

Drivers of mobile live-stream shopping and the moderating role of celebrity endorsement

DOI: <https://doi.org/10.31920/1750-4562/2025/v20n2a20>

¹Michael Humbani

*Department of Marketing Management,
Faculty of Economic and Management Sciences,
University of Pretoria, Lynnwood Road, Hatfield, Pretoria, South Africa.
Email: humbani@gmail.com
(Corresponding author)*



²Henrietta Akosua Pokua Amofa

*Department of Marketing Management,
Faculty of Economic and Management Sciences,
University of Pretoria, Lynnwood Road, Hatfield, Pretoria, South Africa.
Email: amofahenrietta@gmail.com*

Abstract

Drawing on an integrated technology readiness index's driving factors and the key opinion leadership theory, the study aimed to develop and test a framework that determined the influential drivers of mobile live-stream shopping intention in an emerging economy. The moderating role of celebrity endorsement was also investigated. Using a quantitative cross-sectional research methodology with purposive sampling that was reinforced by snowball sampling, data from social media users aged 18 or older were gathered to explore the research goal. The findings indicate that the factors that strongly enhance a person's propensity to shop via mobile live streaming are innovativeness, trust, and celebrity endorsement. Through mobile live streaming, celebrity endorsement acts as a moderator between drivers and purchase intention. Brands should find the model useful in deciding the influential factors that drive mobile live-stream

shopping intention in order to take advantage of innovative technologies such as mobile live streaming

Keywords: *Mobile live-stream shopping intention, celebrity endorsement, optimism, innovativeness, trust.*

Introduction

The growing use of wireless technology has made it possible to develop and offer a wide range of wireless applications that address issues in many fields, including communication, education, shopping, and entertainment (Zhang et al., 2022). With real-time interactive features such as live chat and video, live-stream shopping enhances the purchasing experience and offers customers immersive and captivating opportunities to browse and buy products anywhere and anytime (Luo et al., 2023). However, the field of study lacks thorough empirical research in developing countries, indicating insufficient information about its evolution and future directions.

Giertz et al. (2022) describe mobile live-stream shopping as a combination of the interactivity of live-streaming with e-commerce, allowing influencers and brands to showcase their products and services in real-time and to engage viewers in a way that facilitates instant purchase decisions. Luo et al. (2023) describe live streaming as a technology that allows users to broadcast and watch live video streams while engaging in synchronous chat discussions; it does this by fusing real-time video content with chat interactivity. Both definitions imply that real-time interactive features such as social networking, live chats, and videos enhance consumers' buying experiences through mobile live streaming.

Mobile live streaming is not a new phenomenon. According to Chan et al. (2022), mobile live streaming started around 2016. Although the number of people participating in live-stream shopping in China exceeded 433 million in 2019 (Zhang et al., 2021), researchers still acknowledge that limited research has explored the determinants of live-stream shopping (Li et al., 2021). However, live-stream shopping is steadily spreading across the globe, and there is reason to believe that South Africa is ready for it.

South Africa is likely to become fertile ground for mobile live-stream shopping because of the high prevalence of active mobile connections and the fact that 45 million South Africans subscribe to the internet (Statista,

2024), which includes a high rate of social media use (Facebook: 87.2%, Instagram: 70.5%, and TikTok 69.9%) (McInnes, 2024).

Consequently, one would expect mobile live-stream shopping to be commonplace; yet reality falls short of that expectation. Although mobile live-stream shopping is expected to grow in South Africa's retail landscape, what is unknown is the extent to which consumers are ready to participate. This leads to the question that guides this research: What are the potential drivers of mobile live-stream shopping intention in South Africa? Could celebrity endorsement strengthen the relationship between the drivers and the intention to purchase via mobile live streaming? People who are well-known to the public owing to their accomplishments in particular fields, such as actors, models, or singers, are known as celebrity endorsers (Zhang et al., 2024). Thus, celebrity endorsement is a marketing tactic that uses a celebrity's fame and reputation to promote products and services.

The purpose of this study is to determine consumer readiness to use mobile live streams for shopping and to examine the moderating role of celebrity endorsement through the lens of the integrated technology readiness index's (TRI) (Parasuraman & Colby, 2015) main technology adoption drivers of optimism and innovativeness along with the key opinion leader theory (KOL) (Lazarsfeld et al., 1948). Trust and celebrity endorsement are included as additional drivers from the literature. By focusing on prolific social media users aged 18 years and older, this study aims to test and validate the integrated model to improve our understanding of the factors influencing mobile live-stream shopping and the moderating influence of celebrity endorsement. Both theories were developed in the context of new media technologies, and are therefore suitable for this study, given that mobile live-stream shopping is a form of media (Cai et al., 2018).

