

ISSN 2821-9074 (Online)

ISSN 2730-2601 (Print)

RICE Journal of Creative Entrepreneurship and Management, Vol. 4, No.3, pp. 1-19,
September-December 2023

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doi: 10.14456/rjcm.2023.13

Received 7.01.23/ Revised 20.10.23/ Accepted 11.11.23

The Influence of Interactive Marketing of Webcast Platform on Users' Purchase Intention Mediated by Perceived Information Quality

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Abstract

As an important feature of network broadcast, interactive marketing is different from traditional e-commerce. How to make effective use of this interactive function has become the focus of network broadcast enterprises. Under the current situation and environment of live streaming, digital marketing research tends to investigate the impact of live streaming platform on users' purchase intention. In such a scenario, the researcher investigated the influence of network broadcast interactive marketing on users' purchase intention and preferences. The literature covered network broadcast platform, interactive marketing, user purchase intention, perceived information quality and other related aspects, and the logical relationship between organizational variables. A theoretical model of perceived information quality as a mediating variable was proposed. The data were gathered via online data collection from 437 voluntary participants via a constructed questionnaire, and analyzed by SPSS 24.0 and Amos 24.0. The findings pointed to interactive marketing having a positive impact on users' purchase intention mediated by perceived information quality. Suggestions were made to (i) increase the purchase motivation of users through the effective interaction of anchors on the network broadcast platform, and (ii) sensitize interactive marketing on network broadcast platforms to users' specific needs for products and services.

Keywords: *Network live broadcast platform, interactive marketing, online purchase intention, perceived information quality*

1. Introduction

1.1 Rationale of the Study

Due to the rapid development of China's social economy and network information technology, as well as the continuous improvement of network bandwidth and video technology, webcast as a new type of broadcast media has become popular among digital users. According to the 49th China Internet Development Statistical Report released by the

China Internet Network Information Center (CNNIC), the information stored by Chinese netizens has reached more than 1.3 million. The growth rate in December 2020 was 42.96 million. The number of online shoppers in China has increased from 51.6 million in December 2020 to 84.2 million, accounting for 81.6% of the total number of Internet users. Among them, there were 467 million e-commerce live broadcast users, accounting for 44.9% of the total number of Internet users. Online sales with an active role, build a new development model, and become an important link connecting production and consumption--online and offline, urban and rural areas, and China and the world. Webcasting is becoming one of the consumption habits of many netizens, and shopping on the webcasting platform has become a new standard of consumption for many netizens (Ang, Wei & Anaza, 2018).

This research aimed to extend previous investigations on users' purchase intentions in the context of webcasting platforms. As for online interactive marketing, the researcher added some new variables derived from real-life observations and relevant literature on the perceived intention of interactive marketing users on the network. The researcher explored and coordinated the intermediary variables of perceived information quality of interactive marketing on webcast platforms. The purpose was to identify the impact of interactive marketing via webcast platforms on users' path of purchase intention.

With the rapid development of the Internet, the explosive development of the webcast mode has emerged. As known, the webcasting influence of stars on users' purchase intention regarding the real quality of livestreaming products has drawn a lot of attention from the public (Ajzen, 1991; Hausman & Siekpe, 2003; Li, Zhang, Xu, Lan, Shi, Liang & Chen, 2018). Insufficient regulatory policies, and much complicated webcasting environment definitely affect users' willingness to purchase online products and services.

1.2 Purpose and Method

In such a scenario as given in the rationale of the study, the researcher therefore wanted to obtain empirical data on users' purchase intention, and the network environment that affects their purchase intention to understand how live broadcast could prompt users to buy and increase transactional value accordingly. A theoretical model of perceived information quality as a mediating variable was proposed. The researcher used a constructed questionnaire validated by five marketing experts to collect needed data online from 437 voluntary participants. The obtained data were analyzed by SPSS 24.0 and Amos 24.0.

2. Literature Review

Through literature review on webcasting, interactive marketing, online purchase intention, and perceived information quality, the researcher was able to identify the current status of webcasting on major platforms. It should be noted that theoretical research on

webcast platforms is still in a rather initial stage, especially with interactive marketing as a major advantage of webcasting. Web anchors introduce products to users through live video, and adjust the content of the live broadcast in a timely manner based on user feedback (Sjöblom & Hamari, 2017; Chen & Lin, 2018). Although the role of marketing interaction cannot be ignored, there are still few studies on the topic of marketing interaction in webcasting (Ang, Wei & Anaza, 2018), and marketing interaction is one of the characteristics of webcasting. There are also some studies on specific situational factors of webcasting (Vilnai-Yavetz & Gilbo, 2010; Söderlund, 2016). The impact of different types of interactive marketing on users' purchase intentions and perceived information quality also serve as the background of this research.

