

A study of the impact of online reviews on consumers' impulse purchase decisions in live e-commerce broadcasting

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Abstract: The e-commerce live bandwagon has emerged as people have increasingly embraced online shopping through apps, leading to a growth in the online shopping audience. Consequently, consumers often turn to online reviews to assess product quality, seek answers to their inquiries, and facilitate impulsive buying decisions. To address these dynamics, this paper offers an analysis of online comments, highlighting their significance in shaping consumer behaviors. Specifically, it examines the impact of online comments on impulsive buying decisions in e-commerce live streaming. Additionally, the paper proposes measures for managing online comments. Therefore, enterprises are advised to factor in the influence of online comments on consumers' impulsive purchasing choices to enhance their production value.

Keywords: e-commerce live broadcast; online comments; consumer; impulse buying decision; influence

1. Introduction

To enhance consumer impulse buying behavior in e-commerce settings, it is crucial to provide sufficient external stimuli that trigger their desire to make unplanned purchases instantly. These stimuli serve to generate a powerful response, driving consumers' purchasing decisions. Consequently, in the realm of e-commerce, companies seeking to boost revenues can leverage online reviews as a tool to ignite consumers' impulse buying tendencies. By harnessing online reviews effectively, enterprises can deepen their understanding of the significant impact these reviews have on consumer impulsive purchase decisions. Therefore, this research endeavors to delve into the relationship between online reviews and consumer impulse buying behavior, with the ultimate goal of enhancing the economic efficiency and competitive edge of enterprises..

2. Overview of online reviews

Online reviews represent both negative and positive comments about a product from past customers or current customers. Compared with previous offline reviews, online reviews are characterized by fast speed range and high information content. This part of information can be disseminated to more consumers through the Internet to help them understand the product. Online reviews belong to a kind of digitalized version of traditional word-of-mouth and are the main source for people to get new product information on the Internet. [1].

3. The importance of consumer online reviews

Consumer online reviews play a vital role in e-commerce by providing users with authentic and credible content that can influence purchasing decisions. Unlike traditional advertising and marketing, consumer online reviews are seen as more persuasive and credible due to their real evaluation by other consumers. This allows consumers to gain insights into products, services, and the real experiences of others rather than relying solely on business advertisements. Online reviews are particularly beneficial for non-purchasing consumers as they can learn about the performance characteristics, quality, and usage experiences of products. In this way, consumer online reviews help individuals make informed decisions and enhance their understanding of products in the e-commerce landscape. [2].

4. The impact of online comments on consumers' impulse purchase decisions in live e-commerce broadcasting

4.1. Online comment content impact

For e-commerce live broadcast, the content of online comments has an impact on consumers' impulse buying decision. Due to the spreading effect of word-of-mouth information as well as the great influence, if e-commerce live broadcast can not provide consumers with appropriate word-of-mouth information, not only can not attract the attention of consumers, but also increase the limitations in terms of the products sold in the e-commerce live broadcasting session [3].

1) Number of online comments

The large volume of online information available in the live e-commerce sector, coupled with the limited product descriptions, allows consumers to determine their purchase decisions based on the quantity of online reviews. As supported by previous research [4], increasing the number of online platforms enhances consumers' purchase intention and brand evaluation. Moreover, a higher number of online reviews has been found to be positively associated with stimulating consumers' impulse purchase tendencies..

To investigate the impact of online reviews on consumers' impulse buying decisions, a questionnaire tailored to live e-commerce scenarios was meticulously crafted by synthesizing insights from existing literature. The questionnaire was then administered to a sample population, consisting of 100 respondents, yielding valuable data. The analysis focused on distinct age groups, with the following distribution of valid responses: 10 respondents were under the age of 20, 16 were between 20-30 years old, 11 fell within the 31-49 age bracket, and 13 were aged 50 and above. Specifically, there were 16 valid responses from female respondents under 20, 18 from those aged 20-30, 13 from the 31-49 age category, and 3 from individuals aged 50 and above. This stratification enabled a comprehensive examination of how online reviews influence consumers' impulse purchasing behavior. (as shown in Table 1).

