

# Research on the Factors that Influence Network Broadcast on Consumers' Purchase Intention

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**Abstract:** With the rapid development of network technology and the acceleration of the scale of Internet users, online shopping has become a shopping choice in the daily life of the general public. In recent years, the development of network broadcast has promoted the competition of enterprise marketing and product marketing to become more and more fierce, and the income of network broadcast has become significant. When watching a live network broadcast, consumers will get an immersive and pleasant experience through the characteristics of the host, generate trust in the host and the product, and thus generate purchase intention. According to the characteristics of network live marketing platform and network consumers, this paper studies on the basis of analyzing the existing literature. In this study, questionnaires affecting consumers' purchase intention on live streaming were issued through the online platform of Star network, including live streaming interaction, live streaming entertainment, live streaming income, opinion leaders, trust, etc. SPSS23.0 was used to conduct descriptive statistics, reliability, correlation analysis and regression analysis on the valid questionnaire, to find out the relationship between consumers' purchase intention of online live marketing products and various influencing factors, and verify the validity of the hypothesis. The results show that live entertainment, live income and trust all have positive and direct significant effects on consumers' live purchase intention. Finally, according to the research results, reasonable suggestions are put forward for enterprises, live broadcast platforms and consumers, the shortcomings of this research are summarized, and the prospect of this research is prospected.

**Keywords:** Network Broadcast; Marketing Purchase; Intention Influencing Factors

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## 1. Introduction

According to CNNIC 48th Statistical Report on China's Internet Development in 2021, as of June 2021, the number of Internet users in China reached 1.011 billion, an increase of 21.75 million over December 2020, and the Internet penetration rate reached 71.6%.<sup>[1]</sup> One billion people are connected to the Internet, forming the largest and most dynamic digital society in the world. How to obtain valuable information in a short time has become the most desired goal of major network broadcast platforms. In the era of Web3.0 and 5G, network traffic charges continue to decline, network stability and popularity continue to improve, and it is easier to promote the rapid development of the network broadcast industry. Webcast with goods is a new business model of network economy, which has the characteristics of low threshold, high income and strong interaction. There are various modes of network broadcast, including network broadcast + star, network broadcast + platform, network broadcast + offline activities, network broadcast + e-commerce, etc.<sup>[2]</sup> Capture consumer psychology and enhance purchasing power through a variety of live streaming methods. It is mainly reflected in the following aspects: First, the expansion of consumer purchase channels. Secondly, many shopping experience modes and quality services have been added to guide consumers to make purchasing decisions. Third, the personal charm and professionalism of live shopping anchors make consumers trust and bring stable purchase intentions. Fourth, consumers are more inclined to pursue personalization. In the era of big data, more and more enterprises pay attention to consumer psychology in operation and management. Based on this, this paper attempts to explore the influence of network broadcast on consumers' purchase intention in the era of network economy, which is of great significance for promoting the development of network broadcast marketing.

## 2. Literature review

### 2.1 Network Broadcast

Ding, M.L. (2018) is a spin-off of webcast from the United States. <sup>[3]</sup>In 1996, a female student at a university in the United States installed a camera in her dormitory and spread the dynamic records of the dormitory on the website, which reached 4 million views in a day

and was regarded as the beginning of webcasting. China's domestic live-streaming industry started in 2005. According to the 2016 Regulations on the Administration of Internet Services in China, live broadcasting refers to an Internet-based activity that continuously releases real-time information to the public in the form of video, audio, text, etc. Specifically, network anchors can broadcast their own activities in real time on the Internet live broadcast platform through recording equipment, and viewers can comment and interact with the anchors through bullets and rewards. Webcast technology and platforms are combined with all walks of life to enrich people's experience and meet more daily needs. This paper holds that network broadcast takes network as the medium, and network anchors interact with consumers on the spot through network activities, thus bringing two-way benefits.

#### *2.1.1 Live interaction*

First of all, live interaction means that consumers can communicate with anchors in real time and effectively obtain the information needed for shopping (Gu, 2020).<sup>[4]</sup> Fang, D. (2019) believes that in live broadcasting, viewers and anchors can interact in real time through bullet screens, which provides a platform for real-time communication for viewers and enhances their sense of participation.<sup>[5]</sup> Ji, X, Y. & Liu, A. J. (2016) pointed out that the interactivity of user viewing is an interactive feature between users and bloggers, which can improve effectiveness and enhance user stickiness.<sup>[6]</sup> The strong interactivity of live streaming attracts people to watch live webcasts and actually increases the likelihood of consumers buying.

#### *2.1.2 Live entertainment*

Second, the entertainment of live streaming refers to the entertainment behaviors in live streaming of e-commerce that can make consumers feel satisfied or happy (Ma et al. 2019), such as entertainment topics, music, dance, and dan mu language.<sup>[7]</sup> Hilvert, B. (2018) proposed that the entertainment of scene network broadcasting get at the behavioral activities such as playing small games, drawing, and dancing during the live broadcast.<sup>[8]</sup> Through empirical analysis, it is concluded that entertainment will affect consumers' emotional and cognitive responses. Solomon. (2003) believe that the fun of online information is to dynamically display information to consumers in the form of video and animation to meet their needs for enjoyment, aesthetics, entertainment, and emotional release.<sup>[9]</sup> Therefore, such a happy psychological experience may not directly translate into purchase behavior or intention. However, it will effectively improve consumers' satisfaction with live broadcast content and significantly impact customers' purchase intention.

