

อัตลักษณ์ทางสังคมมีอิทธิพลต่อแรงจูงใจ ของกลุ่มมิลเลนเนียลในการรับชมการถ่ายทอดสดออนไลน์

Social identity influences millennials' motivation for viewing online live streaming

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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาอิทธิพลของอัตลักษณ์ทางสังคมต่อแรงจูงใจของกลุ่มมิลเลนเนียลในการรับชมการถ่ายทอดสดออนไลน์ โดยเก็บข้อมูลผ่านแบบสอบถามที่แจกให้กลุ่มตัวอย่างจำนวน 360 คน ซึ่งเป็นมิลเลนเนียลที่เคยมีประสบการณ์รับชมการถ่ายทอดสดออนไลน์ การวิเคราะห์ข้อมูลใช้วิธีการวิเคราะห์การถดถอยพหุคูณ ผลการศึกษานับสนับสนุนสมมติฐานที่ตั้งไว้ โดยระบุว่า อัตลักษณ์ทางสังคมมีผลต่อแรงจูงใจของกลุ่มมิลเลนเนียลในการรับชมการถ่ายทอดสดออนไลน์อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.001 ตัวแปรอัตลักษณ์ทางสังคมที่ส่งผลต่อแรงจูงใจมากที่สุดคือ ความชื่นชอบในบุคคล (Beta = .456) รองลงมาคือ ความรู้สึกเป็นส่วนหนึ่งของกลุ่ม (Beta = .282) ทั้งสองตัวแปรมีผลในเชิงบวกต่อแรงจูงใจในการรับชม โดยตัวแปรความชื่นชอบในบุคคลส่งผลมากที่สุด

ผลการศึกษาแสดงให้เห็นว่า อัตลักษณ์ทางสังคมในทุกมิติส่งผลต่อแรงจูงใจในการรับชมการถ่ายทอดสดออนไลน์ โดยตัวแปรความชื่นชอบในบุคคลได้รับการประเมินว่าเป็นปัจจัยที่ส่งผลเชิงบวกมากที่สุด ความชื่นชอบในบุคคล หมายถึง ความเชื่อมโยงทางอารมณ์และความชื่นชมที่ผู้ชมมีต่อผู้ถ่ายทอดสด ซึ่งมีผลอย่างมากต่อแรงจูงใจของผู้ชมกลุ่มมิลเลนเนียลมีแนวโน้มที่จะดึงดูดผู้ถ่ายทอดสดที่ดูมีความเป็นตัวของตัวเอง น่าเชื่อถือ และมีความสามารถในการมีปฏิสัมพันธ์ ผลลัพธ์นี้ก่อให้เกิดความไว้วางใจและความภักดี ทำให้ผู้ชมติดตามและมีปฏิสัมพันธ์กับผู้ถ่ายทอดสดอย่างต่อเนื่อง

คำสำคัญ: อัตลักษณ์ทางสังคม แรงจูงใจในการรับชม การถ่ายทอดสดออนไลน์ ผู้รับชมกลุ่มมิลเลนเนียล

Abstract

This study aims to investigate the social identity influences on millennials' motivation for viewing online live streaming. Data was collected by distributing questionnaires to a sample of 360 millennials aged between 25-40 years who have engaged in online live streaming. Multiple regression analysis was employed to analyze the data. The findings support the hypothesis, indicating that social identity significantly affects millennials' motivation for viewing online live streaming at the 0.001 statistical significance level. Notably, the social identity variable with the highest impact on motivation for viewing online live streaming was broadcaster identification (Beta = .456), followed by group identification (Beta = .282). Both variables positively affect motivations for viewing online live streaming, with broadcaster identification having the most substantial impact. These results demonstrate that all aspects of social identity influence motivations for viewing online live streaming, with broadcaster identification receiving the highest positive evaluation. Broadcaster identification, defined as the emotional connection and affinity viewers feel towards the live streamer, strongly influences the motivation for viewing. Millennials are particularly drawn to broadcasters who appear relatable, authentic, and engaging. This connection fosters trust and loyalty, leading viewers to continuously follow and interact with the streamer.

