



THE SOCIAL MEDIA INFLUENCE ON LIVE SELLING TO CUSTOMERS' PURCHASING BEHAVIOR

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(A Student Collaborative Research)

Abstract

The social media influence on live selling has a greater impact that entices buyers and makes a purchasing decision. The online selling opinion in terms of the influence on customer buying behavior differs despite that they belong to the same platform but influence more positive consumers' buying behavior as they need to redesign their methodologies in dealing with live selling to entice more buyers watching them live. Drawing on literature in retailing, adoption behavior, and electronic commerce has a comprehensive framework with which to examine the relationships among customers' perceived value of live streaming, customer trust, and engagement. The symbolic value is found to have a direct and indirect effect via trust in sellers on customer engagement, while utilitarian and hedonic values are shown to affect customer engagement indirectly through customer trust in products and trust in sellers sequentially. Elucidating the role of live streaming in increasing sales and loyalty in different routes through which small online sellers can build customer engagement with two types of trust as mediators. A strong effect is played by customers' loyalty to alternative markets, showing that establishing a long-term relationship with producers participating in alternative markets increases the probability of buying more food through these channels. It discloses potential in terms of upscaling of alternative food networks, linked to the identification of the consumer segments that are more likely to use these channels as a main source of provision, and to the types of business models that can more likely increase the quantity of purchase. Better targeting opportunities and the increasing role of information-intensive environments have created new challenges for firms in obtaining customer information. Such information can help firms increase their profits through cross-selling opportunities. However, revealing personal preferences and contact information can raise risks for customers when dealing with a firm. Consequently, some customers trade off the benefit and risks of revealing information. As the opportunity to obtain a higher level of information increases, customers incur a higher level of risk when dealing with a firm. This increases the firm's incentive to commit on a cross-selling level. By such a commitment, a firm can obtain customer intimacy and benefit from detailed customer information. From the above findings, it is suggested that for the online selling mechanism although it was viewed as positive and beneficial, a thorough review is needed to align the new trend of buying paradigm.

Keywords: *The social media influence on live selling to customers' purchasing behavior*

Introduction

Technology continuously improves and adapts to the rapid changes in society. It fuels the evolution and the existence of innovation, especially in the rise of e-commerce. Marketing people have seen a lot of potential in the improvement of technology and use it in all possible ways to cope and sustain itself along with the changes. As e-commerce established itself, it introduces various methods of buying and selling including Facebook Live Selling. Facebook Live started in August 2015, it is just created to share content and home videos for entertainment. But as time passed, many online sellers have utilized this platform as a way of reaching their market with relative ease. Live Selling on Facebook offers an interactive way of

featuring and demonstrating products. It connects directly to a wider potential customer to expand the market. Facebook is one of the most popular social platforms. Just Facebook Live alone, reported as high as 3.5 billion users utilizing its platform commencing (Commercial Times, 2018). Buying and selling take place anytime anywhere, and sellers utilize every available resource to make a living. The increasing rate of Facebook live sellers and viewers is considered the actual proof that this method improves the marketing process. According to Etly, 2021, "Live selling as a marketing method has proven to have a 45 percent increase in sales opportunities compared to the traditional marketing methods. The idea of Etly shows that Live Selling has been widely spread and utilized by both sellers and buyers to meet their purchasing needs. This method has contributed to increasing sales and upgrading the already established electronic commerce.

As the pandemic strikes and restrictions invaded the environment that controls any movement of people up to the point where acquiring something is somewhat very limited, the social media selling platforms come to the rescue and provide the link to answer the "gap" of people's need. Even up to the present times and with the declining spread of the feared virus, selling using social media as a platform is still highly regarded and patronized by consumers and it seems this is already part of their lifestyle. This platform in selling comes timely since the connectivity of the internet is now becoming stable. Accordingly, social media platforms have also become helpful for the lay public to maintain communication with friends and family to reduce isolation and boredom which have been associated with, (González-Padilla, D. A., & Tortolero-Blanco, L. 2020). Further, some relevant characteristics of social media platforms in this pandemic have been the rapid dissemination of protocols at the regional, national, and international levels. With this traumatic experience of people as consumers, studying the social media influence through live selling is a must to how they affect the consumers or customer purchasing behavior.

Theoretical Framework

Consumer purchasing decision-making has long been of interest to researchers. Beginning about 300 years ago early economists, led by Nicholas Bernoulli, John von Neumann, and Oskar Morgenstern, started to examine the basis of consumer decision-making (Richarme 2007). Consumer Behavior Theory considers a wide range of factors influencing the consumer and acknowledges a broad range of consumption activities beyond purchasing. The most prevalent model from this perspective is 'Utility Theory' which proposes that consumers make choices based on the expected outcomes of their decisions.