3. Research Hypotheses

In this study, the researcher put the research objectives as the expected target findings in four sets of hypotheses. In so doing, the relevant earlier studies served as foundations for the given hypotheses on the influence of interactive marketing of webcast platform on users' purchase intention mediated by perceived information quality. The researcher positioned anchor-interactive marketing in four aspects: the anchor's charm, the anchor's popularity, promotional activities, and interactive atmosphere. As known from most earlier studies, the live-streamer personal charm will gradually get users' newcomer priority and good perception.

Ahreum & Tanner (2012) asserted that celebrities have a significant impact on users' confidence. In most live broadcast events, interactive promotions often appear in a series of promotional activities of brands and enterprises, so to a certain extent, it can be confirmed that the promotional activities have been greatly improved.

Ang, Wei & Anaza (2018) explained that product price management can effectively increase consumer confidence in online shopping. In observing marketing strategies used by leading webcasting platforms to attract users, the researcher found that active activities and users' trust are particularly significant. The interaction in the virtual network is human interaction, which can be divided into human-computer interaction and interaction with document information. On the online live broadcast platform, users achieve good interpersonal interaction through social forms, such as acquaintance recommendation, order collection, and support for price negotiation. At the same time, users can exchange, transmit and share text and other information. Through the communication with the feedback system of the photo video platform (Sjöblom & Hamari, 2017), the interaction occurs between human and computer information and the interaction between human and computer are realized (Sjöblom & Hamari, 2017). Based on frequent social interaction and emotional connection, the platform can generate an interactive atmosphere.

The researcher of the present study assumed that through (i) anchor interactive marketing, (ii) interactive atmosphere, (iii) promotional activities and (iv) other related

activities, *the quality of users' cognitive information* and *the quality of information* will be improved to a certain extent. On such assumptions, the researcher proposed the first set of hypotheses:

H1: Interactive marketing plays a positive role in promoting perceived information quality.

H1a: The charm of the anchor plays a positive role in promoting the perceived information quality.

H1b: The anchor's popularity plays a positive role in promoting the perceived information quality.

H1c: Promotional activities play a positive role in promoting perceived information quality.

H1d: The interactive atmosphere plays a positive role in promoting the perceived information quality.

Li, Zhang, Xu, Lan, Shi, Liang & Chen (2018) studied female consumers as the research object, and found that the popularity of online opinion leaders has a significant positive impact on their purchase intention. When users see their favorite stars in the live broadcast, they are more likely to have the idea of buying, which will drive the growth of product sales via *interactive marketing* (Dodds, Monroe & Grewal, 1991; Ahreum & Tanner, 2012; Agrawal & Kamakura, 2015).

From these earlier studies, the researcher considered the interactive marketing effect of live broadcast directly on users' purchasing behavior, and product sales. With such assumptions, the researcher proposed the second set of hypotheses:

H2: Interactive marketing plays a positive role in promoting users' willingness to purchase.

H2a: The anchor's charm plays a positive role in promoting users' willingness to purchase.

H2b: The popularity of the anchor plays a positive role in promoting the user's purchase intention.

H2c: Promotional activities play a positive role in promoting users' willingness to purchase.

H2d: The interactive atmosphere plays a positive role in promoting users' willingness to purchase.

Hausman & Siekpe (2003) identified major variables with a significant impact on consumer purchases, and tested their sensitivity, utility and reliability effects. Price priority affects purchase intention, established strengths, and risks; reputation also affects purchase intention. Based on such findings, the researcher would assume that the stronger users' opinion on the quality of product information, the more willing they are to purchase the product. On such assumptions, the researcher proposed the third set of hypotheses:

H3: Perceived information quality will play a positive role in promoting the user's purchase intention.

H3a: Perceived trust will play a positive role in promoting the users' willingness to buy.

H3b: User perceived satisfaction will have a positive impact on user purchase intention.

Li, Zhang, Xu, Lan, Shi, Liang & Chen (2018) highlighted the relationship between interaction and trust. Perceived information quality is part of this relationship where each level of interaction first affects the information quality experienced by consumers and then enhances their buying confidence.

Chen & Lin (2018) asserted that the visibility, interactivity, reliability and entertainment of direct information transmissions will not only encourage consumers' purchases, but also have a positive impact on their perceived information quality.

On this basis, perceived information quality plays a mediating role between interactive marketing and users' purchase intention. The researcher therefore proposed the fourth set of hypotheses:

H4: The quality of perceived information plays a mediating role between interactive marketing and users' purchase intention.

H4a: Perceived trust plays a mediating role between user's interactive marketing and users' purchase intention.