Keywords: Social Identity, Motivations for Viewing, Online Live Streaming, Millennial Consumer

Introduction

In today's digital age, online live streaming has become a prominent medium for entertainment, education, and social interaction, particularly among millennials. Millennials, defined as individuals born between 1981 and 1996, are highly active in digital environments, making them a key demographic in understanding live streaming trends (Dimock, 2019). Platforms like Facebook Live, Twitch, and YouTube Live have transformed the way content is consumed, providing real-time engagement opportunities between broadcasters and viewers. However, what drives millennials to engage with live streaming remains an area that requires deeper exploration, particularly in terms of their social identity and its influence on their motivations.

Social identity, as conceptualized by Tajfel and Turner (1979), refers to an individual's sense of belonging to a particular group, which shapes their behaviors, preferences, and motivations. In the context of online live streaming, social identity manifests in two primary dimensions: broadcaster identification (viewers feeling connected to the streamer) and group identification (viewers feeling part of the community). These dimensions can significantly influence millennials' motivations for viewing live streams, including their desire for entertainment, information, social interaction, and a sense of belonging (Sjöblom et al., 2017).

Despite the global prevalence of live streaming, research on how social identity impacts viewing motivations is still in its early stages. Existing studies primarily focus on Western contexts, leaving a gap in understanding how cultural and regional factors, particularly in Thailand, shape these behaviors. Millennials in Thailand, known for their strong digital engagement and community-oriented culture, are an important group to study in this regard. They frequently utilize live streaming for various purposes, from entertainment and education to e-commerce, highlighting the multifaceted role of this medium in their lives (กระทรวงดิจิทัลเพื่อเศรษฐกิจและสังคม, สำนักงานสถิติแห่งชาติ, 2566).

Moreover, live streaming platforms serve as key channels for businesses and content creators to connect with this demographic. Understanding how social identity influences millennials' motivations for viewing live streams can help marketers and broadcasters design strategies that resonate with their audience. It can also contribute to the theoretical understanding of social identity's role in digital behavior, bridging the gap between psychological theories and modern media consumption practices (Helal & Ozuem, 2019).

Broadcaster identification and group identification are critical dimensions of social identity that influence online live streaming behavior. Understanding these dimensions provides valuable insights into the motivations and preferences of viewers, particularly millennials, in digital media environments. These findings can guide content creators, marketers, and platform developers in designing strategies to enhance viewer engagement and loyalty.

This research aims to investigate the social identity influences millennials' motivations for viewing online live streaming, with a focus on the Thai context. The findings are expected to provide insights into the psychological and social factors driving live streaming behavior, offering both theoretical contributions and practical applications.

The Objectives of Study

1. to determine the influence of social identity in aspect of broadcaster identification on Millennial motivation for viewing online live streaming.
2. to determine the influence of social identity in aspect of group identification on Millennial motivation for viewing online live streaming.

Literature review

Social Identity and Its Relevance in Digital Media

Social identity theory highlights how individuals derive their self-esteem and sense of belonging from group memberships. In online contexts, such as live streaming platforms, social identity influences how individuals interact with content and participate in communities. Research has shown that social identity is critical in fostering engagement and loyalty in digital communities (Haslam et al., 2020).

The concept of social identity has become a critical framework in understanding individual and group behavior in digital and social media environments. Social identity, as defined by Tajfel and Turner (1979), refers to an individual's self-concept derived from their membership in social groups. This construct can be further analyzed in the context of online live streaming through two dimensions: broadcaster identification and group identification.

1. Broadcaster Identification: Broadcaster identification refers to the extent to which viewers perceive a connection with the streamer or broadcaster. This connection often stems from shared values, relatable characteristics, or admiration for the broadcaster's content. Broadcaster identification fosters a sense of personal relevance, which encourages sustained engagement and participation during live streams (Rubin & Step, 2000). On platforms like Facebook Live, broadcasters often build strong parasocial relationships with their audiences through interactive features such as real-time responses, personalized acknowledgments, and relatable storytelling. These interactions create a feeling of intimacy and connectedness, leading to heightened viewer identification with the broadcaster. For millennials, who value authenticity and relatability, broadcaster identification plays a critical role in influencing their viewing behavior (Sjöblom et al., 2017).

