

# Live streaming marketing campaign, psycho-social factors, and consumers' patronage behavior: Basis for consumer acquisition framework

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## Abstract

Technology serves as a driver of progress, whether in the field of education, politics, or business. Hence, in order to keep up in this ever-evolving world, one must have a mindset that is open to change and innovation to acquire customers in this era and to continuously move forward. This study aimed to determine the extent of consumers' engagement with live-streaming marketing campaigns in terms of streamer's credibility, media richness and interactivity; assess the consumers' psycho-social factors in terms of personality traits, work-life balance, and work engagement; examine their patronage behavior in terms of resistance to change, position involvement, volitional choice, loyalty and informational complexity; test the significant relationship among live-streaming marketing campaigns; psycho-social factors and patronage behavior of consumers; and to propose consumer acquisition framework. A descriptive approach was used in this study to systematically define the conditions, and assess the variables that were examined. The research respondents are rank and file employees with live streaming experience. A survey questionnaire was used for data collection which was subsequently analyzed using the SPSS software. Based on the finding of the study, respondents generally disapprove of the current live streaming marketing campaigns such as streamer credibility, media richness, interactivity in terms of their effectiveness in engaging consumers. The psycho-social aspects assessment indicates that respondents generally disagree of the assertions regarding personality, work-life balance, work engagement. Consumers, in general, express disagreement with the claims regarding their patronage behavior in terms of resistance to change, position involvement, volitional choice, loyalty and informational complexity. There was no statistically significant correlation observed between live streaming marketing initiatives and psycho-social elements. The study found a statistically significant correlation between the credibility of the streamer and viewer loyalty, as well as between the richness of the media and viewer loyalty. There was a statistically significant relationship between personality traits and informational complexity. Customer acquisition framework was developed. and maybe adapted to improve competitive advantage.

**Keywords:** live streaming marketing campaigns, psycho-social, patronage behavior, customer acquisition, viewer loyalty

## **Live streaming marketing campaign, psycho-social factors, and consumers' patronage behavior: Basis for consumer acquisition framework**

### **1. Introduction**

Technology serves as a driver of progress, whether in the field of education, politics, or business. Hence, in order to keep up in this ever-evolving world, one must have a mindset that is open to change and innovation. Digital transformation is crucial to gain competitive advantage in this era and to continuously move forward. Among all the different aspects of society, it cannot be denied that the world of business remains the most adaptable to change and innovation. Over the years, it proved its resilience as it navigated through uncertainties and surpassed various challenges that resulted from environmental and political events. For instance, when the pandemic hit in 2020, businesses adjusted their usual practices to cope with lockdowns and quarantines. Similarly, as reported by Cohen (2022), amid the Russia-Ukraine conflict, the oil trade, though affected, continues by adopting new payment methods (like Russia using its own currency instead of US dollars). Looking at how flexible the business sphere is, it is unsurprising how it uses technology to optimize business processes, increase efficiency, and explore new opportunities in today's dynamic digital landscape. Businesses continually explore innovative strategies to connect with their audience and achieve their goal of widening their business' market, and it is evident with the variance of ways the products and services are marketed nowadays.

Live streaming marketing campaigns emerged as a prominent tool in the marketing landscape as it captivates consumers through real-time interactions and engaging content. With the rise of free-to-use social media platforms, live streaming, now coined as "live stream shopping," has become a common method for promoting products and services. According to Chen (2019), this approach allows buyers to get immediate feedback from sellers in the comfort of their homes. In essence, live streaming marketing involves using real-time video to advertise products and services. Yuyuan (2022) reported that small businesses utilize this innovation to reach a broader market and create interactive selling environments, all while remaining cost-efficient since many platforms for this purpose are free. However, as with any trend, the concentrated use of live-streaming marketing may become a cliché unless it evolves into something uniquely personal. In creating marketing campaigns, it is critical for businesses to consider various factors such as the consumer's personality traits, motivation, emotions, and desires as such drive consumer behavior.