#### *2.1.3 Benefits of live broadcasting*

Thirdly, Lin et al. (2011) believe that benefit is practicality, and the information provided can help consumers and make profits from it.<sup>[10]</sup> Zhou, H. W. (2018) believe that promotional information in live broadcast content, such as discount ratio, can impact consumers' perceived value and make consumers feel certain benefits.<sup>[11]</sup> The higher the discount ratio is, the more positive feedback is generated to consumers. Chen, Z. B. (2021) believes that the price of products in live broadcasts is lower than that in other places, or there are other promotional measures such as exclusive discounts in live broadcast rooms so that consumers can obtain certain benefits in the process of a live broadcast.<sup>[12]</sup> Therefore, promoting live broadcast discounts will effectively improve the effect of live broadcast marketing.

#### *2.1.4 Opinion leaders*

Fourth, Everett (1962) pointed out that opinion leaders can influence the decisions of others to varying degrees.<sup>[13]</sup> At the same time, opinion leaders are attractive to others to a certain extent, and others will take the initiative to seek opinions from opinion leaders when making decisions. Therefore, the online shopping live streaming opinion leaders mentioned in this paper refer to those who guide consumers to buy goods or services through "video + live streaming" and have a certain number of fans and appeal.

#### *2.1.5 Trust*

Fifth, Deutch (2000) defines trust as the willingness of one party to accept the behavior of another based on the expectation that the other party will perform a specific behavior that is important to the principal.<sup>[14]</sup> Suh & Han (2003) introduced the perceived variable of trust when studying users' willingness to accept the Internet.<sup>[15]</sup> User-perceived security controls affect trust, which in turn affects users' willingness to use them. When there is a certain level of trust, transactions occur. It mainly includes consumer characteristics, company reputation, brand recognition, website infrastructure, service attitude and customer satisfaction. Therefore, trust has a very important impact on consumers' willingness to buy.

## 2.2 Purchase Intention

The components of consumers' purchase intention are complex, among which the main elements are consumers' attitude, evaluation, and other elements. Meanwhile, he pointed out that consumers' purchase intention can predict consumers' behavior to a large extent. Jozee (2000) believes that Consumer purchasing intent means the possibility that consumers are willing to buy a good or service.<sup>[16]</sup>With the development of online shopping, consumers can spend less time and energy collecting more relevant information before purchasing and use this information to compare alternative products or services. Finally, consumers form the attitude to purchase required goods or services.

## 2.3 Hypothesis Development

Considering the evidence of influencing factors of each network broadcast on consumers' purchase intention (Gu, 2020; Zhang, 2019; Hilvert, 2018; Lin, 2011; Deutch, 2000), this study proposes that live streaming initiative, live streaming entertainment, live streaming benefits, opinion leaders and Trust have a positive impact on consumers' purchase intention.

H1: Live broadcast interaction has a positive correlation with consumers' purchase intention.

H2: There is a positive correlation between live entertainment and consumers' purchase intention.

H3: There is a positive correlation between the benefits of live broadcasting and consumers' purchase intention.

H4: Opinion leaders are positively correlated with consumers' purchasing intention.

H5: Trust is positively correlated with consumers' purchase intention.

All the assumptions are in the conceptual model, as shown in Figure:

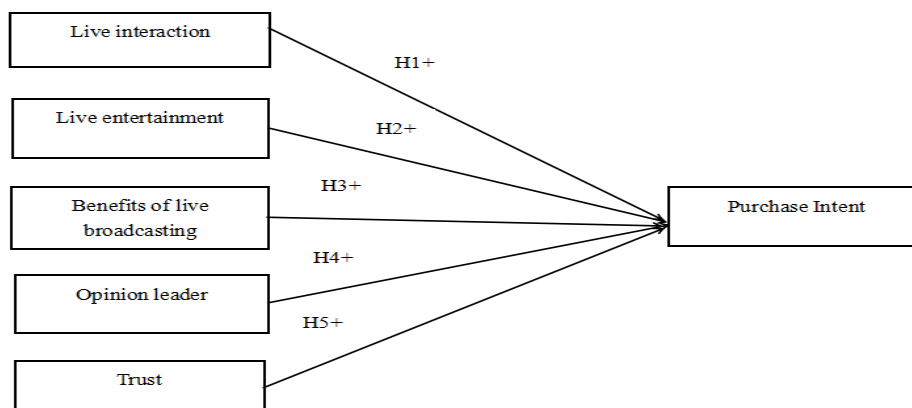


Figure 1: Conceptual model

## 3. Method

The sampling framework of this study covers all the people watching webcast in Baoshan City, Yunnan Province, China, providing a wealth of information such as age, gender, occupation, education level, and average monthly consumption level. The planned sample adopts a simple random sampling method to select 193 respondents, all of whom have the experience of watching or buying webcast, and have special experience and understanding of webcast shopping. It is sent to the respondents through the online questionnaire platform. There were 174 questionnaires, and the response rate was 90%.

