

The Impact of Live E-commerce on Consumers' Willingness to Shop: Beauty and Food Areas

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Abstract: Numerous academics have been researching live e-commerce as its form and content continue to diversify and as more platforms become engaged. This article synthesises the results of research on the impact of food and beauty live streaming e-commerce content and the performance of its anchors on consumer purchase intentions. Research has shown that both the content of the live stream and the performance of the anchor have a positive effect on consumer purchase intentions. For food live streaming e-commerce, the credibility of the anchor, social interaction and immersive experience all have a positive impact on consumer purchase intention. For beauty live broadcasts, the provision of free trial samples and the anchor's rewarding sales language have a positive impact on consumers' purchase intention. In addition, this paper also find that the same stimuli in beauty and food live streaming e-commerce have different impacts on consumers' purchase intention. Audiences of beauty products are more inclined to get effective product information and rewards in a short period of time, while audiences of food products are more inclined to a sense of experience and inspiration. Finally, this study suggests directions in which future research could be conducted on the impact of technological developments in the live streaming e-commerce room on consumer purchase intentions.

Keywords: Live streaming e-commerce, Purchase intention, Influence factor

1. Introduction

Numerous brands now use live streaming e-commerce e-commerce as a sales-boosting campaign [1]. The platforms involved in e-commerce live broadcasting are gradually joined by social software such as Tiktok and Little Red Book, besides the typical shopping software Taobao [2]. The anchors are usually celebrities and online influencers who already have a substantial fan base. They engage consumers through performances that are social and emotionally contagious [3]. Currently, the predominant body of research on live streaming e-commerce's impact on customers' purchase intention mostly examines the features of the online shopping experience and the performance of the anchor. However, there is a lack of overview articles that collate and analyse the impact of live streaming e-commerce on consumer shopping intentions in different product areas. The impacts of food and beauty live streaming e-commerce content and the performance of its anchors on consumer purchase intentions are examined in this article, which summarizes the findings of those studies. This article firstly introduces the two types of live streaming e-commerce formats and purchase intention

involved, then summarises and analyses the seven articles from the two categories of food and beauty respectively, lastly compares and analyses them and gives directions for future research.

2. Theoretical Overview

In general terms, purchase intention describes a consumer's propensity to desire to purchase goods and services [4]. Also, purchase intention and behaviour are inextricably linked [4]. For brands, consumers' purchase intention affects their sales performance to a great extent [5]. The client's buying intention could be influenced by either the advice of the sales or the brand campaign [4]. Within the scope of this article on live streaming e-commerce, the quality of the anchor and the substance of the live streaming e-commerce platform are variables that impact customers' inclination to make a purchase.

Live food streaming e-commerce involves anchors sampling food and using that experience to explain and promote related products [6].

Live beauty streaming e-commerce means that the anchors displaying and explaining several sorts of items simultaneously, allowing viewers to obtain accurate information about the products and build trust, ultimately leading to buy decisions [7].

3. The Influence of Beauty Live Streaming E-commerce on Consumer Purchase Intentions

3.1. The Effect of Anchors' Selling Words Style on Consumers' Purchase Intention

As it comes to live streaming e-commerce, the anchor strongly impacts both product sales and the audience's intentions to make purchases [8]. The anchor's sales words not only help to communicate and interact with consumers, but also convince consumers to buy the product [9]. Anchors have their own applicable selling words, different selling words will give the audience to create a different sense of experience, thus stimulating consumers to produce the willingness to buy and lead to an increase in product sales [8].

In this article, the anchor's selling words are categorized into five types of persuasive styles, which are personalisation persuasive styles combining authority and personal experience, analyzing the product's selling points in a logical way, describing the product using exaggerated techniques, creating emotional connections with the consumer and the product, and persuasive styles offering various rewards to the consumer [8]. These five selling words are categorized based on Aristotle's rhetorical techniques and Hovland's model of persuasion.

