

# ***The Impact of Interactivity on Live E-commerce Platform on The Intention of Generation Z 's Consumption Behavior***

Conghui Guo<sup>1,a,\*</sup>, Zhixin Yang<sup>2,b</sup>, and Siyuan Zhao<sup>1,c</sup>

<sup>1</sup>*Institute of Media and Design, Beijing Technology and Business University, 102488, Beijing, China*

<sup>2</sup>*Institute of Literature, Xi'an Technological University, 710021, Xi'an, China*  
*a. 1908010211@st.btbu, edu.cn, b. 2838433877@qq.com, c. 1911020313@st.btbu, edu.cn*

*\*corresponding author*

**Abstract:** Due to the special environment of disruption of offline business form at the beginning of the epidemic, more and more merchants have started live-streaming with goods in order to seek development, which has become the main force of sales. As Generation Z enters the workplace and their income gradually rises, they will become a powerful growth point for the future consumer market. In this context, on basis of the theory of planned behavior and cognitive mediation model, this paper constructed a research model on the factors influencing the consumption behavior of Generation Z's e-commerce live broadcast, and analyzed the data through questionnaires and using SPSS 26.0. The study showed that online attention has no significant positive influence on consumption behavior intention, and behavioral attitude, subjective norm and perceived behavioral control (PBC) have significant positive influence on consumption behavior intention. Accordingly, this paper presented a study on the consumption behavior intention of Generation Z as well as suggestions for consumers and businesses.

**Keywords:** Theory of planned behavior, Generation Z, consumption behavior, live e-commerce.

## **1. Introduction**

### **1.1. Research Background**

With the popularity and development of Internet technology, the scale of Chinese Internet users is gradually increased, and till June 2021, the scale of Internet users exceeds one billion, forming the world's largest digital society. Early 2020 the new crown epidemic outbreak, e-commerce live broadcast is widely favored by the national of home isolation, but also become a powerful assistant for enterprises to resume work and production [1]. In order to seek development, more and more businesses have started live-streaming with goods, which has just become the main force of sales. China is a large market of global attention, and with the country's economic transformation and consumption upgrade, it is important to understand the changing psychology and behavior of Chinese consumers, many of whom are now over-consuming and even out of control.

Generation Z in China, collectively, refers to a generation that is heavily influenced by technology products for instance the computers, instant messaging, smartphones and tablets, and is

adept at using technological devices. The epidemic has tied Generation Z to a digital lifestyle, where all daily activities, whether it's communicating, shopping, working, studying, or exercising and entertaining, can be achieved through cell phones and computers. As Generation Z enters the workplace and their income gradually increases, they will become a strong growth point for the future consumer market.

## 1.2. Research Gap

Prior research on consumer behavior intention mostly relied on the Stimulus-Organism-Response (SOR) model study, concentrating more on the impact of the anchor's own capacity to bring goods, the method of bringing goods, the content of the products, and the potency of the offer on consumers' consumption behavior intention in e-commerce live streaming [2-5]. The impact of consumers' personal determinants on intention to consume behavior research from the consumer subject has received very little attention. Li and Wang's earlier research has established the relevance of TPB in the analysis of consumption intentions [6]. Therefore, establish on the applicability of TPB to the study of intention to consume behavior, this study proposed the hypothesis that four dimensions, network attention, attitude, subjective norm, and perceived their behavioral control, would influence intention to consume behavior rest on TPB and the attention dimension based upon the cognitive mediation model. The present study also enriches the findings of consumers' subjective factors on consumption behavior to a certain extent. The impact of the degree of online attention on the intention to consume behavior is also the main innovation of this study. The research is on the Generation Z group, based on CMM and TPB, and aims to find out what factors have an impact on the consumption intention of the Generation Z group? This will fill the study gap and help us better understand the psychology of Generation Z in order to guide them to make rational consumption behaviors.

## 1.3. Fill the Gap

This study examines the impact of consumers' responses to the Cognitive Mediation Model and Theory of Planned Behavior, respectively, on the consumption behavior of the Generation Z consumer group using questionnaire data from Generation Z consumers and the Theory of Planned Behavior as the base model. This study examines the variables that affect Generation Z consumers' intention to engage in consumption behavior in terms of attention level, attitude, subjective norms, and PBC on live online e-commerce. This study adds to the body of knowledge on e-commerce and consumer psychology while also assisting the youth group in better understanding the workings of e-commerce and determining whether attention level influences intention to engage in consumption behavior.

