaboration Likelihood Model (ELM) on the purchase intention, using the Uses and Gratifications (U&G) theory as a moderator, in the context of Facebook and TikTok live-stream shopping.

### Research Objectives

To examine how the Elaboration Likelihood Model (ELM) influences purchase intention through the moderating role of the Uses and Gratifications (U&G) theory.

## 2. Literature Review

### 2.1 Elaboration Likelihood Model

Recent research reiterated the focus of this chapter that live-stream shopping can change digital commerce by mixing real-time interaction with influencer endorsement and at-us time entertainment—This encourages dialectical relationship between emotional engagement, trust and impulse purchasing (Zhang et al., 2024; Liu et al., 2021). Platforms such as Facebook and TikTok offer two different kinds: Facebook focuses on deeper promotions of products through question-and-answer sessions, while TikTok showed off short, celebrity-driven videos that became popular with adolescents. This is a representation of the S-O-R model, where consumer responses are determined by how much interactivity and social involvement, they receive from what kind of content format (Xu, Wu, & Li, 2020).

Wijitjammaree (2023) implies that persuasive communication depends on both sender and receiver. The sender must have clear intent, knowledge and strategy to craft effective messages; the receiver should also critically evaluate message structure and tactics. Persuasion is a three-stage process in which the sender's intention is central, his methods of communicating receive attention and the autonomy that receivers must make their own decisions comes into play. The Elaboration Likelihood Model (ELM) explains how human

beings process persuasive messages in real-time environments. Because listeners cannot process all the information, they selectively pay attention to messages that bear on their personal experience. ELM provides two paths which processes operate: the central route, which involves rational analysis (e.g., detailed information, real-time Q&A, transparency) and the peripheral route which depends for input on external cues (e.g., charisma, urgency, scarcity, social proof, entertainment).

## **2.2 Uses and gratification theory (U&G)**

The Uses and Gratifications (U&G) describes the reasons why humans interact with media to gratify cognitive and affective needs (Katz et al., 1974). It includes Information Seeking (Wang & Oh, 2023), Personal Identity (Ma et al., 2023), Social Interaction (Chen et al., 2023) and Entertainment & Escapism (Wang & Oh, 2023) dimensions.

## **2.3 Purchase intention**

Wang et al. (2023) describe purchase intention as a critical concept that reflects "the probability of consumers making a purchase. "In the environment of e-commerce, besides being influenced by perceived product quality and perceived value, purchase intention is also a function of platform trustworthiness (e.g., data security, seller reliability), promotions (such as time-limited offers) that might bring out the fear of missing calls and drive to quick purchase.

Thitsathian (2022), drawing on Howard (1994), defines purchase intention is a psychological process that includes consumer planning and expectations. This process is affected by internal factors such as beliefs, knowledge, emotions and attitudes and even the feeling caused by advertising and marketing or timeliness, which can lead to momentary 'irrational' decisions. External factors such as cost, value for money and environmental conditions also contribute to determining intention to purchase.