The impact of such campaigns plays a crucial role in consumers' patronage behavior as they can shape or influence the customers' decision-making processes. In an article by Indeed, titled "7 Psychological Factors in Marketing That Drive Consumer Behavior," it stated that psychological factors is important to be considered as it may cause consumers to make or forgo purchases, connect with brands or choose competitor products over one's business. Thus, businesses must have awareness of the driving factors behind a consumer's behavior as it helps owners to easily design products and promotions curated to meet the specific needs of their market, which then encourage them to engage with the brand. When consumer needs are met, they may become regular patrons of the business. As indicated by the article, "they may make frequent referrals, repeat purchases and promote brand anecdotally to others." Therefore, in creating a live streaming marketing content, it is crucial for businesses to understand the factors influencing their target market's purchasing behavior to enable them to craft more effective and meaningful promotional campaigns, which in turn, can lead to an increase in overall profitability. With a deeper awareness of consumer audience's needs, a business may be able to better anticipate the decisions consumers make around purchases, which can greatly impact the business' goals and aspirations.

Nowadays, various studies arose investigating the effectiveness of live-streaming campaigns in expanding businesses' market, but some deficiencies found by the researcher is the lack of focus on the content these campaigns produce, and the failure to deeply explore psychosocial factors that influence the consumers' purchasing behavior and patronage of a brand, which this study aims to delve into. In the era where businesses

compete with the aid of technology, it is important to realize the need to be unique by offering a personal touch to the content provided to the market. To do so, businesses must explore the factors that contribute to the decision-making processes of customers and their loyalty to the business. Thus, this study explores the interplay between live-streaming marketing campaigns, psychosocial factors, and consumers' patronage behaviors aiming to unravel the nuanced connections that drive contemporary consumer choices. By synthesizing their intricate relationships, the researcher aims to provide a roadmap for businesses to navigate the evolving landscape of consumer engagement and loyalty in the digital era.

Most studies already confirmed the connection between live-streaming marketing campaigns and increased sales, and purchase intent. Accordingly, these studies agree that live-streaming marketing campaigns can entice customers to purchase the product and avail of the services offered, hence, increasing sales in the process (Hu et al., 2020; Wongkitrungrueng et al., 2020; Wongkitrungrueng et al., 2020). There are also studies saying that customers' purchase intent is moved by a number of psychological and social factors like personality traits (Shahjehan, et. al., 2019), work-life balance (Piligrimienè, et. al., 2019), and work engagement (Ma, et. al., 2020). Based on the discussions of these studies, personality traits with the strongest neuroticism and agreeableness have higher tendencies to be compulsive in their buying of products sold online. Moreover, the ones with lower levels of work-life balance tend to compensate through compulsive buying. Likewise, employees who are disengaged at work have a higher proclivity to compulsive buying behaviors. Looking at how these connections exist as evidenced by studies mentioned above, one will ask if there are still areas to be explored. Of course, there remains a nuance in the understanding of this innovation in marketing campaigns. This nuance or unexplored area points to the pathway that connects live stream marketing campaigns, psycho-social factors, and the patronage behaviors of customers. Through this pathway, innovations can still be conceived on top of the novelty that the live-stream marketing campaigns are currently rendering to the customers.

This study intends to establish the mediatory role of psycho-social factors in the relationship between live-streaming marketing campaigns and the patronage behaviors of consumers. Specifically, it shall accomplish the following objectives: To determine the extent of consumers' engagement with live-streaming marketing campaigns; To determine the consumers' type of personality traits, work-life balance, and work engagement as psycho-social factors; To determine the extent of their patronage behaviors; To establish the mediatory role of psycho-social factors in the relationship between live-streaming marketing campaigns and patronage behaviors of consumers; and to recommend an innovative marketing model.

## 2. Methods

**Research Design** - This study intended to establish the mediatory role of psycho-social factors in the relationship between live-streaming marketing campaigns and the patronage behaviors of consumers. This study used a cross-sectional explanatory research design considering the time that the data were collected, which was at one point in time, and the intent, which was to establish the mediatory role of psycho-social factors (personality traits, work-life balance, and work engagement) that will explain the relationship of live-stream marketing campaigns to patronage behaviors of consumers.

**Participants of the Study** - The participants of this study are rank-and-file employees with live-stream shopping experiences. In the Philippines, the population of e-commerce shoppers reached 38.9 million in 2022 (Locad, 2023). Using RAOSOFT, a sample size calculator, the number of participants will be at n=385. The sampling technique to be used is purposive or judgment sampling, a nonrandom sampling technique that is used by researchers when people identified as participants are willing to provide the information by virtue of knowledge or experience.