Conceptual framework

The primary concern of this study is to identify the factors that associate customers' purchasing behavior with Facebook Live Selling. The study was anchored on the study conducted by Kim and Kim (2004). The independent variable considered in this study is convenient or easy accessibility, time- and money-saving, alternative market, and detailed information. Purchasing through Facebook has become more convenient or easy to access and much prefer ease, live selling, and mobile payments while purchasing online, as new habits arise as a result of the COVID-19 pandemic. Mobile payment is widely available and circling back on the preference for convenience. Time- and money-saving is one of the factors associated with Facebook Live Selling. With strict quarantine, shoppers shifted to online platforms for their daily needs including groceries, food delivery, and even financial transactions. Successful price setting should be managed well to attract customers and satisfy their desires in terms of purchasing and – purchasing online. Most live merchants will lower their pricing in an attempt to sell their products during that period. Aside from that, clients will repurchase since the prices are considerably more adjustable and it is preferable for online shoppers and build credibility with the seller Kang et.al (2015) Alternative market comes along to Facebook Live Selling as it is their new platform for purchasing. This is the ability of internet buyers to make use of their time by picking from a variety of substitutes or mediums as Kim and Kim (2004) stated. The detailed information is linked to Facebook live selling thus there is an availability of information for

making purchases. A comprehensive description of an item can attract and make awareness of the product or services it offered. The dependent variable considered the previous experience, taste, and product branding as it linked to the consumers' purchasing behavior. The exemplary quality of the product to the service you render comes to a consumer's purchasing behavior. The vast experience on Facebook Live Selling can make eagerness for them to re-purchase and continue to support the business. Aside from the fact of re-purchasing, it can engage a wider range of the market since the customers will introduce the seller to a friend, family, relatives, and neighboring. Taste is one of the subordinates of customers' purchasing behavior. As a customer's experience is highly preferable the satisfaction of their taste has the reach that makes into the conclusion of re-purchasing. Their purchasing behavior has met their taste and expectation. Product branding is one of the factors in customers purchasing behavior. Since it is the most valuable asset for a business may be the knowledge that has been developed about the product in the minds of customers. It is somewhat a recognition of an item that a seller offered. The more it is notable and well known it increases the customer's attention skills to visit and attracts them to buy.

Method

This study deals with the basic elements of the research process. It includes research design, research environment, respondents and sampling procedure, data gathering procedure, reliability and validity of the instruments, scoring guideline, and statistical treatment/procedure. This study will be using a combination of the descriptive and correlational methods of research. Descriptive research design implies observing and describing the nature of demographic sections. Thus, it is correlational since it discusses the significant relationship of the influence of Facebook Live Selling to the customers' buying behavior of the online buyers of Poblacion 3, Villanueva Misamis Oriental. This study was conducted at Barangay Poblacion 3 in the municipality of Villanueva, province of Misamis Oriental. Following the 2020 Census, its population was 2,163. This accounted for 10.30% of Villanueva's total population. It has 8.8 kilometers distance from Tagoloan, Misamis Oriental to the particular place where the study was conducted. The researcher obtained permission from the Purok president of Purok 1 Poblacion 3, Villanueva Misamis Oriental to conduct the study in identifying the influence of Facebook Live Selling in terms of convenience and easy accessibility, time and money-saving, alternative market, and detailed information for consumers' purchasing behavior in terms of previous experience, taste, and product branding. The same letter was given to the barangay official and the respondents. Great care has been taken to ensure that the respondents' responses to the survey items remained confidential. During their idle time, the researcher personally administered the questionnaires to the respondent. The study utilizes 114 respondents comprising the live sellers for the period of 12 months from August 2020 to 2021. Reinforced data from other sources like the Department of Trade and Industry (DTI) were used as supplementary sources of information making the study more meaningful. Some important information drawn from randomly selective face-to-face interviews from representatives coming from other businesses alike following the mandated safety protocol from the Inter-Agency Task Force (IATF) is carefully observed. Thus their executive reports received descriptively were triangulated to the ethnographic notes of the field researchers on the period specified. Since the study deals with the social media influence on live selling to customers' purchasing behavior, the element of "truth" in the qualitative data, exchange of ideas, and other methods of generating prepondering shreds of evidence were carefully recorded.

Respondents

The respondents of the study were online sellers who operate a business through the use of social media platforms.

Table 1. Respondents of the study

Respondents	Total	Percent
Female	100	87.72
Male	14	12.28
Total	114	100%

This table presents the respondents of the study. There were one hundred fourteen total respondents involved in the study. The respondents were represented by males comprising 87.77 percent and 12.28 percent female.