This study seeks to make some notable contributions. Its theoretical contributions include the integration of TRI's main positive traits with the KOL theory to determine the drivers of mobile live-stream shopping in an emerging economy such as South Africa. An evaluation of the publications in EBSCOhost, ProQuest, SA Publications, Science Direct, and other databases reveals that no studies have combined the two theories in evaluating mobile live-stream shopping intention. Chong (2013) posits that combining different theories could yield a greater understanding of how consumers behave when using information technology than when each theory is considered separately. More importantly, some criticisms have been levelled against the TRI and the

KOL theory. For instance, Schäfer and Taddicken (2015) argue that the importance of the KOL theory which was largely based on personal communication in the 1940s and 1950s, has been eroded by a broader range of new communication channels, such as emails, mobile phones, and other hybrid forms that blend more than one channel. The main criticism of the TRI is based on its conceptualisations, whether as a unidimensional or multi-dimensional construct (Blut & Wang, 2020), which have led to inconsistent findings. Therefore, adequate motivation exists to test and validate the integrated model to broaden the understanding of this sparsely researched area.

From a practical perspective, the paper provides recommendations for live streaming companies to develop and implement successful programmes that capture attention, retain existing users, and attract prospective ones. The study also provides a basis for managers to prioritise the drivers of mobile live-stream shopping intention and to increase the effective use of celebrity endorsement in commercial advertisements.

Theoretical Framework and Hypotheses Development

Mobile live streaming in context

Live-stream shopping, which was stimulated by the COVID-19 pandemic (Li et al., 2021), is a relatively new way of shopping through mixed media that have social commerce attributes and unique media attributes, and in which real-time interaction is offered (Cai et al., 2018). Live-stream shopping was spurred on across the globe by the pandemic, but after the pandemic had dissipated, it continued to grow, particularly in the United States, where sales via live streaming reached \$17 billion in 2022 (Huang et al., 2024). It is most prevalent on social media channels such as Facebook, Instagram, TikTok, and Taobao Live (Cai et al., 2018). Cai et al. (2018) define live-stream sellers as individuals who sell their goods in real-time videos. This category includes celebrities contracted by businesses to endorse their products during live streams. With mobile live streaming, consumers can check the details of a product, log on to the payment page, participate in live sales events, and post their comments in the chat box for immediate responses. Industry practitioners regard live streaming as a crucial channel that enables them to communicate with consumers for instant feedback.

Technology readiness index

‘Technology readiness’ (TR) reflects an individual’s predisposition or readiness to use new technology (Parasuraman & Colby, 2015). It is examined from two perspectives: the drivers, or positive traits of optimism and innovativeness, and the inhibitors (discomfort and insecurity). The technology readiness index (TRI) suggests that consumers can simultaneously have favourable and unfavourable perceptions of new technology. This study focuses on the drivers of optimism and innovativeness to reflect the positive traits of mobile live-stream shopping intention. Because discomfort and insecurity are negatively related to intention to adopt a technology (Parasuraman & Colby, 2015), they were excluded from the study.

Key opinion leadership

The concept of ‘key opinion leadership’ was first proposed in the 1940s and 1950s, primarily in interpersonal communication, by Lazarsfeld et al. (1948), who hypothesised that mass media do not directly influence individual purchase intention, but that they reach opinion leaders first who then influence their followers. Thus, a key opinion leader is an individual who can significantly mould other people’s behaviour – usually followers on social media outlets – to make purchase decisions (Amalia, 2023). He and Jin (2024) reported that, when LeBron James, a prominent basketball player, was contracted by Nike as a celebrity endorser, Nike generated nearly \$600 million in annual revenue. Similarly, product sales to live streamers on the Taobao social network reached 18.905 billion Yuan (\$2.598 billion) in 2022, thanks to celebrity endorsements (He & Jin, 2024). Therefore, once a celebrity endorsement grabs consumers’ attention, they become more invested and interested in the advertised product or service because of the inherent news value of the celebrity’s status (He & Jin, 2024).

Drivers of mobile stream shopping intention

Figure 1 shows the drivers of mobile live-stream shopping intention and the moderating effect of celebrity endorsement between the drivers and shopping intention.

