

The Research on the Influencing Factors of Live-streaming Marketing on Consumer Purchase Intention

——Take TikTok as An Example

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Abstract: Self-media platforms are developing rapidly, and TikTok live-streaming with goods has become a hot topic of concern. Some researchers have found that the gender of the anchor, the atmosphere of the live broadcast, and the quality of the product have an impact on consumers' purchase intention. However, there still needs to be more exploration of other factors, so this study conducted semi-structured interviews with ten consumers to study the factors that affect consumers' purchase intention in the live broadcast. After conducting semi-structured interviews with ten consumers, it was concluded that, in their opinion, the identity of the anchor has little influence on the purchase intention, and they prefer the live broadcast that advertises more product promotions during the live broadcast and watching the live broadcast at night is more likely to cause the desire to purchase.

Keywords: live-streaming, TikTok, purchase intention, influence factors

1. Introduction

1.1. Research Background

With the rapid development of the network, the continuous improvement of communication technology, the popularization of mobile terminal equipment, and the 5G network, the e-commerce live broadcast market is facing the trend and standing at the forefront of The Times. Various types of people have joined the live-streaming industry, greatly enriching the composition of the e-commerce anchor group. According to the 2021 China Live Broadcast E-commerce Industry Report of iResearch, order users of live broadcasts account for 66.2% of those who watch a live broadcast. Most of those who watch live broadcasts will buy commodities in the live broadcast room, and those who watch live broadcasts are all potential consumers [1]. Duan Meng believes that when the social relationship is weak and strangers dominate the social platform, consumers will have the motivation to show off. When the social connection is strong, most are acquaintances, and consumers will have communication motives. Different social relationships will stimulate other consumer motives and affect consumers' purchase intentions to varying degrees [2].

1.2. Research Significance

This study analyzes the factors that will affect consumers' willingness to buy in the context of TikTok live streaming to provide the platform with a reference experience of consumers' willingness, help the e-commerce live streaming platform or anchor to communicate with consumers effectively, adjust the mode of live streaming to the benefit of both parties, and promote the economic transformation of the e-commerce live streaming industry. Improve the profitability of broadcast rooms and provide referential experience and thinking direction for the sound and sustainable development of the e-commerce live broadcast industry [3]. At the same time, in the improvement process, consumers can find more suitable for their own needs to improve the shopping experience of the broadcast room.

1.3. Research Objectives

This paper will discuss and study three aspects: the influence of the identity of anchors on consumers' purchase intention, the relationship between the forms of anchors' Livestream and consumers' purchase intention, and the live stream time.

This research will adopt a quantitative research questionnaire and qualitative research semi-structured interview to conduct qualitative research, analyze most of the influencing factors of consumer willingness from the data collected in the questionnaire, and then investigate consumers' specific preferences through interviews. The sample size is five consumers, and the questions they answer will be tested with objective data and recorded in writing.

1.4. Literature Review

1.4.1. The Influence of Anchors on Consumers' Purchase

Male consumers will pay more attention to the appearance of the anchorman. A better-looking anchor will attract male consumers more and make them buy goods when watching live streaming. In contrast, female consumers will be attracted to watching the live streaming by a better-looking anchor, but they will remain neutral about buying goods [4]. In live-streaming marketing, the influence of the anchor, instant interaction, entertainment attributes, and preferential attributes all positively affect consumers' purchase intentions [5]. In addition, the professionalism, credibility, attractiveness, and interactivity of live-streaming anchors positively jeopardize the sense of social presence [6]. However, in these studies, there is not much discussion on the influence of the identity of anchors bringing goods to live broadcast on consumers' purchase intention. Consumers are more willing to buy in the broadcast room of official brands or in the broadcast room shared by the Douyin bloggers they follow. This study believes that this is a factor worth studying.

1.4.2. The Impact of Products on Consumers' Purchase

In addition to the live streaming anchor, the product strongly correlates with consumers' purchase behavior. In 2021, Zhao et al. consider that perceived product quality significantly impacts consumers' purchase intention [7]. Xu believes that product information (product quality, brand awareness) and product trust positively impact consumers' purchase intention. Teng believes that product security, features, and quality content positively impact consumers' purchase intentions [8].