**Instrument of the Study** - The instruments to be used in this study shall include the following: Song, et. al., (2021) Live-stream Marketing Scale. This scale is a composite of three factors, namely, streamers' credibility, media richness, and interactivity. The scale response is a seven-point Likert scale with 1=strongly disagree to

7=strongly agree. This scale is reliable and valid following psychometric reports. Accordingly, Cronbach's alpha for these constructs ranges from .645 to .852. Convergent validity is high between constructs following the positive and significant correlation coefficient. John, et. al., (1999) Big Five Personality Traits Scale. This scale is a composite of five factors, namely, openness, conscientiousness, extraversion, agreeableness, and neuroticism. The scale response is a five-point verbal frequency scale with 1=disagree strongly to 5=agree strongly. This scale is reliable and valid following psychometric reports. Accordingly, Cronbach's alpha for these constructs ranges from .79 to .88. Confirmatory Factor Analysis (CFA) results confirmed construct validity with a CFI=.958 and  $\chi^2=22$ .

Agha, et. al., (2017) Work-life Balance Scale. This scale is a composite of three factors, namely, work interference with personal life, personal life interference with work, and work-personal life enhancement. The scale response is a five-point Likert scale with 1=strongly disagree to 5=strongly agree. This scale is reliable and valid following internal consistency reliability measures and confirmatory factor analysis values. Cronbach's alpha ranges from .80 to .90, hence, connotes high internal consistency reliability. CFA values of GFI for all constructs are .90, .95, and .93, respectively. This implies high construct validity. Seppälä, et. al., (2009) Work Engagement Scale. This scale is a composite of three factors, namely, job satisfaction (vigor), commitment to the organization (dedication), and extra-role behavior (absorption). The scale response is a seven-point verbal frequency scale with 0=never to 6=every day. This scale is reliable and valid following internal consistency reliability measures and significant correlation coefficient values. Cronbach's alpha ranges from .81 to .85, hence, connotes high internal consistency reliability. Convergent validity is also established given the significant positive correlations between constructs ( $r=.83$  to  $.97$ ).

Pritchard, et. al., (1999) Patronage Behavior Scale. This scale is a composite of five factors, namely, resistance to change, position involvement, volitional choice, loyalty, and informational complexity. The scale response is a seven-point Likert scale with 1=strongly disagree to 7=strongly agree. This scale is reliable and valid following internal consistency reliability measures and significant correlation coefficient values. Cronbach's alpha ranges from .80 to .91, hence, connotes high internal consistency reliability. Convergent validity is also established given the significant positive correlations between constructs. Confirmatory factor analysis (CFA) results proved construct validity as shown through its  $\chi^2=232.17$  ( $df=80$ )  $p < .01$ , AGFI=.96, CFI=.97, and PNFI=.93 values.

**Data Gathering Procedure** - Initially, the researcher sought first approval from the Ethics Board Committee regarding the implementation of the research study. Right after its approval, the questionnaire constructed using Microsoft Forms were distributed to the target participants. Informed consent was included in the questionnaire in observance of the ethical practice in the conduct of research. Once the target sample size was achieved, data were collected and analyzed using appropriate statistical tools. Analyzed data were then interpreted for the final draft of the research paper. Presentation of results was done during the final oral defense.

**Data Analysis Plan** - The data analysis plan is based on the objectives of the research undertaking. To determine the extent of consumers' engagement with live-streaming marketing campaigns, personality types, work-life balance, work engagement, and patronage behaviors, the researcher used descriptive statistics, specifically, mean and standard deviation since the response used are Likert and verbal frequency scales. To determine the mediatory role of psycho-social factors in the relationship between live-streaming marketing campaigns and patronage behaviors of consumers, the researcher plans to use structural equation modeling (SEM), particularly the  $\chi^2$  ( $df$ ) values, Root Mean Square Error of Approximation (RMSEA), and Comparative Fit Index (CFI).

**Ethical Considerations** - The ethical considerations given emphasis on this study included voluntary participation, informed consent, anonymity, confidentiality, safety from harm, and results communication. In the sphere of voluntary participation, this research undertaking provides a volitional approach to its participants. Meaning, it is made clear among participants that their inclusion and participation is not coerced and is by their

own volition. They can withdraw from participating anytime during the implementation. On informed consent, the questionnaire included a part for the informed consent which allowed room for the participants to know salient details of the study that required their information. Anonymity implied that during the participation of the samples, their identities were not disclosed. Instead, codes and aliases were used to appropriate their inclusion in the study. In terms of confidentiality, all data gathered in electronic copies were password protected and were deleted upon completion of the study. During implementation, the participants were not exposed to any form of harm while participating. Communication of results shall be accessible only to those who are involved in the review of the research output, the researcher, and the defense panel. In case the final output is worthy of local or international publication, the participant's identity will be kept confidential, and anonymity will be strictly prescribed.