2. Group Identification: Group identification involves the perception of belonging to a community of like-minded individuals who follow and interact with the same broadcaster. This shared identity strengthens bonds among viewers, creating a sense of community that enhances engagement and participation (Dholakia et al., 2004). During live streaming events,

viewers often interact with one another in the comment sections, forming sub-communities around shared interests or values. This group dynamic is particularly significant for millennials, who are known for their preference for social interaction and collective experiences in digital spaces (Dimock, 2019). Group identification enhances the overall viewing experience by fostering social support and camaraderie among participants.

The interplay between broadcaster identification and group identification underpins the success of live streaming platforms. Research by Hamilton et al. (2014) found that viewers' motivations to engage with live streaming content are not only influenced by the streamer's personality but also by the sense of community created during the broadcast. Similarly, Wang et al. (2019) demonstrated that both broadcaster and group identification contribute to increased viewer loyalty and willingness to participate in monetization activities such as tipping or donations.

In the Thai context, live streaming on platforms has become a prevalent medium for entertainment, education, and commerce. Viewers are drawn to live streams not only because of the content but also due to the community dynamics and cultural relevance provided by local broadcasters (กระทรวงดิจิทัลเพื่อเศรษฐกิจและสังคม, สำนักงานสถิติแห่งชาติ, 2566).

Motivations for Viewing Online Live Streaming

Online live streaming has gained significant attention as a digital medium, enabling real-time interaction between broadcasters and viewers. The motivations for viewing live streaming content are multifaceted and rooted in psychological, social, and informational needs. Key motivations include entertainment, social interaction, information-seeking, and the development of parasocial relationships. Understanding these motivations offers valuable insights into viewer behavior and engagement patterns.

1. Entertainment: Entertainment is a primary driver for consuming live streaming content. According to uses and gratifications theory, individuals seek media that provides relaxation, enjoyment, and escapism (Rubin, 2009). Live streaming platforms cater to these needs by offering diverse content, such as gaming, music, lifestyle vlogs, and live performances. Sjöblom et al. (2017) found that entertainment gratification is one of the most significant factors influencing live stream viewership. Millennials, in particular, favor content that is interactive and dynamic, aligning with their preference for authentic and engaging experiences. In the Thai context, live streams featuring celebrities, influencers, or cultural performances are especially popular for their entertainment value (กระทรวงดิจิทัลเพื่อเศรษฐกิจและสังคม, สำนักงานสถิติแห่งชาติ, 2566).

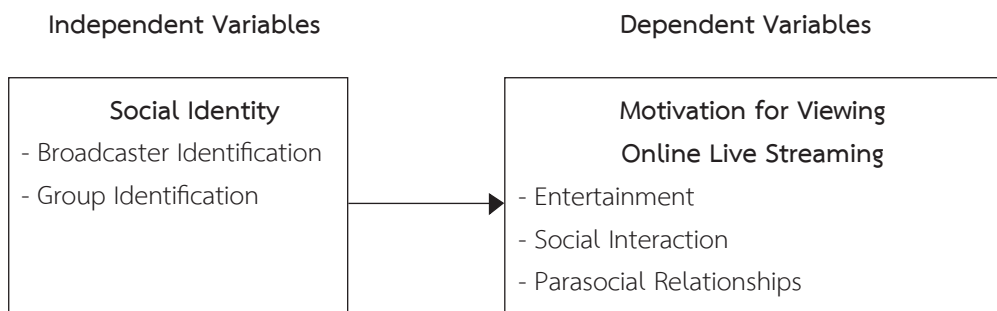
2. Social Interaction: The social interaction element of live streaming allows viewers to engage with broadcasters and fellow viewers in real time. This interaction fosters a sense of community and social belonging, making live streaming a unique medium compared to traditional media (Wohn et al., 2015). Features like live chat and real-time reactions create

opportunities for viewers to participate actively in the broadcast. For millennials, who value connectivity and social engagement, these interactions enhance their viewing experience. Research suggests that the communal aspect of live streaming strengthens loyalty and encourages repeat engagement (Hamilton et al., 2014).

