

# Analysis on the Influencing Factors of Consumers' Purchase Intention under the Background of "Live Streaming + E-Commerce"

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**Abstract:** *With the rapid development of the Internet, watching live while shopping mode of "live + electricity" shopping has gradually become the main way of the user to purchase goods, based on the narrative "live + electric business" development present situation, the influence factors on consumers' purchase intention are analyzed, and reasonable Suggestions are given according to the research results.*

**Keywords:** *"live broadcasting + e-commerce"; Consumer; Purchase intention*

## 1. Introduction

With the continuous development of the social economy, the Internet has been popularized all over the world, which makes intelligent products based on the development of the Internet more advanced. When people conduct basic activities such as socializing and shopping, they reduce the limitation of time and space. People can use mobile phones, tablets, and other smart devices to watch or broadcast live to enrich their spare time. In the process of watching the live broadcast, the audience can conduct a variety of timely live-streaming with the anchor through 'bullet screen', Even the MIC, and other ways, which meet the psychological needs of the audience to a certain extent. There are various forms of network live broadcast, including game live broadcast, outdoor live broadcast, e-commerce live broadcast, entertainment live broadcast, etc., and video live broadcast, text live broadcast, and voice live broadcast. As a representative of a network broadcast, "live broadcast + e-commerce" is a marketing behavior of e-commerce enterprises or e-commerce anchors to promote products to the public in the form of live video through the Internet. "Live streaming + e-commerce" can carry out brand penetration and product marketing flexibly according to the characteristics of products, and communicate product information more directly to consumers, which reduces the distortion of product information in the process of transmission and increases product credibility. This kind of live broadcast shows the truest side of the goods, satisfying consumers' psychology that seeing is believing, and it is easier to stimulate consumers to buy. Along with the introduction of the product, the purchase link of the product will also appear at the bottom of the screen when the anchor introduces the product so that consumers can click the link to buy the product after they have the desire to buy<sup>[1]</sup>.

## 2. Development status of "live streaming + e-commerce" at the present stage

With the continuous popularization of Internet technology, mobile devices are directly promoted to more intelligent and advanced transformation. The constant improvement of the economic level will bring about a vigorous upsurge of consumption power. People can watch live-stream shopping through mobile devices anytime and anywhere. Finally, with the joint efforts of platforms, anchors, and consumers, China's e-commerce live broadcast is developing rapidly, and the scale of the industry continues to expand. More and more stars and artists see the benefits of live-stream and actively swarm into the army of e-commerce live broadcasts. While live e-commerce broadcasting brings benefits, a series of problems gradually emerge.

After consulting relevant websites and taking Taobao live-stream data as an example, the analysis shows that from the first quarter of 2017 to the second quarter of 2018, the scale of Taobao live broadcast maintained a slow-growth trend. However, since the third quarter of 2018, the scale of Taobao live shows a soaring trend, indicating that driven by the market, more and more people begin to

shop in the form of e-commerce live shows. The high situation is bound to lead to harmful behaviors. The trend of Taobao live show's scale of goods is shown in Figure 1:

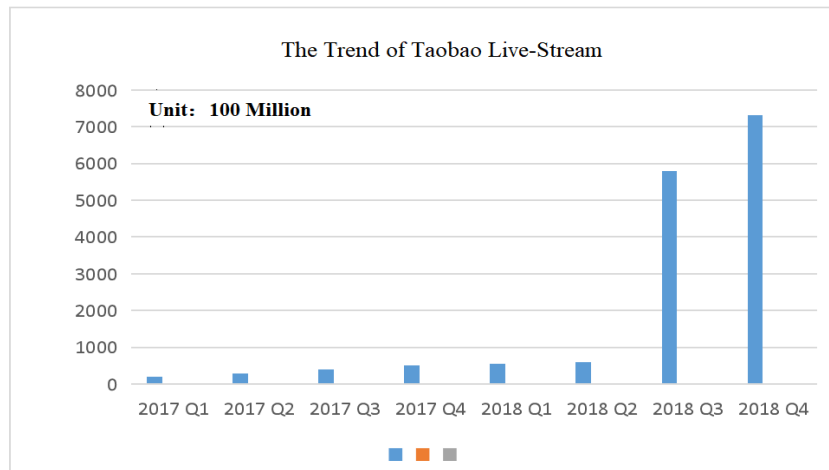


Figure 1: Trend of taobao live broadcast goods scale

### 2.1 Commodity quality cannot be guaranteed.

The ultimate purpose of e-commerce live broadcasting is to sell goods and realize the transformation of interests. However, an excellent e-commerce live broadcast is based on reasonable product quality assurance. Often, enterprises will introduce and publicize their products through some popular anchors to help their products establish the most basic trust and ensure product quality. For example, not long ago, Pan Changjiang criticized Xie Mengwei for selling fake goods on the live broadcast, claiming that the live streaming industry is complex. But not long after this incident, Pan Changjiang faced a similar problem: Netizens questioned the poor quality of commodity cups in his live broadcasting room. The wine sold from his live-streaming room was also questioned as fake. Suppose the quality of goods brought by live broadcasting cannot be guaranteed. In that case, it will not only damage the consumer rights and interests consumers, affect the purchase intention of consumers, but also have a negative impact on the reputation of the whole online live broadcasting industry<sup>[2]</sup>.

### 2.2 Anchor with goods false propaganda

In recent years, "live broadcast + e-commerce" has developed rapidly as a new consumption model, and more and more consumers have accepted the marketing mode of the live broadcast with goods<sup>[3]</sup>. However, some problems have also been exposed at the same time, such as fake and shoddy products, false publicity, and falsification of transaction data. In addition, living with goods also hides many consumer traps; some people pay late to receive the arrival of goods, and some people seem to buy a good things, is hanging sheep's head to sell dog meat. Consumers hold the psychology of "planting grass" and obtain information about goods through the anchor's on-site introduction, display, evaluation, etc. I believe many people have been brainwashed by the promotion words of a live broadcast by King Li Jiaqi, "oh my God," "Wow, oh, good-looking," and "my mother acridine." But are these goods as good in quality and price as the anchor said? Not long ago, the anchor "overturned" while selling non-stick pot paste. A star anchor sold gift certificates for a specific brand of hairy crab during the live broadcast. When it came to the delivery time, fans complained about his Weibo that they could not pick up the goods and that the sellers of the brand of hairy crab had run away, and no one solved the after-sales problem. In the live broadcasting process, the number of hits and the communication effect of goods determines the purchase rate of interest. In addition to the false publicity of goods in the popular live broadcasting room, some anchors' exaggerated advertising when selling goods is also very shocking. They boast about organic food and catch up with it. Finally, there are three no products. The orange advertised as "face as big" is the size of a duck egg. Nowadays, a common problem in live streaming is that the actual goods are seriously inconsistent with the publicity. According to the third paragraph of Article 45 of the Law on the Protection of Consumer Rights and Interests: Social organizations, other organizations, or individuals who recommend commodities or services to consumers through false advertisements or other false propaganda concerning the life and health of consumers, thus causing harm to consumers, shall bear joint liability with the operators providing such

commodities or services<sup>[4]</sup>. "Advertisement law" article 56 regulation: If a false advertisement of goods and services related to the life and health of consumers causes damage to consumers, its advertising operator, advertising publisher, and Advertising Spokesperson shall bear joint and several liabilities with the advertiser. Therefore, star anchors and Internet celebrities should understand that they cannot deceive consumers with false propaganda.

### **2.3 Poor after-sales service**

In addition to product quality, fake goods, and after-sales protection, they are also an essential part of live delivery. The lack of protection of consumers' rights and interests is also a common problem in a live delivery<sup>[5]</sup>. If quality problems are found in the goods purchased in the live broadcasting room, contact the after-sales service of the live broadcasting room and the private anchor. The message in the live broadcasting room can not be answered. The platform side is not responsible, and the anchor points the responsibility to the brand side. The two sides neglect their commitment to each other. In addition, the live broadcasting room saw messages with apparent complaint tendencies. The staff deleted the messages or live videos for the first time. In short, no one stood up and took responsibility to solve the problems for consumers. There are also problems with some products brought by star anchors. Fans have no way to complain. They can only use the method of shouting under the microblog of star anchors to attract everyone's attention and expect a response. Back and forth without results, consumers can only admit lousy luck and give up safeguarding their rights in the end. It should be clear that the anchor is not a mere host as a network anchor. For each product promoted, the platform should also play a regulatory role, and all departments should work together to protect the rights and interests of consumers.

### **2.4 Platform eager for quick profits trading data falsification**

The vigorous promotion of "live + e-commerce" has led to the rapid development of the e-commerce and live broadcasting industry. The fraud of transaction data has also become an enormous temptation for the industry. According to the analysis report on Consumer Rights Protection released by the China Consumer Association, there are tens of thousands of negative information about "live broadcast with goods." The number of live viewers and product sales fraud is the main reasons. Transaction data fraud even has a one-stop service, from the number of viewers to cooperating with screen swiping interaction. Different services even have marked prices, 10000 broadcasts + 500 likes + 50 comments. As long as you buy a package of 29.9 yuan, it can be easily achieved. This behavior destroys the mechanical balance of the e-commerce live broadcasting platform and causes great harm to consumers.

