

Factors Influencing Consumer Trust and Buying Behavior in the Live Streaming Commerce in Thailand: A Qualitative Interview Study

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(Received: 11 March 2026, Revised: 29 April 2026, Accepted: 30 April 2026)

<https://doi.org/10.57260/csdj.2026.287749>

Abstract

This study explores the factors shaping consumer trust and buying behavior in the live streaming commerce in Thailand. Using a qualitative approach, semi-structured interviews were conducted with 15 live shoppers and 10 live streamers who had direct experience buying or selling through Facebook Live and TikTok Live. The collected interview data were analyzed through thematic analysis to identify key themes and meaningful insights on consumer trust and buying behavior in live streaming commerce. The results identify six interrelated factors that shape trust and buying behavior: reputation, expertise, after-sales service, responsiveness, perceived price fairness, and cash on delivery (COD). These factors show that consumer trust in live streaming commerce is shaped not only by seller credibility and product knowledge, but also by real-time interaction, post-purchase support, fair pricing, and safer payment options. This study addresses a gap in the literature by providing in-depth qualitative evidence on trust formation and buying behavior, an area that remains underexplored in existing qualitative studies on live streaming commerce. The findings are valuable to local sellers and digital entrepreneurs in building consumer trust, enhancing buying behavior, and supporting the economic sustainability of live streaming commerce.

Keywords: Live streaming, Live streaming commerce, Trust, Buying behavior, Interview study



Introduction

Live streaming commerce has become an increasingly important mode of online selling and continues to gain momentum in the digital marketplace (Wang et al., 2022). It is widely viewed as a practical and relatively cost-effective way for sellers to interact with consumers in real time (Chen et al., 2022). Compared with conventional online shopping channels, live streaming creates a more interactive environment by allowing direct communication between sellers and viewers, making the shopping experience more engaging and socially connected (Wang et al., 2022; Wongkitrungrueng & Assarut, 2020; Xiong et al., 2024). In addition, live video allows consumers to examine products more clearly and receive immediate responses, which may help ease uncertainty, build trust, and encourage buying behavior (Ding et al., 2025).

Beyond its role as a commercial selling channel, live streaming commerce also offers wider value for local businesses, small entrepreneurs, and community-based sellers. By lowering entry barriers and reducing the cost of accessing digital markets, live streaming platforms allow small-scale sellers, home-based businesses, and local entrepreneurs to reach wider audiences without requiring substantial investment in physical stores or advanced e-commerce infrastructure. This, in turn, helps increase product visibility and create new income opportunities for local and rural sellers (Chen et al., 2024).

However, despite this potential to promote inclusive economic participation and the enhanced visibility and real-time interaction enabled by live streaming features, uncertainty may still remain a key concern for consumers (Senali et al., 2024). Specifically, purchasing through live streaming can still expose consumers to transaction-related problems, non-delivery, poor product quality, and opportunistic seller behavior (Wongkitrungrueng & Assarut, 2020). As a result, trust remains a persistent challenge in live streaming commerce and may deter consumers from making purchases (Zhang et al., 2022). Thus, further research is needed to explore how trust is developed and how buying behavior is shaped in the live streaming commerce environment.

Existing quantitative studies have examined factors influencing consumer trust and purchase behavior in the live streaming commerce. Most prior research has relied on empirical analyses focusing on central and peripheral route factors (Chen et al., 2022; Ding et al., 2025), IT affordances (Xiong et al., 2024), and perceived value (Wongkitrungrueng & Assarut, 2020; Deng & Tian, 2025). However, these quantitative studies may not fully capture consumers' nuanced perceptions and lived experiences. Recent qualitative studies have also investigated how live-streaming celebrities influence economic transformation (Guan & Zhou, 2025) and how live streamer characteristics affect impulsive buying behavior (Maharani et al., 2025). Nevertheless, existing research has paid limited attention to how consumers interpret trust cues and make purchase decisions during live sessions. This study goes beyond identifying trust-related factors by offering additional insight into the underlying factors that shape consumer trust and influence buying behavior in real-time live streaming contexts through the integrated perspectives of both streamers and shoppers.

