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# STUDY ON THE INFLUENCE FACTORS OF CONSUMER'S PURCHASE INTENTION IN LIVE COMMERCE

## ABSTRACT

The continuous innovation of computer technology has further promoted the popularization and application of mobile Internet. The network has not only changed the communication method and business model, but also completely changed consumers' purchasing methods. Nowadays, transparent pricing, easy to buy and door-to-door online goods, more and more sought after by consumers. Therefore, the analysis and research of various factors affecting the purchase intention of Internet consumers plays a very important role in e-commerce enterprises. This paper takes the live commerce to affect consumers' purchase intention as the cut-in, and on the basis of literature analysis to analyzes and studies the factors of consumers' willingness to shop, and then investigates the consumer's purchase intention and its influencing factors in the live commerce to help enterprises make better decisions.

## INTRODUCTION

With the continuous progress of computer technology, the webcast platform is also developing rapidly and growing. Webcasting is not only a way to share entertainment information, but also a primary way for users to receive information and interact socially (Yan, 2020). Pan-entertainment and live streaming is moving towards more and more decentralized vertical industry, which also makes the traditional e-commerce enterprises find a new type of traffic portal. In addition to instant interactivity, e-commerce livestreaming also has full display through video information, which is not only conducive to strengthening online trading, driving online and offline integration, but also effectively fill the traditional e-commerce enterprises social deficiencies (Hu & Zhu, 2020).

According to the study of the influencing factors of consumers' purchase intention, most consumers will buy products or accept services before the value and functional use of the product has a pre-survey stage. In this case, the consumer's purchase behavior is completely rational and does not cause impulse consumption. In theory, the consumer's buying behavior is governed by buying motivation, which comes from aggregation of buying attitudes and demand, particularly buying attitudes (i.e., consumers' friendliness and awareness of products and services, and higher grades, the stronger the buying attitude). However, treating consumers as «rational people» can predict possible outcomes through rational analysis before buying and ensure that all products purchased are trusted to the maximum, but «rational people» are hard to exist in real circumstances, and the factors that influence consumer purchase intentions are actually much more complex (Hu, 2017). Some scholars and others have argued in previous studies that the factors that influence consumers' repeated purchase behavior are due to their own psychological factors, while others believe that in online shopping, the window advertising of web pages can also affect consumers' purchase behavior (Wang & Hu, 2016). To sum up, with the rise of online consumption, there are more and more studies on the factors affecting consumers' purchase intention, but there is little research on the factors influencing consumers' purchase intention in the live commerce.

# STUDY ON THE INFLUENCE FACTORS OF CONSUMERS' PURCHASE INTENTION

*1.Analysis of Consumer Behavior in Live Belt Mode*

*2.Impulsive Consumer Behavior*

As the saying goes, impulse is the devil. In fact, many people often make mistakes because of their impulse, which also applies to e-commerce. Usually, impulsive consumption behavior refers to unplanned shopping behavior; in general, in this kind of consumption process, consumers will be stimulated by a specific outside, and by the psychological control of a particular emotion. Being influenced and passionate about getting it comes from satisfaction.

*3. Consumer Behavior from the Crowd*

Crowd psychology is a kind of psychological phenomenon that most people have, and the consumption behavior of the crowd is also based on this psychological phenomenon. Consumers are behavioral phenomena that occur when they are influenced by environmental factors or by most people. Some scholars believe that consumer behavior refers to consumers lack of understanding of the product, and other people's evaluation of the product will change their understanding of the product. In other words, some products are not really needed by consumers, and consumers do not understand the information value of such products. Consumers buy products only by watching the webcast and making purchases at the strong recommendation of the webcaster (Huang & Liu, 2021).

*4.Consumption Behavior of Material Possession*

Material possession, as the name implies, is to stimulate consumer desire for possession, in order to enable consumers to buy products. Take clothing as an example, the network anchor in order to promote clothing, the use of their own beautiful image and clothing effect to promote clothing, so they can achieve the purpose of sales. Although consumers can not access clothes, but through visual, picture and text introduction, etc., in the mind to imagine whether clothes fit their own image (Yang, 2020). Because every consumer likes beauty, watching the network anchor or model on the beautiful presentation of clothing, will produce a strong desire to occupy the product in the heart.

