

Study on the Influence of e-Commerce Live Broadcasting on Consumer Behavior under New Media Environment

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Abstract: This paper studies the influence of e-commerce live broadcast on consumer behavior in the new media environment. Firstly, the paper introduces the rise and development of e-commerce live broadcast. Secondly, the motivation, psychological characteristics and behavioral characteristics of consumers participating in e-commerce live broadcast are analyzed. Finally, the paper discusses the influence of e-commerce live broadcast on consumer decision-making, purchase behavior, attitude and brand cognition. It is found that e-commerce live broadcast plays a significant role in influencing consumers' behavior, can influence their decision-making and purchase behavior, and has a positive impact on consumers' attitude and brand awareness. These findings are of great significance for understanding consumer behavior and the impact of e-commerce live broadcast in the new media environment.

Keywords: New Media; Live E-Commerce; Consumers

Introduction

With the rapid development of Internet technology, new media is playing an increasingly important role in people's life. Online shopping, online live streaming and short videos have become an indispensable part of People's Daily life. Data show that as of December 2022, the number of Internet users in China reached 1.067 billion, of which 845 million were online shopping users, accounting for 79.2% of the total Internet users. It can be seen that e-commerce has become the main way for people to shop. As the main carrier of e-commerce, e-commerce platform not only provides consumers with more convenient shopping methods, but also provides merchants with broader sales channels, and promotes commodity circulation and economic development. With the constant changes in consumer behavior and demand, "e-commerce live broadcasting" has become a new marketing model in the field of e-commerce, and its market share has rapidly increased. Especially under the impact of the new coronavirus epidemic on offline shopping and communication, the popularity of e-commerce live broadcasting has become more prominent and gradually become the mainstream of marketing methods.

1. Characteristics and development of e-commerce live broadcasting under new media environment

1.1 The rise and development of e-commerce live broadcast

As a brand new sales model, e-commerce live broadcasting is rapidly rising and developing in the new media environment. In this form, products are displayed in the form of live video broadcast through online live broadcast platforms, and the product introduction, experience sharing and instant interaction of anchors are combined to attract users to purchase. Compared with the characteristics of asymmetric information and cold sales under the traditional e-commerce model, e-commerce live broadcasting breaks this situation, and makes more intuitive and real contact between products and consumers through live broadcasting, enhancing users' trust and improving sales conversion rate. In addition, e-commerce live broadcasting also realizes product communication and social interaction between users through powerful social sharing functions, expanding product exposure and sales scope. The rise and development of this new sales model not only enables consumers to understand products more intuitively, but also provides new sales channels and marketing means for enterprises. Many well-known brands and merchants have joined the ranks of e-commerce live broadcasting, using live broadcasting platforms to establish closer ties with consumers, enhance brand awareness and user stickiness, and effectively promote sales growth. At the same time, e-commerce live broadcasting also provides an equal opportunity for small and micro enterprises and self-employed individuals to display products in the form of live broadcasting, attract consumers, realize the sale of goods, and become a powerful booster for their business development.

1.2 The form and characteristics of e-commerce live broadcast

E-commerce live broadcasting is a diversified marketing form, which can be divided into single product live broadcasting, brand live broadcasting and marketing activity live broadcasting according to different needs and product characteristics. Anchors can effectively promote and sell products by showing product features, demonstrating how to use them, and interacting with viewers during live broadcasts. E-commerce live broadcasting is characterized by real-time interaction, rapid information dissemination, high user engagement and intuitive product display. Compared with traditional e-commerce, e-commerce live broadcasting pays more attention to user experience and emotional resonance. Through the interaction between anchors and users, users gain a deeper understanding and trust in the product, thus promoting the purchase behavior. A notable feature is the real-time interactivity of e-commerce live broadcasting. Viewers can ask questions, comment and interact with anchors and other viewers during the live broadcast, making the shopping experience more three-dimensional and personalized. In addition, the information transmission speed of e-commerce live broadcast is very fast, and viewers can obtain product information in a timely manner in the live broadcast, which promotes the purchase decision more quickly. High user participation, they can participate in the live broadcast through interactive ways, ask questions, express views and share experience, thus enhancing the user's sense of purchase participation and belonging.