Objective

To address this gap, this study adopts a qualitative interview approach to identify and examine the key factors that shape consumer trust and buying behavior in live streaming commerce, with particular attention to how these factors may help local sellers, small entrepreneurs, and community-based businesses use live streaming effectively to increase sales in digital markets.



The objectives of this study are:

1. To identify the factors that influence consumer trust and buying behavior in live streaming commerce.
2. To explore the perspectives of both streamers and viewers on how these factors shape consumer trust and buying behavior.

Literature review

Trust theory

Trust refers to a consumer's expectation that the other party in an exchange will behave in an honest, appropriate, and non-exploitative manner (Wongkitrungrueng & Assarut, 2020). In commercial relationships, trust is important because it helps establish stable connections between exchange partners, lowers concerns about possible harm, and supports the formation of stronger relational bonds (Deng & Tian, 2025; Xiong & Li, 2024). Prior studies also suggest that trust is grounded in perceptions of another party's trustworthiness and serves as a core basis for buyer–seller relationships (Artuğer et al., 2024; Yahia et al., 2018). As a complex concept, trust develops when consumers perceive sellers as dependable and believe they will fulfill their promises (Chen et al., 2022; Kim & Kim, 2021).

Trust is generally viewed as consisting of both cognitive and affective components (Sassenberg et al., 2026). Cognitive trust is consumers' rational assessment of whether the seller is competent and reliable (Qin et al., 2024). This dimension is commonly associated with perceptions of integrity, benevolence, and competence (Sassenberg et al., 2026). Emotional, or affective, trust, by contrast, is shaped by consumers' feelings toward the seller and their interpretation of the seller's personal qualities (Wongkitrungrueng & Assarut, 2020). It is strengthened when sellers are perceived as careful and responsive to customers' needs (Qin et al., 2024).

In online commerce, trust becomes especially important because consumers often interact with unfamiliar sellers and cannot physically examine products before purchase (Senali et al., 2024). Under these conditions, trust helps reduce uncertainty and perceived risk in the transaction process (Deng & Tian, 2025; Xiao et al., 2019). It also promotes favorable exchange relationships, encourages longer-term connections between buyers and sellers, and influences consumers' buying behavior (Artuğer et al., 2024; Kim & Kim, 2021; Yahia et al., 2018). Building on trust theory, this study examines the underlying elements of consumer trust and buying behavior within the context of the live streaming commerce.

Methodology

To generate detailed insights into the behavior and perspectives of live shoppers and live streamers, semi-structured interviews were conducted via video calls between May 2025 and March 2026. This interview approach is widely used in qualitative research because it facilitates a detailed understanding of participants' experiences and perspectives. Its flexible and open-ended structure also allows researchers to explore relevant issues in greater depth, clarify participants' responses, and capture unexpected insights that emerge during the interview process (Chand, 2025). This, in turn, provided a richer understanding of the dynamics shaping trust development and buying behavior in live-streaming commerce. Thailand was chosen as the geographical focus of this study due to its rapidly expanding live streaming market. Driven by rising demand for real-time interactive ecosystems, the live streaming market is projected to maintain strong momentum with an average annual growth rate of 22.8% from 2025 to 2031 (Mobility Foresights, 2025).



To obtain information-rich data, purposive sampling was employed. Participants were intentionally selected based on the research objectives and their relevant characteristics, experience, and potential to provide insight into the phenomenon under study (Ahmad & Wilkins, 2024). Accordingly, two participant groups were included: (1) live shoppers ($n = 15$) who had at least one year of experience buying through live streaming and had bought products via Facebook Live or TikTok Live at least twice per week, and (2) live streamers ($n = 10$) who had more than one year of experience selling through Facebook Live or TikTok Live and who conducted live sales at least three times per week. A critical advantage of this study lies in its qualitative design, which contributes to the live-streaming literature by incorporating the perspectives of both live streamers and shoppers. By including both groups, the study provides a more comprehensive understanding of the factors that influence trust and buying behavior in live-streaming commerce. A sample of 25 participants was considered sufficient for this qualitative study. Recent methodological guidance suggests that adequacy in qualitative sampling should be judged according to the analytical purpose of the study and the type of saturation being pursued, rather than by applying a single fixed number. Thematic saturation can sometimes be achieved with about 9 interviews, while meaning saturation may require closer to 24 interviews (Wutich et al., 2024). Based on this guidance, the inclusion of 25 participants was regarded as appropriate for producing rich and meaningful qualitative insights. In addition, saturation was supported by the observation that the later interviews mainly confirmed and elaborated on the existing themes rather than generating substantially new themes. The six themes—reputation, expertise, after-sales service, responsiveness, perceived price fairness, and cash on delivery—appeared repeatedly across both shopper and streamer interviews, indicating that the data were sufficient to support the thematic analysis.

