

Research on the Influencing Factors of Online Shopping Platform on Consumers' Cosmetics Purchase Intention——Taking users in Chengdu as an Example

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Abstract: Online live streaming of online shopping platforms is a new online sales mode emerging with the maturity of network live streaming technology and the development of online sales platforms. Anchors present product information to users in a more vivid and stereoscopic way by means of trial and experience sharing, so as to encourage users to buy goods. This is also the most commonly used definition in the relevant research on online shopping platforms in China. This article through in Chengdu users, for example, the online platform online live influence on consumer cosmetics purchase intention, from the perspective of the user, observe online live online platform is how to provide real-time interactive experience, how to stimulate consumer purchase intention, and how through online platform online can better do more accurate marketing.

Keywords: Online Shopping Live Broadcast; Purchase Intention; Situational Environment; Cognitive Attitude; Purchase Behavior

1. Background

With the continuous development of Internet technology in China and people's increasing demand for entertainment, China's live broadcasting industry is developing rapidly. Since March 2016, when the cost of online shopping drainage is increasing and the urgent need of new drainage methods and traffic entrance, Alibaba launched the live broadcast marketing platform "Taobao Live", this form of consumption is defined as "consumer live streaming". Later, JD, TikTok and other platforms also launched live streaming functions. Since then, live broadcast marketing has become a new marketing model for businesses. With the change of shopping methods, more and more netizens choose live shopping, which expands the scope of live streaming with goods year by year. Various platforms such as short videos, shopping websites, social media, live streaming platforms emerge, and people's life is colorful. The uniqueness and advantages of live broadcasting determine the new trend of E and the development of e-commerce in the future. Compared with traditional online shopping, live streaming on online shopping platforms combines "online" and "offline", and has the advantages of "online" and "offline". At the same time, online shopping anchors have a significant impact on consumers' purchasing behavior, situational environment and purchasing cognition.

2. Research objectives

Analyze the economic impact of consumers' purchase of cosmetics on online shopping platforms.

Explore the mechanism of influence between several groups of factors.

According to the statistical analysis results, compare the importance of various factors, and formulate targeted marketing strategies, so as to provide highly reference suggestions for maintaining the sustainable development of consumers' purchase willingness and improving user stickiness.

3. Range of study

3.1 Theoretical significance and value

In the theoretical aspect. This study on the basis of the classic literature at home and abroad, to confirm the theory model (ECM) as the perspective, to explore the Chengdu area users through online shopping platform to buy cosmetics purchase intention influence factors, and build a can fully, explore analysis platform users before watching online live and watch live online platform online model, help Chengdu users through online shopping platform to buy cosmetics will related literature, enrich and enrich the existing consumption decision theory.