1.4.3. The Impact of Live Streaming Environment on Consumers' Purchase

In live streaming marketing, the live streaming environment and atmosphere are also important factors affecting consumer purchases. Consumers are social and will make purchase decisions based

on the live-streaming climate [9]. In 2021, Zhou divided the features of social telepresence of e-commerce live streaming into reality, intimacy, and interactivity [10]. Yong believes that the sense of reality and social presence's intimacy positively impact consumers' perceived trust [11]. Xin believes the live-streaming situation has two typical dimensions: incentive mechanism and atmosphere clues [12]. Du found through research that the live shopping atmosphere (interpretation atmosphere, preferential atmosphere, interactive atmosphere, entertainment atmosphere, and security atmosphere) positively impacts consumer perceived value [13]. Huang et al. believe that live shopping is social, instant, and virtual, and consumers rely on the anchor introduction to evaluate products and make shopping decisions [14]. In the above studies, there is no specific discussion on the study of the form of streamers bringing goods. Do consumers prefer the vibrant atmosphere of obtaining goods or the immersive experience of using goods with a sense of substitution? Does the timing of the broadcast affect the willingness to spend? This study believes that these are the factors that need to be taken into account in a live delivery.

1.4.4. The Shortcomings of Existing Studies

In the above research, the factors that affect consumers' purchase intention are discussed, from the appearance of the anchor, the quality of the product, the atmosphere of the live streaming, etc. This research believes that the deficiency of the above analysis is that they did not analyze the impact on consumers' purchase intention from the identity of the anchor, the form of the anchor bringing goods, the time of the live streaming, etc. This research is prepared to conduct an in-depth analysis from these perspectives.

2. Research Methods

This paper adopts the literature review and semi-structured interview methods to study the questions raised in the article. Qualitative research methods are adopted to analyze the research questions.

2.1. Literature Review Method

The primary source of literature acquisition is domestic and foreign paper databases, mainly using CNKI academic platform and other databases. Firstly, relevant literature at home and abroad was extensively collected, literature in different research fields was summarized, and the current situation of e-commerce live broadcasting was preliminarily understood. Then, factors affecting consumers' purchase intention of e-commerce live broadcasting were analyzed and studied. Through the analysis and summary of the collected literature, the theoretical basis for this paper is extracted from the existing literature, the similarities and differences between the conclusions of the current literature and the direction to be discussed in this research are compared, and the semi-structured interview outline of this research is finally improved.

By summarizing and comparing the existing literature, this study puts forward the influence of three dimensions of anchor identity, live broadcast mode, and live broadcast time on consumers' purchase intention, thus concluding the semi-structured interview model of this study.

2.2. Semi-structured Interview Method

This study chooses a semi-structured interview as the research method, which enables us to go deeper into the topic while maintaining the flexibility of questions [15]. The interview has higher adaptability. It can control the selection, rhythm, and direction of questions according to the specific conditions in the interview process. It can also select more suitable interview content for different

objects [16]. Before the interview, this study prepared an outline to facilitate the interview process to be conducted effectively and smoothly and to enable communication between the interviewer and the interviewees.

Considering this research is a small and medium-sized research project, ten interviewees are consumers who have used TikTok for live-streaming shopping, ranging in age from 18 to 65. People at this age can have clear thoughts and apparent expression ability, which is more likely to make the interview smoother. In addition, the form interview enables us to obtain the most direct information from participants without any conversion. Based on the subjective ideas of interviewees, this study guided them to ask about the influence of anchor identity, live broadcast mode, and live broadcast time on their purchase intention and conducted further analysis and research based on their answers.

Before the formal interview, this study will conduct a pilot study based on the interview outline. The pilot study can improve the data collection method and help the researchers find the critical points more consistent with the formal interview content.[17] Further enhance and optimize our interview questions through participants' feedback, making them seem more transparent and easier to understand and reducing the sharpness of the questions, which will help this study obtain better interview results in the later formal interviews.

