

# ***Analysis on East Buy Online Shopping's Marketing Strategy of Live Streaming Based on Consumer Psychology***

**Xinyu Pan<sup>1,a,\*</sup>**

<sup>1</sup>*College of Liberal Arts, Wenzhou-Kean University, Wenzhou 325060, China  
a. 1196990@wku.edu.cn*

*\*corresponding author*

**Abstract:** Nowadays, with the development of social network, live streaming has become one of the main ways of sales for some merchants, which has a great influence on consumers. East Buy online shopping as one of the broadcast studios rapidly is recognized by the public in recent years. The influence of its consumption strategy on consumer psychology can be analyzed as a typical case of live broadcasting. This paper will take East Buy online shopping as an example to explore marketing strategy of e-commerce live streaming based on consumer psychology, and mainly analyze the influence of the marketing strategy on consumers' consumption intention through a questionnaire survey. The results show that the quality of products is the primary factor that consumers consider, and the selection of anchors with excellent qualifications in East Buy online shopping studio also makes consumers more inclined to choose it. This study found that the main factor that affects consumers' psychology is the price of goods. The excellent qualification of anchors in East Buy online shopping studio is also one of the important reasons why consumers are more inclined to choose it among most brands.

**Keywords:** consumer psychology, e-commerce live streaming, marketing, questionnaire survey

## **1. Introduction**

In today's highly developed network, live streaming has become one of the main means of sales, which has a great impact on consumers. The data shows that users who have purchased products through e-commerce live streaming have a percentage of 66.2% among the total live streaming users [1]. According to iMedia Research, in 2021, the number of e-commerce live broadcast users' accounts for 60.8% of the total number of online live broadcast users, more than half of China's Internet users [2]. E-commerce live streaming with goods can gain the favor of consumers, and merchants' marketing strategies are closely related. Different marketing strategies of different merchants have different influences on consumer psychology. In real-life consumption, the price and quality of products are usually the main reasons that affect the consumption motivation of consumers. However, live streaming is different from buying goods in real life. By watching live streaming videos, consumers can meet their shopping needs and obtain certain entertainment pursuits [3]. This is also one of the reasons for the growing popularity of live streaming.

East Buy online shopping as a live streaming sales platform under New Oriental Group, since it came into the public eye at the end of 2021, has quickly occupied the high level of live streaming

traffic in just over half a year [4]. In the live broadcast, the anchors of East Buy online shopping pay attention to the relevant information and the historical and cultural characteristics of the products sold. They also make full use of spoken language, text, music and other language or non-phonetic symbols, to obtain unanimous recognition from users and the market [5]. Methyl Chloride (MeCl) theory claims that the consumption intention of consumers is affected by their lifestyles [6]. Lifestyle is that people are affected by living habits and consciousness from all sides for a long time. Everyone lives in a different environment and has a different lifestyle. However, the marketing strategy of East Buy online shopping is in line with the lifestyle of most people. Adults can buy daily necessities or food in the studio, and children can also learn a lot of knowledge through the bilingual teaching of anchors in the studio. This is one of the important reasons for East Buy online shopping to gain a lot of favor in a short time. This paper will take East Buy online shopping as an example to analyze the marketing strategies of live streaming based on consumer psychology, and explore the influence of various marketing strategies of live broadcast room on consumer psychology and willingness in the Internet era. Moreover, by means of questionnaire survey, the author studies the most popular marketing strategies among consumers of the East Buy online shopping and provides some persuasive suggestions for live streaming.