The Research Instrument

The survey questionnaires that were given to the respondents are from scale research reports anchored on the study of Munshi, M.Faris Uddin, and Hussain, Hammad and Ahmed, Muneeb and Idress for the convenience and accessibility, Amir (2020) for measuring overall convenience of consumers on online shopping and their behavioral intention. The time and money savings by Shaw, J., Schaubroeck J. (2003), Spending Behavior Patterns and Compensation System Preferences: An Individual Difference Perspective & Alreck, P., Settle, B., (2002), the hurried consumer, Time-Iblasi, W.N., Dojanah M.K., Bader S., Al-Qreini S.A., (2016), and the Impact of social media as a Marketing Tool on Purchasing Decisions.

Reliability and Validity of Instrument

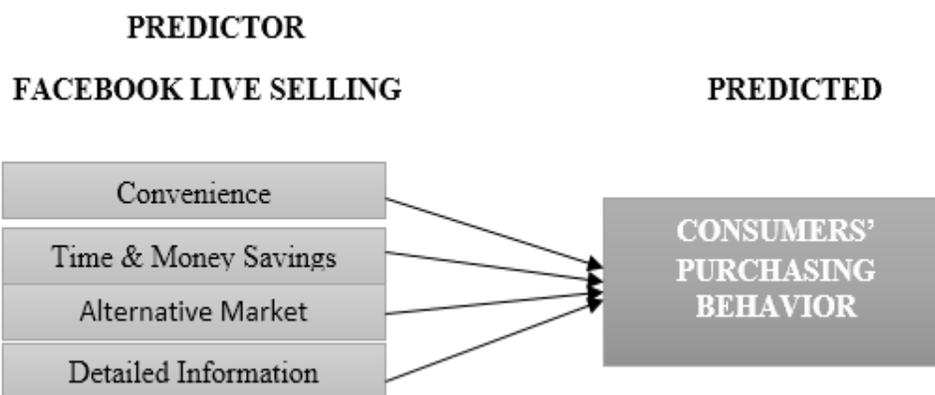
Before the final administration of the self-made survey test questionnaire, it was pretested by 10 individuals who were not respondents to the study. Before finalizing the results, the researcher used Cronbach's Alpha to better understand whether the survey items measured the same thing. The result showed a reliability coefficient of 0.850 this means that the researchers' made questionnaires were highly reliable and acceptable.

Table 2 presents the result of the reliability test

Figure 1 presents the Schematic Diagram of the Study

Over-all Reliability Statistics	
Cronbach's Alpha	N of Items
.850	76

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable



Scoring Guidelines

Table 3 presents the scoring procedure used to describe its corresponding interpretation of the research data.

Scale	Range	Description	Interpretation
5	4.21 – 5.00	Always	Strongly Agree
4	3.41 - 4.20	Often	Agree
3	2.61 – 3.40	Frequent	Slightly Agree
2	1.81 – 2.60	Seldom	Disagree
1	1.00 – 1.80	Never	Strongly Disagree

Table 4 presents the information in terms of gender

Gender Profile		
	Frequency	Percent
Female	100	87.72
Male	14	12.28
Total	114	100%

The table shows that when it comes to gender classifications in online selling activity, female is very dominant considering that the selling nature is mostly for women, however, due to the economic condition today, the male also is trying to do the same with the female for economic reasons.

Table 5 presents the distribution of respondents in terms of Civil Status

CIVIL STATUS		
Single	68	60%
Married	40	35%
Separated	6	5%
Total	50	100%

The above table shows the distribution of respondents according to civil status. The table reveals that single is dominant concerning online selling. Followed by married and separated respectively. The table manifests that single respondents are more likely inclined to engage in online sales business compared to married and separated.

Table 6 presents the information in terms of work status

Work Status		
Employed	57	50%
Unemployed	55	48%
Self-employed	2	2%
Total	114	100%

Table 6 presents the information about works status. It can be gleaned from the table that there is a closeness in terms of the number working status between employed and unemployed in terms of online selling activity. The figure implies that employed people try to work on online selling purposely to add to their income. More so with the unemployed people considering that they have no other source of income.

Table 7 presents the distribution of the respondents in terms of internet connection

INTERNET CONNECTION		
Unstable	82	72%
Stable	32	28%
Total	114	100%

As can be seen from Table 7, the table reflects 82 out of 114 that is 72 the respondents have stable internet connections while 28% of the respondents have an unstable internet connection. Therefore, it can be deducted from the findings that the majority of the respondents can easily access by viewing Facebook Live Selling.

Table 8 presents the distribution in terms of monthly income

MONTHLY INCOME		
Below 9,999	57	50%
10,000 – 15,999	41	36%
16,000 – 20,999	11	10%
21,000 and above	5	4%
Total	114	100%

Table 8 presents the findings on their monthly income concerning online selling. The finding shows that the majority of the respondents doing online business when it comes to online selling income, the employed online enthusiast earns lesser than the unemployed, simply because employed people do this for a part-time job. However, those unemployed people do this in a full-time capacity.