3. Information-Seeking: Live streaming serves as a valuable source of information, particularly for educational content, product demonstrations, and event coverage. Information-seeking motivation is critical in contexts like live commerce, where viewers actively seek details about products or services before making purchasing decisions (Yu et al., 2018). In Thailand, live streaming has become a key medium for e-commerce, enabling consumers to interact with sellers, ask questions, and receive immediate answers. This behavior underscores the role of live streaming as an interactive tool for information dissemination

4. Parasocial Relationships: Parasocial relationships refer to one-sided emotional connections that viewers form with broadcasters. These relationships are a significant motivation for live streaming viewership, as they create a sense of intimacy and loyalty (Rubin & Step, 2000). Broadcasters who engage authentically with their audience tend to foster strong parasocial bonds. Viewers often perceive these broadcasters as relatable or aspirational figures, enhancing their commitment to the stream. For millennials, who value authenticity, parasocial relationships are a powerful motivator for engaging with live streaming content (Sjöblom et al., 2017).

Conceptual framework



Hypothesis

H1: Social identity in aspect of broadcaster identification has influence on Millennial motivation for viewing online live streaming.

H2: Social identity in aspect of group identification has influence on Millennial motivation for viewing online live streaming.

Methodology

Population and Sample

The population used in this research comprises Millennials who have previously watched online live streaming aged between 25-40 years. The sample for this study is drawn from millennials who have engaged in Facebook online live streaming. Online live streaming has emerged as a prominent feature on Facebook, providing real-time interaction between streamers and viewers. Millennials, with their preference for interactive and authentic content, have significantly contributed to the popularity of live streaming. Features such as live comments, emoji reactions, and direct engagement with the host make live streaming a unique communication tool that fosters community and participation. Despite its growing popularity, the factors influencing millennials' behavior in live streaming environments remain underexplored, especially regarding the role of social identity. Millennials, often defined by their need for social connection and identity affirmation in digital spaces, may engage with live streaming on Facebook as a means of expressing and reinforcing their group identity (Haslam et al., 2020).

The exact population size is unknown due to the large and dispersed nature of the group. The sample size was calculated using Cochran's formula for an unknown population, with a confidence level of 95% and a margin of error not exceeding 5% (Cochran, 1977).

The formula is as follows:

n = sample size

P = the percentage of the population to be sampled (set at 50% or 0.5)

e = the margin of error (not exceeding 5%)

Z = the Z-score corresponding to the confidence level (at 90% confidence, $Z = 1.65$)

$$n = \frac{[0.5(1 - 0.5)(1.65)^2]}{(0.05)^2}$$

$$n = 272.25$$

Based on the calculation, the required sample size is 272. To simplify evaluation and analysis, the sample size was adjusted to 360. A probability sampling method was employed to collect the sample. This study utilized convenience sampling, wherein the researcher distributed and shared the online questionnaire link via Facebook. A total of 360 respondents who had previously watched online live streaming were invited to participate and complete the questionnaire.

The data for this study was collected using a questionnaire with the following sections: (1) demographic information about respondents, including gender, age, education, and income; (2) social identity is broadcaster identification and group identification presented in a 5-level Rating of Likert Scale. 3) motivation for viewing online live streaming is

entertainment, social interaction, information-seeking, and parasocial relationships presented in a 5-level Rating of Likert Scale. The evaluation was conducted by calculating the average score based on the following assessment criteria: (Sunthornthai, 2008)

4.21-5.00 indicates Strongly Agree

3.41-4.20 indicates Agree

2.61-3.40 indicates Neutral

1.81-2.60 indicates Disagree

1.00-1.80 indicates Strongly Disagree

The average score range of mean is prior to the main data collection, a pilot test was conducted to ensure reliability. The internal consistency of the 360 responses was measured, resulting in a Cronbach's alpha of 0.891. Content validity was confirmed by three experts, yielding an average Index of Content Validity (IOC) of 0.90, with item-wise values ranging from 0.80 to 1.00, which supports the questionnaire's validity, as all values exceed 0.5. Statistical analysis was performed using software, and hypothesis testing was conducted via multiple regression analysis.