This paper will first review prior literature and research, then it will review and summarize the prior paper. Second, based on the findings of previous studies, the study formulates its research hypothesis and builds the paper's study model. Following a thorough explanation of the paper's background and experimental endeavor, this study will assess the survey's methodology and sampling results. The paper then starts testing the model and research hypotheses empirically and sharing the results. The paper concludes by summarizing the theoretical and practical implications, limitations, and future prospects of this work. It also suggests future research directions and expectations.

## 2. Literature Review

### 2.1. Cognitive Mediation Model

In the context of media effects paper, the influential cognitive mediation model (CMM) was proposed by Everland in 2001 to understand the relationship between public media use and knowledge acquisition. The main thrust of his theory is that “the extent to which people acquire knowledge from media use and exposure is determined by their motivation-induced information processing patterns”. An important element of information processing in its theoretical framework, deep processing, refers to the way of thinking in which people integrate new information with previously accumulated information. In the conceptual meaning of the cognitive mediation model, media users tend to pay attention to media content based on certain motives, which leads to thinking and processing of information, and finally to the acquisition of knowledge [7]. Motivation is the audience's disposition prior to media use, while attention and associated thinking are the audience's processing of media content, and knowledge learned by the audience is the effect of media use [8].

#### 2.1.1. Important Results

Domestic researchers have mostly used this theory to study political communication, environmental communication, and health communication in studies based on the cognitive mediation model [10]. In a recent study, Zhu used the cognitive mediation model together with dual coding theory to undertake an in-depth analysis of the communication effects of current events news [8]. Additionally, Xin investigated how the cognitive aspect of science-related short movies affected the effectiveness of communication and discovered that the more attention an audience pays to the information content, the more effectively that knowledge is processed [10]. For the scope of the cognitive mediation model study, there is still a lack of investigation on whether the audience's attention to live e-commerce within the field of live e-commerce affects the intention to consume behavior, which is an innovative point of this study.

The degree of customer attention to live online commerce will be the main topic of this investigation. The definition of the level of attention to e-commerce live broadcast includes the duration and frequency of viewing, as well as the frequency of final purchases during the live broadcast. For example, there is a study on attention to haze-related efficacy information and pro-environmental behavioral intentions, although the analysis showed that the interaction between attention to efficacy information and attention to threat information on behavioral intentions differed between people with different attitudes, subjective norms, and PBC, but this gives us new research ideas [11]. Based on the existing literature, this study proposed the hypothesis that

H1: Attention to live e-commerce is positively related to consumption behavior.

### 2.2. Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is widely used to explain and predict human social behavior. This theory can help us understand how people change their behavior patterns. "Intention to act" is “the main direct factor that determines ‘behavior’”. "Behavioral intention is “influenced by both internal and external motivation, with the internal motivation variable being "behavioral attitudes" and the external motivation variable being ‘subjective norms’”. "Behavioral attitude" is “the individual's positive or negative evaluation of the outcome of the behavior”; "subjective norms" are determined by “the level of motivation to align with the opinions of those who have an important influence on them”. "PBC" refers to “people's perceived ability to control their behavior, which is reflected in the constraints on behavior imposed by the environment and the resources and abilities they possess” [9].

### 2.2.1. Important Results

Li and Wang made a study on the applicability of the TPB in the study of consumption intention, which verified the applicability of TPB and its good predictive power from different sides, and also gradually developed in the process of application [6]. Rest on TPB to study online consumption behavior, Mu and others found that PBC (PBC) can determine intention but has no direct effect on behavior, and the two antecedent variables self-efficacy and controllability have a positive effect on PBC [12]. According to the theory of planned behavior, attitude is the degree to which an individual's cognitive and affective evaluation of a goal-directed specific behavior, positive or negative evaluation of performing a certain behavior, and it reflects the intention of the actor to perform that specific behavior [9, 13, 14]. According to the CNNIC report, online payments in 2021 increased by 2.1% longer than last year, and the application of online shopping increased by 3.8% year-on-year [15]. Since the epidemic, online shopping and online payment have grown rapidly, and users have gradually developed the habit of online consumption, this study have the following speculations.

H2: Attitudes toward live e-commerce are positively correlated with consumption behavior.