## 2. Methods

### 2.1. Questionnaire Survey

This paper mainly adopts the method of a questionnaire survey to carry out research. In addition to the basic information from the consumer such as gender and age, the survey investigates the marketing strategies that affect the consumer psychology of the consumers in the East Buy online shopping studio through multiple dimensions. Factors that may affect consumer psychology are commodity quality, commodity price, anchors' qualification and ability, Chinese-English bilingual way to sell goods, form of teaching while selling goods, the influence of New Oriental brand, preferential and discount intensity, wide coverage of goods, after-sales service of goods and others. Considering that consumer consumption may be affected by a variety of reasons, the questions are set as multiple-choice. To ensure the validity of data and highlight the most influential factors, respondents choose at most four of the ten items above. In addition, respondents who chose others were required to fill in specific factors. At the same time, Questionnaires were distributed through the Questionnaire Star platform. Questionnaire Star is the largest online questionnaire survey platform in China. It has simple operation, rich content, and comprehensive analysis of the collected data. Since its establishment, the total number of users has reached nearly 70 million, so it is very reliable as a questionnaire platform for this survey [7].

### 2.2. Data Collection

The questionnaire of this study was issued in 9/2/2023 and ended in 15/2/2023. Questionnaires are sent to campus websites, enterprise group chat, WeChat, TikTok and other several social platforms. This way to give out the questionnaires ensures the respondents are of different genders, ages, and occupations. It also makes the questionnaire results more universal and persuasive. At the same time, SMS verification through mobile phone number was adopted to ensure higher quality of the collected questionnaires, when the questionnaires were issued. Each respondent was only allowed to participate in the survey once, to ensure the authenticity and uniqueness of each participant in the obtained samples. In the multiple-choice fields of the questionnaire, the author opened the exclusive option to prevent the options with logical conflicts from being selected at the same time, and to the greatest extent avoid invalid questionnaires caused by operational errors or obvious logical conflicts.

### 2.3. Data Screening

A total of 374 questionnaires were collected in this survey. Considering that this study is based on the analysis of marketing strategy of live streaming based on consumer psychology which takes East Buy online shopping as an example, the samples who have not watched the live streaming of East Buy online shopping are not considered as valid data for this study. Among the 374 samples collected, 261 people have watched the live streaming of East Buy online shopping. So, the valid data of this study is 261. To ensure the accuracy of data, invalid data were not included in the statistics of other questions.

### 2.4. Data Analysis

The data obtained in this study were analyzed by questionnaire star. Questionnaire Star automatically summarizes the collected data, and can generate pie charts, bar charts and other forms of charts, so that the research results can be displayed more directly through images. In addition, data screening is very important in this survey. The filter function in questionnaire star can help screen out the valid data needed by the research more efficiently.

### 2.5. Result Hypothesis

The first hypothesis is that the number of female consumers is bigger than male consumers in East Buy online shopping studio.

The second hypothesis is that the quality of goods affects the consumer psychology.

Referring to previous studies, product quality is often the central concern of consumers. According to the data, the correlation coefficient between the quality of goods and consumer satisfaction is the largest, and it has a significant positive promoting effect on consumer satisfaction in live streaming [8].

The third hypothesis is that in East Buy online shopping studio, anchor's qualification and ability affect the consumer psychology.

Compared with other broadcast rooms, the delivery mode of East Buy online shopping is very different, among which the most characteristic is the bilingual delivery mode of anchors and the display of various abilities. When watching live streaming, consumers will have a pleasant experience and trust in anchors and products through their characteristic explanations, which is more likely to lead to impulsive consumption [9].

## 3. Results

### 3.1. Research Results

Among the 261 valid questionnaires collected in this survey, 78 were male and 183 were female, respectively a percentage of 29.89% and 70.11% (Fig. 1). The proportion of women is much higher than that of men in the shopping of the East Buy online shopping studio. Previous research results showed that hedonic motivation increased the importance of online shopping during the COVID-19 pandemic, and women had higher hedonic motivation than men [10].