H4b: Perceived satisfaction plays an intermediary role between the anchor's interactive marketing and users' purchase intention.

4. Regression Analysis Test

4.1 Regression Test between Interactive Marketing and Perceived Information Quality

The overall result indicated that there were significant influences among the anchor's charm, the anchor's popularity, promotional activities, interactive atmosphere and perceived information quality.

As seen in Table 1, the F value of Model 1 is 2.058 ($p > 0.05$), which indicates that there is no significant relationship between background variables and perceived information quality. Interactive marketing (the anchor's charm, the anchor's popularity, promotional activities, and interactive atmosphere) is a supplement to the above factors, and verifies their relationship with perceived information quality. The results revealed the coefficients of anchor charm, anchor popularity, promotional activities, and interactive atmosphere at 0.133 ($p < 0.01$), 0.165 ($p < 0.01$), 0.212 ($p < 0.001$), and 0.291 ($p < 0.001$), indicating that the anchor's charm, the anchor's popularity, promotional activities, interactive atmosphere and perceived information quality have a significant impact. That is to say, the higher the results of the anchor's charm, the anchor's popularity, promotional

activities, and interactive atmosphere, the higher the quality of relative user-perceived information. It can be seen from Model 3 that interactive marketing has a significant impact on perceived information quality ($\beta=0.602$, $p>0.001$).

Overall, interactive marketing has a positive impact on perceived information quality. In other words, the higher the anchor's marketing interaction, the higher the perceived quality of information. The combined results of Model 2 and Model 3 demonstrate Hypothesis H1: Interactive marketing plays a positive role in promoting perceived information quality; H1a: The charm of the anchor plays a positive role in promoting the perceived information quality; H1b: The anchor's popularity plays a positive role in promoting the perceived information quality; H1c: Promotional activities play a positive role in promoting perceived information quality; and H1d: The interactive atmosphere plays a positive role in promoting the perceived information quality.

Table 1: Regression Results between Interactive Marketing and Perceived Information Quality

Variable	Model 1		Model 2		Model 3	
	β	T	β	T	β	T
Gender	0.042	0.869	0.080	2.130*	0.073	1.906
Age	0.050	1.060	0.049	1.304	0.040	1.047
Education level	0.113	2.332*	0.089	2.357*	0.094	2.451*
Marital status	0.029	0.611	0.000	-0.001	0.004	0.113
Monthly income	0.054	1.112	0.006	0.155	0.018	0.464
Anchor Charm			0.133	3.167**		
Anchor popularity			0.165	3.484**		
Promotional Activities			0.212	4.358***		
Interactive atmosphere			0.291	6.244***		
Interactive Marketing					0.602	15.832***
R ²	0.023		0.409		0.383	
Adj R ²	0.012		0.397		0.374	
F	2.058		32.874***		44.486***	

Note: * means significant $p<0.05$, ** means significant $p<0.01$, *** means significant $p<0.001$

Source: Compiled by the author

4.2 Regression Test between Interactive Marketing and Users' Purchase Intention

Table 2 shows Model 3 with the F value at 1.243 ($p>0.05$). It shows that the model is not practical, and there is no significant relationship between background variables and users' purchase intention. Model 3 adds the secondary latitude of interactive marketing (the anchor's charm, the anchor's popularity, promotional activities, and interactive atmosphere), and verifies the relationship with users' purchase intention. The results show that the anchor's charm, the anchor's popularity, promotional activities, and interactive atmosphere coefficients are 0.092 ($p>0.05$), 0.138 ($p<0.05$), 0.256 ($p<0.001$), and 0.157

($p < 0.01$), respectively. These indicate that the anchor's charm and popularity, promotional activities, interactive atmosphere and users' willingness to purchase are all greatly affected. That is, the better the popularity of the anchor, the higher degree of promotional activities; and the effect of the interactive atmosphere, the higher the purchase intention of the relative users. However, the anchor's charm and users' willingness to purchase are not significant. The anchor's charm can only attract the attention of users; and the effect of improving their willingness to purchase is not exact.

Model 6 shows interactive marketing with a significant impact on users' purchase intention ($\beta = 0.486$, $p < 0.001$). Overall, interactive marketing has a positive impact on users' preference. In other words, the greater the marketing interaction of the anchor, the higher users' willingness to purchase. The combined Model 5 and Model 6 appear to support the hypothesis: "H2: Interactive marketing plays a positive role in promoting users' willingness to purchase; H2b: The popularity of the anchor plays a positive role in promoting users' willingness to purchase; H2c: Promotional activities play a positive role in promoting users' willingness to purchase; H2d: The interactive atmosphere plays a positive role in promoting users' willingness to purchase." However, the hypothesis: "H2a: The anchor's charm plays a positive role in promoting users' purchase intention" is not clearly supported.