Under the pressure of subjective norms, individuals will consciously and unconsciously produce submissive behavior, that is, produce or implement behaviors in accordance with the opinions of certain groups and social norms [16] Subjective behavioral norms reflect the intention of individuals to perform a certain behavior, knowing the influence of social pressure to perform or not to perform a certain behavior [17]. The greater the influence of factors from surrounding relatives and friends, and the network, the greater the likelihood that Generation Z consumers will engage in consumer behavior; therefore, the following conjecture was formulated.

H3: Subjective norms about live e-commerce are positively associated with consumption behavior.

A person's view of the ease or difficulty of carrying out a particular conduct is known as perceived behavioral control, and it represents the person's assessment of the resources and circumstances that are within his or her control when carrying out the behavior [9, 18]. Bandura argued that individuals' beliefs about their abilities are better predictors of how they will behave than the real abilities they have in 1977 [19]. In this study, this paper will examine the PBC of live e-commerce by making the following conjectures.

H4: PBC over live e-commerce is positively related to consumption behavior.

### 2.3. Summary

Existing studies have shown that TPB theory has good predictive power in the study of live webcasting consumer behavior.

As an emerging shopping method at present, e-commerce live-streaming, its convenience, interactivity, real-time feedback and other characteristics of live-streaming itself in the post-epidemic context have a positive impact on the control of consumers' perceptual behavior [8]. Commodity content such as product quality, product packaging, price promotions, and brand influence in live streaming also has a positive relationship with consumer consumption behavior [5]. This will influence young people's attitudes towards live webcasted goods, which in turn will influence their consumption intentions.

Generation Z young people have grown up with the development of technology and the Internet. The consumption behavior and irrational consumption behavior of Generation Z consumers are influenced by the characteristics of webcasting, and the main contextual factors affecting consumption behavior include six, namely: psychological, environmental, marketing, time, material and interactive [19]. The richness of the characteristics of webcasts enhances the attractiveness of

the webcasts themselves, which greatly influences the attention of the Gen Z group to webcasts and has an impact on consumption intentions.

Overall, webcasting, as a new media, has prompted direct contact between suppliers and consumers through the development of a new media platform, reducing the middleman's price difference and bringing goods to consumers at a more favorable price. The exploration of the relationship between Generation Z consumers and webcasting is an important topic in the post-epidemic era and beyond.

### **3. Methodology**

#### **3.1. Research Design**

In this article, the study used two theories which are CMM and TPB, to study consumer behaviour, the paper used a questionnaire survey method, in terms of questionnaire development, in order to ensure the scientific validity of the questionnaire, in the theory of planned behaviour measurement questionnaire this study strictly followed the questionnaire model proposed by Ajzen, on this basis the paper also looked up and referred to modify Aditami's scale in 2016, this part of the questionnaire The main four variables are attitude, subjective norms, perceive behavioural control, and purchase intention. For the questionnaire on CMM, this study refers to the scale mentioned in Drew, Weaver's paper in 1990, and this part of the questionnaire is the attention about live e-commerce on platform.

#### **3.2. Data Collection**

In this study, a questionnaire was used to collect first-hand information. Based on TPB theory and CMM, this paper combined the hypothesis of the relationship among variables, and constructed a research model of factors influencing Generation Z's intention of purchase behaviour in e-commerce live shopping, using online attention, attitude, subjective norm, and PBC as independent variables and consumption intention as dependent variables.

In order to deeply study the consumption psychological activities of Generation Z during live e-commerce shopping, this paper develops questions based on the mature scales of previous literature, and finally forms 23 questions, excluding the conventional screening questions and basic information collection questions, which finally involve a total of 13 measurement questions (see Table 1). The questions were quantified on a five-level Likert scale, ranging from 1="disapprove" to 5= "strongly approve". The respondents is the Generation Z consumers of e-commerce live streaming, and the online questionnaire survey was conducted through the questionnaire star platform, and the data collected were processed by SPSS26.0 software. 14 invalid questionnaires were removed from the total 188 that were gathered (the response time was too short, the age of the respondents did not meet the scope of the study, etc.). 227 valid questionnaires were gathered, and 92 percent of them were successfully recovered.

#### **3.3. Data Analysis**

After receiving the questionnaires, this paper screened the data and excluded the data of those who did not meet the age range and those who had not consumed live e-commerce, and utilized SPSS software for analysis and processing (Tab 1).

Table 1: Summary of measurement items.