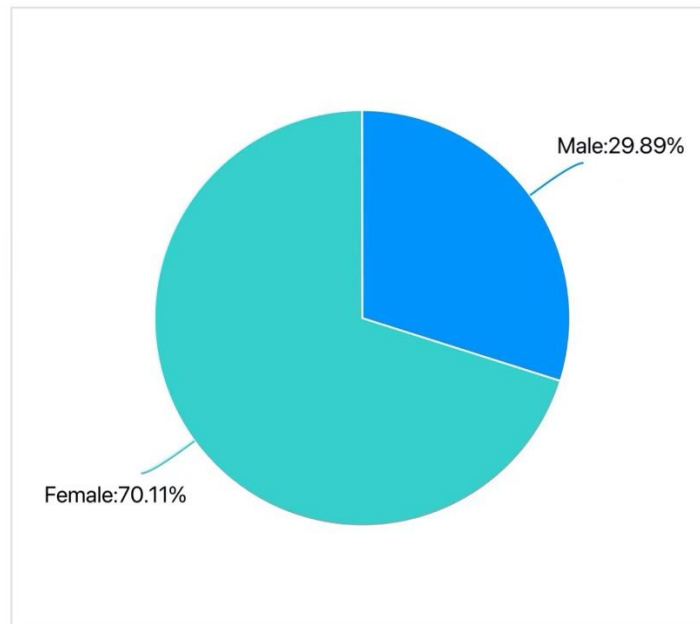


Figure 1: Ratio of male and female consumers.

The respondents in this questionnaire were from one of the four age groups 18-25, 26-35, 36-45 and above 45. According to the survey results, 197 of the 261 were between the ages from 18 to 25, accounting for 75.48 percent of the total (Fig. 2). That means college students, postgraduates or young people who have just entered the workforce account for a large part of the groups who have watched the live broadcast of East Buy online shopping. The remaining three age groups had 24, 26 and 14 respondents each, accounting for 9.2%, 9.96% and 5.36% of the total respondents respectively. Compared with the younger generation, the older generation is much less interested in online shopping.

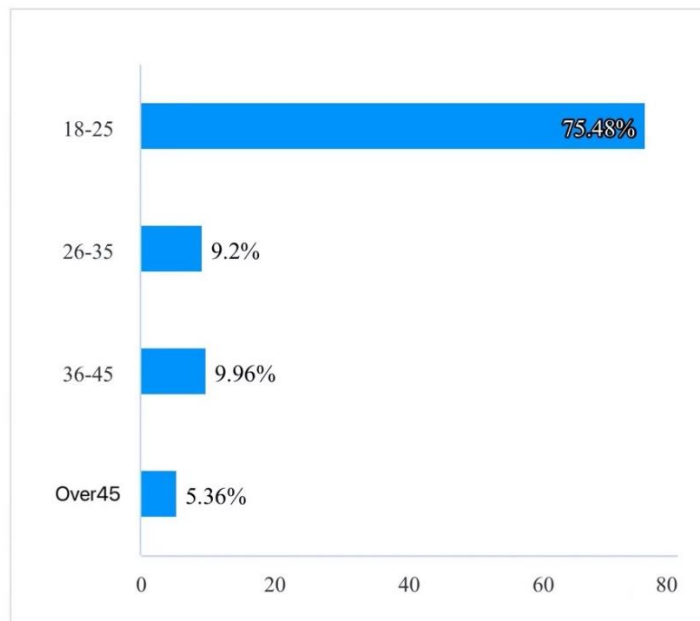


Figure 2: Ratio of consumers' age.

In the final collected data, commodity quality, anchors' qualification and ability and commodity price occupy the top three factors affecting consumer psychology, accounting for 64.75%, 42.15%

and 39.08% of the total (Fig. 3). It can be concluded that, despite the unique marketing strategy of East Buy online shopping studio, the quality of goods is still the most important reason that consumers are willing to consume. But in addition to the quality of goods, knowledgeable anchors in East Buy online shopping studio are also one of the main reasons why consumers are more willing to choose East Buy online shopping. It is worth mentioning that when asked what impressed them the most in East Buy online shopping studio, almost half of the people mentioned Dong Yuhui, the most famous and distinctive anchor in the studio. Studies on celebrities who endorse goods show that choosing celebrities who are consistent with the product to endorse the product positively influences consumers' attitude towards the product and purchase intention [11].