## **3. Analysis of consumer characteristics under the background of "live broadcasting + e-commerce"**

### **3.1 Issue and collect questionnaires**

The author uses the "questionnaire star" to design the questionnaire. After the initial investigation, 120 questionnaires are recovered. The recovered questionnaire's data analysis is optimized, and the option is added: "have you watched the live broadcast with goods?". A formal survey was conducted through a WeChat circle of friends. After the survey, 362 questionnaires were collected, of which 287 people had the experience of watching a live broadcast with goods. 13 questionnaires that did not meet the survey requirements were removed, and 274 valid questionnaires were left for data analysis.

### **3.2 Statistical analysis of questionnaire results and data**

SPSS software was used in this paper to conduct statistical analysis of 274 valid questionnaire results, as follows:

#### **3.2.1 Gender characteristics**

*Table 1: Data analysis of gender characteristics*

gender	Number of samples	The percentage
male	102	37.23%
female	172	62.77%

As can be seen from Table 1, the proportion of females (62.77%) is significantly higher than that of males (37.23%), indicating that there are more females in the audience of domestic e-commerce live broadcast.

### 3.2.2 Analysis of age characteristic data

Table 2: Analysis of age characteristics data

age	Number of samples	The percentage
Under the age of 20	9	3.28%
21-30 years old	170	62.04%
31 and 40 years old	69	25.18%
Above 40 years old	28	10.22%

As can be seen from Table 2, in terms of age, the audience of live broadcast mainly concentrates on the group aged 21-30 and 31-40. Live broadcast is a new thing, and the post-80s, post-90s and post-95s are the main viewers.

### 3.2.3 Analysis of academic Characteristics

Table 3: Analysis of age characteristics data

Record of formal schooling	Number of samples	The percentage
PhD and above	12	4.38%
A master's degree	62	22.63%
University degree	136	49.64%
college	49	17.88%
High school and below	15	5.47%

From the analysis of educational background characteristics in Table 3, it can be seen that master's degree and bachelor's degree account for a large proportion, accounting for 22.63% and 49.64% respectively. As the questionnaire is spread in wechat circle of friends, the educational background distribution characteristics of the questionnaire conform to the surrounding situation. At the same time, as the audience of live broadcasting is mainly young people, the current young generation is generally highly educated, so it is in line with the situation of live broadcasting broadcasting.

### 3.2.4 Monthly disposable amount analysis

Table 4: Analysis of monthly disposable amount characteristic data

Monthly disbursements	Number of samples	The percentage
RMB 1000 or less	14	5.11%
1001-2000 yuan	63	22.99%
2001-3000 yuan	42	15.33%
3001-5000 yuan	43	15.69%
RMB 5001 and above	112	40.88%

According to the analysis of the characteristics of monthly disposable money in Table 4, it can be seen that people with 1,000 yuan or less account for the lowest proportion, which is 5.11%, while people with 5,001 yuan and less account for the lowest proportion, which is 4.88%. Considering their own situation, many of their friends have already worked and their monthly salary is relatively high, so the data is consistent with the fact.

### 3.2.5 Factors influencing purchase intention

Table 5: Data analysis of influencing factors of purchase intention

Factors influencing purchase intention	Number of samples	The percentage
Whether the product quality is guaranteed	138	50.36%
Whether the live content is attractive	46	16.79%
Whether the product after sale is perfect	52	18.98%
Whether the transaction data is objective	25	9.12%
other	13	4.74%

According to the data analysis of influencing factors of consumers' purchase intention in Table 5, it can be seen that whether the product quality is guaranteed is the most important factor for consumers' purchase intention in the process of watching live broadcast, accounting for 50.36%. Meanwhile, The attractiveness of live broadcast content, the perfection of after-sale products and the objectivity of transaction data also have a great impact on consumers' purchase intention.