Table 2: Regression Results between 17 Interactive Marketing and Users' Purchase Intention

Variable	Model 4		Model 5		Model 6	
	β	T	β	T	β	T
Gender	0.038	0.798	0.071	1.697	0.064	1.508
Age	-0.015	-0.318	-0.020	-0.482	-0.024	-0.571
Education level	0.066	1.359	0.055	1.308	0.051	1.203
Marital status	0.054	1.125	0.027	0.660	0.034	0.807
Monthly income	0.062	1.291	0.026	0.628	0.034	0.794
Anchor Charm			0.092	1.981		
Anchor popularity			0.138	2.608*		
Promotional Activities			0.256	4.734***		
Interactive atmosphere			0.157	3.025**		
Interactive Marketing					0.486	11.569***
R ²	0.014		0.269		0.248	
Adj R ²	0.003		0.254		0.238	
F	1.243		17.464***		23.663***	

Note: * means significant $P < 0.05$, ** means significant $P < 0.01$, *** means significant $P < 0.001$

Source: Compiled by the author

4.3 Regression Test between Perceived Information Quality and Users' Purchase Intention

Table 3 shows Model 7 on the relationship between the second-level quality of perceived information (perceived trust, perceived satisfaction) and users' purchase intention. The results indicate that the perceived trust and perceived satisfaction values are 0.495 ($p < 0.001$), 0.243 ($p < 0.01$), respectively. The interpretation was on the impact of perceived trust, perceived satisfaction and user's purchase intention; the higher the value of perceived trust and perceived satisfaction, the higher the relative purchase degree of users.

Model 8 shows the quality of perceived information having a greater impact on users' purchase intention ($=0.461$, $p < 0.001$)--meaning the higher the quality of information perceived by users, the higher their willingness to purchase. When combining the results of Model 7 and Model 8, the researcher was able to conclude the hypotheses: "H3: Perceived information quality will play a positive role in promoting users' purchase intention; H3a: Perceived trust will play a positive role in promoting users' willing to buy; and H3b: Users' perceived satisfaction will have a positive impact on user purchase intention."

Table 3: Regression Results between Perceived Information Quality and Users' Purchase Intention

Variable	Model 7		Model 8	
	β	T	β	T
Gender	0.010	0.231	0.019	0.449
Age	-0.042	-1.025	-0.038	-0.903
Education level	0.020	0.488	0.014	0.322
Marital status	0.041	0.989	0.040	0.949
Monthly income	0.031	0.747	0.038	0.876
Perceived Trust	0.495	3.196***		
Perceived satisfaction	0.243	2.887**		
Perceived information quality			0.461	10.714***
R ²	0.278		0.222	
Adj R ²	0.266		0.211	
F	23.604***		20.442***	

Note: * means significant $P < 0.05$, ** means significant $P < 0.01$, *** means significant $P < 0.001$

Source: Compiled by the author

4.4 Testing the Mediating Role of Perceived Information Quality and Users' Willingness to Buy

In order to control the transmission effect of perceptual information, the relationship between independent variables and dependent variables must be verified through statistical analysis, as well as the significance of the c coefficient must be verified. Then the relationship between the independent variable and the intermediate variable is constructed, and the significance of the coefficient a is verified. Finally, the significance of the

coefficients is verified, and the relationship between the independent variable, vector variable, and dependent variable is established.

Test of the Mediating Role of Perceived Trust

According to the results of Model 9, the influence coefficient of interactive marketing on user purchase intention is 0.486, with the significant test results ($t=11.569$, $p<0.001$), indicating that the coefficient c is significant. In Model 10, the influence coefficient of interactive marketing on users' purchase intention is 0.691, ($t=20.003$, $p<0.001$), indicating that the coefficient a is significant. As for Model 11 with an added intermediary variable (perceived trust) on the basis of Model 9, *interactive marketing* still has a significant impact on purchase intention, and proves that the coefficient c' is significant ($=0.248$, $p<0.001$). This result demonstrates that the coefficient b ($=sx0.344$, $p<0.001$) also has a significant and partial mediating effect. Therefore, the interactive effect of interactive marketing on users' purchase intention is not fully realized through the intermediary variable (perceived trust). The existing studies have shown that interactive marketing can directly affect users' purchase intention. The ratio of the mediating effect to the total effect is: $Effect=ab/c=0.691 \times 0.344 / 0.486 = 48.910\%$, with the mediating effect describing the variance of the dependent variable as $Sqrt(0.297 - 0.238) = 24.290\%$. The final results indicate that *perceived trust* plays a mediating role between *interactive marketing* and *users' purchase intention*. With these results, the research hypothesis: "H4a: Perceived trust plays a mediating role between user's interactive marketing and purchase intention" is verified.