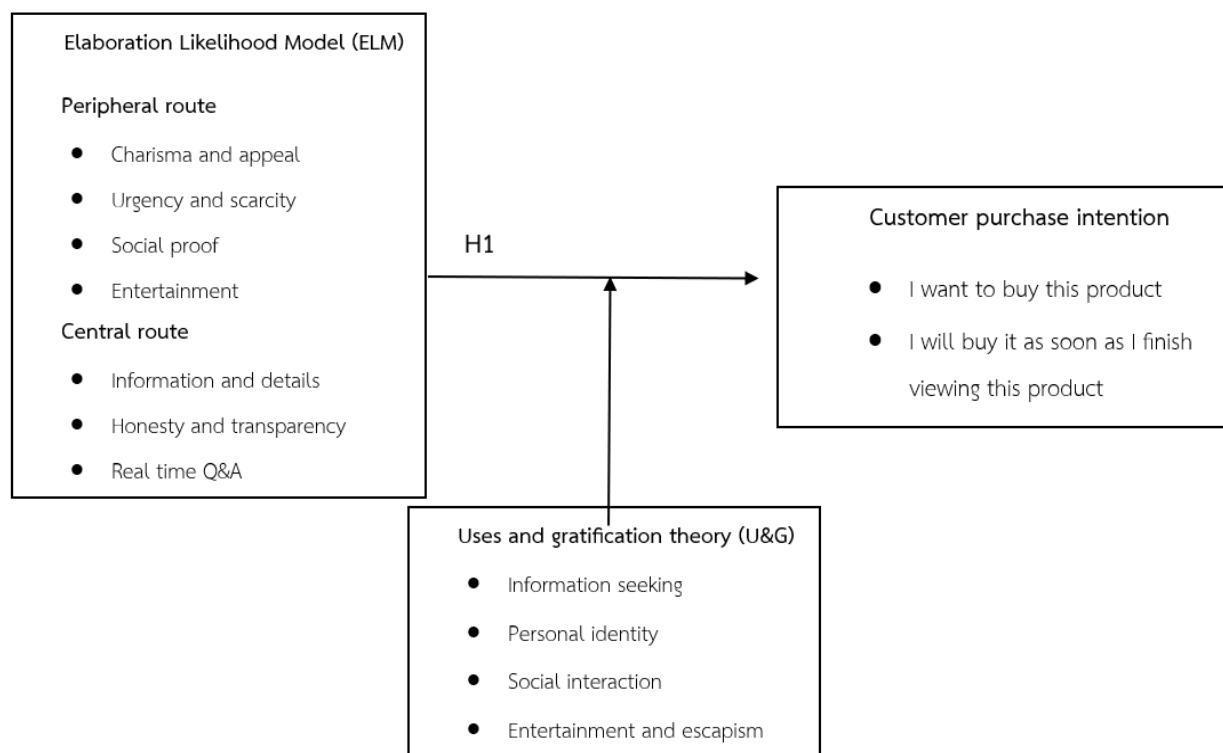
## **2.4 Related research**

There have been many studies that use different theoretical perspectives to research live-stream shopping. Zhang et al. (2024) state that product demonstrations create consumer uncertainty, and instant Q&A reduces this feeling. Impulse purchases are driven by the exciting activities (eg: live broadcasts, games) performed by the anchor character; yet streamer attributes have no effect. For utilitarian products, time scarcity has a highly significant effect on buying behavior (Hao and Huang, 2023). From a Uses and Gratifications (U&G) perspective, Wang and Oh (2023) pointed out that hedonic, utilitarian, and social gratifications play a key role in the purchase intention of TikTok user. No matter what a person's needs for information are, the most important thing is always how much pleasure they can derive from consuming it. Moreover, Ma (2021) confirmed that hedonic enjoyment, utility and social connection are all important to live-stream shopping intentions. In addition to this, Sawmong (2022) also proved the impact of entertainment, informativeness, and especially trustworthiness on purchase behavior. Cai and Wohm (2019) highlighted other motivations such as substitutability

for in-store product examination, enjoyment of interaction and trendsetting - especially effective in scenarios where internet celebrities bring about a large amount of traffic.

## 2.5 Conceptual framework

The ELM as the independent variable highlights two main processing routes: Central Route and Peripheral Route, while the dependent variable is Customer Purchase Intention. The dimensions of the U&G theory (Entertainment and Escapism, Social Interaction, Personal Identity, and Information Seeking) are incorporated as moderators, influencing the strength of the relationship between the ELM routes and customer purchase intention.



**Figure 1:** Conceptual framework

## 3. Research Methodology

This study adopts a quantitative approach, collecting data through structured questionnaires to examine the influence of ELM and U&G on purchase intentions.

**3.1 Population and Sample:** Population and Sample: Thai users 18 years old or older with live stream shopping on either Facebook or TikTok experience. A sample of 400 was determined using Cochran's formula (95% confidence level, 5% margin of error). Participants were recruited through convenience sampling on Facebook and Line.

**3.2 Data Collection:** Data Collection: Data were collected from Nov 2024 to Jan 2025 using google forms. The survey covered demographics, purchase intention, ELM, and U&G dimensions.