2. Consumer behavior response to e-commerce live streaming

2.1 The motivation and psychological characteristics of consumer participation

The motivation and psychological characteristics of consumers participating in e-commerce live broadcasting are multifaceted. First of all, viewers usually want to discover new products and get exclusive offers or limited time discounts in the live broadcast, and this novelty and offer stimulates their desire to consume. Secondly, live broadcast is highly interactive, and the audience can interact with the broadcaster in real time. This sense of participation makes consumers feel that they have a closer connection with the brand, thus improving their purchase intention. In addition, many consumers will also participate in e-commerce live broadcasting for social needs, and they hope to share their shopping experiences with other viewers and obtain user comments, so as to obtain more shopping references and suggestions. In general, consumers are motivated by psychological characteristics such as novelty, enticement of offers, social interaction and personal identity.

2.2 Consumer behavior characteristics and patterns

The behavior characteristics and patterns of consumers in e-commerce live broadcasting show certain regularity. First of all, the audience will participate in the interaction by means of likes, comments and bullet screens, which can effectively stimulate the interest of other audiences and form a benign atmosphere of interaction. Secondly, consumers' purchase decisions are often influenced by the broadcaster, especially when the broadcaster has influence or expertise, the audience is easier to convince. In addition, the viewing time of the audience also reflects the characteristics of consumer behavior, some viewers will continue to watch the whole live broadcast, while some will choose to pay attention to the parts they are interested in. This pattern of continuous attention and selective attention shows the behavioral differences among different consumers.

3. The influence of e-commerce live broadcast on consumer behavior

3.1 The influence of e-commerce live broadcast on consumption decision-making

E-commerce live broadcasting has a significant impact on consumers' consumption decisions through real-time interaction, product display and professional recommendation. First of all, live e-commerce provides consumers with a more intuitive and vivid way of product display and introduction, so that consumers can get a more direct shopping experience. In the real-time demonstration process of the host and professional experts, consumers can more intuitively understand the characteristics of the product, the method of use and the effect, so as to improve the consumer's understanding of the product and strengthen the basis for purchase decisions. Secondly, e-commerce live broadcasting also increases consumers' sense of participation and interactive experience through interactive communication, and produces purchase decisions in real-time interaction. Consumers can interact directly with the host and guests through interactive comments, questions and other

ways to get real-time product answers and professional advice, thus enhancing consumer confidence and basis for purchasing decisions.

3.2 The influence of e-commerce live broadcast on consumer purchasing behavior

E-commerce live broadcasting plays a significant role in influencing consumers' purchasing behavior. First of all, e-commerce live broadcasting improves consumers' real-time understanding and cognition of products through live promotion and product display, making it easier for consumers to have a desire to buy. The audience can directly watch the product performance and effect display through the live broadcast platform, so as to feel the actual effect of the product more intuitively, and increase the confidence in the purchase decision. Secondly, e-commerce live streaming provides consumers with a convenient way to shop. In the process of live broadcasting, consumers can immediately complete the purchase by clicking on the link or scanning the QR code, simplifying the purchase process and reducing the purchase barrier. In addition, e-commerce live broadcasting also has a direct impact on consumers' purchasing behavior through specific sales strategies and promotional activities. For example, marketing methods such as flash sales and limited offers stimulate consumers' desire to buy and encourage consumers to participate in purchasing activities more actively.

3.3 The impact of e-commerce live broadcasting on consumer attitudes and brand cognition

E-commerce live streaming also plays an important role in influencing consumer attitudes and brand perception. First of all, through the form of live broadcast to show the characteristics of the product, the use of effect and other information, to enhance the positive attitude of consumers towards the product. Through the live broadcast platform, the audience can personally feel the actual effect of the product, which makes consumers have a more positive attitude toward the product and enhances their favorable impression of the product. Secondly, e-commerce live broadcasting has also become an important way of brand communication and publicity, which has a profound impact on consumers' brand cognition. Through live broadcasting, brands can directly interact with consumers, provide professional explanation and promotion for products, and enhance consumers' understanding and cognition of the brand. At the same time, e-commerce live broadcasting has also become an important platform for brand image display. With the help of the promotion effect of live broadcasting platform, brands can be helped to create a more positive and vivid image and enhance brand awareness and reputation.

Conclusion

In summary, the findings of this study reveal the important impact of e-commerce live broadcasting on consumer behavior in the new media environment. In the future, it will be of great significance to further study how e-commerce live broadcasting can better guide consumer decision-making, influence purchasing behavior and enhance brand awareness. This will help the e-commerce live streaming industry better understand consumer behavior, effectively improve the effect of marketing strategies, and promote the development of e-commerce in the new media environment.

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