Table 4: Regression Results of the Mediation Test of Perceived Trust and Users' Willingness to Buy

Variable	Model 9 (Users' Willingness to Buy)		Model 10 (Perceived Trust)		Model 11 (Users' Willingness to Buy)	
	β	T	β	T	β	T
	Gender	0.064	1.508	0.092	2.666	0.032
Age	-0.024	-0.571	0.039	1.125	-0.037	-0.925
Education level	0.051	1.203	0.061	1.747	0.030	0.736
Marital status	0.034	0.807	-0.004	-0.117	0.035	0.875
Monthly income	0.034	0.794	0.019	0.558	0.027	0.662
Interactive Marketing	0.486	11.569***	0.691	20.003***	0.248	4.430***
Perceived Trust					0.344	6.108***
R ²	0.248		0.492		0.308	
Adj R ²	0.238		0.485		0.297	
F	23.663***		69.394***		27.326***	

Note: * means significant $P<0.05$, ** means significant $P<0.01$, *** means significant $P<0.001$

Source: Compiled by the author

The Mediating Effect Test of Perceived Satisfaction

Further, through the results of Model 9, it can be seen that the impact of interactive marketing on users' purchase intention is 0.486, with significant test results ($t=11.569$, $p<0.001$), indicating that the coefficient c is significant. In Model 11, the impact of interactive marketing on users' purchase intention is 0.385, and the significance test result ($t=8.690$, $p<0.001$) shows that the coefficient a is significant. Model 11 with an added intermediary variable (perceived satisfaction) on the basis of Model 9, points to interactive marketing significantly affecting the purchase intention, and the coefficient c' proved to be significant ($=0.435$, $p<0.001$). These results demonstrate that the coefficient b ($=0.132$, $p<0.01$) is also significant, indicating that there is a certain mediation effect. It can be seen that the intermediary effect of interactive marketing on users' purchase intention is not fully conveyed through the intermediary variable (perceived satisfaction). As seen in the result, interactive marketing has a direct impact on users' purchase intentions: $\text{Effect} = ab/c = 0.385 \times 0.132 / 0.486 = 10.457\%$, meaning the mediating effect covers the variance variation of the dependent variable as $\text{Sqrt}(0.251 - 0.238) = 11.402\%$. The final results show that perceived satisfaction partially measures the influence of interactive marketing and users' purchase intention. Such findings confirm the research hypothesis: "H4b: Perceived satisfaction plays an intermediary role between anchor-interactive marketing and users' purchase intention."

Table 5: Regression Results of the Mediation Test of 20 Variables of Perceived Satisfaction

Variable	Model 11 (Users' Willingness to Buy)		Model 12 (Perceived satisfaction)		Model 13 (Users' Willingness to Buy)	
	β	T	β	T	β	T
	Gender	0.064	1.508	0.039	0.870	0.058
Age	-0.024	-0.571	0.031	0.709	-0.028	-0.675
Education level	0.051	1.203	0.101	2.261	0.038	0.891
Marital status	0.034	0.807	0.011	0.238	0.032	0.781
Monthly income	0.034	0.794	0.012	0.274	0.032	0.762
Interactive Marketing	0.486	11.569***	0.385	8.690***	0.435	9.639***
Perceived satisfaction					0.132	2.908**
R ²	0.248		0.165		0.263	
Adj R ²	0.238		0.153		0.251	
F	23.663***		14.126***		21.843***	

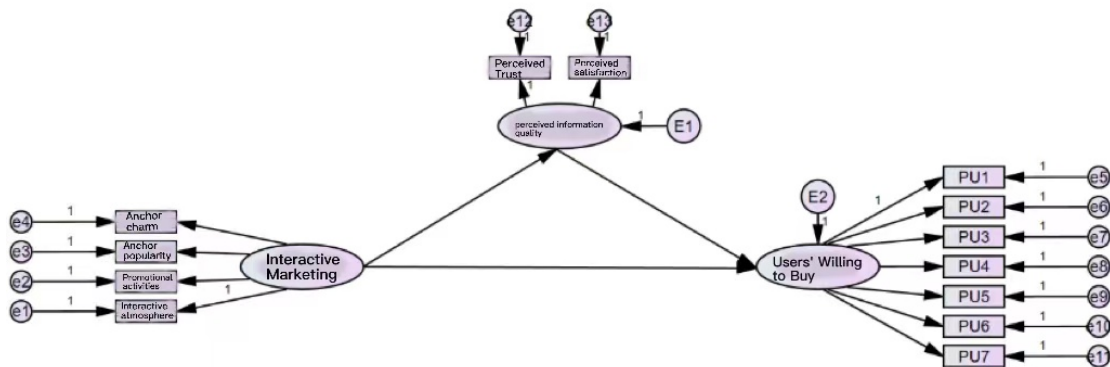
Note: * means significant $P<0.05$, ** means significant $P<0.01$, *** means significant $P<0.001$

