

Original Research Article

Research on the Influencing Factors of Consumer Purchase Intention in Live Streaming E-Commerce

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Abstract: With the rapid development of online live streaming in recent years, China's live streaming e-commerce industry has rapidly developed. More and more enterprises are joining live streaming marketing, and more and more consumers are shopping through live streaming. This article mainly analyzes the influencing factors of consumer purchase intention in live streaming e-commerce, proposes effective strategies to improve consumer purchase intention, and hopes that businesses can guide consumers to shop through correct measures, while consumers can maintain rationality and communicate to build a harmonious and healthy online shopping environment in live streaming shopping activities.

Keywords: Live streaming marketing; Consumers; Purchase intention

1. Introduction

The use of live streaming in e-commerce to market products has formed a new marketing approach, bringing great business opportunities to the live streaming industry. E-commerce live streaming is based on smart devices and networks, building an interactive communication platform with consumers. Through the language, actions, preferential policies, and other means of live streaming, products are introduced to consumers to stimulate their purchasing desire. In the current context of internet celebrity economy, the use of e-commerce live streaming can tap into potential fan economy, thereby bringing significant profits to e-commerce enterprises. This article mainly analyzes the influencing factors of consumer purchase intention in live streaming e-commerce, and studies the relationship between these influencing factors and purchase intention through data analysis.

2. Background Analysis of the Research on Consumer Purchase Intention in Live Streaming E-Commerce

Live streaming e-commerce has had a huge impact on marketing, repeatedly breaking sales records. With the deepening of live streaming marketing, it has brought a huge impact on the upgrading of China's consumer industry and become an important engine for the current economic development of China. The construction of the digital society continues to deepen, and online live streaming e-commerce promotes brands from different regions, playing an important role in establishing brand image. For example, He Jiaolong, Deputy Director of the Culture and Tourism Bureau of the Ili Kazakh Autonomous Prefecture in Xinjiang, used online live streaming channels to sell local agricultural products. In 2021, He Jiaolong and his team and agricultural enterprises helped impoverished enterprises achieve live streaming sales exceeding 140 million yuan, driving more than 2000 direct employment and increasing income for more than 10000 people. The rapid development of live streaming e-commerce in Ili directly promotes the optimization and upgrading of the local industrial structure. Online live streaming e-commerce not only promotes economic lifestyles, but also spawns a wave of new professions, with

online anchors and internet celebrity economy becoming popular professions at present. Taking Dongfang Zhenxuan as an example, before the e-commerce festival on June 18, 2022, anchors represented by Dong Yuhui became popular, and the number of fans for Dongfang Zhenxuan increased from over 100000 in early June 2022 to over 10 million. The appearance of this phenomenal online celebrity has made New Oriental anchors raise the rank of online celebrity anchors to a new height with their own efforts. Compared with traditional anchors, the live broadcast room of Oriental Select anchors not only has English, French, Japanese and other languages, but also has poetry, historical geography, psychological motivation and other knowledge. In the process of live broadcast sales, New Oriental anchors, It also provides a new benchmark for improving the quality of anchors, and New Oriental Selection's live broadcast room has achieved daily sales of over ten million yuan. Online live streaming sales have high flexibility and low threshold, and almost all products can be sold in the live broadcast room. However, their sales situation is greatly influenced by the host's factors, such as the host's popularity and number of fans, which directly affect the sales situation of live streaming sales. Not all hosts can have strong sales capabilities. According to actual surveys, there are generally several issues with live streaming in online e-commerce. Firstly, if there is no regional brand building or industry brand certification for the products in the live streaming room, the sales situation of live streaming may not be satisfactory. The brand building of live streaming e-commerce products requires the joint efforts of producers, live streaming platforms, and government departments; Secondly, the user stickiness of live streaming products is directly related to the popularity of the anchor. If the anchor's popularity is high, they will have strong sales ability for a long time. However, the cultivation of the anchor's literacy and sales ability cannot be achieved overnight. Therefore, a systematic training system for anchors needs to be improved. Thirdly, from the perspective of consumers, the purchase of products in live streaming rooms requires a sound logistics system and quality assurance system as support to ensure that consumers have a strong consumer experience. Fourthly, operators of e-commerce live streaming platforms need to have high-quality supporting services as support, attracting more producers or distributors to achieve a qualitative leap in business methods through digital means, and helping the development of the national digital economy. This article studies the influencing factors of consumer purchase intention in online live streaming e-commerce, analyzes the correlation between different factors, and based on the above issues and corresponding factors, proposes corresponding suggestions to each participant, in order to better promote the sales ability and level of live streaming marketing, and thus better support the development of the digital economy.