### 3. Results and discussions

**Table 1**

*Summary Table on Consumers' Engagement to Live Streaming Marketing Campaigns*

Key Result Areas	Composite Mean	VI	Rank
Streamer's Credibility	2.32	Disagree	1
Media Richness	2.24	Disagree	3
Interactivity	2.27	Disagree	2
Grand Composite Mean	2.28	Disagree	

*Legend: 3.50-4.00=Strongly Agree; 2.50-3.49=Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree*

Table 1 shows the general assessment of the respondents on their Engagement to Live Streaming Marketing Campaigns. The grand composite mean of 2.28 falls within the "Disagree" range, indicating that viewers generally disapprove of the current live streaming marketing campaigns in terms of their effectiveness in engaging consumers. This suggests a need for significant improvement in various aspects.

Streamer's Credibility ranked first with a score of 2.32, but still falls within the "Disagree" range. This suggests that the respondents find the streamer somewhat lacking in credibility or trustworthiness, which could be impacting their engagement with the campaigns. Interactivity received the second-lowest score of 2.27, suggesting that consumers are dissatisfied with the level of interaction offered during the campaigns. They might feel like they aren't able to participate actively, or their contributions aren't acknowledged. Lastly, Media Richness received the lowest score of 2.24, indicating viewers find the content lacking in variety and engagement. This could mean the use of different media types like interviews, demos, and narratives is not effective or not utilized enough. In connection, to increase engagement, Lu, et. al.,(2018) stated that the recurring factors that lead Chinese consumers to being more engaged to livestreams are relaxing, attractive live streamers, killing time, making friends, communicating with others, articulating points of view, gaining knowledge about a product, and accessing new information. Other factors which were not repeatedly mentioned included finding ease from loneliness and isolation and feeling of the company.

**Table 2**

*Summary Table on Psycho-social Factors*

Key Result Areas	Composite Mean	VI	Rank
Personality Traits	2.24	Disagree	2
Work Life Balance	2.23	Disagree	3
Work Engagement	2.28	Disagree	1
Grand Composite Mean	2.25	Disagree	

*Legend: 3.50-4.00=Strongly Agree; 2.50-3.49=Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree*

As shown in Table 2, the respondents assessed their Psycho-social Factors with a grand composite mean of 2.25 or disagree. Among the sub variables evaluated, work engagement had the highest mean of 2.28. While personality traits ranked second with 2.24 and work life balance had the least with a mean of 2.23. All the results

correspond to disagree. The consistent disagree scores could indicate a general sense of dissatisfaction or disengagement among the respondents. This could be due to a variety of factors, such as work environment issues, workload, lack of growth opportunities, or personal challenges outside of work. Further, the slight variations in means might offer some insights. Work engagement having the highest mean could suggest that, while respondents might not be fully engaged, they might still find some aspects of their work meaningful or challenging. Personality Traits received the score of 2.24 and ranked second, implying that consumers may not perceive their personality traits as a major factor in their purchase choices. Conversely, the lower score for work-life balance might indicate that this is a particularly problematic area for the respondents. Conversely, occupational status and personality play a significant factor in buying behavior, as individuals tend to purchase items that are appropriate for their profession. Personality, which is characterized by thoughts, feelings, and behaviors, is another important factor influencing buying behavior. Personality traits like self-confidence, individualism, extroversion, introversion, aggression, and competitiveness can greatly influence what and how people use and consume products and services. Consumers want products to match their self-concept, ensuring they buy products that align with their needs and preferences. (Albrecht, 2023b)

**Table 3***Summary Table on Consumers' Patronage Behaviors*

Key Result Areas	Composite Mean	VI	Rank
Resistance to Change	2.33	Disagree	2
Position Involvement	2.30	Disagree	3
Volitional Choice	2.29	Disagree	4.5
Loyalty	2.34	Disagree	1
Informational Complexity	2.29	Disagree	4.5
Grand Composite Mean	2.31	Disagree	

*Legend: 3.50-4.00=Strongly Agree; 2.50-3.49=Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree*

Table 3 unveils the summary of Consumers' Patronage Behaviors which got a grand composite mean of 2.31 equivalent to disagree. This suggests a general sentiment among the respondents that their engagement with the business could be improved in some ways across various areas. This does not mean they are entirely dissatisfied but it indicates room for improvement to create a more positive experience for customers.

