

THE USE OF ABILITY, BENEVOLENCE, AND INTEGRITY TO DISSECT TRUST RELATIONSHIP IN LIVE-STREAMING E-COMMERCE

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INTRODUCTION

- Live streaming e-commerce experienced exponential growth in recent years. It has many advantages such as interactiveness and convenience, yet, it also has shortcomings such as the difficulties to judge the seller's authenticity and build trust towards the seller within such a short time. Therefore, it is crucial to understand the psychological mechanisms that govern the seller-consumer relationship in this new form of e-commerce model.
- Previous studies have shown trust to be one of the most critical elements in a seller-consumer relationship. In the field of traditional e-commerce, overall trust can influence customers' purchase intention. (Doney and Cannon 1997; Jarvenpaa et al. 2000; Schlosser et al., 2006; Büttner and Göritz, 2008)
- According to Mayer's (1995) trust framework, trust can be dissected into Ability, Benevolence, and Integrity (ABI) dimensions. "Ability" is the trustor's beliefs about the competence of the trustee. "Benevolence" is defined as 'the extent to which a trustee is believed to want to do good to the trustor and "Integrity" refers to the trustor's perception that the trustee adheres to a set of principles that the trustor finds.
- In past literature, little research has explored how the trust model can differ in a live streaming e-commerce setting. Also, previous research seldom links trust to the actual purchase behavior and did not explore which dimension of ABI trust framework is the most significant predictor.
- Our research aims to fill these research gaps through an experiment that simulates an online streaming e-commerce experience.

METHODS

- Our experiment simulated an online streaming e-commerce setting in which participants watched a pre-recorded "live-stream" of a product in our shopping website and subsequently were allowed to purchase the product from the experimenter.
- Linear regression was used to examine which dimension of trustworthiness can predict customers' purchase intention and actual purchase behavior.
- Using a recruitment questionnaire, 63 participants (Male: 18, Female:45) were recruited from the University of Macau through convenience sampling.

Measures / Variables:

Streamers' Trustworthiness Questionnaire:

The Scale of Specific Online Consumer Beliefs (Trustworthiness) (Gefen, 2002)

Chinese version: 黃宇辰&李峻德 (January 1, 1970).

Actual purchase Behavior:

After watching the streamer video, customers can choose to buy or not to buy the product by clicking the "buy" or "not to buy" button.

Purchase Intention Questionnaire:

2-item questionnaire; Responses recorded on a 7-point Likert scale (1=Not at all; 7=yes, definitely)

Sample item: "Would you buy this product from this streamer?"

RESULTS

Regression Analysis

- Table1. Regression Analysis between three dimensions of trustworthiness and purchase intention

Regression Analysis Summary				
Variable	B	SE B	β	t
(Constant)	1.054	0.615		1.714
Ability	0.698	0.124	0.585	5.632***
Note. n=63				
R=.585, R ² =.342, R ² adjusted=.331.				
***p<.001 **p<.01				
Regression Analysis Summary				
Variable	B	SE B	β	t
(Constant)	2.514	0.695		3.616***
Integrity	0.401	0.142	0.34	2.823**
Note. n=63				
R=.340, R ² =.116, R ² adjusted=.101.				
***p<.001 **p<.01				
Regression Analysis Summary				
Variable	B	SE B	β	t
(Constant)	2.012	0.829		2.425*
Benevolence	0.472	0.159	0.34	2.961**
Note. n=63				
R=.354, R ² =.126, R ² adjusted=.111.				
***p<.001 **p<.01 *p<.05				

"Ability" ($\beta=0.585$; $p<0.001$), "Integrity" ($\beta=0.34$; $p<0.01$) and "Benevolence" ($\beta=0.34$; $p<0.01$) all have positive impact on customer's purchase intention.

- Table 2. Regression Analysis between three dimensions of trustworthiness and actual purchase behavior

Regression Analysis Summary				
Variable	B	SE B	β	t
(Constant)	0.008	0.243		0.033
Ability	0.124	0.049	0.34	2.530
Note. n=63				
R=.308, R ² =.095, R ² adjusted=.080.				
***p<.001 **p<.01 *p<.05				
Regression Analysis Summary				
Variable	B	SE B	β	t
(Constant)	0.178	0.242		0.735
Integrity	0.09	0.05	0.226	1.814
Note. n=63				
R=.226, R ² =.051, R ² adjusted=.036.				
***p<.001 **p<.01 *p<.05				
Regression Analysis Summary				
Variable	B	SE B	β	t
(Constant)	0.189	0.293		0.644
Benevolence	0.081	0.056	0.182	1.444
Note. n=63				
R=.182, R ² =.033, R ² adjusted=.017.				
***p<.001 **p<.01 *p<.05				

Only "Ability" ($\beta=0.34$; $p<0.05$) has a direct effect on customer's actual purchase behavior.

CONCLUSION

- Results of this study confirmed that trust is also important in live streaming e-commerce, which is consistent with previous research that all the dimensions of trustworthiness can predict customers' purchase intention.
- The findings showed that only the streamer's "ability" can predict actual purchase behavior in online streaming e-commerce settings, while there is no direct effect of streamers' "integrity" and "benevolence" on customer's actual purchase behavior.
- The study gives implications for companies to pay more attention to the cultivation of streamers with professional knowledge about the product and the market, and enhancement of customers' beliefs towards the competence of the streamer, which can lead to better selling performance in live-streaming commerce.

Limitations:

- Tissue was used as the product that the streamer sell. The results might be varied based on different kinds of products.
- The sample bias may exist in this study because of the number of participants and single cultural background.

Future Directions:

- Data from this study was collected from people with one specific cultural background. Future studies can examine if there are any changes in outcome in different cultural backgrounds.
- Gender as a moderator can be explored in the future. We found males tend to rate streamers' trustworthiness higher than females, but it might be because the streamer in our study is female. Future studies can be carried out by using a male streamer and test the gender variable in the live-streaming environment.

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CONTACT

Scan code to attend VooV meeting



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