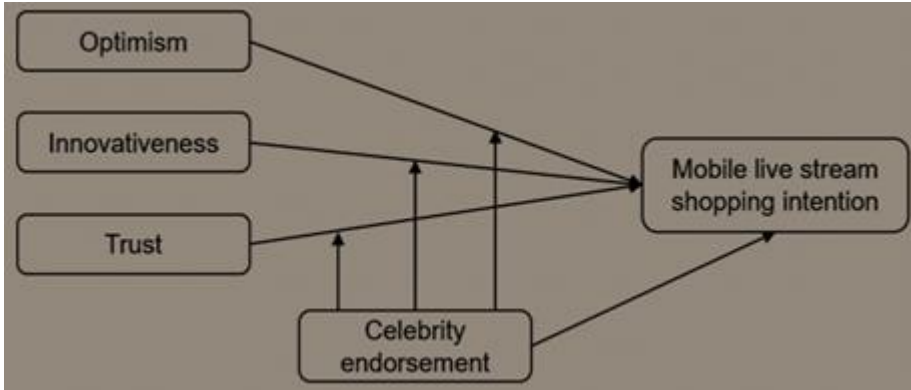


Figure 1: Conceptual framework for mobile live-stream shopping intention

Optimism

‘Optimism’ is defined as people’s favourable perception of technology because they feel it gives them more control, flexibility, and efficiency in their daily activities (Parasuraman & Colby, 2015). Ismail and Wahid (2020) reported that optimistic people trust that technology will be valuable and helpful in completing their jobs most efficiently. In a similar study, Blut and Wang (2020) carried out a meta-analysis of conceptualisations of the technology readiness construct. They reported that an optimistic individual tends to concentrate on the positive aspects of the technology instead of the negative ones. In the context of this study, consumers’ elevated levels of optimism will significantly reduce feelings of worry, emotional distress, or concerns about bad experiences related to embracing mobile live-stream shopping. Several studies have shown evidence of a positive relationship between optimism and intention to adopt new technology (Ismail and Wahid, 2020; Chen et al., 2018), leading to the following hypothesis:

H1: Optimism is positively related to mobile live-stream shopping intention

Innovativeness

‘Innovativeness’ is described as people’s inclination to explore new things, such as mobile live-stream shopping, and their willingness to explore their immediate environment (Parasuraman & Colby, 2015). Kim and Manoli (2024) investigated motivated sports fans’ innovativeness in the context of augmented reality (AR) live sports streaming in South Korea. They reported a positive association between hedonically

motivated consumers (affective stimulation), functionally motivated consumers (performance of new technology), and cognitive motivation (mental stimulation), as well as satisfaction with live sports streaming. Similarly, Shen et al. (2024) examined the effect of social presence on users' willingness to participate in tourism live streaming in China and reported that highly innovative consumers yearn for novel experiences and enjoy interacting with live streamers to obtain pleasure and stimulation. Therefore, it can be hypothesised that:

H2: Innovativeness is positively related to mobile live-stream shopping intention

Trust

Despite the significance of mobile live streaming, one of the critical issues that remain unresolved is the issue of trust (Zhang, Liu et al., 2022). Mutual trust is fundamental in any online transaction because of the increased number of web scams (Annaraud & Berezina, 2020). Trust in celebrity endorsement mitigates consumer uncertainty about promoted products because consumers can ask questions and get instant answers in real time, enabling them to make instant purchase decisions (Annaraud & Berezina, 2020). In this study, 'trust' refers to consumers' belief that the information they get from the celebrity endorser is authentic and reliable, and that they will receive the expected product in a good condition. In practice, real-time mobile live streaming is expected to improve trust levels owing to its interactive nature (Zhang, Liu et al., 2022). Several studies have reported the significance of trust for online purchase intention (Annaraud & Berezina, 2020; Zhang, Liu et al., 2022). Therefore, it is hypothesised that:

H3: Trust is positively related to mobile live-stream shopping intention

Celebrity endorsement

According to Osei-Frimpong et al. (2019), the discerning contemporary consumer is becoming increasingly sophisticated and demands more from brands. One way in which to attract consumer attention to purchase brands is to use celebrity endorsement (Amalia, 2023). According to Zhang et al. (2021, p. 143), "a successful live-stream shopping event that features key opinion leaders or celebrities can attract

30 million people within five hours and sell out 10,000 items in a couple of minutes”. Several previous studies have validated celebrity endorsement as a significant predictor of purchase intention (Osei-Frimpong et al., 2019; Amalia, 2023). Thus, it can be hypothesised that:

H4: Celebrity endorsement is positively related to mobile live-stream shopping intention

The moderating role of celebrity endorsement

As previously alluded to, the literature indicates that celebrity endorsement plays a considerable role in shaping consumer attitudes and purchase intention (Amalia, 2023). However, few studies have investigated celebrity endorsement as a moderating variable between predictors and purchase intention. Putra and Budiman (2024) examined the moderating role of celebrity endorsement between social media marketing, electronic word of mouth, and purchase intention, and reported that celebrity endorsement weakens electronic word-of-mouth interactions, but that it does not play a significant moderating role in social media marketing and purchase intention. Mutambik (2024) investigated the moderating role of celebrity endorsement between attitudes and purchase intention in the fashion and care industry in Saudi Arabia and found a strong association. These inconsistent results call for further study, particularly in emerging countries where mobile live-stream shopping is gaining traction.