After completing the categorisation of the anchors' language styles, the researchers proposed hypotheses for the relationship between each of the five selling languages and product sales [8]. In order to test these five hypotheses, the researchers selected the data of the top 20 live streaming e-commerce channels of Taobao 2020 from a professional database for the study, which included the price of the products, the sales volume and the voice samples of the anchors' selling language [8]. The extracted voice samples were firstly screened and sorted by professional data processing tools, then classified into five language styles through the LAD model and the grounded theory, followed by a more detailed classification combined with the corresponding and known sales of different products, eventually verifying the five hypotheses and analysing the relationship between the selling language styles and the sales of different products through the linear regression equations [8]. In general, the study concludes that personalisation, emotion and rewards selling language have a positive impact on product sales, while logic and hyperbole selling language have a negative impact on product sales. In terms of product categories, reward-related sales language increases sales of beauty products, and exaggerated sales language may decrease sales in the fashion sector but increase purchase intent for users who prefer digital products.

The sales pitch with various benefits will attract consumers to stay longer and trigger their happy and excited emotions. Especially those with time-limited benefits or exclusive coupons that are only available to the first few purchases are reasons to grab consumers' attention with a sense of urgency and increase their purchase intention [8]. Because the keywords "limited time and limited gifts" in the sales pitch will make consumers feel a sense of urgency and create competition among them, thus increasing their desire to buy [7]. When the rewards are realized, consumers' trust and favorability towards the anchor will be increased, and they will make purchase decisions [7]. This means that beauty anchors are able to motivate consumers to purchase through limited time coupon distribution, full discounts and multiple sample giveaways and other related words. In other words, consumers who buy beauty products on live stream e-commerce are more interested in receiving real material rewards. So, these explains why language related to limited-time rewards can increase consumers' purchase intentions.

The study also found that while different selling words could have an impact on product sales to varying degrees, not every selling word can persuade consumers. For example, selling clothes with exaggerated descriptions had negative effects on sales, and consumers preferred the personalized narrative of the anchors [8].

3.2. The Effect of Cosmetics Product Sample Trial and Feedback on Consumers' Purchase Intention

Anchor in the live streaming e-commerce sell products when the emotional expressiveness can create a corresponding atmosphere so that consumers and anchors to generate emotional resonance to stimulate the consumer's purchase intention [10]. The online influencer anchors different selling products to explain the state can stimulate the audience's corresponding emotions, thereby affecting the purchase intention of the audience. And the anchor and the audience can communicate emotionally through the pop-up chat, the two sides of the emotion in the interaction to reach a consensus, which affects the consumer's purchase intention [10].

According to the interpretation of environmental psychology, the emotional interaction between consumers and anchors can create different emotional atmospheres, in which the consumer's emotions will be influenced by the atmospheric environment thus affecting their purchase intentions [10]. Thus, the reason why consumers can be influenced by the emotions worn by the anchors and the emotional atmosphere created is due to the fact that emotions are contagious [10].

The article categorizes consumer emotions into pleasure, arousal, admiration, and trust emotions based on theory of emotional contagion, proposes four hypotheses accordingly. The authors consider each hypothesis in two scenarios, one examines whether the anchor's emotions increase consumers' purchase intention, while the other examines the effect of the emotional atmosphere in the live streaming e-commerce room on consumers' willingness to purchase different products.

3.3. The Effect of Anchor's Emotional Contagion on Consumer Purchase Intention

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The article examines the hypotheses for each of the two scenarios. The first study collected the responses of 600 loyal fans on the live streaming channel of Tiktok through the questionnaire collection method, then collated 521 data with reference values to test the hypothesis of the influence of the four emotions of the anchors on the consumer's purchase intention using structural equations [3]. The study concludes that joy, admiration, neophyte and arousal emotions displayed by anchors all have an intuitive effect on increasing consumer purchase intentions. In concrete terms, the already charming looks and personalities of the popular anchors, coupled with their animated selling style and enthusiastic interaction with the audience not only stimulated the audience's mood of pleasure but also captured the audience's attention so that the positive emotional interaction increased the consumer's purchase intention [3,11]. The anchor with popularity and influence to introduce the product professionally will inspire the audience to worship and admire their feelings, while the chatting process between the anchor and the audience increases the familiarity between the two. Also, the increase in familiarity and the anchor's professionalism is easier to persuade the consumer and thus increase the consumer's emotional trust [3,11]. Therefore, the emotional trust and admiration promote consumers' purchase intention.