The Results

Table 1

General Demographic Information of Respondents

Demographic Characteristics	Number (Person)	Percentage (%)
Gender		
Male	250	69.4
Female	110	30.6
Age		
25-30 years	172	47.8
35-40 years	188	52.2
Education		
Below Bachelor's Degree	70	19.4
Bachelor's Degree	240	66.7
Above Bachelor's Degree	50	13.9
Income		
Below 20,000 THB	-	-
20,001-30,000 THB	163	45.3
30,001-40,000 THB	157	43.6
40,001-50,000 THB	28	7.8
Above 50,001 THB	12	3.3

From Table 1, it was found that the majority of respondents were male 250 (64.9%). Most were aged 35-40 years, totaling 188 (52.2%), with the highest level of education being a Bachelor's degree, held by 240 (66.7%). The most common income range was 20,001 – 30,000 THB numbering 163 (45.3%).

Table 2

Mean and Standard Deviation of Social Identity

Social Identity	Mean	Standard Deviation (S.D.)	Level of Agreement
Broadcaster Identification	3.87	0.869	Agree
Group Identification	3.38	1.154	Neutral
Total	3.62	0.805	Agree

Table 2 shows that the mean value of overall social identity was evaluated by online live streaming viewers had high average (Mean = 3.62, SD = 0.05). When considering each aspect, it was found that service efficiency in terms of broadcast identification had the highest average (Mean = 3.87, S.D. = 0.865), and group identification (Mean = 3.38, SD = 1.150).

Table 3

Mean and Standard Deviation of Motivation for Viewing Online Live Streaming

Motivation for Viewing Online Live Streaming	Mean	Standard Deviation (S.D.)	Level of Agreement
Entertainment	3.73	0.865	Agree
Social Interaction	3.57	0.880	Agree
Parasocial Relationships	3.52	0.791	Agree
Total	3.61	0.884	Agree

Table 3 shows that the mean value of overall motivation for viewing online live streaming had a high average (Mean = 3.61, SD. = 0.554). When considering each aspect, it was found that customer satisfaction levels in term of entertainment had the high average (Mean = 3.73, SD. = 0.865), followed by social interaction (M = 3.57, SD = 0.880), and parasocial relationships (Mean = 3.52, SD = 0.791).

Table 4

Results of Data Analysis on Social Identity Influence on Motivations for Viewing Online Live Streaming

Model	Multiple R	R Square	Adjusted R Square	Standard Error
1	.678	.465	.457	.678

Table 4 illustrates the results of the analysis of the multiple correlation coefficient (Multiple R). The value approaches 1, indicating a strong relationship between the independent variable social identity, including broadcaster identification and group identification, and the dependent variable, which is the motivation for viewing online live streaming. The analysis of the adjusted coefficient of determination (Adjusted R Square) yielded a value of 0.457, suggesting that the selected variables explain 45.7% of the variation in continuous viewing behavior.

Table 5

Results of Variance Analysis of Social Identity Influence on Motivations for Viewing Online Live Streaming

Model	Sum of Squares	df	Mean Square	F	p-value
Regression	116.381	2	58.192	126.23***	.000
Residual	136.434	357	0.531		
Total	252.815	359			

***statistically significant level at the 0.001

Table 5 presents the results of hypothesis testing using the F-value or p-value. The analysis revealed an F-value of 126.677 with a p-value of 0.000, indicating that at least one independent variable significantly affects the dependent variable at a statistically significant level.

