

FACTORS AFFECTING CONSUMERS' ATTITUDES TOWARD INFLUENCER LIVE-STREAMING ADVERTISEMENTS: REFERENCE TO E-COMMERCE PLATFORMS IN SRI LANKA

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1. Introduction

The acts of buying, selling, and exchanging helpful information on a digital platform are all included in e-commerce. Influencers can now communicate directly with customers on e-commerce platforms through a new influencer advertising technique called e-commerce live-streaming. Limited studies have been conducted on this new advertising style on e-commerce sites. Hence, this study investigates the factors affecting consumers' attitudes toward influencer live-streaming ads with reference to e-commerce platforms in Sri Lanka.

2. Research Methodology

This study follows the survey strategy under the quantitative methodology. The conceptual framework was adapted from the literature on consumers' attitudes toward influencer live-streaming advertisements. As the population is unknown, the non-probability method was chosen by adding filtering questions under the purposive sampling method. The online survey received a total of 384 effective responses from e-commerce platform users who are watching influencer live-streaming advertisements, which were then utilized for data analysis using multiple regression.

3. Findings and Discussion

The findings demonstrate that consumers' attitudes regarding influencer live-streaming advertisements were influenced by four constructs: perceived usefulness, perceived entertainment, influencer credibility, and celebrity effect, and influencer credibility is the salient factor. However, trust does not impact customer attitudes towards influencer live-streaming ads in e-commerce platforms in Sri Lanka.

4. Conclusion and Implications

The findings of this investigation offer numerous implications for marketing professionals. This study illustrates that brands should not select influencers only focusing on their external attractiveness but also have to consider the alignment between the influencer's expertise and the product. Also, including entertainment components in advertising is essential to captivate the audience. In Sri Lanka, customers are less likely to use influencer live-streaming ads in e-commerce platforms as a reliable source for prescribing shopping information; hence, it is vital for firms to implement trust-building strategies to convert this to a trustworthy source.

Keywords: Customer Attitude, E-commerce platforms, Influencer live-streaming advertisements.