3. Factors Influencing Purchase Intention

3.1. Purchase Scenario

The purchasing situation refers to the environment in which the buyer is located. The shopping situation created in e-commerce live streaming is very different from the traditional marketing shopping situation. E-commerce anchors will attract consumers to watch and make purchases by creating a shopping situation. If the purchasing situation is unreasonable, it will reduce consumers' willingness to purchase. Firstly, in e-commerce live streaming rooms, the placement of products can have an impact on consumer purchase intention. Usually, products need to be neatly placed in prominent positions in the live streaming room. If the placement is chaotic, it will reduce consumer purchase intention. Secondly, the movement of personnel in the live broadcast room can affect consumers' willingness to purchase. Therefore, it is necessary to control the movement of personnel. Proper movement can create an environment similar to offline shopping, and stimulate consumers' viewing and

purchasing intentions. Thirdly, in the actual live streaming sales process, it is necessary to combine the characteristics of the product and the audience to create different live streaming environments for consumers. For example, in live streaming rooms targeting female consumers, creating a pink environment and setting up lipstick storage cabinets can create a good shopping environment for consumers. Fourthly, in the process of e-commerce live streaming, real-life bullet comments can be used to interact and communicate with the audience, stimulate consumption by increasing the popularity of the live broadcast room, and form a good purchasing atmosphere.

3.2. Price Advantage

Compared with traditional marketing models, e-commerce live streaming marketing has simpler product flow steps, which effectively reduces the additional cost of the product. This also makes the price of the product advantageous in live streaming marketing, thereby stimulating consumer desire to purchase. Firstly, e-commerce anchors will directly distribute coupons and benefits in the live broadcast room, making the price of goods lower than the market price, thereby stimulating consumer purchasing desire, fully leveraging the role of e-commerce marketing, increasing the transaction volume of goods, and enabling consumers to have the idea that buying is earning, thereby enhancing the effectiveness of e-commerce live streaming marketing. Secondly, impose time limits on discounts. In e-commerce live streaming, setting time limits for discounts can create time pressure for consumers, feeling that if they don't buy, they will lose this discount, thereby stimulating their desire to purchase. Thirdly, in the process of e-commerce live streaming marketing, consumers can also be stimulated to purchase by limiting the quantity and channels of purchase. Through this consumption restriction, it is possible to create a feeling of a shortage of goods, thereby increasing consumer willingness to purchase. In the process of e-commerce live streaming marketing, by leveraging price advantages and adopting reasonable methods to seize opportunities, sales effectiveness can be improved.

3.3. Comment Interaction

Comment interaction is an important feature of e-commerce marketing, and it is an important way for e-commerce anchors to interact and communicate with consumers. Through this activity, consumers can enhance their sense of participation, thereby filling the gaps in e-commerce marketing. Consumers can raise their own questions in the live broadcast room, comment and discuss, and when the host sees the comments and questions, they can provide corresponding answers, so that consumers have a clearer understanding of the product, which can ensure their high consumption enthusiasm. In addition, comments can create a communication platform for consumers, and viewers in the live broadcast room can communicate through comments to help other consumers distinguish the authenticity of products. It can also create a good atmosphere and enhance consumer purchasing intention. In e-commerce marketing, interactive comments can simulate the offline shopping environment, and through consumer communication and sharing, consumers can quickly accept this marketing model. Comment interaction can solve the problem of consumers not being able to directly contact products in the process of e-commerce live streaming marketing. Expanding marketing methods can enhance consumer trust, narrow the distance between consumers and anchors, and thus increase consumer purchasing desire.

3.4. Personal Traits

In the marketing of consumer purchasing desire, the personal characteristics of consumers are also an important factor. Due to the strong virtuality of e-commerce live streaming, consumers are prone to losing self-

control during the viewing process, and thus purchase things they do not really need or goods that do not match their consumption ability. This phenomenon is not conducive to the long-term development of e-commerce live streaming. Firstly, in e-commerce live streaming marketing, this virtuality will have a psychological impact on consumers. If consumers have poor control, they will experience impulsive consumption, leading to irrational consumption and affecting the long-term development of e-commerce live streaming. Secondly, e-commerce live streaming marketing is a very fashionable shopping method nowadays. Consumer psychology affects their purchasing desire. In e-commerce live streaming, specific marketing methods are set based on consumer psychology to enhance their purchasing desire. Thirdly, in e-commerce live streaming marketing, the main audience is young people, and many young people are easily influenced by emotions during the consumption process. Therefore, e-commerce anchors can use consumer emotions to stimulate their purchasing desire.

4. Suggestions for Improving Consumer Purchasing Intention

4.1. Develop a Diversified “Anchor+” Model

The personal image and values of the anchor in e-commerce live streaming have a very important impact on the effectiveness of the entire live streaming process. This e-commerce live streaming model is actually the realization of the anchor's personal value, so the effectiveness of live streaming will be influenced by the anchor's personal factors. If consumers trust the anchor during the shopping process, they are likely to purchase goods. If the anchor experiences a “rollover” phenomenon, it will lead to the failure of the entire live streaming impact process. Therefore, in e-commerce live streaming marketing, it is necessary to transform the model of a single individual anchor and seek a multi-party cooperation live streaming model, so that the anchor can change from a single person to a model of two or three people. This way, it can prevent a certain anchor from “overturning” and cause huge economic losses, and also better attract the attention of consumers. During the live streaming process, anchors can develop towards diversification and bring new ideas to live streaming sales through the collision of multiple identities. For example, the “Little Zhu Paiqi” group in Hubei, CCTV Boys “Played for a Better Life” live streaming sales, can also use cross-border combinations and various cooperation methods to conduct e-commerce live streaming, thereby breaking through traditional identity barriers, enriching the content of e-commerce live streaming, achieving diversified development, complementing each other's strengths and avoiding weaknesses in live streaming, creating a good live streaming atmosphere, and fully grasping the psychology of consumers, Transforming consumer cognitive and emotional attitudes to promote the smooth progress of live streaming sales.