Among the key result areas measured, loyalty had the highest assessment with a mean of 2.34. It is followed by Resistance to Change with a mean of 2.33 and Position Involvement with a mean of 2.30. Additionally, Volitional Choice and Informational Complexity tied at the last spot with the lowest mean of 2.29. All of these were assessed as disagree. Loyalty received the highest mean score among the key result areas (KRAs), but it still falls on the disagree point. This indicates that while customers might not be strongly dissatisfied with the business regarding loyalty aspects like brand engagement and repurchase behavior, they also do not express strong agreement or enthusiasm. On the other hand, Volitional Choice and Informational Complexity tied for the lowest mean score of disagree, indicating that customers might feel limited in their choices or find the information provided to be complex or confusing. In relation, according to Muruganatham, et. al., (2013), the impulse or desire to buy products or avail services is externally and internally motivated. Marketing campaigns whether online or on-site are examples of external stimuli. The customers' innate characteristics like personality, emotional state during the time of purchase, and affluent lifestyle are examples of internal stimuli.

**Table 4***Relationship Between Live Streaming Marketing Campaigns and Psycho-social Factors*

Variables	rho	p-value	Interpretation
Streamer's Credibility			
Personality Traits	0.019	0.710	Not Significant
Work Life Balance	-0.023	0.652	Not Significant
Work Engagement	-0.021	0.672	Not Significant

Media Richness			
Personality Traits	0.025	0.616	Not Significant
Work Life Balance	-0.091	0.068	Not Significant
Work Engagement	0.049	0.330	Not Significant
Interactivity			
Personality Traits	-0.026	0.607	Not Significant
Work Life Balance	-0.018	0.718	Not Significant
Work Engagement	-0.055	0.274	Not Significant

\*\**. Correlation is significant at the 0.01 level*

The computed rho-value of 0.019 indicates a very weak direct relationship between streamer's credibility and personality traits while the computed rho-values ranging from -0.021 to -0.023 indicate a very weak indirect relationship between streamer's credibility and the sub variables of psycho-social factors namely work life balance and work engagement. The computed rho-values ranging from 0.025 to 0.049 indicate a very weak direct relationship between media richness and the sub variables of psycho-social factors namely personality traits and work engagement while the computed rho-value of -0.091 indicates a very weak indirect relationship between media richness and work life balance. The computed rho-values ranging -0.018 to -0.055 indicate a very weak indirect relationship between interactivity and the sub variables of psycho-social factors. It shows that there was no statistically significant relationship between live streaming marketing campaigns and psycho-social factors since the obtained p-values were greater than 0.01.

The table shows that none of the correlations between live streaming aspects (streamer credibility, media richness, and interactivity) and the psycho-social factors (personality traits, work life balance, and work engagement) are statistically significant. This means that there is no strong evidence to suggest that live streaming directly impacts these aspects of the consumers' psychology or behavior. Further research with larger samples, more specific measures, and consideration of additional variables might be needed to understand the complex interplay between live streaming and viewers' psychology. This contrasts with the findings of Yi et al. (2023) that live streaming platforms leverage powerful emotional triggers to influence purchasing decisions. The excitement and energy of live events, coupled with limited-time offers and social proof from other viewers, can create a sense of urgency and scarcity, mentoring impulse buying behavior.