Source: Compiled by the author

SEM Structural Equation Modeling

The researcher further examined the mechanism of the overall perceived information quality between interactive marketing and users' purchase intention. In this study, structural equation modeling was used for further analysis. In this paper, the role of control variables was described in detail through hierarchical regression analysis so that they were not introduced into the structure in order to maintain the parsimony of the model. In addition, the researcher adopted the method of content synthesis and took the average value of the combined items as the item score. According to the theoretical model designed in this paper, as shown in Figure 1, AMOS statistical software was used to construct an initial structural equation model of interactive marketing→perceived information quality→user purchase intention.

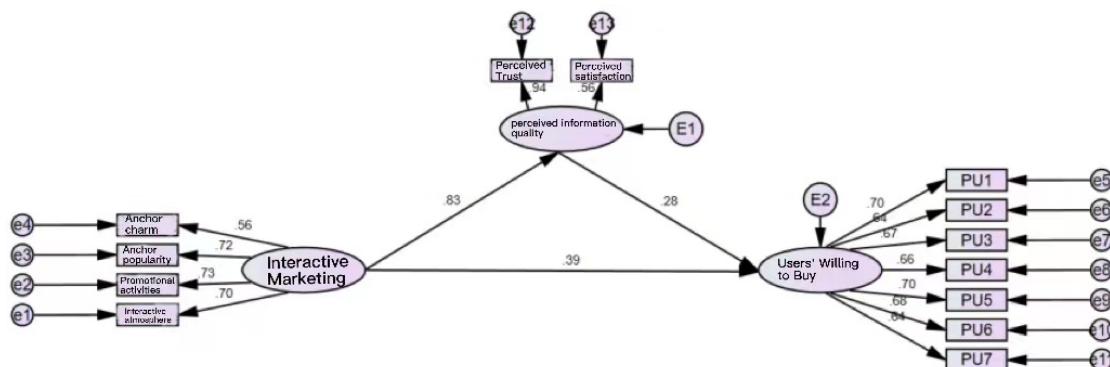
Figure 1: Schematic Diagram of the Initial Model Structure



Source: Compiled by the author

After constructing the initial model, the researcher imported the data and executed the model as shown in Figure 2.

Figure 2: Schematic Diagram of Path Results of Structural Equation Modeling



Source: Compiled by the author

In a structural equation model, the results of data validation in previous studies may not lead to appropriate conclusions. The fitness of the model has to be adjusted iteratively. According to the model fitting situation, the X^2/DF value is $2.023 < 3$, and other fitting indexes $GFI=0.958 > 0.9$, $RMSEA=0.048 < 0.08$, $NFI=0.941 > 0.9$, $IFI=0.969 > 0.9$, $CFI=0.969 > 0.9$, indicate that the model fits. At the same time, according to the fitting results of the path coefficients, it can be known from the corresponding p-value results on different path coefficients. The path coefficients of interactive marketing \rightarrow perceived information quality ($\beta=0.829$, $p < 0.001$), interactive marketing \rightarrow purchase intention ($\beta=0.280$, $p < 0.05$), interactive marketing \rightarrow purchase intention ($\beta=0.386$, $p < 0.01$) are all significant.

Table 6: Regression Results of the Mediation Test of Perceived Trust

path		standardized coefficient	S.E.	C.R.	P
Perceived information quality	<--- Interactive Marketing	0.829	0.07-0	13.721	***
Users' Willing to Buy	<--- Perceived information quality	0.280	0.089	2.253	0.024
Users' Willing to Buy	<--- Interactive Marketing	0.386	0.104	3.047	0.002

Note: * means significant $P < 0.05$, ** means significant $P < 0.01$, *** means significant $P < 0.001$; $X^2 = 125.439$, $DF = 62$, $GFI = 0.958$, $RMSEA = 0.048$, $NFI = 0.941$, $IFI = 0.969$, $CFI = 0.969$

Source: Compiled by the author

In addition, according to the effect decomposition, the perceived information quality plays a partial mediating role between interactive marketing and users' purchase intention, with an effect value of 0.338, accounting for $0.232/0.618 = 37.540\%$ of the total effect value. Further, the establishment of its partial intermediary effect also shows the transmission role of perceived information quality between interactive marketing and users' purchase intention.

