Livestream Commerce and Purchase Decisions in a Survey of ICTU Students

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***Abstract*—This undergraduate study investigates how features of TikTok Shop and Shopee Live relate to ICTU students' reported purchase decisions. The author analyzes 200 convenience-sampled responses in SPSS, with entertainment, trust, promotions, and interaction as predictors. The reported multiple regression has R-squared 0.497 and adjusted R-squared 0.487. All four coefficients are positive and have reported p-values below 0.05; standardized coefficients are 0.392 for entertainment, 0.338 for trust, 0.334 for promotions, and 0.325 for interaction. These results describe statistical associations within the surveyed group. The sampling method, self-reported measures, and cross-sectional design limit population inference and do not establish that changing a livestream feature would cause more purchases. The study provides a locally grounded description of students' perceptions and a basis for more representative, independently replicated work.**

***Index Terms*—livestream commerce, TikTok Shop, Shopee Live, student survey, purchase decisions**

I. Introduction

Livestream shopping combines product demonstration, real-time interaction, entertainment, and offers in a purchase interface. The thesis focuses on students at the University of Information and Communication Technology, Thai Nguyen University, who encounter TikTok Shop and Shopee Live. It asks which of four perceived aspects of a livestream are associated with respondents' purchase-decision scores: entertainment, trust, promotions, and interaction. The study examines survey associations, rather than platform transaction records or an experimental intervention [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The author collected 200 questionnaire responses using convenience sampling and processed them in SPSS. The instrument contains scales for perceived interaction, trust, entertainment, promotions, and purchase decision. The source reports reliability checks, exploratory factor analysis, correlations, and an enter-method multiple linear regression with four predictors. The outcome is a self-reported decision score. The regression table gives model-fit and coefficient statistics; this summary transcribes those reported values. Because respondents were not selected by probability sampling, sampling error and representativeness for all ICTU students cannot be established from the source [1].

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III. Results

The source's regression table reports R-squared 0.497, adjusted R-squared 0.487, and model $F(4,195)=48.193$ with reported $p<0.001$. Standardized coefficients are positive for entertainment (beta 0.392), trust (0.338), promotions (0.334), and interaction (0.325); each coefficient has a reported significance value below 0.05. The order of coefficients suggests entertainment is the strongest measured correlate in this model, followed by trust, promotions, and interaction. The source also reports variance inflation factors from 1.004 to 1.036. These figures are a regression summary for the 200 surveyed respondents, not observed counts of purchases or estimated effects for the entire student population [1].

IV. Discussion

The result is consistent with the idea that viewers' experience and confidence matter in livestream shopping, but regression on a single self-reported survey cannot identify causal effects. The predictors may share unmeasured causes with purchase decisions; platform-specific differences are not isolated by the pooled analysis. Convenience sampling further limits inference beyond respondents. The source acknowledges this limitation and recommends broader sampling. Earlier ICTU theses on e-commerce channels, online sales, social-media comments, and customer data provide historical local context, not comparable estimates of livestream effects [1].

V. Conclusion

In the surveyed ICTU sample, entertainment, trust, promotions, and interaction each show a positive association with the reported purchase-decision score. The model's adjusted R-squared is 0.487, with entertainment having the largest standardized coefficient. A representative sample, clearer separation of TikTok Shop from Shopee Live, and behavioral purchase measures would strengthen subsequent research [1].

References

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