Osei-Frimpong et al. (2019) argue that celebrity endorsement increases consumer attention, trust, positive brand associations, and brand attractiveness, leading to positive brand attitudes. This suggests that celebrity endorsement indirectly influences purchase intention. Therefore, it can be hypothesised that:

H5a-c: Celebrity endorsement significantly moderates the relationship between the drivers of mobile live-streaming and shopping intention.

Methodology

Research design, sampling, and data collection

The study focused on South African smartphone users aged 18 and above who were active users of social media platforms such as Facebook, X (formerly known as Twitter), and YouTube and who had engaged with mobile live streaming in some capacity before the study. The data was

collected during August 2023, using non-probability convenience sampling, which was supported by snowball sampling to maximise the number of respondents (Gill, 2020). The survey instrument, developed on a scale from 1 (strongly disagree) to 7 (strongly agree), was used for the data collection.

The questionnaire comprised four sections: Section A had screening questions to establish respondents' eligibility to complete the survey. Section B gained insight into consumers' preferred social networking sites for mobile live streaming. Section C contained questions about the drivers of mobile live-stream shopping intention and about the moderating role of celebrity endorsement relating to mobile live-stream shopping intention. Section D collected demographic information such as age, gender, level of education, and monthly income.

The five items for optimism and innovativeness respectively were adapted from Parasuraman and Colby (2015), Chen et al. (2013), and Chao et al. (2022), with the wording of the items being slightly changed to reflect the context of mobile live-stream shopping. The five scale items to measure trust were taken from Sawmong (2022), while four celebrity endorsement scales were taken from Parwati et al. (2021). The four mobile stream live-stream shopping intention scales were adapted from Chan et al. (2022). The adapted scale items were found to be reliable and valid, as the Cronbach's alpha coefficients were within the range of 0.7 to 0.9, and the factor loadings of scale items were above 0.5.

Common method bias

Podsakoff et al. (2024) argue that survey questionnaires are prone to common method bias, since the same participant gets to complete the entire questionnaire. Several steps were taken to avoid common method bias, as proposed by Rodríguez-Ardura and Meseguer-Artola (2020). First, the wording of the items was adjusted to suit the context of the study, and a clear working definition of mobile live-stream shopping was provided. Second, the questionnaire was pre-tested with 20 participants from the study population, after which the wording was improved. Third, a statistical analysis was conducted to determine whether multicollinearity was present. The variance inflation factor (VIF) of all the variables in the study ranged between 1.050 and 1.459, suggesting that they were within the acceptable range of less than 10 recommended by Pallant (2020).

Results

Sample profile

Most of the participants (80.1%) indicated that TikTok was their preferred app, followed by Instagram (15.4%). Surprisingly, only about 3.2% of the participants admitted to using YouTube, while fewer indicated Facebook or Twitch. The data was skewed towards participants aged 24 to 34 years, who constituted 97% of the participants. Many participants were female (86.4%), followed by males (10.4%), while the remainder selected either non-binary or self-assigned genders. Of the participants, 63.5% had an undergraduate college qualification, while 26% had a postgraduate qualification. Regarding income, the highest proportion (46.7%) earned R25 999 or less monthly.

Assessment of the measurement model

Confirmatory factor analysis (CFA) was conducted to check the reliability and validity of the measurement model using AMOS version 29 software for structural equation modelling. To test the adequacy of the measurement model, the CFA was conducted, and the results showed adequate model fit (CMIN/DF = 5.339/179; incremental fit index (IFI) = 0.949; Tucker-Lewis index (TLI) = 0.940; comparative fit index (CFI) = 0.949; root mean square error of approximation (RMSEA) = 0.035), as suggested by Hair et al. (2019).

The Cronbach's alpha values for optimism, innovativeness, celebrity endorsement, and purchase intention were higher than the recommended threshold of 0.7 (Pallant, 2020). Although the Cronbach's alpha value for trust was below 0.7, it was retained for further analysis following Pallant's (2020) recommendation that reliabilities below 0.7 are common and acceptable when dealing with scales of measurement with 10 items or fewer. Similarly, composite reliability for the constructs other than trust also met the threshold of 0.7.

The item loadings were also considered, for which 0.5 for the average variance extracted (AVE) was the threshold to confirm convergent validity (Hair et al., 2019). All the item loadings ranged from 0.444 to 0.801 and so met the criterion. Although the AVEs for optimism, innovativeness, and trust were below the threshold of 0.5, they were retained for further analysis, as their composite reliabilities were 0.6 and above, which is acceptable in exploratory research (Hair et al., 2019).

Discriminant validity was also tested by applying the Fornell and Larcker (1981) criterion, according to which the constructs' AVE values should be greater than the squared inter-construct correlations. The results in Table 1 indicate that the square roots of the constructs' AVEs were higher than the correlations between the constructs, suggesting that discriminant validity was achieved.