Findings and Discussions

The social media influence on live selling to customer purchasing behavior considers the convenience, time and money savings, alternative market, and detailed information are amongst the element that helps business in the modern paradigm through the Facebook online selling activity that needs to be visualized to project long-term sustenance on its business platforms and the findings below are:

On Convenience

With the convergence and putting aside different priorities in the life of today, people in every walk of life find some remedial initiatives to ease the burden carried in every day's challenge. The environmental trend comes to face different abnormalities as if the world is becoming closer, every activity takes sometimes achieving it. The introduction of technology aided the general masses, however, talking of convenience, sometimes need questionable remarks. As we look backward, we notice a severe change in our life this is because of the technology influx that governs us. Over the past several years, social media as a platform that gives people the convenience they need gaining great importance. Some of these are LinkedIn, Twitter, Instagram, and Facebook are taking an essential part of our lives and they are adopted by the majority of society, (Al, 2016). Furthermore, people have never been using social media that much today. Overall, the social media mindset is mostly positive, and people are enjoying it. The popularity of social media has exploded in the last decade. Social media users are sharing their thoughts, spreading facts, liking posts, and creating their virtual user accounts as cited by (Gensler, Völckner, Liu Thompkins, and

Wirtz, 2013). Renz (2018) projected that social media entrepreneurs will benefit from Facebook sellers. Renz said that live selling on Facebook is a great success because of its credibility, tangibility, and ownership. Buyers wanted to see the actual product that they like, if they want and like it, they ask questions directly to the seller about the product. Buyers in Facebook live selling have hundreds of witnesses backing up that they have bought an item. Renz also said that both sellers and retailers can easily sell their product by demonstrating and showing it, with an explanation it uses, and answering the questions. The sellers treat their buyers with giveaways if their buyers have volume purchases, they are also giving away free items. Facebook live selling always has live competitors that's why sellers give their buyers urgency to buy their product. Sellers always remind the buyers if they must buy it first, the product will go to the second minor. According to Renz (2018) again that if you are an entrepreneur, you need to be always adapting new marketing strategies, evolving, and have new technology in that way you can boost your business. It is time to know how influential social media making a live sale that influences customers' purchasing behavior.

A study was conducted to review the influence of social media lives selling influence customers using the information gathered from the social media enthusiast respondents. The result is shown in the table below.

Table 9. Presents the extent of Facebook live selling in terms of convenience.

No.	INDICATORS	MEAN	DESCRIPTION
1.	<i>Facebook Live Selling strongly motivate customers in saving their effort in purchasing.</i>	3.44	<i>Agree</i>
2.	<i>Purchasing on Facebook Live Selling is less hassle.</i>	3.64	<i>Agree</i>
3.	<i>Convenience or Easy Accessibility influence customer's satisfaction.</i>	3.42	<i>Agree</i>
4.	<i>I am able to access Facebook Live Selling anytime I want.</i>	3.70	<i>Agree</i>
5.	<i>It is more efficient to me in purchasing through Facebook Live Selling that going to a physical store.</i>	3.46	<i>Agree</i>
6.	<i>Seller's response in Facebook Live Selling is quick.</i>	3.28	<i>Slightly Agree</i>
7.	<i>I am more motivated to purchase when seller offer free delivery.</i>	3.64	<i>Agree</i>
8.	<i>I join groups in order to be updated with various Facebook Live Selling.</i>	3.40	<i>Slightly Agree</i>
9.	<i>I can watch Facebook Live Selling until the end because it does not consume too much of my data or internet connection.</i>	3.22	<i>Slightly Agree</i>
10.	<i>I am able to ask the seller which product I want them to flex.</i>	3.52	<i>Agree</i>
	OVERALL MEAN	3.46	<i>Agree</i>

The finding of the respondents in terms of convenience on the use of live selling found to agree with the question that Facebook live selling strongly motivate customer in saving their effort in purchasing, that purchasing through Facebook live selling is less hassle, convenient and easy accessibility influence customer satisfaction, able to access live selling anytime they want, found to be more efficient in purchasing through Facebook live selling than going to a physical store, motivate much when sellers offer free delivery, and able to ask sellers which product they want to flex. On the other hand, other respondents who are online selling players found some issues in the survey conducted with the same instrument and they slightly agree that sellers make a quick response to queries and that they join the group to be updated with various live selling done on Facebook, and they can watch Facebook live to sell until the end because it does not consume too much of their data on internet connections. The finding of the online selling opinion in terms of the influence on customer buying behavior differ despite that they belong to the same platform suggest that to influence more positive consumers' buying behavior, they need to redesign their methodologies in dealing with live selling to entice more buyers watching them live.