## 4. Results

### 4.1 Reliability analysis

Table 1 Reliability test results

Variable	Live interaction	Live entertainment	Benefits of live broadcasting	Opinion leaders	Trust	Purchase intention

Cronbach alphas ( $\alpha$ ) coefficient	0.855	0.866	0.865	0.853	0.873	0.901
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According to Nunnally (1967), the minimum values of these coefficients should be greater than 0.7. The results in Table 3 show that Cronbach's alpha coefficient is more significant than 0.8, and the reliability index of all the results is excellent.

## 4.2 Correlation analysis

Table 2 Correlations between variables

Variable	Live interaction	Live entertainment	Benefits of live broadcasting	Opinion leaders	Trust	Purchase intention
Live interaction	1	.655**	.417**	.588**	.476**	.407**
Live entertainment		1	.648**	.656**	.633**	.564**
Benefits of live broadcasting			1	.691**	.722**	.711**
Opinion leaders				1	.744**	.560**
Trust					1	.752**
Purchase intention						1

Note:\*\* p-value < 0.01, the correlation is significant.

As can be seen from the results, live broadcast interaction, live broadcast entertainment, live broadcast benefits, opinion leaders, trust and purchase intention are positively correlated. All correlations were statistically significant (p-value < 0.01)

## 4.3 Regression analysis

Table 3 Multiple regression results

Model	Unnormalized coefficient		Normalization coefficient	t	Sig.	VIF
	B	Standard error of	Beta			
Major independent variable						
Live interaction	0.072	0.063	0.076	1.144	0.254	2.068
Live entertainment	0.016	0.076	0.016	0.216	0.029*	2.730
Benefits of live broadcasting	0.402	0.073	0.416	5.491	0.000***	2.709
Opinion leaders	0.215	0.091	0.190	2.364	0.119	3.070
Trust	0.613	0.086	0.554	7.148	0.000***	2.841
Control variables						
Age	0.071	0.056	0.068	1.252	0.212	1.398
Gender	-0.076	0.097	-0.039	-0.783	0.435	1.161
Educational background	-0.036	0.07	-0.026	-0.513	0.609	1.261
Monthly consumption level	0.059	0.037	0.089	1.604	0.111	1.459
R <sup>2</sup>			0.653			

Note: \*\*\* P<.001, \*\*P<.01, \* P<.05

Therefore, the results show that the three hypotheses of live entertainment, live interest and trust have positive support for purchase intention, while live interaction and opinion leaders have negative influence and do not support.

## 5. Conclusion

### 5.1 Suggestions for network anchors

Enhance entertainment and enhance consumers' live viewing experience. First of all, network anchors can label themselves with a good personal image, so that consumers are fresh and fresh when watching live broadcasts. Second, enrich live content and enhance entertainment. Finally, interactive games and prizes can be set up to allow consumers to actively participate, gain a sense of pleasure, and be favored.

To build consumer trust, the identification ability should be improved when choosing products, and the quality of products provided by the brand should be guaranteed through the legal system and the signing of contracts on live streaming e-commerce platforms. Second, strengthen the internal self-audit mechanism. Third, every anchor attaches great importance to buying the hearts of fans.

## 5.2 Suggestions for brands and merchants

Innovative preferential promotion model to achieve profit increment. For brand owners and merchants, the discount promotion measures of live broadcast products may reduce profitability to a large extent, the benefits of low price promotion and preferential promotion, but it can be beneficial to consumers, effectively promote sales, increase brand recognition in consumers' minds, and effectively improve the search heat of products on e-commerce platforms. So that potential consumers pay more attention to the product, and further open the product market. Secondly, brand owners and merchants should strengthen the innovation of the preferential promotion model of live broadcast products to obtain more profits.

At present, for brands and enterprises, big data technology should be used to extensively collect consumer preferences, automatically form consumer behavior profiles, and better track consumer purchase needs. At the same time, it has a good guiding effect on accurately capturing consumers' purchasing habits and stimulating consumers to buy again. Finally, according to the consumer's consumer psychology and behavior law, maximize the expansion of consumers' favorite similar products, actively develop new customers, retain old customers; At the same time, it is necessary to increase the continuous innovation of product development to meet the growing interest of consumers.

## 5.3 Relevant suggestions for consumers

According to their actual needs of rational consumption, choose their own real need and affordable goods, avoid unnecessary waste. Prevent potential risks and safeguard the rights and interests of consumers. Therefore, consumers should keep their eyes open, do not blindly believe the network anchor's publicity of the product, should rely on multiple evaluation opinions, carefully buy goods on the live broadcast platform, and try to shop in professional and reliable live broadcast rooms. At the same time, consumers can carry out effective online evaluation and telephone complaints on false propaganda and manufacturers' returns through online shopping platforms or complaint phones, and reasonably safeguard their legitimate rights and interests.

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