

The Influence of E-commerce Live Marketing Strategy on Consumers' Purchase Intention

— Taking Guangxi as an Example

Lu Zhang, Rapassa ROUNG-ONNAM

North Bangkok University, Sai Mai 10220, Thailand

Abstract: In recent years, with the rapid development of network technology and 5G, the live broadcast industry has taken the form of “Thousand Broadcast Wars”. Under such an environmental background, the e-commerce industry has launched the sales model of e-commerce plus live broadcast. The live broadcast platform has gradually expanded from Taobao, Tmall, JD.COM and other shopping platforms to entertainment short video platforms such as Tik Tok and Aauto Quicker. Taking Guangxi as an example, this paper studies the influence of e-commerce live broadcast sales strategy on consumers' purchase intention.

Keywords: E-Commerce Live Broadcast; Perceived Value; Purchase Intention

1. Introduction

Because of the high sociality, high interactivity and entertainment of live broadcast, it has brought a huge market. Through the live broadcast, consumers can better understand the products through the anchor explanation and interaction with other consumers, and obtain more accurate product line requirements to support the purchase decision. On the other hand, merchants can more intuitively show consumers product information such as production process and quality, and can also promote the communication and interaction between merchants and consumers, so as to understand consumers' purchase intention to a certain extent.

2. Research value and significance

2.1 Theoretical significance and value

Enriched the theoretical research in the field of e-commerce live broadcast. At present, most of the research focuses on the macro-level such as technology, but less on the micro-level such as consumers' purchase intention. This study enriches the theoretical research in the field of e-commerce live broadcast and expands the perspective of e-commerce research.

2.2 Practical significance and value

It is of reference significance for the future e-commerce platform to improve services, sales strategies and consumers' willingness to buy. It can enlighten the platform to improve consumers' information security perception by solving the problems of false propaganda, reducing product prices, improving online word of mouth and other measures. It can inspire e-commerce anchors to improve customer loyalty and continuous purchase intention by improving their professional ability and strengthening positive interaction with consumers.

3. Theoretical basis

3.1 E-commerce livestreaming

For the definition of e-commerce live broadcast, the academic community has not made an authoritative explanation at present. Jia Xiaofeng (2019) defined e-commerce live broadcast as the integration of real-time social interaction into e-commerce platform with social business attributes in the form of live broadcast^[1]. Tan Yuli (2017), when studying the influence of opinion leaders on consumers' purchase intention in e-commerce live broadcast, thinks that e-commerce live broadcast is a business model that connects consumers and consumers of products through e-commerce platform as a means^[2].

3.2 Purchase intention

Li Hongxia (2023) made a detailed study on the cause and effect of purchase intention on the basis of summarizing and analyzing the existing studies, and found that purchase intention was influenced by “perceived value” and “perceived trust”^[3].

3.3 Perceived Value, Perceived Trust and Brand Identity

In the research of Zhou Jiejun (2022), the influence of perceived cost and perceived benefit on consumers’ perceived value was empirically studied^[4]. Su Jingyan (2023) demonstrated the usefulness of perception through empirical research, and there was a significant positive correlation between perceived service quality and perceived trust^[5]. Qin Jianan (2022) empirical research shows that brand identity is influenced by interactive experience^[6]. Wang Shao (2021) found that brand identity is influenced by product image^[7].

4. Research and conceptual framework of research

4.1 Purchase intention

Dodds et al. (1991) think that purchasing intention is the possibility that consumers have a subjective tendency to buy a commodity^[8]. He Tianlong (2011) thinks that the purchase intention is the possibility of buying a product after stimulating consumers’ psychology through marketing means^[9]. Feng Jianying and others (2006) think that the purchase intention is the probability that consumers are willing to buy [10].

4.2 Perceived value

Perceived value refers to consumers’ satisfaction with a product or service or their estimation of its contribution. It is based on consumers’ subjective evaluation, covering all aspects of products or services, such as functionality, cost performance, practicality, emotion and so on. Perceived value can affect consumers’ satisfaction, loyalty and willingness to buy products or services.

4.3 Perceived trust

Perceived trust refers to consumers’ trust in brands or enterprises. It is based on consumers’ evaluation of the brand or enterprise’s experience and information sources, including past purchase experience, word of mouth, service quality and other factors. Perceived trust can affect consumers’ purchase decision and loyalty to brands, and it is also related to consumers’ satisfaction and word-of-mouth communication.

4.4 Brand identity

Brand identity refers to the sense of belonging and identity of consumers to a specific brand. It reflects the emotional connection between consumers and brands and the degree of recognition of brands. Brand identity can be reflected in consumers’ preferences, loyalty, and willingness to recommend brands. It is an important factor in brand building and brand value shaping.

5. The Influence of E-commerce Live Sales Strategy on Consumers’ Purchase Intention

5.1 Perceived value

Perceived value has a significant positive impact on purchase intention, perceived benefit and perceived cost have a significant positive impact on perceived value. The higher the consumer’s perceived benefit, the stronger the perceived value; The lower the consumer’s perceived cost, the stronger the perceived value; The higher the consumer’s perceived value, the stronger the purchase intention.

5.2 Perceived trust

Perceived trust has a significant positive impact on purchase intention, perceived usefulness and perceived service quality have a significant positive impact on perceived trust. The stronger the consumer’s perception of usefulness and sexiness, the stronger the perceived trust; The higher consumer perceived service quality, the higher perceived trust; The higher the consumer’s perceived trust, the stronger the purchase intention.

5.3 Brand identity

Brand identity has a significant positive impact on purchase intention, and interactive experience and product image have a significant positive impact on brand identity. The better the consumer interaction experience, the stronger the brand identity; The better the consumer's product image, the stronger the brand identity; The stronger the brand identity of consumers, the stronger the purchase intention.

6. Conclusion

In this research framework, based on the core concept of "purchase intention" and the basic framework of "perceived value, perceived trust and brand identity", this paper studies the user's purchase intention of live broadcast goods in Tik Tok live broadcast situation, collects data through questionnaire survey and analyzes it to verify the hypothesis put forward. According to previous scholars and documents, it is roughly predicted that "perceived value, perceived trust and brand identity" have a significant positive impact on purchase intention and perceive benefits. Perceived cost has a significant positive impact on perceived value, perceived usefulness and perceived service quality have a significant positive impact on perceived trust, and interactive experience and product image have a significant positive impact on brand identity.

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