Table 7: Decomposition of Influence Effects among 22 Variables

Independent variable	Effect decomposition	Dependent variable	
		Perceived information quality	Users' Willingness to buy
Interactive Marketing	direct effect	0.829	0.386
	indirect effect	--	0.232
	total effect	0.829	0.618

Source: Compiled by the author

Hypothetical Results

In this section, the researcher used questionnaire data from 437 voluntary participants in testing the research hypotheses under study. First, the data collection method and sample characteristics were introduced, and the reliability and validity of the questionnaire were tested using SPSS and AMOS software. The obtained results show that the measurement model in this study carried a high degree of fit. Second, regression analysis was used to test the impact of interactive marketing on users' perceived information quality and purchase intention. The results revealed interactive marketing with a positive and significant impact on the quality of users' perceived information quality and purchase intention. Third, the mediating effect of cognitive information quality was verified by regression analysis and structural equation modeling. The results of hypothesis testing in this study are summarized in Table 8.

Table 8: Summary of 23 Variables in Hypothesis Testing Results

Hypothesis number	Hypothetical content	Validation results
H1	Interactive marketing plays a positive role in promoting perceived information quality.	Established
H1a	The charm of the anchor plays a positive role in promoting the perceived information quality.	Established
H1b	The anchor's popularity plays a positive role in promoting the perceived information quality.	Established
H1c	Promotional activities play a positive role in promoting perceived information quality.	Established
H1d	The interactive atmosphere plays a positive role in promoting the perceived information quality.	Established
H2	Interactive marketing plays a positive role in promoting users' purchase intention.	Established
H2a	The anchor's charm plays a positive role in promoting users' purchase intention.	Not Established
H2b	The popularity of the anchor plays a positive role in promoting the user's purchase intention.	Established
H2c	Promotional activities play a positive role in promoting users' willingness to purchase.	Established
H2d	The interactive atmosphere plays a positive role in promoting the users' willingness to purchase.	Established
H3	Perceived information quality will play a positive role in promoting users' purchase intention.	Established
H3a	Perceived trust will play a positive role in promoting the users' willingness to buy.	Established

Hypothesis number	Hypothetical content	Validation results
H3b	Users' perceived satisfaction will have a positive impact on their purchase intention;	Established
H4	The quality of perceived information plays a mediating role between interactive marketing and users' purchase intention.	Established
H4a	Perceived trust plays a mediating role between users' interactive marketing and purchase intention.	Established
H4b	Perceived satisfaction plays an intermediary role between the anchor's interactive marketing and users' purchase intention.	Established

Source: Compiled by the author

5. Concluded Findings and Discussion

The researcher aimed to explore the variables that affect users' online shopping intentions in the context of webcasting, and identify the mechanism of webcasting's impact on users' online shopping intentions, so that enterprises can realize effective operations on webcasting platforms (Honeycutt, Flaherty & Benassi (1998)). The researcher started with the impact of online live broadcast platforms on users' purchase intention, using the theoretical framework S-O-R to identify the main factors that affect users' purchase intention. A conceptual model of factors affecting users' online shopping intention based on webcast was initially constructed (Abdullah, Jayaraman, Bahri & Kamala, 2016). As for the explored variables, theoretical demonstrations were carried out, corresponding assumptions were established, and the existing measurement scales were combined within the research design. After the preliminary questionnaire was prepared and validated by ten experts in digital marketing, a test was performed on 437 valid data, and SPSS 24.0 statistical analysis tool was used for descriptive sampling statistics and reliability test, followed by AMOS24.0 software for verification analysis. Structural equation modeling finally yielded the following conclusions:

5.1 Interactive Marketing with a Positive Role in Promoting Perceived Information Quality

According to data analysis, interactive marketing has a positive effect on improving the quality of perceived information. The corresponding four dimensions, the anchor's charm, the anchor's popularity, promotional activities, interactive atmosphere, and perceived information quality all have a great influence on users' purchase intention (Teo, H. H. et al., 2003; Etemad-Sajadi, 2016). In other words, such dimensions lead to relatively high information quality perceived by users. The higher the interactivity of anchor-marketing, the higher the quality of information perceived by users. According to the

obtained results, the anchor's interaction has a certain and good guiding effect on users. The anchor serves as the core of the live broadcast, and also the center of interaction between the anchor and the live audience. Therefore, an anchor who is good at expressing himself/herself, has rich professional knowledge, and communicates sincerely can effectively improve users' perception of information, regarding the quality of the content (Woodruff, 1997; Kohler, et al., 2011). On the whole, the interactive marketing effect of the network anchor can directly promote the user's perception of the quality of information for purchasing products. This phenomenon is particularly important in the current delivery platform.