Table 5 shows the computed rho-values ranging from -0.064 to -0.110 indicate a very weak indirect relationship between streamer's credibility and the sub variables of consumer's patronage behaviors namely resistance to change, volitional choice and loyalty while the computed rho-values ranging 0.039 to 0.048 indicate a very weak direct relationship between streamer's credibility and the sub variables of consumer's patronage behaviors namely position involvement and informational complexity. It shows that there was a statistically significant relationship between streamer's credibility and loyalty since the obtained p-value was less than 0.05. The computed rho-values ranging from 0.029 to 0.141 indicate a very weak direct relationship between media richness and the sub variables of consumer's patronage behaviors namely resistance to change, position involvement, volitional choice, and loyalty while the computed rho-value of -0.015 indicates a very weak indirect relationship between media richness and information complexity. It shows that there was a statistically significant relationship between media richness and loyalty since the obtained p-value was less than 0.01. The computed rho-values ranging from 0.009 to 0.040 indicate a very weak direct relationship between interactivity and the sub variables of consumer's patronage behaviors namely resistance to change, volitional choice, loyalty, and informational complexity while the computed rho-value of -0.051 indicates a very weak indirect relationship between interactivity and position involvement. It shows that there was no statistically significant relationship between interactivity and the sub variables of consumer's patronage behaviors.

**Table 5***Relationship Between Live Streaming Marketing Campaigns and Consumer's Patronage Behaviors*

Variables	rho	p-value	Interpretation
<b>Streamer's Credibility</b>			
Resistance to Change	-0.091	0.068	Not Significant
Position Involvement	0.039	0.437	Not Significant
Volitional Choice	-0.064	0.200	Not Significant
Loyalty	-0.110*	0.028	Significant
Informational Complexity	0.048	0.339	Not Significant
<b>Media Richness</b>			
Resistance to Change	0.039	0.436	Not Significant
Position Involvement	0.029	0.558	Not Significant
Volitional Choice	0.042	0.400	Not Significant
Loyalty	0.141**	0.005	Significant
Informational Complexity	-0.015	0.762	Not Significant
<b>Interactivity</b>			
Resistance to Change	0.016	0.755	Not Significant
Position Involvement	-0.051	0.307	Not Significant
Volitional Choice	0.040	0.419	Not Significant
Loyalty	0.009	0.853	Not Significant
Informational Complexity	0.021	0.673	Not Significant

\*. Correlation is significant at the 0.05 level/\*\*. Correlation is significant at the 0.01 level

Specifically, the statistically significant relationship between streamer's credibility and loyalty means there is strong evidence that viewers who perceive the streamer as credible are more likely to be loyal viewers. This suggests that building trust and authenticity is crucial for streamers who want to cultivate a loyal fanbase. Moreover, the statistically significant relationship between media richness and loyalty means viewers who engage with a more visually and interactively stimulating live stream are more likely to be loyal. This suggests that streamers should invest in high-quality production and interactive elements to keep viewers engaged and coming back for more. Further, the lack of a statistically significant relationship between interactivity and patronage behaviors suggests that simply having interactive elements in a live stream might not be enough to directly drive purchase decisions or other desired consumer actions. This could be due to various factors, such as the type of product being promoted, the effectiveness of the call to action, or the overall quality of the interactive elements. This requires further investigation to understand what specific types of interactivity and engagement strategies are most effective in influencing consumer behavior. In contrary, the results do not justify the idea of Gilbert (2023) that consumers highly value live-stream marketing for its capacity to foster more authentic interactions by infusing the human element into digital marketing, enabling real-time audience feedback, and offering the potential to repurpose content in the future. He further stated that Live shopping events boost sales and revenue for businesses by allowing viewers to witness products in action and receive instant feedback. The personal touch and authentic interactions foster a connection between businesses and customers, building trust and credibility. Repeat customers are more likely to be loyal advocates, encouraging word-of-mouth marketing and organic growth.

**Table 6***Relationship Between Psycho-social Factors and Consumer's Patronage Behaviors*

Variables	rho	p-value	Interpretation
<b>Personality Traits</b>			
Resistance to Change	-0.034	0.499	Not Significant
Position Involvement	-0.005	0.920	Not Significant
Volitional Choice	0.053	0.292	Not Significant
Loyalty	0.059	0.237	Not Significant
Informational Complexity	-0.118*	0.018	Significant



Work Life Balance			
Resistance to Change	0.009	0.861	Not Significant
Position Involvement	0.026	0.607	Not Significant
Volitional Choice	-0.057	0.252	Not Significant
Loyalty	0.036	0.474	Not Significant
Informational Complexity	-0.010	0.842	Not Significant
Work Engagement			
Resistance to Change	0.074	0.139	Not Significant
Position Involvement	-0.012	0.812	Not Significant
Volitional Choice	0.012	0.814	Not Significant
Loyalty	0.039	0.438	Not Significant
Informational Complexity	0.055	0.270	Not Significant