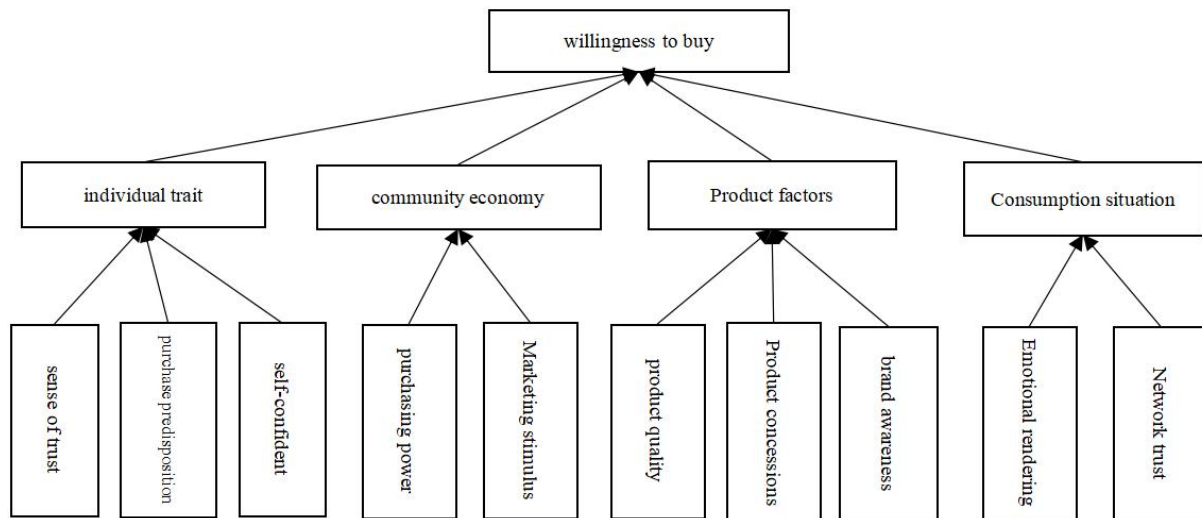
3.2 Practical meaning and value

In practical terms. This study clarified the factors that influence the situational environment, cognitive attitude and purchase behavior in the process of continuous sharing willingness of online live broadcast users on online shopping platforms, so that the existing online business operators can better meet the market demand and provide theoretical support for product development and marketing strategy. This will help domestic online business operators to better understand that online live streaming users will continue to share information about their wishes and obtain considerable economic benefits in their market, which has a certain practical value.

3.3 Regional demographic characteristics of the study

Based on the area limited by the research topic, the researchers strictly limited the scope of the study. Distribution over the sample region. According to the perspective of social resources, the scope of sample collection was limited to five cities in Chengdu City, Sichuan Province, China, including Jinjiang District, Qingyang District, Wuhou District, Jinniu District and Chenghua District.

4. The conceptual framework of the study



5. Theoretical principle

According to the research in 2022, Sun Xiao found that consumers' purchasing behavior was first influenced by their own factors, which found that personality factors had a subjective influence on the purchase intention. Shuai Aijun (2017) found that internal and external factors fundamentally affect consumers' trust and direct purchase intention, and trust plays an intermediary role in the impact of product quality on purchase intention. Chen Linhe (2021) pointed out that the impact of social economy is based on the current network information technology and the hot background of the economic development of Internet celebrities, and the form of live broadcasting has become an important content of consumers' entertainment life. It is found that social and economic factors have a direct impact on users' purchase intention. In the research of Tan Lijiao (2022), it is pointed out that the emergence of live broadcasting of online shopping platforms at the present stage gradually makes the live broadcasting platform become a star-chasing platform. It is found that the consumption situation environment has a positive and guiding influence on the users' purchase intention.

6. Related studies

Liu Yi and He Guangming (2020) proposed that the emergence of online shopping has indeed changed the previous sales model. The emergence of online platforms relying on the Internet has overturned the traditional world. The emergence of this way has led to the rapid sale of products. Xin Min, Zhang Xiaofeng et al. (2021) proposed related research on consumers' purchase intention in the context of live broadcasting on online shopping platforms. In addition, in the study of network interaction affecting consumer situation and behavioral decisions, although a large number of literature have discussed and analyzed the interaction, there are few studies on the classification of interaction types.

7. Conclusion

With the rapid development of live streaming of online shopping platforms, the industry entrants are growing exponentially, and the competition between live streaming of online shopping platforms is becoming more and more fierce. According to the previous analysis, product quality positively affects consumers' trust and repeated purchase behavior. The higher the product quality, the more likely consumers are to buy again. No matter how hard the publicity is in the early stage and how attractive the introduction of the anchors is, these marketing activities cannot change the quality of the products. The products that consumers finally buy are an important reference for them to trust and buy again. Secondly, each broadcast room has different audience experiences due to the different style of anchors, commodity prices, commodity selling points and other aspects. People always have a natural sense of affinity and identity with people similar to themselves. In the process of live broadcast, anchors should clarify their target group and its characteristics, or they can analyze and clarify their target group and its characteristics by means of big data analysis and other ways, so as to determine their own live broadcast style. Finally, product quality positively influences trust and repeated purchase behavior, and trust plays a mediating role in perceiving the impact of product quality on repeated purchase behavior. The most direct purpose for people to buy products is to realize the function and value of the product, to meet its material and spiritual needs, so consumers in the repeated purchase priority is often the quality of the product.

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