*5.Consumer Psychological Account*

Consumer psychological account is a kind of psychological decision-making behavior, which adds the past input and the current payment as the total cost of measuring the value of consumption. In the process of real network purchase, the webcast platform will use this psychological decision-making behavior to make false propaganda about the function of the product, forcing consumers to make irrational consumption behavior.

***Consumer Willingness to Buy Factors***

*1) Consumer Characteristics*

Consumer characteristics refer to the internal and external characteristics of consumers, including purchasing attitude, demographic characteristics, market incentives, perceived risk, personal innovation, satisfaction, trust and other factors.

*2) Product Factor*

Based on the theory of consumer perceived value, product is one of the main perceptions of consumers. Only good products can provide impetus for the development of business. Through literature review and theoretical analysis, it is found that product elements include quality, processing, price, brand, advertising, packaging and so on. However, depending on the survey, the extent of the impact on the purchase intention may vary from case to case.

*3) Online Shop Operator*

A good reputation can make a business's products more competitive in traditional business. In e-commerce operations, enterprises can visually represent the reputation of merchants through specific digital indicators, such as praise rate, sales volume, credit situation. In this way, e-commerce enterprises can provide consumers with an intuitive and data-driven shopping feeling. Therefore, some long-term operation, good reputation of the business has accumulated a very high reputation and visibility, which is very beneficial to the follow-up operation of the online shop. In addition, modern logistics is an important link in e-commerce, and third-party logistics is booming. Therefore, when choosing logistics, the network platform will select the right carrier, and the delivery range, transportation speed, downtime, co-operative prices, etc. are considered to further optimize the consumer online shopping experience (Zang, 2020).

*4) Environmental Factors*

The development of e-commerce can not be separated from the network infrastructure, and gradually perfect the network infrastructure will

bring more and more economies of scale to the network management body, and the transformation of operating efficiency is of great help. Especially in the main scope of agricultural products e-commerce enterprises, from the purchase of services, payment services, logistics services, to after-sales services, for more consumers to provide a global coverage of the business network, help to share market demand information and achieve global trade, thereby helping to form economies of scale and enhance the overall benefits of operation (Wei, 2016).

## EMPIRICAL ANALYSIS OF THE FACTORS AFFECTING CONSUMER'S PURCHASE INTENTION IN LIVE COMMERCE

### A. Questionnaire Design

In this paper, the purchase intention scale is measured on the rictus scale, with tones from «I don't think so at all» to «I think so completely» from 1 to 5 points into 5 levels. The higher the score, the higher the degree of consent. Consumers' purchase intention is measured in detail by two indicators: the degree of purchase intention and the willingness to provide others with the willingness to buy online. At the same time, this paper on the product, merchants, platforms (websites), environmental factors and other variables of the specific issues collected, according to the actual situation of appropriate correction and supplement, and finally got the results of this survey.

In the measurement of product elements, product price, quality, brand, promotion and other indicators are put forward. Combined with the theoretical analysis of this paper, this paper adds two indicators: processing and packaging. The final survey mainly measures product elements based on six indicators: product quality, processing and brand, price, packaging, promotion, etc. In measuring platform factors, combined with the latest real-world theoretical analysis of e-commerce transactions, the paper puts forward the popularity, design, security, operational performance, market site product update speed and other indicators. Increase the diversity and personality of the platform. The survey ultimately determines the overall elements of the platform in terms of seven metrics: platform visibility, design, security, operational performance, diversity, product information speed, and personalized service.

### B. Data Source

The questionnaire is aimed at the highest-selling online consumers, and the sample is mainly a combination of field and online questionnaires. Field investigation is mainly college students, because college students as the main body of future consumption, has a wealth of experience in online shopping, and they have some understanding and advice on e-commerce. A total of 60 on-site questionnaires were distributed and 56 valid questionnaires were retrieved. Online surveys seek help from many consumers with extensive online shopping experience through online shopping forums. However, surveys and question-and-answer questions were not true, with 60 electronic questionnaires and 52 valid questionnaires distributed online.

### C. Data Processing

This paper uses SPSS19.0 software to perform Bartlett and KMO tests. The results show that the approximate X square value of the total scale Bartlett ball test is 7829.428 (276 degrees of freedom, si = 0.000), indicating that there is a certain overlap of information reflected by the 24 indicators, which requires factor analysis. The KMO test (type 2) is used to find bias correlations between variables. The value is between 0 and 1. The closer the KMO statistic is to 1, the stronger the bias correlation between variables, and the more effective the factor analysis is. The KMO value for this study is 0.896, which is suitable for comparison and factor analysis.