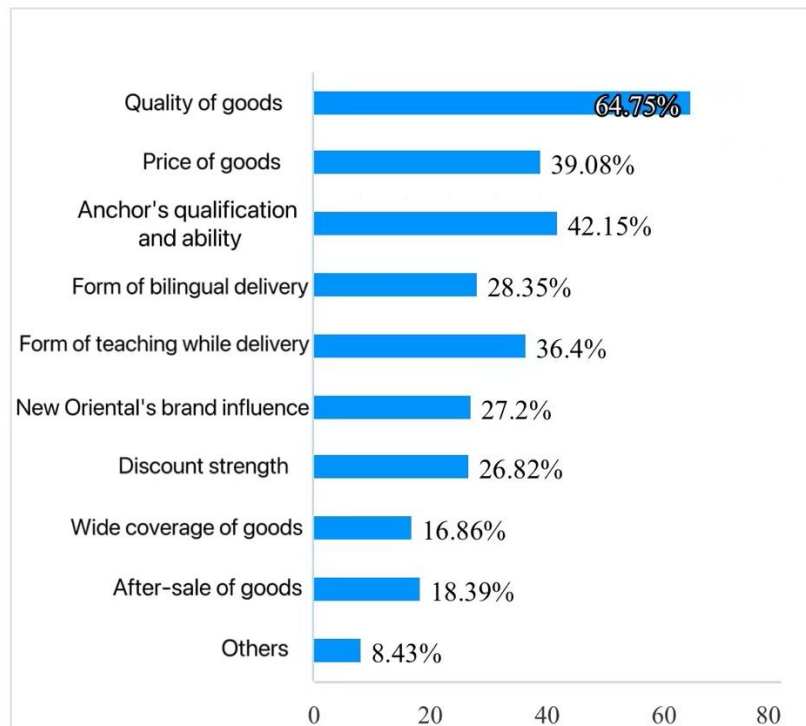


Figure 3: Factors that affect consumer psychology.

To study the reasons why consumers, prefer East Buy online shopping studio over other similar studios, respondents were asked to choose from five items: anchors with excellent qualifications, bilingual way to sell goods, selling while delivering lectures, trust in the brand and others. To ensure the accuracy of the data, respondents chose a maximum of two items. The results showed that 146 people believed that the excellent qualification of anchors was the most important reason for them to choose the East Buy online shopping studio, accounting for 55.94% of the total number. The remaining four accounted for 21.46%, 37.93%, 34.87% and 3.83% of the total population respectively (Fig. 4). This means that when there is little difference in other conditions among similar studios, anchors' excellent qualifications are the main reason why consumers are more willing to choose East Buy online shopping.

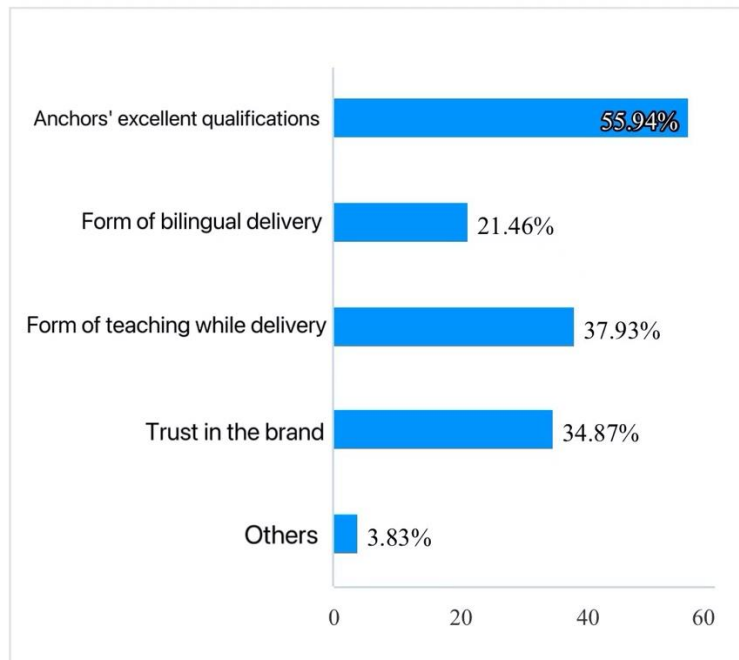


Figure 4: Factors that consumers prefer East Buy online shopping.