Prior to each interview, participants were provided with clear information about the purpose of the study, the voluntary nature of their involvement, their right to withdraw at any stage, and how the information they shared would be used and protected. Informed consent was obtained from all participants before the interviews were conducted. To preserve anonymity and confidentiality, participants' real names and any personally identifiable information were excluded from the transcripts and the reporting of the findings (Nii Laryeafio & Ogbewe, 2023). All interviews were conducted in Thai, lasted approximately 30–40 minutes on average, and were audio-recorded with participants' consent. To improve the transparency and methodological clarity of the study, a semi-structured interview guide was developed. The semi-structured interview guide was developed to ensure that all participants were asked about the same core topic related to trust and buying behavior, while still allowing flexibility for participants to explain their experiences in their own words. After each interview, the audio files were transcribed in Thai and carefully checked against the original recordings to ensure that the meaning and context of participants' responses were accurately captured, consistent with Eftekhari's (2024) emphasis on verifying transcripts against audio recordings. Before coding and thematic analysis, all transcripts were anonymized by removing information that could identify participants, in line with guidance on anonymizing qualitative interview transcripts and protecting participants' confidentiality (Stam & Diaz, 2023).

Table 1 Interview Participant Profile (Live shoppers, n = 15)

Participant	Buying Experience	Platform(s) used	Purchase frequency
P1	2 years	TikTok Live	3-4 times/week
P2	1 year	TikTok Live	2-3 times/week
P3	2.5 years	Facebook Live	4-6 times/week
P4	1.5 years	TikTok Live	2-3 times/week
P5	3 years	Facebook Live, TikTok Live	3-4 times/week
P6	2 years	Facebook Live, TikTok Live	2-3 times/week
P7	3 years	TikTok Live	2-3 times/week
P8	1 year	TikTok Live	3-4 times/week
P9	2 years	TikTok Live, Facebook Live	2-3 times/week
P10	2 years	Facebook Live, TikTok Live	3-4 times/week
P11	1.5 years	TikTok Live	2-3 times/week
P12	1.5 years	Facebook Live, TikTok Live	2-3 times/week
P13	2 years	TikTok Live	2-3 times/week
P14	1.5 years	TikTok Live	2-3 times/week
P15	1 year	Facebook Live, TikTok Live	4-6 times/week

Table 2 Interview Participant Profile (Live streamers, n = 10)

Participant	Selling experience	Platform(s) used	Live sales frequency
P1	2 years	TikTok Live	3-4 times/week
P2	1.5 years	TikTok Live	4-6 times/week
P3	1.5 years	Facebook Live, TikTok Live	3-4 times/week
P4	3 years	Facebook Live	2-3 times/week
P5	2.5 years	Facebook Live, TikTok Live	4-6 times/week
P6	2 years	TikTok Live	5-6 times/week
P7	4 years	Facebook Live, TikTok Live	2-3 times/week
P8	1 year	TikTok Live	3-5 times/week
P9	3.5 years	Facebook Live, TikTok Live	4-5 times/week
P10	2 years	TikTok Live	5-6 times/week

The qualitative interview data were analyzed using thematic analysis to identify and interpret recurring patterns of meaning. Guided by Braun and Clarke's (2021) principles for quality practice in reflexive thematic analysis, the data were analyzed by first becoming familiar with the transcripts, then generating initial codes, developing and refining themes, defining and naming the themes, and finally producing the written analysis. To enhance analytical rigor and reduce potential researcher bias, member checking was conducted to validate the credibility of the study's interpretations (Birt et al., 2016). Specifically, the preliminary interpretations and findings were sent to participants so they could verify accuracy and confirm that their views had not been misinterpreted. In addition, potential researcher bias was minimized by involving multiple researchers in the analytical process and incorporating external feedback from other researchers during data interpretation, thereby enabling cross-

checking of the analysis (Lim, 2025). The analysis was further informed by Braun and Clarke's (2021) principles of quality practice in reflexive thematic analysis, helping to maintain transparency and rigor throughout the coding and theme development process. Collectively, these measures strengthened the trustworthiness of the findings and reduced the influence of individual subjectivity in data interpretation (Lim, 2025).