The reliability coefficient is the reliability of the substance, which refers to the consistency of the conclusion obtained by the repetitive determination of the same substance by the same method. The more it is the same, the more reliable it becomes, and vice versa. The reliability theory mainly uses correlation coefficients to describe reliability index. Reliability index can generally be divided into three kinds: internal consistency coefficient, equivalent coefficient and stability coefficient. There are many types of test reliability analysis methods, the most common four are test review reliability method, dual reliability method, semi-reliability method and reliability coefficient method. Among them, the test reliability coefficient α method is the most common index and method in reliability analysis. In this study, the reliability coefficient α method is used, and the calculation formula is as follows.

$$\alpha = \frac{k}{k-1}\left(1 - \frac{\sum s_i^2}{s^2}\right) \qquad (1)$$

Where k is the total number of elements in the scale,  is the variance of each element in the scale.

$$KMO = \frac{\displaystyle\sum\sum_{i \neq j} r^2_{ij}}{\displaystyle\sum\sum_{i \neq j} r^2_{ij} + \sum\sum_{i \neq j} r^2_{ij}} \qquad (2)$$

Where r is the confidence factor.

**Analysis of survey results**

D. Sample Consumer Online Shopping Platform Ratio

By sorting the questionnaire data, we get the results on the proportion of sample consumers' online shopping platform (see Table 1).

Table 1 Proportion of online shopping platforms for sample consumers.

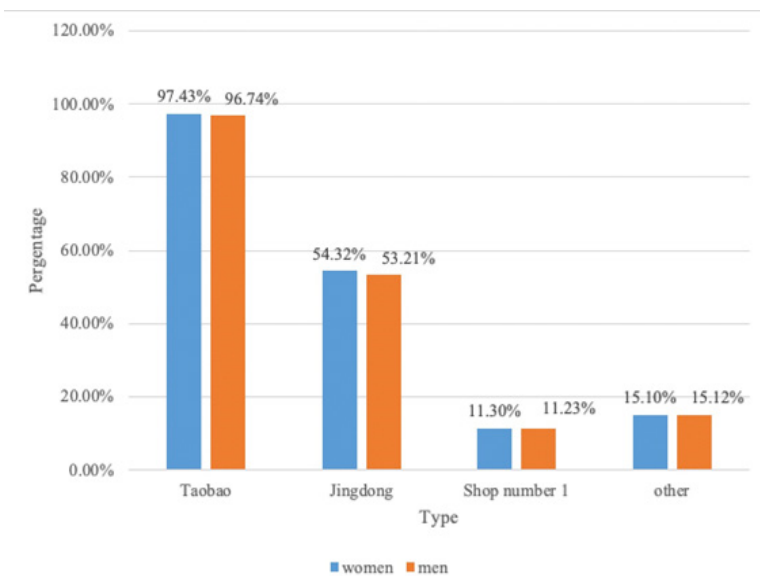|  | Women | men |
|---|---|---|
| Taobao | 97.43% | 96.74% |
| Jingdong | 54.32% | 53.21% |
| Shop number 1 | 11.3% | 11.23% |
| other | 15.1% | 15.12% |



Figure 1 Proportion of online shopping platforms for sample consumers.

As can be seen from Figure 1, the respondents' online shopping platforms are Taobao and JD.com, with Taobao accounting for the highest percentage, at 97.43 percent, JD.com at 54.32 percent, Shop 1 at 11.30 percent, and other platforms at 15.10 percent, with results similar to those set up by real merchants.

*E. Sample Network Consumers Think Live Purchase Deficiencie*

By sorting the questionnaire data, we get the results about the shortcomings of the sample network consumers think live purchase (see Table 2).

Table 2 Sample online consumers believe that live broadcast purchases are inadequate.

| Project　　　　　　　　Sex | women | men |
|---|---|---|
| product quality problem | 65.43% | 66.74% |
| Inconvenient return and exchange | 58.32% | 59.21% |
| Hardware restrictions | 8.3% | 8.83% |
| No traditional shopping experience | 35.1% | 25.12% |

Figure 2 Sample online consumers believe that live broadcast purchases are inadequate.