In addition, the authors explored the effects of four emotional interactions between anchors and viewers on consumers' purchase intentions in three product categories: cosmetics, clothing and food. The study first selected the three most representative anchors on Taobao in the professional database according to the three categories, screening the words related to the four emotions in the information on their live streaming, and using the relevant data analysis tools to sort out the valid data. Then using the econometric model test, it was found that the arousal emotion and the neophyte emotion could increase consumers' purchase intention of beauty products. On the contrary, pleasurable emotions do not have a positive effect on the purchase intention of beauty products [3]. This is because beauty live streaming e-commerce pays more attention to whether it has delivered useful professional knowledge, the correct trial method and the efficacy of the product, so the professionalism presented by the anchor brought about the admiration of emotion is particularly important [3].

3.4. The Influence of Live Streaming E-commerce Features and the Product itself on Consumers' Purchase Intention in Beauty E-commerce

The study examines the consequences of the product's content and the functions of the live streaming e-commerce room on users' propensity to buy beauty goods, using the Stimulus-Organism-Response, Perceived value, and Perceived new appointments theory. The authors have synthesised six elements, derived from current relevant research, that might influence the purchase intention of beauty goods. These aspects are product quality, product benefit policy, live streaming e-commerce visibility, entertainment, interaction, and authenticity [12].

Firstly, the authors proposed ten relevant hypotheses based on three theories and six influencing factors, and established the research model in. Among them, the six influencing factors are regarded as stimulus variables, perceived value and perceived novelty are mediating variables, and purchase intention is the outcome variable. Then, the researcher designed an online questionnaire based on the proposed hypotheses and testing model and filtered 452 data for correlation and structural equation

testing by checking the credibility and validity of the data. The final test concluded that the visibility, interactivity and authenticity of the live broadcast positively influenced consumers' purchase intention of beauty products, while the entertainment of the live stream was not significant [12]. The audience was clearly more focused on the professionalism presented by the live stream and the anchor, which would promote emotional trust between the audience and the anchor, thus increasing consumers' purchase intentions. The quality of the product and the discount policy will increase the willingness of beauty consumers to buy. For consumers in the beauty category who are looking for better value for money, good product quality paired with better prices is an important attraction to their consumption [12].

4. The Impact of Live Food E-Commerce on Consumer Purchase Intention

4.1. The Power of Live Food Online Influencer on Consumers' Purchase Intentions

Based on SOR and perceived value theory, this paper looks into how different types of food live streaming e-commerce, online celebrity anchors, and channel factors affect people's plans to buy [6]. S stands for the stimulus, O for the organism that the stimulus affects, and R for the outcome after the organism took action [6]. In the study of food live streaming e-commerce, S reflects the live streaming e-commerce approach of online fame, O represents how much the consumer thinks the product is worth, and R represents what the consumer does after being persuaded [6]. When people are buying, they will think about whether the product meets their emotional needs, their physical needs, and their desire of social ideals. This is called the customers' perceived value of the product.

The study first identifies the stimuli that influence consumers' willingness to purchase, which are the type of ASMR and interactive live food streaming, the appearance of the anchor, social attractiveness and trustworthiness, and the channel of supply and convenience of the product. Then different hypotheses were established according to the relationship between each stimulus and perceived value. Following this, a research model to support the follow-up questionnaire was built based on SOR and perceived value theory. The data source for the study was the 542 valid data that were screened and collated from the questionnaire. The researchers selected the responses to the different questions from the respondents who had watched and purchased food live streaming e-commerce in a concentrated period of three months, and then analysed the data and verified the previous hypotheses through analysis of variance (ANOVA) and structural equation methods. The research ultimately concluded that interpersonal interactions between anchors and customers positively influence consumers' inclination to make purchases [6]. Furthermore, research has shown that the trustworthiness of online influencers has a substantial effect on customers' perception of a product's worth and their intents to make a purchase [6]. Food anchors that integrate their own experiences into their product presentations might enhance viewers' trust in both the anchor and the product, hence boosting their inclination to buy the product [6]. The study also found that the credibility of the anchor had a direct positive impact on consumers' perceived value and purchase intentions [6]. If the food anchor combines their own experiences when introducing the food, the viewer's trust in the anchor and the product will increase during the communication between the two sides, thus increasing the viewer's purchase intention [6].