\*. Correlation is significant at the 0.05 level

The computed rho-values ranging from 0.005 to -0.118 indicate a very weak indirect relationship between personality traits and the sub variables of consumer's patronage behaviors namely resistance to change, position involvement, and informational complexity while the computed rho-values ranging from 0.053 to 0.059 indicate a very weak direct relationship between personality traits and the sub variables of consumer's patronage behaviors namely volitional choice and loyalty. It shows that there was a statistically significant relationship between personality traits and informational complexity since the obtained p-value was less than 0.05. The computed rho-values ranging from 0.009 to 0.036 indicate a very weak direct relationship between work life balance and the sub variables of consumer's patronage behaviors namely resistance to change, position involvement and loyalty while the computed rho-values ranging from -0.010 to -0.057 indicate a very weak indirect relationship between work life balance and the sub variables of consumer's patronage behaviors namely volitional choice and informational complexity. It shows that there was no statistically significant relationship between work life balance and the sub variables of consumer's patronage behaviors since the obtained p-values were greater than 0.05. The computed rho-values ranging from 0.012 to 0.074 indicate a very weak direct relationship between work engagement and the sub variables of consumer's patronage behaviors namely resistance to change, volitional choice, loyalty, and informational complexity while the computed the rho-value of -0.012 indicates a very weak indirect relationship between work engagement and position involvement. It shows that there was no statistically significant relationship between work engagement and the sub variables of consumer's patronage behaviors since the obtained p-values were greater than 0.05.

Specifically, the results suggest that personality might not directly influence some aspects of Consumer's Purchasing Behaviors, but it might play a minor role through other mediating factors. Further, personality traits might have a slightly stronger, but still very limited, influence only on how customers feel overwhelmed by information related to the business. In addition, the insignificant results of work life balance and work engagement imply that they may have minimal direct or indirect influence and are not the primary drivers of consumers' patronage behavior. In relation, each individual carries a unique personality with traits like extroversion, conscientiousness, and openness to experience. These traits, along with their lifestyle choices, influence everything from the brands they prefer to the shopping channels they choose. Understanding your target audience's personality and lifestyle helps tailor your marketing messages and channels for maximum impact. (Cooper, 2023)

This innovative model leverages insights from psychosocial factors and purchasing behaviors to foster genuine engagement and drive conversions. By combining insights from social psychology and behavioral economics, this model may be able to transform business campaigns from passive viewing sessions to emotionally charged experiences that trigger desire, influence purchasing decisions, and build lasting customer loyalty.

**Table 7***Proposed Marketing Model*

Key Elements	Objectives	Strategies
Pre-Livestream Psychographic Targeting	This model seeks to: <ul style="list-style-type: none"> <li>• cater to individual needs and motivations, fostering stronger emotional connections and brand affinity.</li> <li>• aid in enhanced decision-making by leveraging psychological insights to nudge viewers towards purchase decisions without feeling manipulative.</li> </ul>	<ul style="list-style-type: none"> <li>• Personality profiling: Utilize quizzes, surveys, or social media data to segment your audience based on personality traits (Big Five, need for cognition, etc.) and purchasing styles (impulsive, value-conscious, etc.).</li> <li>• Tailored teasers: Create targeted teasers and promos that speak to each segment's specific desires, fears, and motivators. Think aspirational visuals for achievement-oriented personalities, practical information for value-conscious consumers, or exclusive sneak peeks for FOMO-prone segments.</li> </ul>
Interactive Livestream Experience	<ul style="list-style-type: none"> <li>• increase engagement and conversions through personalized content, scarcity, and emotional triggers that drive action and boost sales.</li> <li>• to collect valuable data by tracking engagement metrics and audience psychographics and continuously refining the model and personalize future campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>• Social comparison and belonging: Foster a sense of community and belonging by encouraging viewers to interact, share stories, and compete in friendly challenges. Utilize leaderboards, live polls, and co-creation activities to tap into the power of social influence.</li> <li>• Scarcity and urgency: Trigger the scarcity principle by offering limited-time discounts, flash sales, or exclusive product drops during the livestream. Create a sense of urgency with countdown timers and limited quantities to encourage immediate action.</li> <li>• Loss aversion and framing: Frame product benefits in terms of avoiding losses or missed opportunities instead of pure gains. Highlight what viewers stand to lose by not acting now, sparking the fear of missing out and driving purchase decisions.</li> <li>• Personalized recommendations: Leverage the psychographic data to display personalized product recommendations throughout the livestream. This creates a sense of individual attention and increases the perceived value of the offerings.</li> </ul>
Personalized Post-Livestream Engagement		<ul style="list-style-type: none"> <li>• Custom recommendations: Based on viewers' live interactions and product interests, send personalized email or push notifications with curated product suggestions and exclusive post-livestream deals.</li> <li>• Reward system: Gamified points earned during the livestream can be redeemed for discounts, early access, or exclusive content.</li> <li>• Community building: Create a dedicated forum or group where viewers can connect, share their experiences, and receive ongoing support.</li> <li>• Social proof and testimonials: Share positive feedback and testimonials from viewers during the livestream and afterwards. This reinforces the social influence and motivates potential buyers who might be hesitant.</li> </ul>