Results

The in-depth interviews revealed what shapes consumer trust and buying behavior in the live streaming commerce, drawing on perspectives from both live shoppers and live streamers. The results are presented in the following section. Six themes emerged from the interviews: reputation, expertise, after-sales service, responsiveness, perceived price fairness, and cash on delivery (COD).

Reputation

Perspective of live shoppers

Fourteen live shoppers emphasized that streamer reputation plays a central role in shaping trust and buying behavior. Reputable streamers were perceived as more accountable, which enhanced shoppers' sense of security, strengthened confidence in product authenticity and quality, and increased perceptions of transaction reliability. For example, one shopper indicated:

"I prefer buying from reputable streamers rather than unknown ones because their reputation signals accountability. It makes me confident that they'll be honest about the product information and won't sell fake or low-quality products. Also, I trust that the transaction will be reliable."

Perspective of live streamers

Nine streamers confirmed that a streamer's reputation is a critical asset for building customer trust and driving sales. They explained that a strong reputation helps attract larger audiences, reduces viewers' perceived risk, and signals credibility—making consumers more willing to believe product claims and complete purchases during live sessions. For example, one streamer mentioned:

"In my opinion, streamers with a good reputation have an easier time building trust. Since viewers already know them, they're more likely to tune in to their live sessions. Because of that reputation, viewers often assume the streamer has already screened the product quality and will step in to help if something goes wrong. So they feel more confident moving forward with a purchase."

Expertise

Perspective of live shoppers

Thirteen live shoppers indicated that expertise of the streamer—demonstrated through in-depth product understanding, clear explanations, and informative live demonstrations—positively shapes trust and strengthens consumers' willingness to buy. Participants explained that they value knowledgeable streamers who can answer questions promptly, provide accurate information, and present products effectively, as these qualities make the shopping experience feel more supportive and reliable. For example, one shopper shared:

"I like buying clothes and shoes through live streaming, and I usually have many questions. I prefer streamers who are knowledgeable and polite. When a streamer has expertise, they can recommend the right size and explain the product clearly, which builds my trust and makes me more willing to buy."



Perspective of live streamers

Nine live streamers emphasized that expertise in live streaming is an essential factor in strengthening customer trust and enhancing buying behavior. They described expertise as being reflected in extensive product knowledge, clear communication, and strategic planning—such as understanding audience behavior and choosing suitable times to go live. Streamers noted that these capabilities help sustain viewer engagement and enhance perceived credibility, making audiences more likely to trust product information and complete purchases. For example, one streamer explained:

“I’ve been selling shoes through live streaming for about three years, so I’ve learned about many types of shoes and how to explain them clearly. I can also recommend the right option for different customers. For instance, if someone has wider feet, I suggest sizing up for a better fit. When I can explain the product clearly and answer questions confidently, customers feel more assured and are more likely to make a purchase.”

After-sales service

Perspective of live shoppers

All live shoppers emphasized that after-sales service plays a key role in building trust and shaping buying behavior. Participants explained that post-sale support—such as being able to exchange or return products, prompt problem-solving, and a willingness to take responsibility—signals reliability and strengthens confidence in the seller. As a result, shoppers are more likely to purchase from streamers or shops that handle post-sale issues fairly and efficiently, and they are more willing to repurchase when they feel supported after the transaction. For example, one shopper shared:

“After-sales service is very important for online purchases. Once I ordered shoes that were too big and contacted the shop to exchange them. The shop allowed the exchange immediately. That experience increased my trust in the seller and made me want to buy again.”