Table 1: Discriminant validity using Fornell and Larcker's criterion

Optimism	Innovativeness	Trust	Celebrity endorsement	Intention
0.594				
0.050*	0.594			
-0.009	-0.128***	0.503		
-0.003	0.274***	-0.275***	0.702	
0.014	0.306***	-0.222***	0.448***	0.703

Key: p < 0.050, ** p < 0.010, *** p < 0.001

Assessment of the structural model

After completing the first step of validating the measurement model, the second step was to test and validate the structural model. The results of the goodness-of-fit indices (CMIN/DF = 5.339/179; IFI = 0.950; TLI = 0.944; CFI = 0.950; RMSEA = 0.038, standardised root mean residual (SRMR) = 0.320) indicate adequate model fit (Hair et al., 2019).

Table 2 gives the results of the hypothesised paths. Specifically, innovativeness ($\beta = 0.147$, $p < 0.05$), trust ($\beta = 0.129$, $p < 0.05$), and celebrity endorsement ($\beta = 0.210$, $p < 0.05$) positively influence mobile live-stream shopping intention, thereby validating H2-H4 with a minimum confidence level of 95%. Surprisingly, optimism ($\beta = 0.812$, $p < 0.05$) emerged as an insignificant predictor, thus refuting H1.

Table 2: The results of the hypothesis testing

Alternative hypotheses	SRW	P value	Result
H1: Intention \leftarrow Optimism	0.812	0.812	Not supported
H2: Intention \leftarrow Innovativeness	0.147	0.000**	Supported
H3: Intention \leftarrow Trust	0.129	0.000**	Supported
H4: Intention \leftarrow Celebrity endorsement	0.210	0.000**	Supported

Notes: H = Hypothesis; SRW = standardised regression weight; **Significant at $p < 0.05$

Moderating effects of celebrity endorsement

The study also tested the moderating effect of celebrity endorsement on the relationships between the drivers of mobile live-stream shopping intention. First, a mean split was performed to create two groups (low regard for celebrity endorsement and high regard for celebrity endorsement) for the independent variables (optimism, innovativeness, trust). Each group was plotted against mobile live-stream shopping intention. Second, a multi-group analysis was performed to examine the moderating effects of celebrity endorsement. Moderation occurs if the difference of the chi-square values between the constrained and unconstrained models is above 3.84 for both low and high values (Hair et al., 2019). As shown in Table 4, celebrity endorsement moderated the three independent variables, thus supporting H5a, H5b, and H5c.

Table 3: Moderation results

Low celebrity endorsement

	Constrained model	Unconstrained model	Difference	Moderation
Optimism to Intention	344,7	235,4	109,3	YES
Innovativeness to Intention	301,6	235,4	66,2	YES
Trust to Intention	276,7	235,4	41,3	YES

High celebrity endorsement

	Constrained model	Unconstrained model	Difference	
Optimism to Intention	354	216,5	137,5	YES
Innovativeness to Intention	276,1	216,5	59,6	YES
Trust to Intention	237,5	216,5	21	YES

Conclusive evidence for moderation for all the paths, as the difference in chi-square values >3.84

Discussion

This study aimed to examine the factors that drive mobile live-stream shopping through the lenses of the TRI and the KOL theories. The moderating effect of celebrity endorsement was also explored. Among the four driving factors examined in the study, celebrity endorsement emerged as the most significant predictor of mobile live-stream shopping

intention. This suggests that the influence of celebrities has a profound effect on consumer purchase intention via mobile live streaming, thus corroborating similar prior studies (Parwati et al., 2021; Osei-Frimpong et al., 2019). Thus, H4 was empirically supported.

Innovativeness was the second most significant predictor of mobile live-stream shopping, thus supporting H2. The findings are like those of Pham et al. (2020) and Ismail and Wahid (2020), in which innovativeness was a significant factor contributing to consumer purchase intentions towards new technologies. It could thus be inferred that the intrinsic individual characteristic of innovativeness correlates with consumers' novelty-seeking characteristic (Blut and Wang, 2020) of mobile live-stream shopping. The finding also suggests that innovative consumers who yearn to try new technologies will embrace mobile live-stream shopping (Ismail and Wahid, 2020).

Analogous to Svart's (2018) finding, trust also emerged as a significant predictor of mobile live-stream shopping intention, thus supporting H3. Svart (2018) suggested that companies could enhance trust by making a live video to demonstrate their transparency and credibility. Similarly, Sawmong (2022) reported that, for consumers to accept information displayed online, it must come from a trusted source who can guide them through a marketplace replete with deceitful messages. Thus, consumer trust in company offerings could be increased if consumers trusted the celebrity endorser, thereby enhancing shopping intention.