Measurements	Items
Attention	1. I often watch live e-commerce.
	2. I spend long hours watching electric live streams.
	3. I often shop through e-commerce live.
Attitude	1. I like the idea of shopping on live.
	2. I want to focus on live streaming.
	3. Using a live e-commerce platform can make my life fun.
Subjective norm	1. Most of the people who are important to me think I should shop on live.
	2. I shop online because I want to make the people who matter happy.
	3. My friend's positive opinion influences my purchase of Life Steam.
PBC	1. I believe I can afford to buy things on air.
	2. I feel that the total price of the webcast product purchased is well within 1spending range.
	3. I think I can get the products I like at a much lower price through on-site e-commerce.
	4. I have the time and am willing to buy products on air.
Purchase intention	1. I would consider purchasing products via webcast.
	2. I would consider switching to buying live products.
	3. I plan to spend more money on webcast products.
	4. If I watch a live stream, I will want to go and buy the products on the stream.
	5. In the near future, I will definitely be buying products on the live platform.

As can be seen in Table 2, the percentage of females who had live e-commerce consumption was higher, reaching more than seventy percent. Most of the subjects in this study were undergraduate students, accounting for sixty percent, and about ten percent of the remaining forty percent were office workers. In this group, the average monthly discretionary living expenses were 500-1500 yuan, and five percent watched live e-commerce more than seven times a week. Among the testers, thirty percent spent more than \$500 on live web shopping, and fifteen percent spent more than \$1,500 (Tab 2).

Table 2: Questions with measurement items.

		Percentage
Gender	Male	31.2
	Female	68.8
Education	High school students	8.7
	Undergraduates	65.3
	Master's degree student	8.1
	Working people	16.8
	Unemployed	0.6
Monthly disposable income	Less than 500 RMB	4
	500-1500RMB	47.4
	1501-2500RMB	32.4
	Above RMB 2500	16.2
Frequency of watching live e-commerce	Once a week	30.1
	2-3 times per week	19.7
	4-5 times per week	9.8
	6-7 times per week	6.9
	More than 7 times per week	5.8
Live-streaming shopping expenses	Less than \$50	9.8
	500-1500RMB	22.5
	1501-2500RMB	20.8
	More than \$2500	19.1

#### 4. Results

Using Cronbach's alpha coefficient, the questionnaire's reliability was evaluated, and it was found to be highly reliable (Tab 3). The independent variables were significantly and positively connected with the dependent variables after conducting a correlation study using SPSS 26.0, showing that the theoretical model developed and the inquiry hypothesis put forth were sound (Tab 4). R-square, ANOVA, and coefficient table tests were used for the regression analysis; the R-square resulted in 0.834, while the adjusted R-square resulted in 0.831, which was closer to the adjusted R-square and indicated that the data were more stable (Tab 5). the regression equation was significant because the significance of the ANOVA was 0, which was less than 0.05. (Tab 6). The significance of attitude, subjective norm, and perceived behavior control is less than 0.05 in the coefficient table, showing that the independent variable is significantly impacted by the independent factors. The influence of the two factors on the dependent variable is not significant, as indicated by the significance of the degree of concern being bigger than 0.05. (Tab 7).



Table 3: Reliability statistics.

Name	Cronbach Alpha	Number of items
Attention	.678	3
Attitude	.838	5
Subjective norms	.936	2
Perceptual behavior control	.953	3
Purchase intention	.942	4

Table 4: Correlation.

		Attention	Attitude	Subjective Norm	Perceived Behavior Control	Purchase Intention
Purchase Intention	Pearson Correlation	.627**	.851**	.896**	.898**	1
	Significance p (Two-tailed)	.000	.000	.000	.000	
	Number of cases	227	227	227	227	227

\*\* . Significant correlation at the 0.01 level (two-tailed).

Table 5: Model summary.

Models	R	R Square	Adjusted R-squared	Error in standard estimation
1	.913 <sup>a</sup>	.834	.831	.68429

Table 6: ANOVA<sup>a</sup>.

Models	Square and	Degree of freedom	Mean Square	F	Significance
Return to	521.706	4	130.427	278.537	.000 <sup>b</sup>
Residuals	103.953	222	.468		
Total	625.659	226			

a. Dependent variable: purchase intention

b. Predictor variables: (constant), PBC, Attention, Subjective norm, Attitude



Table 7: Coefficient.