Perspective of live streamers

All streamers indicated that after-sales service—such as promptly handling refunds, returns, exchanges, and post-purchase complaints—is a powerful driver of consumer trust and repeat purchases. They explained that effective post-sale support lowers customers’ perceived risk by demonstrating accountability and reliability, particularly when issues arise (e.g., receiving the wrong item, product defects, missing items, or shipping delays). By proactively resolving these post-purchase problems through timely responses and fair solutions, streamers strengthen customers’ confidence in the seller’s responsibility, cultivate longer-term relationships, and ultimately increase repurchase intentions. For example, one streamer explained:

“Post-purchase support is very important. I help customers solve any problem—whether they receive the wrong item, the product is defective, or the shipment is delayed. Taking responsibility for my customers helps me build trust and a long-term relationship with them, and it encourages repeat purchases.”

Responsiveness

Perspective of live shoppers

All live shoppers stated that streamer responsiveness—such as promptly answering questions, acknowledging comments, and actively engaging with viewers during the live session—is a key factor in strengthening trust and increasing buying behavior. Participants explained that when streamers are responsive to their questions and requests, shoppers feel that the streamer is attentive and reliable, the shopping experience becomes more personalized, and customers feel heard and supported. Responsiveness also signals genuine care and willingness



to assist, making shoppers more confident about completing a purchase in a fast-paced live environment. For example, one shopper shared:

“When I shop through live streaming, I often ask the streamer questions before buying—such as what material the product is made from, what sizes and colors are available, and whether it would suit me. I trust streamers who respond to my questions and requests because it gives me the answers I need and makes me feel acknowledged and valued. When a streamer is responsive, I feel more confident in them and am more likely to purchase from them.”

Perspective of live streamers

All live streamers emphasized that being responsive during live sessions strongly shapes customer trust and drives buying behavior. They noted that being responsive to customers—by paying attention to their comments and answering questions clearly and promptly—helps build trust and encourages viewers to buy. For example, one streamer shared:

“I think being responsive is very important for earning customers’ trust. During live streaming, I try to read every comment, call viewers by name, and answer their comments and inquiries as clearly as I can. When I respond quickly and provide the information customers are looking for, they trust me more and are more likely to place an order.”

Perceived price fairness

Perspective of live shoppers

Fourteen live shoppers agreed that fair pricing plays a crucial role in boosting consumer trust and buying behavior in live streaming commerce. Participants explained that it is easy to compare prices on online platforms—shoppers can simply search for the same product and immediately see prices from different online shops. When they perceive a seller’s price as reasonable, they feel the seller is being fair and not taking advantage of them. This sense of fairness strengthens trust and increases their willingness to purchase. In contrast, when prices are perceived as inflated, participants reported feeling hesitant and being more likely to leave the live session to look for better alternatives. For example, one shopper explained:

“Fair pricing really matters. Even if I really like the product, I’ll only buy it if the price feels reasonable. If it’s overpriced, I won’t buy. A fair price makes me trust the seller and the shop, and I feel more comfortable purchasing.”

Perspective of live streamers

Eight streamers noted that live shoppers are typically highly price-sensitive and often compare prices across multiple online channels. When a seller sets a price that is fair and affordable compared with the market, shoppers are more likely to trust the seller, make a purchase, and return for repeat purchases. For example, one seller shared:

“Before I set my price, I always check the market first to make sure I’m not pricing way higher than other sellers with similar products. Customers usually buy only when the price is fair. When they see a fair price, they trust my shop more—and they’re much more likely to come back and buy again.”

Cash on delivery (COD)

Perspective of live shoppers

All live shoppers indicated that cash on delivery (COD) is essential for building trust and strengthening buying behavior. Participants noted that COD is particularly important when shoppers feel uncertain about a seller’s reliability or a product’s quality. COD reduces perceived risk because customers pay only after the order arrives and they have an opportunity

to inspect the product, which makes them feel safer and more comfortable completing a purchase. For example, one shopper explained:

“COD matters a lot to me, especially when I buy from a shop for the first time. I feel more comfortable because I don’t have to pay upfront and worry about whether the seller will actually deliver. Once the parcel arrives, I can check if it looks like what I saw during the live and if the quality meets my expectations. That’s why COD makes me trust the shop more and feel more confident in proceeding with the purchase.”