#### **4. Optimization strategy of e-commerce livestreaming**

According to the existing problems of e-commerce live broadcast and the analysis of consumers' characteristics, the following optimization strategies are proposed for e-commerce live broadcast:

##### ***4.1 Improve e-commerce livestreaming platforms***

For protecting the consumers' right to know and choose, the state began to implement the e-commerce law on New Year's day in 2019, which clearly emphasizes the responsibility of the live broadcasting platform. The gradual improvement of relevant legal systems means that the state has gradually paid attention to the management of the live broadcasting platform. Therefore, while actively fulfilling its obligations, the e-commerce live broadcasting platform should raise the entry threshold of businesses, strengthen the supervision of the platform, and resolutely put an end to uncivilized phenomena in the live broadcasting process. The development of the live broadcasting platform is based on people's satisfaction<sup>[6]</sup>. To fully protect the rights and interests of consumers, the platform should deal with consumers' complaints in time, and establish and improve the after-sales maintenance department as soon as possible, to enable consumers to protect their rights conveniently and quickly. In addition, to fully protect the rights and interests of consumers and prevent bad businesses from shoddy goods, capital supervision is implemented on the income of companies to reassure customers. The improvement of the legal system is to protect the rights and interests of consumers, so how can consumers choose your home in the numerous live broadcasts? It needs to strengthen the platform's functional design and image management, leave a good impression on the audience and consumers, and then attract the audience to stop and watch. Diversified commodities are also a necessary means to attract visitors to stay. While strictly controlling the quality of commodities, the platform should introduce a variety of commodities for customers to choose from and use big data to realize accurate recommendations to reduce consumers' search costs. Good quality and platform management need to be known by more people to bring profits to the platform, so we need to do an excellent job in the publicity of the forum. The best advertising is not advertising through a large venue. The cost is high, and the effect is not apparent. Instead, it actively contributes to public welfare undertakings. For example, for the technical training of system-related posts in poor mountainous areas, the settled platform charges lower service fees or is even free.

##### ***4.2 Strengthen the sense of responsibility of anchors***

As image representatives of live-broadcasting platforms, Platform anchors should actively strengthen their image management and evaluate commodities from an objective point of view. It is strictly forbidden to exaggerate the evaluation for the broadcast effect and prevent the live broadcast room from becoming a cash cow. In order to avoid the collapse of their own identity and make their long-term efforts in vain, the platform anchors should strengthen the audit of the publicity products, evaluate the effects objectively and honestly, and resolutely prevent the occurrence of deception and misleading consumers. In this era, when anyone can be an anchor, platform anchors should clearly understand their role, whether it is live broadcasting or delivering goods, and clearly remember that the audience gives everything they have. If they fail to protect consumers' interests actively, it is only a matter of time before they die. The popularity of live-broadcasting platforms leads to lower and lower threshold for anchors, and more and more people join the host army, which makes the competition in the hosting industry more and more fierce. Some anchors show off the program's effectiveness, and the phenomenon of moral integrity and vulgar kitsch occurs from time to time. To ensure the live broadcast quality, anchors should actively strengthen self-construction and make their live broadcast rich in a unique style to attract more audiences. The rapid development of the social economy has put more work pressure on employees. The anchors of the platform will release the live broadcast content in the form of short videos and publicize the programs in the fragmented time of the public to continuously meet the various consumer needs of consumers.

##### ***4.3 Strengthen the quality control of goods***

With the continuous influx of the army of live streaming, more and more bad merchants face immediate interest and disregard the quality of goods, which brings a terrible consumption experience to consumers. As a business, the primary attractions should strictly control the quality of goods, put an end to unqualified products in the market, do not exaggerate, objectively and honestly evaluate the effects, and actively establish return and exchange channels, to bring a good consumer experience to

customers.

#### **4.4 We will strengthen consumers' awareness of safeguarding their rights**

According to statistics, there are more than 1 billion Internet users in China, and the number of consumers shopping via live streaming is also on the rise. As a result, the rights and interests of most consumers have been infringed by various live streaming platforms. Still, some consumers do not actively defend themselves for various reasons, leading to the worsening quality of service providers. To protect their rights and interests, consumers should actively strengthen their awareness of safeguarding their rights. When they encounter product quality and service problems, they should vigorously complain to the platform and relevant departments to protect their rights and defend them. There is no place to hide the behavior of infringing on consumers' legitimate rights and interests.

### **5. Conclusion**

With the arrival of the 5G era, the e-commerce live broadcasting industry has been fully developed. The phenomenon of people buying things through live broadcasting has been deeply rooted in people's hearts, gradually replacing offline shopping and actively promoting the country's economic development. However, the rise of emerging industries will inevitably lead to an imperfect system. The government should give this emerging industry a good development opportunity and promote the industry to grow more standardized by improving the relevant legal system to regulate it.

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