Models		Unstandardized coefficient		Standardization factor	t	Significance
		B	Standard Error	Beta		
1	(Constant)	.205	.092		2.245	.026
	Attention	-.041	.063	-.028	-.653	.515
	Attitude	.144	.114	.103	1.262	.208
	Subjective norm	.398	.073	.426	5.456	.000
	PBC	.399	.082	.427	4.864	.000

## 5. Discussion

With the rocketing progress of technology and the improvement of live e-commerce platform function, more and more merchants are stationed in the platform. More and more consumers begin to use this for shopping, and most of the Generation Z, who have been influenced by the Internet since childhood, have also become live e-commerce users.

From the available survey data, it can be seen that most users in the process of live e-commerce consumption, will pay more attention to the cost performance of goods, and for their own consumption expenditure has a more complete and detailed consumption plan, most consumers will be influenced by the outside positive publicity and the intention to consume, even if by a certain degree of media publicity, others and other external influence, and Generation Z mostly focus on their own in the live e-commerce platform, there is no overdraft, blind consumption and other irrational consumption behavior.

For the relationship between the merchants and consumers of live e-commerce platform, should be upgraded from all aspects, so as to better attract, itself is not easily influenced by the outside world and has a strong rational consumption of the Generation Z of users. Generation Z of users in today's diverse live e-commerce platform can still remain awake, rational consumption, the merchants of this platform should: from the aspect of goods, focus on its own quality, price; from the platform of the anchor, the professional ability of the anchor, enhance the degree of understanding of the product, give consumers a more impartial evaluation, choose good quality, good reputation of the product.

Therefore, from this survey, it can be found that among the consumer groups of Generation Z, the consumption behavior of live e-commerce shopping is restrained and rational.

Due to the insufficient number of survey samples and the lack of thinking about the independent variables affecting consumption behavior, it will lead to the generalizability of the findings of this survey for the e-commerce live consumption behavior of Generation Z is still debatable. In addition, there is a certain proportion of people with limited ability (unable to use their own labor as the main source of income) among the Generation Z group, and most of them rely on their parents or relatives for consumption. Therefore, further research on the consumption intention and behavior of Generation Z is needed in the coming years.

## 6. Conclusion

In this paper, against the background of high epidemic and the decline of real economy, for the e-commerce live industry with good development trend, according to its own characteristics, the

influence of the form of e-commerce live on the purchase behavior intention of Generation Z is explored from four perspectives of webcast attention, behavioral attitude, subjective norm, and perceptual behavior control according to cognitive behavior theory.

By reviewing the literature and reading previous studies, the study found a number of factors that play an important part in purchase behavior, just as price promotion, presence, interactivity, anchor expertise, and many other factors. Since its introduction, cognitive behavior theory has solved behavioral problems in many fields, and there are also studies that show that TPB theory has good predictive power in consumer research imagery. Meanwhile, according to the cognitive mediation model, this research found another factor that may affect purchase intention - the degree of webcast attention. So, this paper proposed four hypotheses and subsequently collected data by designing questionnaires and distributing them, and analyzed the resulting data using SPSS system. Finally, by calculating the correlation of the data and the regression equation, the study verified whether the four hypotheses this research proposed were correct. This paper suggests that for merchants, more incentives can be developed to strengthen the publicity and brand effect to stimulate consumption behavior. For Generation Z consumers, in order to reduce irrational consumption behavior, it is recommended to have an objective and realistic assessment of their financial strength before making a purchase, communicate more with family and friends, and establish a correct and rational view of consumption.

This study fills a previous theoretical gap by placing the level of attention to live e-commerce into the study of consumers' intention to consume, exploring whether the level of attention to live e-commerce among the Generation Z group affects their intention to consume, and providing a new idea for future research. This study considers the effect of attention level on consumption behavior intention, which complements the gaps in the field and hopefully can be further studied by others thorough in the future. In the context of the epidemic, live e-commerce and online shopping are gradually becoming the mainstream consumption methods. The article mapped out the paper status of TPB theory in the field of live e-commerce by combing through related literature. In addition, the article covers only a portion of the theoretical literature, which has limitations, and the conclusions are based on the authors' own analytical summaries, which have subjective influences and are personal opinions and assessments. In the course of the study, this study once again validated the TPB theory and the cognitive mediation model. The study hope that more excellent studies can appear in the future.