The physical attractiveness of food anchors and beauty anchors do not have the same impact on consumers' perceived value and purchase intention, and the physical attractiveness of food bloggers is not important. However, the anchor's credibility and professionalism are equally important in influencing purchase intent for food and beauty live streaming e-commerce.

4.2. The Effect of Food Anchors Inspiring Consumers on Purchase Intentions

The content relevance and scene-relevant features of anchors in food live streaming e-commerce promote customer inspiration and influence consumers' shopping intentions. Inspiration in this context means that the consumer is influenced by the words or emotions of the anchor, which creates a state of being motivated to the point of being inspired. This state of being influenced by the anchor's performance in a unique marketing package is called consumer inspiration, and it influences the consumer's thinking about the product and purchasing decision [13].

Three hypotheses on factors influencing inspiration (content diagnosis, alternative expressions, source credibility). Two hypotheses about the characteristics of the scenarios in which anchors and viewers interact and a hypothesis about whether inspiration influences consumers' purchase intentions. Relevant structural models are then developed. A questionnaire is then designed to screen the data and derive specific quantitative values based on the previously established structural models, which are analyzed using correlational research methods. Research has found that anchors can inspire consumers by teaching some useful knowledge in the process of interaction with viewers. When the anchor introduces the food, they can use some knowledge related to the product to teach and interact, and the audience can learn about the product information and gain the corresponding knowledge at the same time. This interactive process makes consumers feel refreshed and stimulates the inspiration of consumers, which promotes the purchase intention of consumers [13]. The study also found that scene-setting in food-based live streams also stimulates consumers and increases their willingness to buy. Different scene decorations create different atmospheres, which enhance consumers' sense of actual experience, and such immersion inspires consumers [13].

4.3. The Impact of the Green Trust Created by Live Food E-Commerce on Consumers' Willingness to Buy Green Food

Information quality, system quality, service quality and social presence in green e-commerce live streaming e-commerce promote green trust, which enhances consumers' willingness to buy [14]. SOR theory analysis, five live e-commerce quality as the external stimulus, which is the independent variable, green trust is O, green purchase intention is R. Establishing the correlation model of six hypotheses, then designing questionnaires, organizing and screening data [14]. Use structural equation modeling and stepwise regression to analyze the collected data, and finally get the conclusion green live e-commerce allows consumers to have an immersive experience, the anchor's vivid and lively explanation makes consumers feel pleasant emotions, the above five aspects have enhanced consumers' trust in green products, which increases their willingness to buy [14]. Although the models applied are SOR, the variables of stimulus are different, and the impact of the same considered stimulus under the live food streaming and green products live streaming e-commerce is not the same. However, as the same as the food live streaming e-commerce, the anchor's sense of social interaction is an important factor to stimulate consumers' perception of the product and purchase intention.

5. Suggestion

The questionnaire mostly gathered data from Taobao, while excluding Tiktok, a recently established live streaming e-commerce portal. The majority of research has mainly examined the performance of anchors and the format of live e-commerce. However, there has been a lack of study on the impact of technical abilities provided by live streaming e-commerce platforms on consumers' propensity to purchase, particularly in relation to virtual image technology [15].

In addition to utilizing SOR and online questionnaires, which are the two traditional ways to study consumers' purchase intention, eye-following techniques can be used to study the physical

attractiveness of anchors and products in live streaming e-commerce, where the more frequently a consumer's attention stays on a particular product, the higher their purchase intention becomes [16].

6. Conclusion

The SOR research theory is utilized in both food and beauty e-commerce live streaming e-commerce. Consumers' perceived value of a product is one of the important mediating factors in judging consumers' willingness to shop. Studies have all found that the professionalism of the anchors affects consumers' judgment of their credibility, which in turn affects their ability to persuade consumers, and ultimately their willingness to buy. Anchor's social interactivity is also one of the important factors influencing consumers' purchase intention. Consumers' willingness to buy from beauty e-commerce live streaming e-commerce is influenced by persuasive language with rewards and real offers, so consumers who buy beauty are more focused on the value for money of the product.

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