5.2 Variables in Interactive Marketing with a Positive Effect on Users' Purchase Intention

Interactive marketing has played an active role in promoting users' willingness to purchase (Alba & Hutchinson, 1987; Sang & Chen, 2010). Based on the analysis results, the anchor's popularity, promotional activities, interactive atmosphere, and users' willingness to purchase all have a great impact on interactive marketing. That is, the better the popularity of the anchor, the degree of promotional activities, and the effect of the interactive atmosphere, the higher the purchase intention of users (Teo et al., 2003). However, the anchor's charm shows that it can only attract the attention of users, but the effect of increasing their willingness to purchase is not necessarily the case. The higher the anchor's marketing interaction is, the higher the user's willingness to purchase (Morales, 2015; Bründl, Matt & Hess, 2017). In this present study, when consumers purchase products and watch live broadcasts, before making purchase decisions, they feel convinced with *marketing information* available in the interaction of live broadcasts regarding product prices, uses, and benefits (Flore, Jin & Kim, 1974; Eagly, Ashmore, Makhijani & Longo, 1991). This increases the likelihood of users making their purchase decision.

5.3 Perceived Information Quality with a Positive Effect on Users' Purchase Intention

The quality of perceived information has a positive impact on users' purchases, which in turn generates a great impact on trust, users' satisfaction, and their purchase intention. As seen in the obtained findings, the higher the purchase interest, the higher users' trust and satisfaction, and the higher the quality of the information they have received (Morrison, D. G., 1979; Michell, John & James, 1998). The study reveals that improving the quality of information will help differentiate the quality of competing products, improve purchasing trends, retain customers, and increase product competitiveness. If it is difficult for customers to recognize the true quality of the product, the anchor can take measures to increase online customers' awareness of product quality, improve product efficiency, and stimulate purchasing opportunities (Etemad-Sajadi, 2016).

5.4 Mediating Role of Perceived Information Quality between Interactive Marketing and Users' Purchase Intention

Perceived information quality plays a mediating role between interactive marketing and purchase intention. This phenomenon shows that users' interaction with the anchor's persuasion improves product quality perception, which further promotes users' purchase and disposal propensity (Eagly & Chaiken, 1984; Mullet & Karson, 1985). This present study argues for the first two premises of online consumers' purchase intention, namely, perceived quality and interaction effect, are in line with consumers' income perception and marketing atmosphere (Mehrabian & Russell, 1974; Ajzen & Driver, 1992). Although they are both factors that consumers consider in their purchase decisions, treating one of them unilaterally is not enough to directly lead to consumers' purchase intentions. Consumers will consider impulsive outcomes when making purchase decisions, and the consumer's balance of gains and losses (perceived value) will directly affect consumers' purchase intentions. As such, *interaction is perceived quality* as an indirect warning, which affects purchase intention as a *consumer's behavior* by affecting the perceived value (Kohler et al, 2011; Bartlett & Desteno, 2016).

Overall, such research findings can shed light on the operations of interactive marketing of webcast platforms on users' purchase intention mediated by perceived information quality, and thus lead to form appropriate marketing strategies on how to attract online consumers effectively.

6. Suggestions

Based on the obtained findings, the researcher would like to suggest the following:

On the network marketing platform, interactive marketing requires enterprises to actively understand user needs, and provide products and services accordingly. In order to truly realize user-centered production, users must be attracted to spend time on live webcast platforms. The user's experience on the platform is vitally important in being provided with the high-quality interactive platform to prompt purchasing behavior.

The enterprise should consider ease in using webcast platforms to support users to find the needed product information quickly and recognize the features of the platform with least difficulty. The enterprise needs to keep in touch with users, build trust within the webcast time agreed with users, and strictly protect users' information with thorough digital security measures. Enterprises need to respond without delay to users' feedback and complaints. Customer service representatives on mobile platforms should be trained to interact with users well in providing good and impressive service experience.

When conducting interactive marketing on the live webcast platform, enterprises must provide users with preferential prices and use the live webcast platform to achieve user experience with minimal workload. Enterprises need to use short online marketing channels to keep more customers than those in physical stores, by saving intermediary links,

reducing product costs, and lowering prices. Each enterprise needs to attract online shoppers by providing a simple, accurate and clear platform on mobile applications using a real-time online delivery platform.

As for future research, those scholars in the area of interactive marketing may consider investigating the current issues on the consumer's side, particularly how online shoppers react to specific online marketing strategies, the webcasting platform's role in maintaining a user-centered service attitude in the dialogue, and incentive strategies for users' satisfaction. Interactive time management on webcast marketing as well as the effect of psychological distance on online shoppers can be pursued in order to design/ provide interactive links during the live broadcast to engage consumers in live activities. All of these are for enterprises concerned to guide the proper direction of effective digital marketing via their live webcast for online customers.

7. The Author

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