Perspective of live streamers

All live streamers also emphasized that cash on delivery (COD) helps build trust and encourages purchases because it signals that the seller is reliable and will deliver the product as promised. With COD, customers do not need to pay in advance, which reduces concerns about being scammed or not receiving the order. For example, one streamer shared:

“Customers are usually afraid to transfer money because there are many online scams. COD makes them feel safer. When I offer COD, customers feel more certain that they will receive the product, so they trust the shop more and decide to purchase faster.”

Table 3 Summary of Thematic Analysis Results

Theme	Code	Role in building consumer trust	Contribution to buying behavior
Reputation	(C1) Recognition among viewers; (C2) Large customer base; (C3) Initial signal of credibility; (C4) Perceived high product quality	Acts as an initial signal of credibility, accountability, and product reliability.	Increases consumers' confidence in purchasing from the streamer.
Expertise	(C5) In-depth knowledge of products; (C6) Professional live-streaming skills; (C7) Clear product explanation and recommendation; (C8) Ability to address customer questions and problems	Demonstrates the streamer's competence, knowledge, and ability to reduce consumer uncertainty.	Helps consumers feel informed and reassured, increasing willingness to buy.
After-sales service	(C9) Exchange and return service; (C10) Refund support; (C11) Post-purchase responsibility	Signals responsibility and reliability beyond the point of purchase.	Increases consumer confidence, satisfaction, and repeat purchase intention.
Responsiveness	(C12) Prompt response to customer questions; (C13) Personalized interaction; (C14) Attention to viewers' comments	Reflects attentiveness, care, and real-time support during live interaction.	Encourages immediate purchase decisions by making consumers feel heard and supported.
Perceived price fairness	(C15) Fair pricing; (C16) Reasonable price compared with the market; (C17) Affordable price	Creates a sense of fairness and reduces concerns about being overcharged.	Makes consumers more comfortable purchasing and strengthens purchase intention.
Cash on delivery (COD)	(C18) Payment after product arrival; (C19) Product inspection before payment; (C20) Safer transaction method	Reduces perceived financial and product-related risk in the transaction.	Encourages purchase, especially among first-time or uncertain buyers.



Although some factors identified in this study, such as reputation, expertise, responsiveness, and perceived price fairness, have been discussed in prior literature, this study provides new insight by showing how these factors are interpreted, experienced, and understood in real-time live-streaming commerce from the perspectives of both live shoppers and live streamers. Rather than examining these factors in isolation, the findings reveal that they operate as interconnected and mutually reinforcing mechanisms in the trust-building process. In particular, this study highlights the important roles of after-sales service and cash on delivery (COD) as practical trust-enabling mechanisms that help reduce perceived risk and strengthen consumer confidence in actual purchase situations. Thus, the contribution of this study lies not only in confirming established factors, but also in offering a more contextualized and process-oriented understanding of how trust and buying behavior are shaped in the Thai live-streaming commerce environment.

Discussions

This study employed semi-structured interviews with live shoppers and live streamers to examine the factors that shape consumer trust and buying behavior in the live streaming commerce. The six factors identified in this study can be interpreted through trust theory as representing multiple pathways through which trust is formed in live streaming commerce. Reputation, expertise, perceived price fairness, and cash on delivery are closely linked to cognitive trust because they shape consumers' judgments of the seller's credibility, capability, honesty, dependability, and the perceived safety of the transaction. In contrast, responsiveness is more strongly related to affective trust, as timely interaction and active engagement can create a sense of care and interpersonal assurance. After-sales service may contribute to both cognitive and affective trust by reflecting not only the seller's responsibility and reliability, but also continued concern for customers after the purchase. Taken together, these findings suggest that trust in live streaming commerce is built through both rational evaluations and relational experiences, which jointly reduce uncertainty and support buying behavior. This study also contributes to social commerce literature by extending understanding of how trust is formed and translated into buying behavior in live-streaming commerce through a combination of cognitive and affective cues from both shopper and streamer perspectives.

This study is among the few to examine the drivers of trust and purchase behavior from the perspectives of both shoppers and streamers. It also confirms established trust factors identified in existing research, such as responsiveness, reputation, expertise, and perceived price fairness, while contributing new knowledge by identifying after-sales service and cash on delivery as new factors that shape trust and buying behavior in live-streaming commerce.

