

# Study of Network Live Broadcast Influencing on Consumer Purchase Intention of Electronic Products in Guizhou

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**Abstract:** With the continuous innovation of information technology, the Internet has become more widely used. This widespread application changed the way of communication and business models and changed the way consumers shop. Research showed that more and more netizens were keen on price transparency and convenient online live scene shopping methods. Therefore, further understanding of the factors influencing consumers' purchase intentions in the live webcast scenario would greatly benefit e-commerce companies. In this research, an in-depth study of the relevant literature and research results investigate the purchase intention, purchase behavior, and perceived value of Guizhou consumers in the live webcast scenario, combined with the actual situation of the shopping environment of the webcast scenario in Guizhou. The web lives broadcast scenario Influences willingness and establishing factors with five variables: perceived benefit, purchase cost, perceived risk, perceived value, and purchase intention.  
**Keywords:** Network Live Broadcasting; Consumer Purchase Intention ; Electronic Products

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## 1. Introduction

E-commerce live broadcast is a shopping mode that uses real-time video to endorse products to consumers and respond to queries with various live broadcast platforms (Tang: et al. 2020)<sup>[1]</sup>. Compared with offline and traditional online shopping, e-commerce shopping has similarities and significant differences in purchasing. Unlike traditional online shopping, e-commerce live broadcast has realized the transition from pictures to videos, and the highly visualized interface has increased the social presence of consumers. The social presence characteristics of online consumption are lower than offline consumption. However, based on the mechanisms of social existence (control factors, reality factors, dispersion factors, and sensory factors), if e-commerce can replicate the real world, it can reduce the sense of existence by eliminating these factors, and user behavior is affected physical existence impact.

## 2. Theoretical Basis

### 2.1 Study of perceived value in network live broadcast on consumer purchase intention

Zheng (2019)<sup>[2]</sup> believed that corporate branding is the main factor that affects consumers' willingness to purchase online live broadcast scenarios. Branding stems from corporate publicity and good reputation accumulation, and user satisfaction represents the service level of e-commerce.

### 2.2 Study of the purchase cost in-network live broadcast on consumer purchase intention

Purchasing cost refers to the price consumers pay for the benefits obtained, including the tangible currency and intangible time and energy spent on purchasing products (Zeithaml. 2017)<sup>[3]</sup>.

### 2.3 Study of perceived risk in network live broadcast on consumer purchase intention

Customers' perception of risk in e-commerce is relatively higher than that of offline business (Lee; & Moon, 2015)<sup>[4]</sup>. They could not see, touch, or try the products/services they would buy. For example, internet-based transactions require delivery, and hence the damage, fault, late, or loss during the shipping is highly possible.

## 3. Understanding the Influencing on Consumer Purchase Intention of Electronic Products in Guizhou

### 3.1 TAM Model

In the research process of the TAM model, as the research object is constantly changing, it is necessary to introduce other related theories. This article mainly studies the application of TAM in the field of e-commerce live shopping, incorporating perceived benefits, purchase costs, and perceived risks into variables. It also adds perceived value as an intermediary influencing factor for the study. These factors will affect consumers' purchases, and willingness has an impact.

### 3.2 SOR (stimulus-organism-response) theoretical model

Based on the SOR (stimulus-organism-response) theoretical model, it focuses on the study of the main factors that affect consumers' purchase intention in the live broadcast environment of the e-commerce webcast live broadcast and constructs the theoretical model of the consumer's purchase willingness for the live broadcast of the e-commerce web live broadcast scene.

### 3.3 Transaction cost theory

Purchasing cost refers to the price consumers pay for the benefits obtained, including the tangible currency and intangible time and energy spent on purchasing products.

### 3.4 Model of perceived risk on purchase intention

Customers' perception of risk in e-commerce is relatively higher than that of offline business. They could not see, touch, or try the products/services they would buy. For example, internet-based transactions require delivery, and hence, damage, fault, late, or loss during the shipping is highly possible (Hong; & Cha, 2013)<sup>[5]</sup>.

## 4. The Conceptual Framework for the Research Study

First Based on the theoretical basis formed by combing and analyzing domestic and foreign references, combined with the existing phenomena of domestic e-commerce live broadcasts, this paper will construct a model of influencing factors of consumers' purchase intentions under e-commerce live broadcasts and introduce perceived quality as a mechanism variable to expand the current situation—the theoretical model. At the same time, because of the competitive landscape of the e-commerce live broadcast platform, based on the bilateral market theory and the Hotelling game theory, a model where consumers belong to one host and one host and consumers and one host are both multi-attributed are constructed to maximize the interests of all parties. This article expands on consumer purchase intention and bilateral market issues and increases the research perspective on e-commerce live broadcasts (Jarvinen, 2018)<sup>[6]</sup>.

Second From a practical point of view, China's e-commerce live broadcast industry is in the exploratory stage. When the Internet boom comes and a large amount of capital flows in, there will always be a messy situation in the past. In the face of complex business models and consumers' novel behaviors, it is urgent to explore the factors influencing consumers' purchase intentions. It measures utility value, emotional value, and social value on the variable of perceived value.

## 5. The Countermeasures for the Influencing on Consumer Purchase Intention of Electronic Products in Guizhou

### 5.1 Live network broadcast

Network live broadcast is a live broadcast through an online platform, also called a live transmission, which generally refers to various types of media broadcast without a significant delay.

### 5.2 Consumer purchase intention

A consumer's purchasing intention refers to that consumer's attitude toward a specific purchasing behavior and the consumer's degree of willingness to pay.

### 5.3 Perceived benefit

Perceived benefits are defined as beliefs about the positive outcomes associated with a behavior in response to a real or perceived threat.

### 5.4 Perceived value

Perceived value is a customer's perception of a product or service's merit or desirability to them, especially in comparison to a competitor's product.

## 6. Conclusion

Corporate branding is the main factor that affects consumers' willingness to buy in live webcast scenarios. Branding stems from corporate propaganda and good reputation accumulation. User satisfaction represents the service level of e-commerce. Only by increasing brand promotion and improving the satisfaction of e-commerce in the hearts of consumers can the perceived value of consumers be increased, and consumers' purchase intentions can be obtained. With the explosive growth of e-commerce live broadcasts in China, enterprises' demand for live marketing talents has increased sharply. By analyzing the market demand and supply status of live broadcast marketing talents in the new media era, they propose to build a new media era. Innovative path of live marketing talent training based on live broadcast marketing talent training needs. E-commerce companies should strengthen communication with Guizhou consumers through live webcast scenarios, which can help Guizhou consumers answer their questions and better serve Guizhou consumers to meet their needs and understand their opinions of Guizhou consumers.

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