### 3.3 Instrument Validity and Reliability

**3.3.1 Validity:** The questionnaire was developed based on the basis of e-commerce, consumer behavior, live-stream shopping comprehensive literature review. Each item was carefully derived from established theoretical frameworks including Elaboration Likelihood Model (ELM) and Uses and Gratifications (U&G), so content validity was kept close to previous empirical findings.

**3.3.2 Reliability:** To assess the internal consistency of the questionnaire, a reliability test was conducted with a sample of 42 participants using Cronbach's alpha. The results indicated that all items achieved a Cronbach's alpha value above 0.7, demonstrating acceptable reliability. This confirms that the questionnaire items are consistent and suitable for use in this study. The detailed values are presented in table1.

**Table 1:** Cronbach's alpha Reliability test

	Variables	Cronbach's Reliability's alpha
Purchase intention	I want to buy this product	0.782
	I will buy it as soon as I finish viewing this product	0.761
Peripheral route	Charisma and appeal	0.753
	limited quantity exclusively in live streams	0.798
	Exclusive special price in live streams	0.788
	Social Proof	0.808
	Entertainment	0.751
Central route	Information and details	0.770
	Honesty and transparency	0.759
	Real time Q&A	0.762

### 3.4 Data Analysis

The data were analyzed using statistical software. Descriptive statistics summarized demographics (age, gender, education), while multiple regression probed the effects between ELM and U&G in purchase intention at a 0.05 significance level. Assumption tests confirmed linearity, normality, homoscedasticity, and absence of multicollinearity (VIF = 1.007–1.431), which claim that the conditions of regression model are fulfilled.

## 4. Results

The study collected data from 400 Thai respondents who had experience purchasing experience via live streams on Facebook or TikTok as shown on table 2

**Table 2:** Demographic Profile of Respondents

Demographic		Number of people	Percentage (%)
Gender	Male	108	27
	Female	292	73
Age	18-24	70	18
	25-34	94	24
	35-44	91	23
	45-54	70	18
	55 above	75	19
Education	Middle school	3	1
	High school	45	11
	Associate degree	86	22
	Bachelor's degree	212	53
	Master's degree or higher	54	14

**Table 3** Regression analysis of ELM on purchase intention

**Table 3.1** Model summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.52 <sup>a</sup>	0.27	0.257	0.222

Table 3.1 shows that Real-time Q&A, Social Proof, Charisma and Appeal, Information and Details, Entertainment, Honesty and Transparency, and Urgency and Scarcity can explain 25.7% of the variance in purchase intention. The remaining variance may be influenced by other unexamined factors.

**Table 3.2** ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	7.183	7	1.026	20.757	0.000 <sup>b</sup>
Residual	19.377	392	0.049		
Total	26.560	399			

Table 3.2 shows that the independent variable purchase intention has a significantly positive relationship with each of the independent variables. In other words, this regression model does indeed have statistical meaning.

**Table 3.3** the ELM factors basically influence live streaming purchase decisions

	B	SE	Beta	t	sig	Tol	VIF
(Constant)	2.746	0.162		16.984	0.000		
Charisma and Appeal	0.034	0.014	0.104	2.405	0.017*	0.993	1.007
Urgency and Scarcity	0.127	0.028	0.258	4.562	0.000*	0.583	1.716
Social Proof	0.015	0.014	0.048	1.097	0.273	0.992	1.008
Entertainment	0.033	0.013	0.107	2.461	0.014*	0.986	1.014
Information and Details	0.045	0.016	0.144	2.798	0.005*	0.699	1.431
Honesty and transparency	0.022	0.021	0.052	1.018	0.310	0.709	1.410
Real time Q&A	0.121	0.014	0.385	8.714	0.000*	0.953	1.049