Surprisingly, optimism did not significantly predict mobile live-stream shopping intention, thus refuting H1. Although this differs from the findings of Chen et al. (2018), the results are like those of Humbani and Wiese (2019), who found that optimism was insignificant in driving the use of mobile payment services. Blut and Wang (2020) also found that the TRI's motivators are not directly related to usage intention but instead exert an influence through mediators such as ease of use and usefulness. Consequently, the robustness of the TRI drivers applied to new mobile technology in an emerging market setting is inconclusive. This finding supports the suggestion by many other researchers that other factors could encourage or discourage the uptake of mobile payment services.

The study also established the moderating effect of celebrity endorsement on the relationship between the three drivers (optimism, innovativeness, trust) and mobile live-stream shopping intention, thus supporting H5a-c. According to Merritt and Zhao (2022), the

compatibility of mobile live-streaming characteristics with user characteristics enables the intention to adopt, thus suggesting that optimism, innovativeness, and trust could easily resonate with mobile live-stream shopping functionalities. In the same vein, optimistic and innovative consumers who trust the brand but who lack pertinent information to make a purchase decision often tend to seek help from knowledgeable people (e.g., celebrities) (He & Jin, 2024). This therefore suggests that consumers are inclined to purchase a brand when the celebrity endorser has credibility.

Theoretical implications of the study

First, by introducing more pertinent constructs as drivers of mobile live-stream shopping intention, this study expands the TRI. It may also be used as a basis for future research and as a catalyst for the addition of pertinent new constructs to current theories.

Second, the research provides empirical evidence to enhance the appreciation of innovativeness, trust, and celebrity endorsement as significant drivers of mobile live-stream shopping intention, thus corroborating prior research (He & Jin, 2024; Zhang, Wang et al., 2022). The moderating role of celebrity endorsement in influencing the drivers to boost shopping intention was also established. While prior studies investigated celebrity endorsement as a predictor, this study contributed to the theory by investigating its role from two perspectives: both as a moderating variable and as a predictor. Based on the findings, celebrity endorsement is important in keeping consumers engaged (Svart, 2018), allowing them to come closer to the brand and promoting impulsive buying (Li et al., 2022). While most studies have been conducted in the developed world and China, Africa has been neglected over the years (Osei-Frimpong et al., 2019). This is concerning, particularly for South Africa, where the growing live streaming community is expected to reach 15 million by 2027 (Statista, 2023).

Third, the study demonstrates that the integration of the TRI and the KOL is robust with mobile live-stream shopping intention. As previously stated, no previous studies have integrated the two theories, especially in the context of mobile live-stream shopping, which is becoming a promising way for brands to reach their target markets.

Fourth, since this study could not corroborate the influence of optimism, it would be important to pay attention to calls continually to

test concepts that are rooted in the West in emerging nations (Humbani & Wiese, 2019) in order to determine their applicability.

Practical implications

The findings of this study may enable service providers to focus on the drivers of mobile live-stream shopping intention in a way that attracts and retains consumers. Companies could practically apply the findings of this study to identify suitable celebrities who influence mobile live-stream shopping in order to increase profits. Identifying the right calibre of celebrities who would grab consumer attention could create a much-needed competitive advantage in the highly competitive retail market, which is crowded with myriad digital communications.

Furthermore, the research findings indicate that trust significantly influences purchasing intention via mobile live streaming. Therefore, advertisers should carefully select product endorsers with high levels of trustworthiness because of the direct link between streamer trustworthiness and persuasiveness (Gao et al., 2021). As mobile live streaming involves product demonstrations in real-life settings, selecting trusted presenters would be required to influence purchase intention.

The study's findings also demonstrate that innovative consumers are innately curious and are inclined more than others to use new technologies such as mobile live-stream shopping. Svart (2018) concurs that mobile live streaming could create a bond with innovative consumers by allowing them to communicate with the brand in real time. It would be valuable for companies to target innovative consumers with tailor-made strategies that effectively resonate with the consumers' preferences, and so take advantage of their openness to innovation in order to enhance mobile live-stream purchase intention.

Although only a few participants in this research identified Facebook as their preferred choice for mobile live-stream shopping, companies are encouraged to consider the platform more seriously because it offers endless opportunities for digital advertising (He & Jin, 2024).

In conclusion, this research is important for companies that plan to implement mobile live-stream strategies in order to lure consumers through digital marketing campaigns. The study has identified the crucial factors for successful live-stream shopping from a theoretical and practical standpoint. As celebrity endorsement is a notably effective moderating variable, it could be an effective competitive weapon in

differentiating products amid the heavy advertising clutter that is commonplace in many markets.

