

Influence of Online Live Broadcast E-Commerce Marketing Strategy on Consumers' Purchase Intention in Mianzhu City

Wei Deng

North Bangkok University, Bangkok 10220, Thailand.

Abstract: An E-commerce live broadcast is a video that lives on the e-commerce platform. As an innovation of entrepreneurial marketing in the new media era, it has quickly become the most crucial marketing method for many e-commerce sellers. Based on the characteristics of live web broadcast, this paper studies the path model of the relationship between live video and customers' purchase intention from the perspective of different sales channels. The three objectives are to explore a more in-depth and detailed analysis of the online e-commerce live broadcast products, to promote brands, merchants, and Internet celebrity anchors to increase the conversion rate of self-operated live broadcast rooms, to promote brands or merchants, and to evaluate the policies of efficiently use in the network of celebrity in product promotion.

Keywords: Online Live Broadcast E-Commerce Marketing Strategy; Purchase Intention

1. Introduction

Online live streaming is a combination of live video and online shopping, which influences consumers' purchasing decisions by showing consumers the products they sell in the live broadcast room. It is an online anchor using live streaming to cooperate with e-commerce companies. Create immersive experience scenarios for consumers. 2019 was the first year of e-commerce, and platforms such as Douyin, Kuaishou, and Taobao have successively launched online live broadcasts to bring goods. The popularity of social media has changed the current consumption model, and people have shifted from offline purchases to online purchases. After the emergence of online live broadcasts, consumers have begun to broadcast live broadcasts on major platforms' purchase and consumption from time to time.

2. Theoretical Basis

2.1 Theoretical significance and value

"Interactivity" is the main feature of webcasting. Through the webcast, customers can vividly feel the host's moderation, mental feeling, and body expression. Barrage allows customers to interact with others directly. Real-time interaction creates an atmosphere where all customers are on-site, giving them a strong sense of immediacy. Based on the online shopping live broadcast scenario, this paper discusses which factors affect the purchase intention of Mianzhu customers in live broadcast marketing and innovatively combines the three influencing factors of context, products, and opinion leaders. This research broadens the study's theoretical basis on customer purchase intention in the e-commerce environment under the new situation. It has a specific reference value for the research related to living broadcast marketing (Li. 2016)^[1].

2.2 Practical meaning and value

Studying what factors affect the purchase intention of Mianzhu customers in live broadcast marketing will help e-commerce platforms and merchants understand and understand the formation mechanism that affects customers' purchase intention to provide the platform for users and anchors. Provide particular inspiration for personnel management, formulate a complete control mechanism, improve the shopping pleasure of consumers, and at the same time improve the conversion rate of

marketing, promote the sustainable development of live broadcast marketing, and help customers themselves. Improved efficiency, assisting consumers in thinking more rationally and comprehensively before making purchasing decisions (Tan: et al. 2018)^[2].

3. Understanding the Influence of Online Live Broadcast E-Commerce Marketing Strategy on Consumers' Purchase Intention in Mianzhu City

3.1 Research on commodity factors and purchase intention

Marketing stimuli are the fundamental factors that stimulate consumers to purchase behavior, including advertising, price, touch, and so on. In e-commerce live marketing, through the intuitive and comprehensive explanation and display of products by the anchor, consumers can have a deeper understanding of the pros and cons of products, which can increase consumers' acceptance and satisfaction of products to a certain extent. The live broadcast of the anchor will be good at creating a phenomenon of a short supply of goods through marketing methods such as red envelopes combined with limited purchases and the issuance of time-limited coupons. Using limited-time stimulation to create a panic buying atmosphere and stimulate customers to drive themselves to make some irrational consumption behaviors (Li: et al. 2018)^[3].

3.1.1 Live streaming shopping

An anchor in live shopping can be seen as a product spokesperson. Their product presentation is usually the primary way to promote the commercial message. Customers can get all the product information from the introduction of the anchor instead of searching and comparing the knowledge of different products by themselves.

3.1.2 Stimuli in live-streaming shopping

The business activities of an enterprise also affect the behavior of other stakeholders, and the enterprise obtains its legitimacy by establishing a social contract with other social actors entitled to the moral rights enshrined in the social agreement, such as fairness and justice, and equality.

3.1.3 Interactivity

Simultaneous interactions in live broadcasts provide a channel through which streamers can respond to viewers' inquiries about products while viewers can get the information they need promptly. A new marketing strategy identifies "interacting with others (including streamers and other viewers)" as one of the main reasons consumers use live-streaming instead of regular online shopping.

3.2 Research on the opinion leader factors and purchase intention

The anchor plays the role of an opinion leader when guiding consumers to consume online. While outputting high-quality content to consumers, they also convey their preferred products and attitudes to viewers and impact customers' purchase intentions. Correspondingly, since consumers themselves prefer the anchors when the anchors deliver "recommendations," it is easy to stimulate consumers to have a strong interest in the products, thereby guiding consumers' purchasing behavior (Zhao: et al. 2015)^[4].

4. The Conceptual Framework for the Research Study

4.1 Influencing factors of social presence theories

In social presence theory, social presence means the degree to which a person is perceived as a "real person" and the degree to which he communicates with others through the media. For marketing, social presence is a substitute for face-to-face communication, claiming that social presence can enhance consumers' safety perception and purchasing attitude in virtual shopping centers, which is an essential behavioral premise for using virtual shopping centers (Dai: et al. 2019)^[5].

4.2 Involvement theories

Engagement represents the degree to which an individual considers something essential or relevant to themselves based on their needs, interests, and values. Involvement is attributed to external factors and is an internal psychological process of information processing. Engagement is ultimately reflected in the relevance of these messages to intrinsic needs, leading to consumer preferences, attention, and engagement with products, services, or brands.

5. Influence of Online Live Broadcast E-Commerce Marketing Strategy on Consumers' Purchase Intention in Mianzhu City

5.1 Functional value

Practical value is what the quote does; it's the solution the section provides to the customer. Monetary Value: This is where the function of the price paid relates to the product's perceived value. This value causes trade-offs between other values and financial costs.

5.2 Perceived value

In marketing terms, perceived value is a customer's evaluation of the advantages and merits of a product or service and its ability to meet their needs and expectations, especially compared to peers' influence.

5.3 Social value

The extent to which owning a product or participating in service allows consumers to connect with others through social interaction.

5.4 Value-based pricing

A strategy for setting prices is primarily based on consumers' perceived value of a related product or service. Value pricing is customer-centric pricing, which means that companies price based on what customers think the product is worth

6. Conclusion

Understand the factors that affect consumers' willingness to buy. For the Douyin live broadcast platform, after an in-depth understanding of consumers' behavioral decisions, they can improve the buying experience and satisfaction in the consumer buying process and promote new and old consumers. Even spending multiple times, providing ideas for retaining more consumers, allowing the platform to establish a good image, and finally improving the status of the live broadcast platform in consumers' hearts and the competitiveness of various live broadcast platforms, prompting all e-commerce live broadcast platforms. It allows consumers to know their psychological state during the shopping process, to know how to be rational, not follow the crowd blindly, make sensible purchases, and make reasonable purchase decisions.

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