Table 1 100 questionnaires on the impact of online reviews on consumer purchasing decisions

serial number	Questionnaire items	1 point	2 point	3 point	4 point	5 point
A	The number of online reviews determines whether or not a product is purchased	42(portion)	15(portion)	12(portion)	25(portion)	6(portion)
B	The quality of online reviews determines whether or not a product is purchased and the content of the reviews tends to be positive.	35(copies)	12(copies)	11(copies)	16(copies)	26(copies)
C	The quality of online reviews determines whether or not a product is purchased and the content of the reviews is more likely to be prioritized.	32(copies)	23(copies)	16(copies)	11(copies)	18(copies)
D	Relatively consistent content of online reviews	26(copies)	30(copies)	23(copies)	10(copies)	11(copies)

It can be observed that 42 of the current questionnaires indicated that the number of online reviews determines whether or not a consumer purchases a product, with 1 indicating strong agreement, 3 indicating strong agreement, 2 indicating neutrality, 4 indicating strong disagreement, and 5 indicating strong disagreement. This data showcases a prevailing consensus among respondents regarding the impact of online reviews on purchasing decisions, as only 6 documents expressed disagreement with this notion. Furthermore, the findings confirm that the quantity of online reviews plays a significant role in shaping consumers' impulse buying behavior.

2) Quality of online reviews

Online reviews play a crucial role in influencing consumer decision-making process due to their objectivity, relevance, and truthfulness. Consumers rely on online reviews to verify the accuracy of product information and features discussed in reviews against those provided by the seller. The quality of online reviews directly impacts consumers' impulse purchasing decisions, as they compare high-quality and low-quality word-of-mouth information to assess the credibility of the reviews. Positive and high-quality word-of-mouth is likely to stimulate consumer enthusiasm for impulse buying, while negative or low-quality reviews may deter them from making a purchase. In essence, consumers

measure the authenticity of online reviews by comparing various sources of information, ultimately influencing their purchasing behavior.

The analysis of the survey responses, as presented in Table 1, reveals pertinent insights regarding consumers' decision-making process based on online reviews. A total of 35 respondents strongly agree that the quality of online reviews plays a pivotal role in their product purchasing decisions, with a tendency towards positivity in the reviews' content. Furthermore, 32 participants also express a strong agreement that online reviews impact their purchasing choices, particularly by influencing the prioritization of the purchase. It is noteworthy that respondents who rated their agreement with a score of 4 and 5 amount to 16 and 26 for the respective statements, reflecting a minority perspective. This suggests that while a segment of consumers may be swayed by online reviews to make impulse purchases, there are still individuals resistant to such influences. Evidently, the findings underscore the significant impact of online reviews on consumers' impulse purchase decisions.

3) Online Review Effectiveness

To promote consumers' impulse buying, e-commerce live enterprises must analyze online evaluation valence to ascertain whether consumers harbor a positive or negative attitude post recognizing product information. Understanding the impact of word-of-mouth information on consumers' impulse purchasing decisions involves assessing consumers' feedback from the perspectives of positive, negative, and neutral sentiment. Positive word-of-mouth aids consumers in comprehending brand-related information, evaluating product benefits, and elevating the likelihood of making a purchase. Conversely, negative feedback can severely damage a company's brand perception, resulting in decreased consumer purchases and dampening impulsive buying behavior. Meanwhile, neutral reviews are susceptible to external online opinions, leading consumers to rely on such feedback to make purchase decisions. If online reviews predominantly convey positive sentiments, consumer purchase intent is likely to rise; conversely, negative reviews are likely to diminish the likelihood of purchase. Consequently, the credibility of online reviews directly influences consumers' impulse buying decisions, further augmented by emotionally charged assessments. Satisfied consumers may offer positive reviews, while dissatisfied individuals may provide negative feedback, thereby swaying others' purchasing decisions. Reciprocal psychological influence plays a role in guiding consumer behavior through online reviews, leveraging strategies such as product discounts, coupons, gift incentives, and positive endorsements to influence the sentiment of online reviews positively. In this way, these tactics tap into the economic benefits to shape online reviews, encouraging reviewers to provide favorable evaluations of products.

4.2. Reviewer and receiver influence

Within live e-commerce platforms, reviewers and recipients play a crucial role in influencing consumers' impulse buying decisions through various forms of online reviews: additional reviews, picture reviews, and textual online reviews. By providing advice to consumers on the necessity of making a purchase, these individuals contribute significantly to the overall decision-making process.