On-Time and Money Savings

As time changed and after the experienced pandemic, all economic activity had drastically. Obtaining this information for online sellers, according to Kim and Kim (2004), it would be critical to design effective methods to outperform competitors including physical store retailers. Furthermore, they emphasize the captivating factors such as convenience or easy accessibility; time- and money-saving; the ability of the online shoppers to make use of their time in selecting from a wide range of substitutes or mediums; and the availability of information for making purchases, as well as ordering choices. They underline the significance of consumer satisfaction in the online platform since it gives more advantages and lowers the risk of repurchase. Consumers perceive various elements influencing their satisfaction and repurchase propensity in online purchases. This study denotes the perceived elements that influence customer satisfaction and repurchase intent on the online platform. The customer's view of the online store channel, as well as the online consumer experiences on online shopping (Kim and Kim 2004). In the study of Kotler and Keller, (2012).

The topic of consumer behavior is one of the massively studied topics by researchers and marketers in the past and is still being studied. They show different reasons why consumer behavior has been the topic of many academics and researchers. The main objective is to learn the way how individuals, groups, or organizations choose, buy use and dispose of the goods and the factors such as their previous experience, taste, price, and branding on which the consumers base their purchasing decisions. One of the common views is that understanding consumer behavior has become a factor that has a direct impact on the overall performance of businesses.

A study was conducted to deepen the contribution of online selling activities to the livelihood of people who shifted to this endeavor during the pandemic. Nowadays, it is already a frontline activity (online selling) that become a masterpiece of almost all nitizens. The result of the study is shown below.

Table 10. Presents the extent of Facebook live selling in terms of time & money savings

No.	INDICATORS	MEAN	VERBAL DESCRIPTION
1.	<i>Order Delivery is time-bound.</i>	3.48	<i>Agree</i>
2.	<i>Free Delivery is convincing.</i>	3.42	<i>Agree</i>
3.	<i>I usually purchase from the seller who offers lesser prices.</i>	3.54	<i>Agree</i>
4.	<i>Visiting a physical store is time-consuming.</i>	3.90	<i>Agree</i>
5.	<i>Facebook Live Selling allows the consumer to have time on doing other stuff.</i>	3.74	<i>Agree</i>
6.	<i>Price bargain "tawaran" is money saving.</i>	3.44	<i>Agree</i>
7.	<i>Product prices are often lower in Facebook Live Selling.</i>	3.46	<i>Agree</i>
8.	<i>The items I purchase on Facebook Live Selling are worth their value.</i>	3.48	<i>Agree</i>
9.	<i>I could watch Facebook Live Selling until it ends.</i>	2.38	<i>Disagree</i>
10.	<i>I enjoy watching when the seller has games and gives prices before starting to live.</i>	3.40	<i>Slightly Agree</i>
	OVERALL MEAN	3.42	<i>Agree</i>

As shown from the above table, both respondents agree that Facebook live selling saves time and money in the areas of order delivery is a time-bound, free delivery is convincing to clients, that it is usually the sellers offer low price, visiting a physical store is time-consuming, Facebook Live Selling allows the consumer to have time on doing other stuff, Price bargain "tawaran" is money saving it is possible, product prices are often lower in Facebook Live Selling. The items purchased on Facebook Live Selling are worth their value, could watch Facebook Live Selling until it ends for selection purposes, and enjoy watching when the seller has games and gives prices before starting to live. In general view, consumers nowadays seem to be more comfortable in making shopping online as they feel not only the convenience but including a safe strategy to stay away from infections of the feared virus. This finding was supported by the study by (Wongkitrungrueng, A., & Assarut, N. 2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. Journal of Business Research, Live streaming services (e.g., Facebook Live), whereby video is broadcast in real-time, have been adopted by many small individual sellers as a direct selling tool. Drawing on literature in retailing, adoption behavior, and electronic commerce has a comprehensive framework with which to examine the relationships among customers' perceived value of live streaming, customer trust, and engagement. The symbolic value is found to have a direct and indirect effect via trust in sellers on customer engagement, while utilitarian and hedonic values are shown to affect customer engagement indirectly through customer trust in products and trust in sellers sequentially. Elucidating the role of live streaming in increasing sales and loyalty, these findings suggest different routes through which small online sellers can build customer engagement with two types of trust as mediators.