Table 6

Results of Multiple Regression Coefficients Analysis on Social Identity Influence on Motivations for Viewing Online Live Streaming

Model	B	Std. Error	Beta	t	p-value	Tolerance	VIF
Constant	1.035	.181		5.726***	.000		
Broadcaster Identification	.523	.068	.459	7.930***	.000	0.674	1.483
Group Identification	.245	.046	.285	4.896***	.000	0.725	1.378

***statistically significant level at the 0.001

Table 6 shows the p-values calculated for the independent variables. Both broadcaster identification and group identification significantly influence millennial' motivations for viewing online live streaming at a significance level of 0.001. The Beta coefficients indicate that broadcaster identification (Beta = .459) has the strongest influence on motivations for viewing online live streaming, followed by group identification (Beta = .285). Both variables positively affect motivations for viewing online live streaming, with broadcaster identification having the most substantial impact.

Conclusion and Discussion

This study explored social identity influences millennial' motivations for viewing online live streaming, focusing on two key dimensions: broadcaster identification and group identification. The findings reveal that both aspects significantly shape millennials' motivation, demonstrating that social identity is a critical driver of live streaming engagement. Broadcaster Identification. The results indicate that broadcaster identification, defined as the emotional connection and affinity viewers feel towards the live streamer, strongly influences the motivation for viewing. Millennials are particularly drawn to broadcasters who appear relatable, authentic, and engaging (Rubin & Step, 2000). This connection fosters trust and loyalty, leading viewers to continuously follow and interact with the streamer.

Group Identification or the sense of belonging to a community formed around the live stream, is another significant factor. Millennials value the interactive and communal aspects of live streaming platforms, such as real-time chat and shared experiences with other viewers (Dimock, 2019). These elements create a sense of inclusion and social support, which enhances their motivation to participate in live streaming. Combined Influence together, broadcaster and group identification account for a substantial portion of the variance in millennials' motivations for viewing online live streaming. The findings suggest that fostering both individual and communal connections is essential for sustaining viewer engagement.

The findings align with social identity theory (Tajfel & Turner, 1979), which posits that individuals derive part of their self-concept from their membership in social groups and relationships with influential figures. In the context of live streaming, viewers not only identify with the broadcaster as a central figure but also with the broader viewer community.

Broadcaster Identification: These results are consistent with studies emphasizing the role of parasocial relationships in live streaming. Viewers perceive broadcasters as approachable and trustworthy figures, often engaging with them as if in a personal relationship (Wohn et al., 2015). Broadcasters who maintain authenticity and interact with their audience actively strengthen this identification, which directly impacts viewers' motivations, including entertainment, social interaction, and emotional connection.

Group Identification: The study also supports prior research highlighting the importance of social interaction and community in live streaming (Hamilton et al., 2014). Millennials are particularly motivated by the sense of belonging that live streaming communities offer. This finding underscores the need for live streaming platforms to enhance interactive features, such as chatrooms and collaborative activities, to foster stronger group identification.

Suggestions

1. **Enhancing Broadcaster Identification:** Live streaming platforms and broadcasters should prioritize authenticity, relatability, and active audience engagement. Providing tools and training for broadcasters to build stronger parasocial relationships can further enhance viewer trust and loyalty. Features like personalized messages, Question & Answer sessions, and exclusive content for dedicated viewers can strengthen emotional connections.

2. **Fostering Group Identification:** Platforms should focus on creating robust community-building features, such as real-time chat, group activities, or gamified interactions. Developing algorithms to match viewers with communities based on shared interests can also promote a sense of belonging and engagement.

3. **Balancing Individual and Community Connections:** To maximize engagement, platforms should integrate features that support both broadcaster identification and group identification. For instance, allowing broadcasters to highlight active community members or involve the audience in content creation can combine the appeal of personal interaction with the strength of community ties.

Future Research

1. **Cross-Cultural Analysis:** Future studies could examine whether the influence of broadcaster and group identification on live streaming motivations varies across different cultures and demographics. Exploring cultural differences in social identity formation can provide deeper insights into audience behaviors.

2. Longitudinal Studies: Conducting longitudinal research would help understand how broadcaster and group identification evolve over time and their long-term impact on viewer retention and platform loyalty.

3. Platform-Specific Dynamics: Since different platforms (e.g., Twitch, YouTube Live, Facebook Live) have varying features and audience dynamics, future research could explore how platform-specific factors influence the interplay between broadcaster and group identification.

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