Limitations and directions for future research

Despite the significance of the findings, the study has some limitations worth noting. The over-representation of younger female participants (97% aged 24–34 and 86.4% female) limits the generalisability of findings across different demographics. Future studies should target all adult demographics to gain a wider view of mobile live-stream shopping intention. The use of self-reported data introduces the possibility of common method bias, despite the efforts at mitigation outlined in the report. Thus, future studies should obtain items to measure predictor variables from different sources in order to reduce common method bias, as suggested by Podsakoff et al. (2024). This research used snowball sampling, a method that is highly dependent on the researcher's network, thus possibly limiting the variety of perspectives among respondents. Future studies could use purposive sampling, especially when the researcher is clear about what needs to be researched and can find people who are willing to provide the required information on the basis of their knowledge and experience.

References

- Amalia, A. R. (2023). The effect of key opinion leader, Instagram, and digital campaign through brand image on brand awareness on Evoria products. *JMKSP (Jurnal Manajemen, Kepemimpinan, dan Supervisi Pendidikan)*, 8(2), 904-921.
- Annaraud, K., & Berezina, K. (2020). Predicting satisfaction and intentions to use online food delivery: What really makes a difference? *Journal of Foodservice Business Research*, 23, 305-323.
- Blut, M., & Wang, C. (2020). Technology readiness: A meta-analysis of conceptualizations of the construct and its impact on technology usage. *Journal of the Academy of Marketing Science*, 48, 649-669.
- Cai, J., Wohn, D. Y., Mittal, A., & Sureshbabu, D. (2018). Utilitarian and hedonic motivations for live streaming shopping. In *Proceedings of the 2018 ACM International Conference on Interactive Experiences for TV and Online Video* (pp. 81-88).

- Chan, L. Q., Kong, Y. M., Ong, Z. Y., Toh, J. X., Von, Y. H., Lee, V. H., ... & Tan, G. W. H. (2022). Driving factors towards live-stream shopping in Malaysia. In *Proceedings of International Conference on Emerging Technologies and Intelligent Systems: ICETIS 2021 (Volume 1)* (pp. 580-591). Springer International Publishing.
- Chao, P., Cheng, Y., Li, C., & Hsieh, M. (2022). Determinants of purchase intention among live streaming shoppers: The roles of technology readiness, social presence, and perceived value. *Journal of Asia-Pacific Business, 23*(3), 187-205.
- Chen, Y., Yu, J., Yang, S., & Wei, J. (2018). Consumer's intention to use self-service parcel delivery service in online retailing: An empirical study. *Internet Research, 28*(2), 500-519.
- Chen, S. C., Liu, M. L., & Lin, C. P. (2013). Integrating technology readiness into the expectation–confirmation model: An empirical study of mobile services. *Cyberpsychology, Behavior, and Social Networking, 16*(8), 604-612.
- Chong, A. Y. L. (2013). Understanding mobile commerce continuance intentions: An empirical analysis of Chinese consumers. *Journal of Computer Information Systems, 53*(4), 22-30.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39-50.
- Gao, X., Xu, X. Y., Tayyab, S. M. U., & Li, Q. (2021). How the live streaming commerce viewers process the persuasive message: An ELM perspective and the moderating effect of mindfulness. *Electronic Commerce Research and Applications, 49*, 101087.
- Giertz, J. N., Weiger, W. H., Törhönen, M., & Hamari, J. (2022). Content versus community focus in live streaming services: How to drive engagement in synchronous social media. *Journal of Service Management, 33*(1), 33-58.
- Gill, S. L. (2020). Qualitative sampling methods. *Journal of Human Lactation, 36*(4), 579-581.
- Hair, J. F., Black, W. C., Babin, B. J & Anderson, R. E. (2019). *Multivariate data analysis*.
- He, W., & Jin, C. (2024). A study on the influence of the characteristics of key opinion leaders on consumers' purchase intention in live streaming commerce: Based on dual-systems theory. *Electronic Commerce Research, 24*(2), 1235-1265.
- Huang, Q., Dastane, O., Cham, T. H., & Cheah, J. H. (2024). Is 'she' more impulsive (to pleasure) than 'him' during livestream e-