On Alternative Market

Gone are the days of the so-called "Nokia Era" where the traditionally practiced marketing principle invaded the economy for so long. Fast life-changing occurrence is inevitable and adherence to it is not a matter of choice. In the Effectiveness of social media as a Marketing Tool: An Empirical Study by (Bashar, Ahmad, & Wasiq, 2012), they imply that the buying decision also plays an important role in

motivation towards brand following on social networking platforms. (Assaad & Gómez, 2011) based their study on "Social Network in Marketing (Social Media Marketing) Opportunities and Risks" state that businesses can take benefit from applying social network marketing to cooperate with companies to achieve their goals. The most important advantage of Internet-based application is creating an interactive contact between stakeholders that enable businesses to get feedback directly from their customers. Social marketing is a common concept in business, there are a few numbers of people aware of its effective role in marketing. Baumeister R. and Sparks E. et al (2007), conducted a study on "Free Will in Consumer Behavior: SelfControl, Ego Depletion, and Choice" concluding that consumer behavior offers a useful window on human nature, through which many distinctively human patterns of cognition and behavior can be observed. (Bearden & Rose, 1990) state that the operation of interpersonal processes is dependent upon the individual's attending to and acting upon the beliefs, thoughts, and expectations of others in their paper "Attention to Social Comparison Information: An Individual Difference Factor Affecting Consumer Conformity". The premise underlying the present research is that the extent to which individuals are sensitive to social comparison cues relevant to their product choices and usage is a mediator of interpersonal influence. That is, the influence that others have on individual decisions is often due to the person's concern or caring about reactions to his/her behavior.

Another nearest paper is by Muhammad, Nawaz, and Hyder, (2014) made on "How Facebook Advertising Affects Buying Behavior of Young Consumers: The Moderating Role of Gender." The study was conducted on 309 Facebook users in Pakistan focusing more on the buying behavior of young consumers while moderating the effects of gender. As per the observation, the effectiveness of Facebook marketing is a well-practiced marketing tool by marketers but extensive research on demographic characteristics of consumers, its effectiveness, and its effectiveness on buying behavior is perhaps not conducted. Finally, cultural influences influencing consumer behavior are connected to cross-cultural variances among customers on both a local and global scale. Culture is described as "the beliefs, habits, and social behavior of a certain people or culture" (Oxford Dictionaries, 2015), and the trend of globalization has made it vital to consider cross-cultural distinctions among customers while designing and presenting targeted advertising. Purchasers are individuals and families that purchase a firm's product for personal use (Sata, 2013), however, before purchasing, consumers must decide whether or not to purchase the product. One of the key challenges in consumer behavior is the consumer's decision-making method. According to research, the consumer choice-making process is defined as "the consumer behavior pattern that precedes, determines, and follows the purchase decision for the purchase of need fulfilling items, ideas, or services" (Mohan, 2014). Furthermore, past research investigations have found that young adults have higher purchasing power as they are most impacted by current technologies. Experts have also stated that the customer categories of young adults have shown to be very appealing and a developing market eager to buy innovative items (Juwaheer et al., 2013). Several social and interpersonal factors impact young adults' decision to acquire a smartphone. A variety of factors can impact young adults' shopping decisions. More buyers are now on social media networks than ever before. Consumers are looking for reviews and recommendations. Therefore, it's essential to have a prominent online presence on various social media platforms. The latest trend in marketing is the introduction of social media. Social media has the power to influence potential customers from the start until the stage of the purchase and beyond as well. To start, consumers need awareness of your brand and its offering. At a later stage, when they start to narrow down their choices, you need a social media influencer to convince their choice. A constant dialogue between the customer and the brand is essential to keep the relationship strong. Attractive and informative content can glue the customers to your brand.

An endeavor was crafted through a study deemed conducted to assess the concurrence of the so-called alternative market "the Facebook Live Selling". Its contribution to the world of business, and profitability pace somehow paved the way of having the oldies goodies method of doing a business transaction and the information was shown below.

Table 11 presents the extent of Facebook live selling in terms of alternative market

No.	INDICATORS	MEAN	VERBAL DESCRIPTION
1.	<i>Online sharing spreads visibility and caters wider market.</i>	3.49	<i>Agree</i>
2.	<i>I can easily find the product I've been looking for through Facebook Live Selling.</i>	3.48	<i>Agree</i>
3.	<i>I am more aware of the product offered from various places.</i>	3.58	<i>Agree</i>
4.	<i>Through Facebook Live Selling I experience buying or selling from a seller who is distant from my area.</i>	3.76	<i>Agree</i>
5.	<i>I know many sellers who offer unique products from Facebook Live Selling.</i>	3.58	<i>Agree</i>
6.	<i>Sales increased because of Facebook Live Selling.</i>	3.48	<i>Agree</i>
7.	<i>Facebook Live Selling builds curiosity in trying other products.</i>	3.50	<i>Agree</i>
8.	<i>I patronize my purchases from Facebook Live Selling.</i>	3.46	<i>Agree</i>
9.	<i>Distance is not a problem in Facebook Live Selling.</i>	3.40	<i>Slightly Agree</i>
10.	<i>Facebook Live Selling helped in seeking prospective customers.</i>	3.54	<i>Agree</i>
OVERALL MEAN		3.53	<i>Agree</i>