\*Significant level of 0.05

From Table 3.3, the ELM factors basically influence live streaming purchase decisions, including Social Proof and Honesty & Transparency, nevertheless are all statistically significant and support the hypothesis of research. Real-time Q&A ( $\beta = 0.385$ ,  $p < 0.000$ ) is the most important influence, revealing impacts of the actual merchant on purchase intention. In addition, Urgency & Scarcity ( $\beta = 0.258$ ,  $p < 0.000$ ) is also a critical factor that prompts consumers into buying by offering more than one time-sensitive deals. Information & Details ( $\beta = 0.144$ ,  $p < 0.005$ ), Entertainment ( $\beta = 2.461$ ,  $p < 0.014$ ), and Charisma & Appeal ( $\beta = 0.104$ ,  $p < 0.017$ ) further drive user purchase decisions. Meanwhile, Social Proof ( $\beta = 0.048$ ,  $p = 0.273$ ) and Honesty & Transparency ( $\beta = 0.052$ ,  $p = 0.310$ ) show no significant effect, suggesting that live-stream consumers may prioritize engagement and promotional strategies over peer influence or perceived honesty thus, the multiple regression will be

$$\text{Purchase intention} = 2.746 + 0.034(\text{Charisma and appeal}) + 0.127(\text{Urgency and scarcity}) + 0.033(\text{Entertainment}) + 0.045(\text{Information and details}) + 0.121(\text{Real time Q&A}) + \epsilon_i$$

**Table 4** Regression Analysis of Information Seeking as a Moderator

	B	SE	Beta	t	sig
(Constant)	2.862	0.360		7.946	0.000
Charisma and Appeal	0.011	0.032	0.033	0.355	0.724
Urgency and Scarcity	0.220	0.057	0.427	3.855	0.000*
Social Proof	-0.018	0.035	-0.048	-0.515	0.608
Entertainment	0.028	0.031	0.083	0.899	0.371
Information and Details	0.023	0.034	0.072	0.657	0.513
Honesty and transparency	-0.007	0.041	-0.017	-0.164	0.870
Real time Q&A	0.106	0.026	0.399	4.044	0.000*

\*Significant level of 0.05

Table 4 shown that in the group with a high tendency for information seeking, urgency and scarcity and real time Q&A has an influence on purchase intention with the highest standard coefficient value ( $\beta = 0.427$ ;  $p < 0.000$ ) and ( $\beta = 0.399$ ;  $p < 0.000$ ) respectively.

**Table 5** Regression Analysis of personal identity as a Moderator

	B	SE	Beta	t	sig
(Constant)	2.310	0.376		6.139	0.000
Charisma and Appeal	0.024	0.026	0.074	0.953	0.342
Urgency and Scarcity	0.035	0.061	0.067	0.576	0.565
Social Proof	0.055	0.024	0.176	2.276	0.025*
Entertainment	0.035	0.024	0.115	1.485	0.140
Information and Details	0.137	0.032	0.403	4.340	0.000*
Honesty and transparency	0.075	0.046	0.168	1.616	0.109
Real time Q&A	0.130	0.038	0.286	3.386	0.001*

\*Significant level of 0.05

Table 5 shown that information and details has the highest influence on purchase intention ( $\beta = 0.403$ ;  $p < 0.000$ ) in the group that prioritizes Personal Identity, follow by Real time Q&A ( $\beta = 0.286$ ;  $p < 0.001$ ) and social proof ( $\beta = 0.176$ ;  $p < 0.025$ ) respectively.

**Table 6** Regression Analysis of social interaction as a Moderator

	B	SE	Beta	t	sig
(Constant)	2.650	0.223		11.862	0.000
Charisma and Appeal	0.017	0.022	0.057	0.788	0.432
Urgency and Scarcity	0.190	0.043	0.411	4.378	0.000*
Social Proof	0.019	0.020	0.067	0.923	0.358
Entertainment	0.042	0.022	0.142	1.965	0.052*
Information and Details	0.001	0.030	0.003	0.029	0.977
Honesty and transparency	-0.026	0.036	-0.064	-0.739	0.462
Real time Q&A	0.178	0.020	0.645	9.073	0.000*

\*Significant level of 0.05

Table 6 shown that Real time Q&A has the highest influence on purchase intention ( $\beta = 0.645$ ;  $p < 0.000$ ) in the group that prioritizes Social Interaction, follow by urgency and scarcity ( $\beta = 0.411$ ;  $p < 0.000$ ) and Entertainment ( $\beta = 0.142$ ;  $p < 0.052$ ) respectively.