### 3.2. Hypothesis Contrast

From the above data analysis, the research results are basically consistent with the initial hypothesis. There are more female consumers than men in the East Buy online shopping studio. Commodity quality is always the main reason that affects consumers' consumption psychology. East Buy online shopping makes consumers more inclined to choose it with the marketing strategy that selects the anchors with excellent qualifications.

## 4. Discussion

### 4.1. Analysis of the Reasons for the Results

Consumer psychology is the psychological activity of consumers before and after the implementation of purchasing behavior [12]. Consumers are more willing to purchase when the quality of the goods is high enough. Therefore, it is beyond doubt that commodity quality has a significant impact on consumer psychology. Moreover, streamers are the central figures during live streaming, their popularity and visibility can gather consumers more quickly so that they can achieve higher sales performance [13]. Therefore, the excellent qualification of anchors selected by East Buy online shopping is also one of the important reasons that consumers are willing to consume.

### 4.2. Related Suggestions

Live e-commerce has changed to the current real-time video display and multi-faceted interaction during its development instead of the original simple display of images [14]. So, it is easier for consumers to intuitively understand the goods they are interested in through live streaming. Therefore, it is crucial for businesses to ensure the quality of their products and show them authentically through live streaming. In addition, after opening a broadcast room, businesses can recruit talented and capable anchors, rather than those have the advantage of looks. The atmosphere presented by the anchors

to the audience during the live streaming has a significant impact on consumer psychology. Anchors' elegant talk and a distinctive way to bring goods can also improve the quality of the broadcast.

### 4.3. Limitations of this Study

There are some shortcomings due to the limitations of various factors: For example, consumers' consumption behavior may be stimulated by various kinds of consumer psychology, but this study did not make a more detailed classification. The results of this study tend to be idealistic, and the reality may be more complicated.

## 5. Conclusion

With more and more developed network, consumers have more and more channels to consume. The popularity of live streaming has provided great convenience for consumers to buy goods online. By means of the questionnaire survey, this study investigated the consumer psychology of the consumers in the East Buy online shopping studio and the main reasons affecting their consumption. Among the respondents involved in the survey, the number of female consumers is significantly more than that of male consumers, and consumers aged 18-25 accounts for most of the consumers. When studying the factors that affect the consumer psychology of East Buy online shopping, commodity quality, anchors' qualification and ability and commodity price have become the most three important factors. In addition, when asked about the reasons for choosing East Buy online shopping studio among other similar studios, the excellent qualification of anchors in East Buy online shopping became the most important reason for consumers to be more willing to watch and consume in the East Buy online shopping studio. The main reasons why the live broadcast of Easy Buy can be accepted by consumers of all ages are as follows: the appropriate price under the condition of guaranteeing the quality of goods, the unique bilingual way of bringing goods, and the excellent qualification of anchors. In this paper, consumers of different ages are taken as the research target group. Based on consumer psychology, the marketing strategy of East Buy online shopping in live streaming is studied, and the most important factors affecting consumer psychology are understood. The significance of this study lies in the understanding of consumer psychology and factors affecting consumer psychology in the broadcast studio in the network era. It is helpful for businesses to better fit consumers' preferences, and consumers can also obtain more convenience when consuming. This study is focused on the East Buy online shopping studio. With the continuous development of the studios industry in the future, the influence of marketing methods of other brands of studios on consumer psychology is also worth further study.

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