The table above expresses the real context of Facebook Live Selling as an alternative market. Respondents both agree that live selling helps them acquire things easily using this as an alternative market in the areas of sharing and spreads visibility and caters wider market, easily find the product they have been looking for through Facebook Live Selling, customers are more aware the product offered from various places are accessible, through Facebook Live Selling they experience buying or selling from a seller who is distant from its area of locations, creates information that sellers offer unique products from Facebook Live Selling, sales increases because of Facebook Live Selling spread all over the platform of social media, Facebook Live Selling creates curiosity in trying other products, has high patronage of purchases from Facebook Live Selling, distance nowadays is not in any way a problem through the help of Facebook Live Selling, and Facebook Live Selling helped in seeking prospective customer. The information shows that in today's time, making a purchase or acquiring something by not spending time and effort can be possibly done through the emerging change of time and the introduction of technology. It is, in fact, this trend (the social media has tremendously changed people not only from an individual perspective but also the landscape of "mind" for greater heights and competitiveness. In a study by (Cicatiello, C. 2020) and one of the findings of customers is they choose to buy or acquire something out of the conventional channels. It shows that their motivations to buy at alternative markets are crucial to increasing the share of food provisions attained through these channels, especially when quality and environmental motivations are concerned. Another key factor is the type of alternative market where consumers are used to shopping, with box schemes being more likely to represent the main source of food provision for their customers than farmers' markets and farm shops. A strong effect is played by customers' loyalty to alternative markets, showing that establishing a long-term relationship with producers participating in alternative markets increases the probability of buying more food through these channels. These findings disclose a potential in terms of upscaling of alternative food networks, linked to the identification of the consumer segments that are more likely to use these channels as the main source of food provision, and to the types of business models that can more likely increase the quantity of food purchased.

On Detailed Information

Information is the key to any business activity as they linked everyone engaged in the same organic activity they played for. Obtaining this information for online sellers, according to Kim and Kim (2004), It would be critical to design effective methods to outperform competitors including physical store retailers. Furthermore, they emphasize the captivating factors such as convenience or easy accessibility; time- and money-saving; the ability of the online shoppers to make use of their time in selecting from a wide range of substitutes or mediums; and the availability of information for making purchases, as well as ordering choices. They underline the significance of consumer satisfaction in the online platform since it gives more advantages and lowers the risk of repurchase. Consumers perceive various elements influencing their satisfaction and repurchase propensity in online purchases. This study denotes the perceived elements that influence customer satisfaction and repurchase intent on the online platform. The customer's view of the online store channel, as well as the online consumer experiences on online shopping (Kim and Kim 2004). In the study of Kotler and Keller, (2012).

The topic of consumer behavior is one of the massively studied topics by researchers and marketers in the past and is still being studied. They show different reasons why consumer behavior has been the topic of many academics and researchers. The main objective is to learn the way how individuals, groups, or organizations choose, buy use and dispose of the goods and the factors such as their previous experience, taste, price, and branding on which the consumers base their purchasing decisions. One of the common views is that understanding consumer behavior has become a factor that has a direct impact on the overall performance of businesses. The study by HubSpot revealed that social media produces almost double the marketing advancement as any other marketing method and the lead-to-close rate is 100% higher on social media. The study by Salehi, F., Abdollahbeigi, B., Langroudi, A.C., and Saleh, F. (2012) entitled "The Impact of Website Information Convenience on E-commerce Success of Companies." states that information richness helps consumers when they want to purchase online. The increased information has the potential to result in a more aware consumer who can make better decisions and would lead to a better purchase. More detailed product information reduces search time, and this action can attract more customer because customers can lessen their time searching.

Several of the concepts being considered by brand managers in the area of consumer spending habits is the creation of high satisfaction and the implications of these experiences on consumer behavior because the creation of different experiences as a vital component in business models can generate profit and lead to a strategic edge (Esmaeilpour and Mohseni, 2019). Given the growing interest in behavioral aspects of consumer behavior, it is straightforward that consumer taste is important in personal judgment and decision making, especially for products and services (Hoyer and Stokburger-sauer, 2011). Consumers frequently consider some attributes before making a purchase decision for a product or service. According to Ashraf, Naeem, and Shahzadi (2017), branding is an important part of adopting new technology, and brand image is one of the features that customers consider. A brand image exemplifies the product during one's thoughts before making a purchase. Their results demonstrate that branding seems to have a significant impact on consumer purchasing behavior. Consumer behavior is described as "the purchase, consumption, and disposal of items, services, time, and ideas by decision-making units" (Jacoby, Johar, 1998). As a consequence, Customer Behavior assists firms in comprehending and identifying the aspects that drive consumer decision-making. This provides firms with the chance to develop well-planned marketing strategies, such as marketing messaging and advertising campaigns that are more closely aligned with the demands and thought patterns of their particular target audiences. A study was conducted to process the evidence on the impact of the detailed information leading to business success. The information is shown in the table below:

Table 12 presents the extent of Facebook live selling in terms of detailed information

No.	INDICATORS	MEAN	VERBAL DESCRIPTION
1.	<i>I experience being dismayed by the quality of the actual product due to a lack of information.</i>	3.47	Agree
2.	<i>I prefer sellers who discuss the overall description of the product.</i>	3.64	Agree
3.	<i>Product information such as flaws and other negative details is necessary.</i>	3.64	Agree
4.	<i>I experience receiving wrong items due to miscommunication.</i>	3.45	Agree
5.	<i>Detailed information builds confidence and trust.</i>	3.80	Agree
6.	<i>Sellers in Facebook Live Selling is quick in answering customers' queries and discussing product details.</i>	3.68	Agree
7.	<i>I skip directly if there are no captions on the Live Video.</i>	3.68	Agree
8.	<i>I purchase more if I am impressed with the totality of the product.</i>	3.66	Agree
9.	<i>I am more attentive if the seller explains the product well.</i>	3.64	Agree
10.	<i>I prefer a seller who is honest in flexing the quality of the product.</i>	3.64	Agree
	OVERALL MEAN	3.63	Agree

The above table shows the information gathered on the contribution of detailed information to business success. The overall mean of both respondents are in agreement in all areas such as they experience being dismayed by the quality of the actual product due to a lack of information, prefer to have the sellers expressions of the product, product information such as flaws and other negative details is necessary to be reflected the product, avoidance in receiving wrong items due to miscommunications, they agree that detailed information builds confidence and trust, sellers in Facebook Live Selling is quick in answering customers' queries and discussing product details, skip directly if there are no captions on the Live Video, they purchase more if I am impressed with the totality of the product, being more attentive if the seller explains the product well, and they prefer a seller who is honest in flexing the quality of the product. The above findings are supported by the study by (Tolga Akçura, M., & Srinivasan, K. 2005), better targeting opportunities and the increasing role of information-intensive environments have created new challenges for firms in obtaining customer information. Such information can help firms increase their profits through cross-selling opportunities. However, revealing personal preferences and contact information can raise risks for customers when dealing with a firm. Consequently, some customers trade off the benefit and risks of revealing information. As the opportunity to obtain a higher level of information increases, customers incur a higher level of risk when dealing with a firm. This increases the firm's incentive to commit on a cross-selling level. By such a commitment, a firm can obtain customer intimacy and benefit from detailed customer information.

Conclusion and recommendations

The social media influence on live selling has a greater impact that entices buyers and makes a purchasing decision. The online selling opinion in terms of the influence on customer buying behavior differs despite that they belong to the same platform but influence more positive consumers' buying behavior as they need to redesign their methodologies in dealing with live selling to entice more buyers watching them live. Drawing on literature in retailing, adoption behavior, and electronic commerce has a comprehensive framework with which to examine the relationships among customers' perceived value of

live streaming, customer trust, and engagement. The symbolic value is found to have a direct and indirect effect via trust in sellers on customer engagement, while utilitarian and hedonic values are shown to affect customer engagement indirectly through customer trust in products and trust in sellers sequentially. Elucidating the role of live streaming in increasing sales and loyalty in different routes through which small online sellers can build customer engagement with two types of trust as mediators. A strong effect is played by customers' loyalty to alternative markets, showing that establishing a long-term relationship with producers participating in alternative markets increases the probability of buying more food through these channels. It discloses potential in terms of upscaling of alternative food networks, linked to the identification of the consumer segments that are more likely to use these channels as a main source of provision, and to the types of business models that can more likely increase the quantity of purchase. Better targeting opportunities and the increasing role of information-intensive environments have created new challenges for firms in obtaining customer information. Such information can help firms increase their profits through cross-selling opportunities. However, revealing personal preferences and contact information can raise risks for customers when dealing with a firm. Consequently, some customers trade off the benefit and risks of revealing information. As the opportunity to obtain a higher level of information increases, customers incur a higher level of risk when dealing with a firm. This increases the firm's incentive to commit on a cross-selling level. By such a commitment, a firm can obtain customer intimacy and benefit from detailed customer information. From the above findings, it is suggested that for the online selling mechanism although it was viewed as positive and beneficial, a thorough review is needed to align the new trend of buying paradigm.

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