- commerce shopping? *Journal of Retailing and Consumer Services*, 78, 103707.
- Humbani, M., & Wiese, M. (2019). An integrated framework for the adoption and continuance intention to use mobile payment apps. *International Journal of Bank Marketing*, 37(2), 646-664.
- Ismail, K. A., & Wahid, N. A. (2020). A review on technology readiness concept to explain consumer's online purchase intention. *International Journal of Industrial Management*, 6, 49-57.
- Kim, S., & Manoli, A. E. (2024). Transforming sport consumption: Exploring motivated sport fans innovativeness in the context of AR live sport streaming. *International Journal of Sports Marketing and Sponsorship*, 25(2), 444-463.
- Lazarsfeld, P., Berelson, B., & Gaudet, H. (1948). *The people's choice: How the voter makes up his mind in a presidential campaign*. Columbia University Press.
- Li, Y., Li, X., & Cai, J. (2021). How attachment affects user stickiness on live streaming platforms: A socio-technical approach perspective. *Journal of Retailing and Consumer Services*, 60, 102478.
- Li, M., Wang, Q., & Cao, Y. (2022). Understanding consumer online impulse buying in live streaming e-commerce: A stimulus-organism-response framework. *International Journal of Environmental Research and Public Health*, 19(7), 4378.
- Luo, X., Lim, W. M., Cheah, J. H., Lim, X. J., & Dwivedi, Y. K. (2023). Live streaming commerce: A review and research agenda. *Journal of Computer Information Systems*, 1-24.
- McInnes, K. (2024, March 19). South African social media statistics 2024. *Meltwater*. <https://www.meltwater.com/en/blog/social-media-statistics-south-africa>
- Merritt, K., & Zhao, S. (2022). The power of live-stream commerce: A case study of how live stream commerce can be utilised in the traditional British retailing sector. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(2), 1-32.
- Mutambik, I. (2024). The emerging phenomenon of shopstreaming: Gaining a more nuanced understanding of the factors which drive it. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(3), 2522-2542.
- Osei-Frimpong, K., Donkor, G., & Owusu-Frimpong, N. (2019). The impact of celebrity endorsement on consumer purchase intention: An emerging market perspective. *Journal of Marketing Theory and Practice*, 27(1), 103-121.

- Pallant, J. (2020). *SPSS survival manual: A step-by-step guide to data analysis using IBM SPSS*. Taylor & Francis.
- Parasuraman, A., & Colby, C. L. (2015). An updated and streamlined technology readiness index: TRI 2.0. *Journal of Service Research, 18*(1), 59-74.
- Parwati, K. Y., Rohman, F., & Puspaningrum, A. (2021). The effect of self-congruity and celebrity endorsement on brand loyalty with brand attitude as a mediation variable. *Jurnal Aplikasi Manajemen, 19*(1), 156-165.
- Pham, L., Williamson, S., Lane, P., Limbu, Y., Nguyen, P. T. H., & Coomer, T. (2020). Technology readiness and purchase intention: Role of perceived value and online satisfaction in the context of luxury hotels. *International Journal of Management and Decision Making, 19*(1), 91-117.
- Podsakoff, P. M., Podsakoff, N. P., Williams, L. J., Huang, C., & Yang, J. (2024). Common method bias: It's bad, it's complex, it's widespread, and it's not easy to fix. *Annual Review of Organizational Psychology and Organizational Behavior, 11*(1), 17-61.
- Putra, Y. A., & Budiman, A. N. (2024). Amplifying purchase decisions: The impact of social media marketing, e-WOM, and celebrity endorsements. *Marketing and Business Strategy, 2*(1), 1-10.
- Rodríguez-Ardura, I., & Meseguer-Artola, A. (2020). How to prevent, detect and control common method variance in electronic commerce research. *Journal of Theoretical and Applied Electronic Commerce Research, 15*(2), 1-6.
- Sawmong, S. (2022). Examining the key factors that drive live stream shopping behavior. *Emerging Science Journal, 6*(6), 1394-1408.
- Schäfer, M. S., & Taddicken, M. (2015). Mediatized opinion leaders: New patterns of opinion leadership in new media environments? *International Journal of Communication, 9*, 960-981.
- Shen, Y., Du, J., Liu, Y., & Peng, J. (2024). The effect of social presence on user's participation willingness under tourism live streaming. *International Journal of Tourism Research, 26*(5), e2777.
- Statista (2024). *South Africa: Digital population as of January 2024 (in millions)*. <https://www.statista.com/statistics/685134/south-africa-digital-population/>
- Statista (2023). *Number of smartphone users in South Africa from 2014 to 2023 (in millions)*. <https://www.statista.com/statistics/488376/forecast-of-smartphone-users-in-south-africa/>

- Svart, A. (2018). *The use of live streaming in marketing*. Bakalářská práce. Tallinn University of Technology, Estonia. School of Business and Governance. Department of Business Administration.
- Zhang, M., Liu, Y., Wang, Y., & Zhao, L. (2022). How to retain customers: Understanding the role of trust in live streaming commerce with a socio-technical perspective. *Computers in Human Behavior*, *127*, 107052.
- Zhang, T., Qian, J., Sun, X., Ma, D., & Yuan, Y. (2021). The live streaming shopping: A new industrial ecology in China. In *5th International Conference on Crowd Science and Engineering* (pp. 140-144).
- Zhang, Q., Wang, Y., & Ariffin, S. K. (2024). Consumers purchase intention in live streaming e-commerce: A consumption value perspective and the role of streamer popularity. *PLoS ONE*, *19*(2), e0296339.
- Zhang, W., Wang, Y., Zhang, T., & Chu, J. (2022). Live streaming community interaction effects on travel intention: The mediation role of sense of community and swift-guanxi. *Information Technology & Tourism*, *24*(4), 485-509.