4.2. Innovative Integration of Live Streaming Additional Content

In the development of e-commerce live streaming platforms, it is necessary to continuously improve customer experience. Customer experience is the attitude of supervisors generated during consumption. In high-quality e-commerce marketing, it is not only necessary to choose good anchors, but also to pay attention to the feelings of consumers towards the anchor subject. Therefore, live streaming platforms need to optimize the purchasing platform through advanced technologies such as AR, VR, artificial intelligence, etc., and develop personalized purchasing effects, so that consumers can distinguish between traditional consumption experiences when purchasing goods on live streaming platforms. After users are satisfied with this product or service, they will also recommend it to their relatives and friends. This not only captures the curiosity of consumers, but also helps them distinguish between traditional consumption experiences, It can also enhance user stickiness, enhance

the marketing effectiveness of e-commerce live streaming platforms, and promote the development of e-commerce live streaming platforms. The problems in current e-commerce live streaming marketing can be solved from the following aspects. In terms of anchors, it is necessary to constantly enrich their knowledge and energy, in order to bring consumers a good live shopping experience. Anchors can create a relaxed and pleasant atmosphere through humorous language and good communication skills, narrow the distance with consumers, and give consumers a sense of satisfaction. In terms of live streaming content, the anchor needs to develop a comprehensive live streaming plan before the live broadcast, so as to ensure the quality of the live broadcast and prevent unnecessary awkwardness during the live broadcast process, which will affect the consumer experience. Before the live broadcast, the host needs to grasp product information and understand consumer interests and hobbies, in order to enhance consumer purchasing intention by enriching the live broadcast content.

4.3. Maximizing the Monetization of Anchor Value

In the process of selecting anchors, merchants can choose based on the characteristics of the product. In the live broadcast room, anchors need to interact well with consumers and empathize with them, becoming partners with consumers and attracting more attention. In traditional shopping, consumers are often faced with cold shelves when choosing products. Although there are salespersons who can understand the products, some social anxiety groups are still prone to problems during consumption, which can lead to customer imbalance. In e-commerce live streaming shopping, this problem can be solved. Under the guidance of the host, consumers can obtain a satisfactory shopping experience and provide personalized services. Consumers do not need to worry about receiving attention. In the live streaming room, the purchasing desires of users can also influence each other, making the atmosphere of the entire live streaming room more lively. In the past, in e-commerce live streaming, anchors often played a leading role in the entire live streaming process, guiding consumers to understand the products and prices. However, this guidance model can only meet the needs of some consumers, and many consumers' independent consumption intentions cannot be realized. Therefore, in live streaming sales, it is not only the personal leadership of the host, but also the need to pay attention to consumer needs, so that consumers can discuss products, understand relevant content, and express their opinions on the problems that exist in the live broadcast, so as to feel a sense of participation, improve customer stickiness, ensure the integrity of the entire live streaming marketing process, and enhance customer satisfaction.

4.4. Fine Upgrade Suggestions for Promoting Live Streaming Marketing Activities

In e-commerce live streaming activities, discounts are usually used to increase transaction volume and attract the attention of consumers. In live streaming activities, anchors will adopt promotional activities, discounted sales, and other methods to consider issues from the perspective of consumers, so that consumers can obtain greater optimization. In promotional activities, anchors will imbue products with meaning, and through external promotion, consumers can feel the difference and significance between live shopping and offline shopping. By purchasing products online, not only can they gain the value of the product, but they can also gain the unique meaning of the product. For example, during the COVID-19, the sale of Hot dry noodles in the e-commerce live broadcast room is not only a commodity, but also condenses a sense of family and country. By giving connotative value to the commodity, consumers' emotional attitude can be increased and their purchase desire can be improved. In live streaming platforms, a sense of social responsibility should also be established to prevent the occurrence of counterfeit and inferior products. Therefore, live streaming platforms need to raise

the entry threshold for products and enterprises, establish a personal trust mechanism for e-commerce network anchors, strengthen supervision of live streaming products, and eliminate illegal activities such as false advertising and counterfeit products to increase customer stickiness.

5. Conclusion

In short, with the development and growth of e-commerce live streaming marketing, platforms, merchants, hosts, and others are analyzing and researching the factors that affect consumer purchasing desire, and improving marketing effectiveness through innovative marketing methods. E-commerce marketing has developed rapidly in China in a short period of time, so there are still many shortcomings in the supervision and management mechanism. It is necessary for the government to strengthen supervision, enterprises to optimize marketing methods, continuously promote the development of e-commerce live streaming marketing, and promote sustainable economic development.

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