

Title	Netflix 'Band wagoning' on Consumers' Intention to Make Impulse Purchases
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Degree	Master of Business Administration
Year	2023

Abstract

The objectives of this research were 1) to study factors influencing the formation of consumers' immediate purchase intention in the context of online live streaming of weblebrities. 2) to analyze fan's attachment affects purchase intention. 3) to examine live scenarios influencing purchase intentions., and 4) to study emotional attachment affecting purchase intentions. The research was applied the qualitative method. The population were the customer and staff who related to Band wagoning, collected data by In-depth interview 20 staff and 70 customers focus group. Tohe data analysis content by basic of qualitative Grounded Theory Procedures and Techniques (Glaser and Strauss, 1967)

The research results revealed that 1) weblebrity representatives generate instant high-frequency interaction with consumers and demonstrate products to consumers in a comprehensive manner to meet the needs of consumers and to give them a friendly atmosphere as if they were there, to made up for the regret of consumers not being able to experience the products from a distance indeed. External marketing environment factors as external stimuli to influence consumer behavior was a marketing method often used by companies. 2) In the context of Netflix live marketing, a team of Netflix anchors match different shopping themes and decorates a distinctive live room. With the prosperity of the Netflix economy and the wide popularity of e-commerce live streaming, Netflix lives streaming with goods becoming an unstoppable trend, and the powerful ability of Netflix anchors to bring goods attracted the attention of all ways of life. Local governments have seen the huge potential of e-commerce live broadcast as a new mode of the digital economy in promoting the double upgrade of consumption in terms of "quality" and "quantity" and have introduced relevant policies to encourage the development of the e-commerce live broadcast industry. Academics have also paid attention to e-commerce live streaming and the Netflix economy, but Netflix live streaming

with goods is a trend that has emerged in recent years. There are few studies on the factors and mechanisms influencing consumers' willingness to purchase from Netflix live streaming.

Keywords: Netflix with goods, direct broadcast, consumer willingness to buy