From a practical perspective, the results suggest that practitioners in the live streaming commerce should focus on creating a trustworthy and supportive shopping environment. They should strengthen their reputation by presenting themselves authentically, carefully screening product quality, and demonstrating reliability in their interactions with customers. They should also improve their expertise by developing in-depth product knowledge and effective live communication skills. In addition, responsiveness should be prioritized by attending closely to customers' comments and inquiries, responding promptly, and engaging with customers in real time. As after-sales service is important for fostering consumer trust, practitioners should provide reliable after-sales service, including return, refund, and exchange procedures, to reinforce consumer confidence and demonstrate accountability. Furthermore, they should monitor market prices and competitors' offerings in order to set fair prices, as fair pricing can strengthen consumer trust and encourage immediate purchase decisions. Lastly, practitioners should offer cash on delivery as a payment option, as it can reduce perceived risk related to non-delivery, concerns about sharing online banking information, and uncertainty about

product quality. The availability of COD can therefore help increase consumer confidence and encourage purchases. For live-streaming platforms such as TikTok Live and Facebook Live, the six identified factors suggest that platforms can strengthen consumer trust through both platform features and platform policies. In terms of platform features, platforms can support sellers by providing effective live-video tools that facilitate real-time customer interaction and improve product presentation. Platforms should also provide support systems for after-sales service, complaint handling, returns, refunds, and fair pricing practices, as these can help protect consumers and strengthen confidence in live-streaming commerce. Platforms can also include secure payment options, such as cash on delivery (COD), to reduce consumers' perceived risk during transactions. In terms of platform policies, platforms can strengthen trust by setting clear standards for seller verification to enhance seller reputation. In addition, platforms can provide training to help sellers improve their product knowledge, live-streaming knowledge, customer interaction, and service quality. Overall, these results provide useful guidance for online local sellers, digital marketers, and live-streaming platforms in developing trust-enhancing strategies and improving consumer purchase decisions in live-streaming commerce.

Conclusion and suggestions

Despite these contributions, this study has several limitations that should be acknowledged. First, the sample size was relatively small, consisting of 15 live shoppers and 10 live streamers. Although this is appropriate for qualitative inquiry aimed at generating in-depth insights, future research could adopt a mixed-methods approach by incorporating quantitative methods, such as surveys, to provide more rigorous and generalizable findings. Second, the contextual scope of the study was limited to Thailand. Consumer trust and buying behavior in live-streaming commerce may be shaped by cultural differences, meaning that the findings may not be fully transferable to other national contexts. Future research could compare the findings across different countries to provide further insight. Third, the study focused specifically on the social live-streaming platforms Facebook Live and TikTok Live. As live-streaming platforms may differ in terms of technological features, payment systems, and platform regulations, future research should also examine other e-commerce live-streaming platforms to gain a broader perspective on the factors influencing trust and purchase behavior. Fourth, this study relied on self-reported interview data, which may be affected by participants' personal perceptions, recall, or response bias. Future studies could strengthen the findings by incorporating observational data to validate participants' reported experiences.

New knowledge and the effects on society and communities

This study contributes new knowledge by adopting a qualitative approach involving both live shoppers and live streamers, thereby providing richer and deeper insights into trust development and purchase-related behavior than purely quantitative methods. Beyond its academic contribution, the study also has broader implications for society, local communities, and regional development. As live streaming sales and other digital selling channels are increasingly used by local communities in Thailand, especially by farmers and community-based entrepreneurs (Sansern & Damnet, 2024), understanding trust formation in live streaming commerce has become increasingly important. Through live streaming e-commerce, farmers and local sellers can showcase their products in real time, communicate directly with consumers, and create sales opportunities beyond traditional market channels (Chen et al., 2022). By allowing sellers to reach consumers directly with less reliance on intermediaries,



these digital channels offer wider market access, lower promotion and selling costs, and better pricing opportunities. Therefore, a better understanding of trust formation and customer buying behavior in live streaming commerce can support local sellers, small businesses, and community-based entrepreneurs in improving service quality, enhancing customer confidence, building stronger customer relationships, and encouraging purchase behavior. In this way, the findings can contribute to healthier digital commerce ecosystems, support income generation, and promote community-level and regional economic development (Sansern & Damnet, 2024).

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