**Table 7** Regression Analysis of entertainment and escapism

	B	SE	Beta	t	sig
(Constant)	3.239	0.450		7.201	0.000
Charisma and Appeal	0.096	0.035	0.311	2.747	0.008*
Urgency and Scarcity	0.065	0.060	0.138	1.097	0.277
Social Proof	-0.035	0.035	-0.114	-0.974	0.333
Entertainment	0.014	0.033	0.048	0.416	0.678
Information and Details	0.022	0.034	0.083	0.647	0.520
Honesty and transparency	0.051	0.053	0.124	0.960	0.341
Real time Q&A	0.085	0.035	0.283	2.430	0.018*

\*Significant level of 0.05

Table 7 shown that in the group that highly prioritizes Entertainment & Escapism, charisma and appeal and real time Q&A have an influence on purchase intention with the highest standard coefficient value ( $\beta = 0.311$ ;  $p < 0.008$ ) and ( $\beta = 0.283$ ;  $p < 0.018$ ) respectively.

## 5. Conclusion and discussion

In live commerce, these findings show that five dimensions of ELM including Real-time Q&A, Information & Details, Charisma & Appeal, Entertainment and Urgency & Scarcity exert considerable influence on purchase intention. This is in line with the argument of Zhang et al. (2024) which pointed out that live demonstrations, instant Q & A, and appealing presenters are key factors. In another such instance, Hao and Huang (2023) emphasized time scarcity as a core contributor to impulsive purchase decisions. By contrast, Social Proof and Honesty and Transparency were not significant predictors. As Kim Tan et al., (2023) describes, in extremely stimulating environments clues to credibility can be overwhelmed by time constraints and emotional engagement, both of which directly affect purchasing.

In the study, U&G theory is also a moderator of the relationship between ELM and purchase intention. For people who are seeking information urgently, both the Urgency & Scarcity and Real-time Q&A speed up the speed by which such decisions can be made instantly--even if they are otherwise detail-conscious consumers (Zhang et al., 2024; Cai & Wohn, 2019). For those with an identity-based consumer outlook, Social Proof and Information & Details have more influence. They are seeking alignment between product and self-image (Ma, 2021; Dong et al., 2024).On the other hand, it is obvious that entertainment-valuers are swayed by Charisma & Appeal or interactive formats, valuing emotional connection above product depth (Wang & Oh, 2023; Sawmong, 2022).Although the benefits of real-time interaction are enjoyed by all types of viewers, their motivations and decision paths vary.

This study examines how ELM and U&G theory influence consumer purchase intentions in live streaming on Facebook and TikTok. The findings confirm Hypothesis 1, highlighting that real-time Q&A enhances decision confidence, urgency & scarcity drive quick purchases, and entertainment enriches engagement. Clear information and presenter charisma also play crucial roles. Regarding U&G's moderating effect, Entertainment & Escapism enhances entertainment-driven persuasion, Information Seeking strengthens real-time Q&A's impact, Personal Identity links presenter appeal to self-concept, and Social Interaction amplifies peer influence and engagement. Integrating these insights helps optimize live-stream marketing strategies to boost consumer purchase intentions.

### 5.1 Suggestions for use in this research

1. Adding the feature of instant product information, along with the characteristics of necessity and urgency will satisfy information seekers. Agents who are live in time and respond to real-time Q&A will both increase trust and shorten the decision-making process.

2. Socially motivated consumers are influenced by urgency and their peers (e.g., comments, shout-outs). This is used to build confidence and produce compulsion.

3. Social proof and detailed specs: This is the combination that people who are identity-driven consumers depend on to ensure their position is backed up by the facts. Reviews and lifestyle relevance serve to reinforce confidence.

4. Seekers of entertainment will be attracted to the charisma and passion of the host. Its dialogues, styles and cute interactions influence viewers more and bring out more sale. Irrespective of the category, anytime where there is real-time interaction helps build trust and can strengthen a customer's intention to purchase something— which is a fundamental part of each session.

## 5.2 Further researchers

Suggestions for Future Research Future study could adopt additional theoretical frameworks to deeper understand online consumer behavior. Examining other potential moderators like consumer trust or product involvement may provide further insights. Meanwhile, researchers might also consider different platforms or expand the research to include various product types and cultural backgrounds. This could help to extend the scope and influence of its conclusions

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