Furthermore, it is crucial for reviewers within live streaming platforms to establish a consensus among themselves in order to effectively influence consumer purchasing decisions. Reviewers may engage in discussions and seek assistance from fellow consumers, which enhances the impact of online reviews on consumer behavior. To illustrate, the results of a questionnaire survey revealed that 26 respondents rated the content consistency of online reviews with a score of 1, while 30 respondents rated it as 2, 23 as 3, 10 as 4, and 11 as 5. These findings indicate that online reviews significantly sway the impulse buying decisions of 79% of new consumers, highlighting the importance of harmonized opinions among reviewers for optimal influence on consumer behavior.

Secondly, the characteristics of the recipients play a crucial role in influencing the impact of online reviews on word-of-mouth information. Recipients who are consumers looking to make a purchase will directly be affected. If the recipient possesses high professional ability, they will effectively extract and comprehend product-related information from online reviews, enhancing their expertise and aiding in making informed purchasing decisions through their own knowledge and skills. Consequently, such recipients tend to rely less on others' opinions and utilize online reviews primarily for gathering information. In contrast, the receiver's product intake may increase based on online reviews. Understanding the content of word-of-mouth information is critical for individuals to grasp product-related features and the impact of online reviews. This knowledge empowers recipients to remain unswayed by online reviews when highly involved and susceptible to their influence when

involvement is low.

5. Measures Related to Responding to Consumers' Online Comments in E-commerce Live Streaming

5.1. Strengthening online comment response and processing

In order to effectively manage online comments in e-commerce live business, the initial step should be to diligently monitor consumer feedback. Addressing negative comments promptly is crucial to prevent potential consumer dissatisfaction. By enhancing the overall consumer experience, businesses can highlight their commitment to safeguarding consumer rights and interests, consequently boosting consumer trust. Furthermore, proactive interaction by the anchor with online commentators is key. Constant monitoring of comment sections and timely responses to consumer queries can prevent any messages from being overlooked. This proactive engagement strategy not only strengthens the relationship between the anchor and consumers but also ensures the active participation of every consumer in the live e-commerce activities. Ultimately, it can lead to an improved sales conversion rate for products showcased during the live sessions.

On the other hand, if the anchor finds it challenging to promptly address the content of online comments during the live broadcast, a designated message area could be established post-broadcast for responding to comments. This approach ensures that each online comment receives timely attention, thereby averting any misdirection of subsequent online comments during the live broadcast. By enhancing response and processing of online comments, the anchor can gain insights into the consumer group's sentiments towards the product. Moreover, utilizing responses to online comments allows the anchor to offer user feedback, thereby improving the accuracy of subsequent consumer purchasing decisions. For instance, when the anchor neglects to boost interaction with consumers, consumer engagement can be stimulated through activities such as lottery quizzes within family review programs. These initiatives aim to foster consumer loyalty, prompting others towards impulsive purchases.

5.2. Developing a regulatory program for online reviews

To enhance the oversight of online comments, enterprises can enhance the competence of anchors by ensuring they grasp the product details and deliver comprehensive presentations organized by categories during live broadcasts. Anchors can effectively address consumer concerns by carefully reviewing previous live broadcast comments before each session. These comments can be classified into categories such as consumer purchase intentions and product-related concerns to tailor responses accordingly. To combat malicious comments from unethical individuals, the establishment of a dedicated regulatory body tasked with monitoring negative online content is recommended.

Firstly, to ensure that the content of online reviews adheres to policies, regulations, and business standards, it is crucial to strengthen the vetting of online reviewers. This can be achieved by rigorously reviewing and evaluating the quality of reviews. Implementing real-name authentication can help in authenticating users' identities when posting information, thereby deterring the spread of malicious online comments. Secondly, integrating rating and ranking mechanisms can effectively drive consumer engagement with online reviews, motivating them to prioritize quality. Displaying the quality of online reviews on live broadcasts or product pages can direct consumers towards making informed purchasing decisions and elevating their impulsive buying instincts. Additionally, showcasing higher-rated or recently published high-quality reviews can prompt consumers to closely inspect product details, ultimately boosting the likelihood of impulse buying behavior.

6. Conclusion

In the rapidly evolving e-commerce industry, companies are increasingly turning to live e-commerce to sell their products. Consequently, the significance of online reviews as a determining factor for consumer purchasing decisions has grown. This trend has a direct impact on consumer impulse buying behaviors. Accordingly, enterprises must enhance their analysis of business reviews, recognize their importance, and comprehend their influence on consumers. By implementing strategies to improve online review response and processing, as well as establishing regulatory frameworks for online reviews, businesses can ensure that these reviews serve as valuable references for consumers.

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