As can be seen from Figure 2, consumers believe that 66.74 percent of the shortcomings of online shopping have the highest product quality problems, followed by 59.21 percent of return and exchange troubles and 35.1 percent of the lack of traditional shopping experience, and only 8.3 percent of the material restrictions. It can be seen that hardware restrictions rarely affect the Internet consumer market.
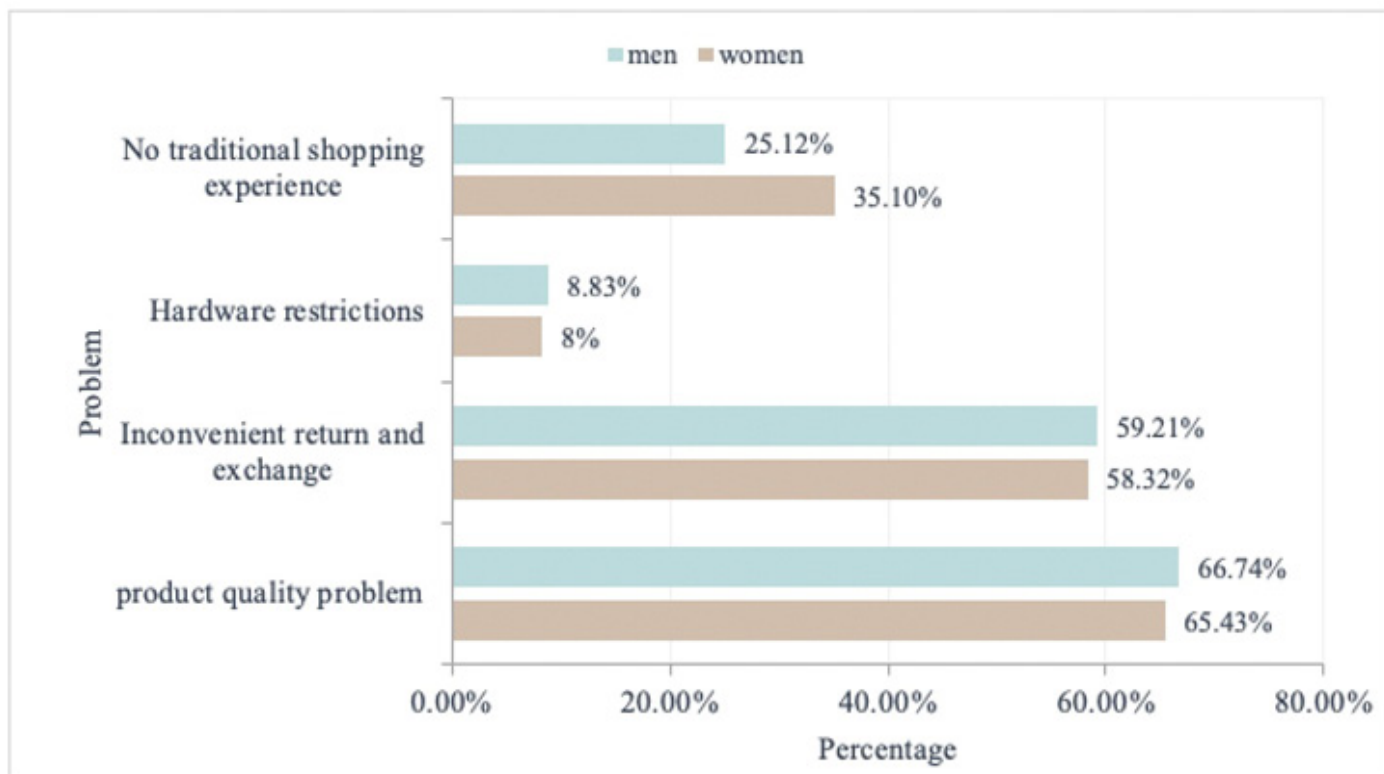
## CONCLUSION

Based on the theory of consumer perceived value, this paper constructs a research model of the factors influencing the consumer's willingness to buy in the live-streaming mode, and verifies through empirical analysis that the e-commerce anchor has a positive influence on the consumer's emotional value and purchasing intention. At the same time, perceived value further strengthens the trust relationship between enterprises and consumers, thus further stimulating their purchase intention (Zhao, 2021).

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