**4. Conclusion and recommendations**

Consumers generally disagree with the effectiveness of the live streaming marketing campaigns based on the key result areas assessed. Customers are not positively engaged with the advertisements. In addition, all major categories of achievement also fall within the "Disagree" range. There results show uncertainty or skepticism about the streamers endorsing the products, implies a deficiency in captivating or reciprocal communication throughout the campaigns, and suggests that customers see the presentation of the products or overall experience as visually or emotionally unimpressive. The psycho-social aspects assessment indicates that the average scores for all important areas of results are in the "Disagree" range, implying that employees generally disagree of the assertions regarding their experiences. Customers may not experience significant impact from their work experiences while making purchasing choices, may not consider their personality qualities to be a significant influence on their purchasing decisions and their work-life balance to be a key factor when making purchasing decisions. Consumers, in general, express disagreement with the claims regarding their patronage practices, as seen by the composite mean scores falling under the "Disagree" range. Customers exhibit rather limited degrees of loyalty towards companies or products and reluctance in embracing novel items or brands. Consumers do not have a strong attachment to the items or services they use. They may not be as methodical or comprehensive in their decision-making process and are likely to feel self-assured and at ease when navigating and assessing options during decision-making. There was no statistically significant correlation observed between live streaming marketing initiatives and psycho-social elements. Hence, there is no direct

correlation between the three primary variables (streamer credibility, media richness, interactivity) and the psycho-social parameters that were examined (personality, work-life balance, work engagement). The study found a statistically significant correlation between the credibility of the streamer and viewer loyalty, as well as between the richness of the media and viewer loyalty. However, there was no statistically significant correlation observed between interactivity and the specific components of consumer's patronage behaviors. Simply having more interaction may not necessarily result in higher levels of expenditure or involvement. There was a statistically significant relationship between personality traits and informational complexity. However, there was no statistically significant relationship between work life balance and work engagement and the sub variables of consumer's patronage behaviors. Hence, personality traits, work life balance and work engagement have minimal direct or indirect influence and are not the primary drivers of consumers' patronage behavior.

In order to enhance consumer engagement with live streaming marketing initiatives, business owners should prioritize the establishment of streamer credibility by collaborating with reliable influencers and ensuring that their content is in line with the brand's values. In addition, interaction can be improved by actively promoting audience engagement through the use of surveys, Q&A sessions, and live giveaways. In addition, they may prioritize media richness by incorporating a wide range of high-quality graphics, music, and storytelling strategies to maintain viewer engagement. Businesses can formulate marketing strategies that consider the intricate interaction of psycho-social elements and adapt to the specific tastes of particular consumers. Entrepreneurs should attend to client inquiries and inclinations. In order to overcome resistance to change and information overload, it is imperative for them to devise marketing techniques that cultivate trust, advocate for individualized experiences, and streamline product information. They can enable consumers to make well-informed decisions by providing customizable choices, delivering transparent product comparisons, and giving them the ability to manage their purchasing process. They can cultivate loyalty by implementing focused promotions, offering value-added services, and fostering community engagement to enhance brand affinity and participation. To gain a comprehensive understanding of the intricate relationship between live streaming and viewers' psychology, future studies should employ larger sample sizes, employ more precise metrics, and take into account additional variables. They could examine particular psycho-social characteristics, such as impulsivity, brand loyalty, or social identity, to determine whether there are any subtle connections with live streaming. The proposed marketing model may be implemented by marketers to harness beneficial results.

## 5. References

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