## References

- [1] Jia Y. (2022). *E-commerce live broadcast: media consumption and re consumption driven by technology* *Journal of Henan University (SOCIAL SCIENCE EDITION)*.
- [2] China Internet Network Information Center released the 46th statistical report on the development of Internet in China (2009) [J] *National Library Journal*, 29 (06): 19.
- [3] Li J.Y. & Li L. (2022). *The impact of live e-commerce anchor characteristics on consumers' repurchase intention - Taking Tiktok live broadcast as an example* *Business Economics Research* (10), 71-75.
- [4] Zhang, X., Cheng, X., Huang, X., & Li, H. (2022, January). *Investigating impulse buying behavior in live streaming commerce: The role of social presence*. In *Proceedings of the 55th Hawaii International Conference on System Sciences*.
- [5] Shen Y., Zhao H.M. (2018). *Analysis of consumers' impulsive buying behavior based on situational theory -- Taking Taobao live spike as an example* *Operation and management*, (8), 124-130.
- [6] Li H.M.i. & Wang L. (2009). *The application of planned behavior theory (TPB) in the study of consumer behavior intention* *Journal of Sichuan Institute of education*, 25 (9), 18-20.
- [7] Eveland Jr, W. P. (2001). *The cognitive mediation model of learning from the news: Evidence from nonelection, off-year election, and presidential election contexts*. *Communication research*, 28(5), 571-601.
- [8] Zhu T.Z. (2019). *Research on the effect of current political data news communication based on cognitive intermediary model* (Master's thesis, Wuhan University)

- [9] Ajzen, I. (1991). *The theory of planned behavior*. *Organizational behavior and human decision processes*, 50(2), 179-211.
- [10] Xin W.D. (2021). *Research on the communication effect of popular science short videos based on cognitive mediation model* (Master's thesis, Shandong University).
- [11] Yang, X., Chen, L., Wei, L., & Su, Q. (2020). *Personal and media factors related to citizens' pro-environmental behavioral intention against haze in China: A moderating analysis of TPB*. *International Journal of Environmental Research and Public Health*, 17(7), 2314.
- [12] Mu Z., Huang Q.D. & Ma J.H. (2011). *Research on online consumption behavior based on planned behavior theory* *Ergonomics*, 17 (3), 4.
- [13] Fishbein M, Ajzen I. (1975) *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*[M]. Reading, MA: Addison-Wesley, 2-10.
- [14] Swan J. (1981) *Disconfirmation of expectations and satisfaction with a retail service*[J]. *Journal of Retailing*, 57(3):49-66.
- [15] 48th statistical report on the development of Internet in China
- [16] Song H.L., LV X.Y., Jiang Y.Y. (2016) *The influence of population characteristics on Residents' choice of outbound tourism destinations -- An Empirical Analysis Based on TPB model* [j] *Journal of tourism*, 31 (2): 33-43.
- [17] Liang J.H.i (2022). *Research on the driving factors of teenagers' participation in ice and snow sports in Beijing 2022 Winter Olympic Games -- Based on TPB framework* *China Sports Science and Technology* (04), 10-16.
- [18] Ajzen I. (1985) *From intentions to actions: A theory of planned behavior* [M]//Kuhl J, Beckman J(Eds). *Action-control: From Cognition to Behavior*. Heidelberg: Springer, 11-39.
- [19] BANDURA A, 1977. *Self-efficacy: Toward a unifying theory of behavioral change* [J] . *Psychol Rev*, 84 (2): 191-215.
- [20] Zhu X.Y., Li Y.X. & Liu M. (2022). *Research on the impact of webcast delivery on consumers' irrational consumption behavior* *Mall modernization* (03), 11-13.
- [21] Yu G.M., & Yang J.Y. (2020). *Understanding live broadcasting: social reconstruction according to the communication logic -- an analysis of the value and influence of live broadcasting from the perspective of media* *Journalist*, (8), 12-19.
- [22] Hu Y.Q., & Yang X.(2017). *The origin of the theory of media society: the "second Chicago School" in the field of communication* *Journalism University*, (6), 96-103.
- [23] Huang, Y., & Suo, L. (2021). *Factors affecting Chinese consumers' impulse buying decision of live streaming E-commerce*. *Asian Social Science*, 17(5), 16-32.
- [24] Xu Y.F., Li C.X. & Jiang X.M. (2012). *The application of planned behavior theory (TPB) in the study of voluntary service behavior* *Human resource management* (11), 102-104.