Due to the difficulty in the time and region of the interviewers and interviewees in this study, this interview will be conducted by telephone or live conference connection. To prevent the discussion from being affected by network delay, poor signal, and other problems, this study plans to record actual interview contents in the form of notes. After the interview, With the help of the information in the notes, we transcribed the interview. Through transcription, the direct face-to-face oral dialogue form is transformed and fixed into written form, constructing the interview dialogue in a form that is easy to analyze, which is often regarded as solid underlying empirical data for the interview project.

3. Research Results

In the following section, the researchers will begin to analyze and discuss the results of the interviews obtained from the study. Ten consumers with experience in shopping in TikTok live streaming were invited to conduct semi-structured interviews. All names mentioned in this study are pseudonyms to protect the participants' private information. In this study, the 15 consumers were named 1 to 15. The recorded interviews and some tables formed based on the content were used as the basis for our discussion, and the results were presented using thematic analysis. One part of the interviewees did not think that the live-streaming host's identity impacted their purchase, and another part of the interviewees had different levels of preference for each of the two different host identities. In interviewing the live broadcast method, most interviewees preferred the live content that introduced products and offers. Most believed that watching the live broadcast with goods in the evening would better stimulate their desire to buy.

4. Discussion

4.1. The Influence of Anchor Status on Purchase Intention

From the results of the interviews, when the interviewers asked the interviewees whether the identity of the anchor would have an impact on their purchase, half of the interviewees thought they did not care whether the anchor was a brand official or a regular blogger they followed when they watched the live-stream of the bandwagon. They felt they cared more about whether the goods brought by the anchor live-stream were items they were interested in than the identity of the anchor.

Number 1 said that in most cases, she buys an article in a live stream because she desires to buy the item herself and thus searches for a live stream that sells the item to enter to make a purchase.

In addition, the other half of the interviewees believe that the anchor's identity impacts their ability to enter the live stream to purchase the item. The No.7 and No.10 interviewees believe that if the anchor with the live stream is a blogger they usually follow all the time, they will be more willing to click into the live stream to watch and thus purchase the item they are interested in. The No.4 believes that a regular TikTok blogger with a live stream of the thing will make him feel If an anchor has a large number of followers if there is a credibility problem, it will seriously affect his subsequent live broadcast and the trust of his followers, so they will especially select good quality products for the live broadcast. No. 2 and No. 5 are more inclined to buy from the official brand live room the goods; they think that buying from the official live room of the brand will have a more significant discount, and there are more goods of the same type to choose from. However, the official live broadcasters are also prone to the lack of after-sales service. There is a certain probability that the official store will bully customers, so finding an official live host with a better service attitude becomes their primary condition for buying products from live broadcasters.

This study concludes that the anchor's identity influences some consumers' willingness to buy. It can be seen from the interviewers' answers that the official live broadcasters sometimes ignore the quality of products or other problems encountered by some consumers because of the large customer base. If too much is accumulated, it will quickly impact the brand's live broadcasters and the company's reputation, so brand officials should pay extra attention to their brands when they bring goods to life—the quality of products and customer service to meet consumer demand better and attract more customers.

4.2. The Influence of Live Broadcast on Purchase Intention

Through the semi-structured interviews of these interviewees in this study, it can be seen that most of the interviewees are more interested in the live-streaming process to introduce the products and the amount of purchase discount to attract them to make purchases. 2 believes that the main reason for him to buy products in TikTok live-streaming is that there are more discounts for purchasing in live-streaming than in other e-commerce platforms, so if the live-streaming can give If the live streaming can provide a more significant value, he will have a more vital willingness to buy. Another small group of people prefers the immersive use of products during the live broadcast because they think they can understand more about the product's specific use, whether it meets their needs, and try to avoid the emergence of impulsive consumption. For too much introduction of the strength of the offer, they think that if the final purchase amount of the product in the live broadcast can be less than the purchase amount in other platforms is enough, without too much emphasis.

Although the live broadcast format has different effects on consumers' purchase intentions, it also reflects that other live broadcast formats have advantages. In general, the live broadcast process of a large number of live broadcast promotions can indeed attract more consumers to buy; I think these two forms of live broadcast can be some combination; some live broadcasts can be introduced in addition to the introduction of promotional activities also add the opening of the use of products, so that more viewers understand the actual situation when using the product, thereby increasing their willingness to buy.

4.3. The Influence of Live Broadcast Time on Purchase Intention

Based on the results of our interviews, most interviewees prefer to watch and purchase products during the evening hours. This indicates that the anchors are more effective in attracting viewers and selling products during the evening hours. Most interviewees think they have more free time to

watch TikTok live in the evening, as they do not have a whole period to watch live during the daytime because they have to go to school or work and can only browse the videos briefly. After comparing different live-streaming rooms, they can choose a product to buy. A few interviewees prefer to watch the live broadcast and purchase products in the morning. No. 6 believes fewer viewers would watch the live broadcast with goods in the morning, and the anchor would be more able to pay attention to his comments and thus give corresponding responses and product offers.

Through this interview, it can be learned that live-streaming goods in the evening can attract more consumers to buy goods. Still, due to the excessive number of people in the evening, the anchor pays less attention to the viewers' comments, from which can be concluded that the anchor should interact with the viewers more and pay more attention to the viewers' comments needs, to enhance the stickiness of the fans.

5. Conclusion

The conclusions of this study were drawn from semi-structured interviews with consumers. Consumers did not care much about the impact of the identity of the anchor on their purchase intentions, and both identities of the anchors who live-streamed with goods had different effects on consumers who had other preferences. Consumers who preferred the official live-streaming studio thought that the official live-streaming studio had great deals and high selectivity of goods, and consumers who preferred the ordinary TikTok blogger live-streaming studio believed that the things purchased in such blogger live-streaming studio had more. The second is the impact of live streaming on purchase intention.

The second is the influence of the live broadcast format on the purchase intention, most consumers prefer the live broadcast format that advertises more offers in the live broadcast room, which can attract them to make purchases in terms of amount, but the immersive use of the product can also help consumers increase their knowledge of whether they need to buy the product, so a combination of the two can be conducted to attract more viewers to spend.

Finally, through questions to the interviewees, we know that more consumers will watch the live broadcast and buy the product at night because they have more time to watch the live broadcast and think about whether to purchase the product. Still, because of the number of people watching the live broadcast at night, the anchor has the problem of not paying enough attention to the comments of the viewers; the author believes that the anchor can solve this problem in the promotion of products and promotions should also focus on solving the problem. The anchor should pay more attention to the viewers' comments and reply to them in time to meet their needs, to attract the viewers to a greater extent to have a good feeling about the live broadcast and thus buy the products in the live broadcast.

5.1. Shortcomings and Improvements of the Study

The number of respondents in this study was determined to be 10, which is different from the factors influencing consumers' willingness to purchase live streaming. Secondly, the respondents of this study were consumers who already had relevant purchasing experience, and the thoughts of people who did not have any live streaming experience and the reasons for not choosing to purchase TikTok live streaming products should have been taken into account. If the above two shortcomings can be improved, the author believes the study can be done better.

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Appendix

1. How often do you watch TikTok?
2. What is your main time and regularity of watching TikTok?
3. Will you buy goods on TikTok?
4. What kind of goods (food, clothing, etc.) do you prefer to buy on TikTok?
5. Will you watch TikTok live?
6. Have you ever bought goods in TikTok live streaming room?
7. Do you prefer to buy goods in TikTok Mall or the live streaming room?
8. What is the biggest factor in your purchase of the live streaming room?
9. During what time of day do you prefer to watch TikTok live and buy goods?
10. Do you follow to the live streaming room where you buy the goods?
11. Which kind of anchors' live streaming room do you prefer to buy products from (1) The live streaming of ordinary TikTok bloggers that you usually follow; (2) TikTok official brand live streaming room with goods?
12. Which do you think is more likely to arouse your interest in buying, the live streaming that introduces a large number of products and preferential activities in the live streaming room or the live live streaming that uses products in an immersive way?

13.What do you hope they can improve on TikTok live streaming marketing?
14.Your age?