Research on the Influence of Clothing E-Commerce Live Platform Strategy on Impulse Purchase Intention of Sichuan Consumers

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Abstract: Consumers often exhibit impulsive buying behavior as immediate, emotional, and irresponsible, especially under live e-commerce platforms. Supported by the customer inspiration theory, this study explores the psychological mechanism underlying impulse purchase in e-platform that differentiates traditional web shopping by the strong sense of presence in e-commerce marketing in clothing purchases based on impulsive purchase intention. Furthermore, it is indicated that social and co-presence have more potent influences on impulse purchase intention than physical presence, thus proving a more substantial effect of social factors on impulse purchase intention than biological factors in the e-commerce environment. The three research objectives are; to analyze the influence mechanism of the clothing e-commerce live platform strategy, to explore the degree of influencing factors to Sichuan consumers' purchase intention, and to suggest the solution for improving the clothing e-commerce live platform.

Keywords: Clothing E-Commerce; Live Platform Strategy; Impulse Purchase Intention

1. Introduction

With the rapid development of the Internet and information technology, new consumption patterns have emerged, and people's consumption patterns and concepts have undergone significant changes. E-commerce live broadcast has become one of the fastest-growing Internet consumption models. However, the e-commerce live broadcast started relatively late and only entered the outbreak period in 2019. The current research on e-commerce live broadcasts in academia is still at the macro level, and the research on consumers' behavioral willingness is insufficient. Especially in the context of e-commerce live broadcasts, factors such as the anchor's recommendation, consumer feedback, and product discounts may be important reasons for consumers' impulse purchases. Compared with the traditional offline shopping mode, it will be more and more difficult for merchants to gain consumer trust in a virtual environment such as the Internet. This requires merchants to give full play to the practical value of live broadcasts and use the interactive characteristics of live broadcasts to improve consumers.

2. Theoretical Basis

2.1 Theoretical Significance and Value

At present, the basic theoretical system has been formed. Regarding purchase intention, the research of domestic and foreign scholars primarily focuses on retail, fast-moving consumer goods, medical care, hotel, and other industries. Research on consumer behavior in the network environment has only begun recently. Although there are many studies on online live broadcasts in terms of theoretical significance, the "live broadcast + delivery" model of e-commerce live broadcast has only grown in the past two years, so there is still less research on e-commerce live broadcast in academic circles, and the influencing factors of consumer behavior in the context of e-commerce live broadcast are very different from traditional e-commerce. The previous research is no longer fully applicable. Based on the existing domestic and foreign researchers, this paper profoundly explores the role of interactive subjects such as clothing e-commerce live broadcast platforms, anchors, and consumers in forming consumers' impulse purchase intentions, enriching the field of e-commerce live broadcast and consumer behavior.

2.2 Practical meaning and value

With the development of e-commerce live broadcast, the transaction amount continues to rise, and its vast commercial prospects are attracting more and more attention. E-commerce live broadcast creates a new sales channel for many businesses with solid interactivity. The anchor of the e-commerce live broadcast platform improves the product's transaction rate and popularity by activating the atmosphere, introducing product information, and interacting with consumers. The importance of e-commerce live broadcasts to product sales and brand communication has attracted more merchants' attention and investment. However, in the actual process, due to the large number of subjects involved in e-commerce live broadcasts, the influence mechanism of each issue on purchase intention is still unclear, resulting in unsatisfactory sales results. Under the current situation and environment of e-commerce live broadcast, how to carry out the live broadcast interaction of the anchor and how the various subjects in the live broadcast platform will affect the consumers' purchase intention all play an important role in the operation and management of the forum.

3. Understanding the Influence of Clothing E-Commerce Live Platform Strategy on Impulse Purchase Intention of Sichuan Consumers

3.1 Interactive ritual chain theory

Huang (2016) [1] explained the interactive ritual chain theory is used to study the influence of interaction on the willingness to give rewards. The online live broadcast meets the four elements of the interactive ceremony. First, the anchor and the audience gathered on the same live broadcast platform and in the same room based on their common interests and hobbies, which satisfies the requirement of being present simultaneously. One element; the audience communicates with the host by sending barrages, likes, attention, etc., and interacts in the form of virtual gifts given to the platform, setting boundaries for people outside the live broadcast room; in the process of interactive communication, and the audience.

3.2 The inferior effect

Hilvert-Bruce: et al. (2018) [2] studied Companies participating in the competition are often reluctant to be the disadvantaged party and are always willing to "show strength" and be ashamed to "show weakness." However, sometimes the underdogs dare to admit and show their weaknesses, and they can win the chance instead. One of the underdog effect mediators is the social identity mechanism; several experiments with consumers have shown that consumers are more likely to show inferior brands. This marketing strategy of showing weakness significantly differs from the traditional "show strength" strategy.

3.3 Study of social identity theory

Xiang: et al. (2016) [3] believed the anchor's interaction strategy with the audience is divided into solid and weak systems. If the audience feels that the anchor is at a disadvantage relative to themselves, it may increase their willingness to reward the anchor. Therefore, the anchor shows weakness to the audience with the degree of social identity. In addition, this study also proposed that the groups (e.g., social class, family, football team, etc.) to which people belonged are important sources of pride and self-esteem. Groups give us a sense of social identity: belonging to the social world.

4. The Conceptual Framework for the Research Study

4.1 Live platform strategy on impulse purchase intention

Live streaming commerce, which evolved from social interaction, has flourished rapidly in China over the past few years. It is a new business model that allows vendors to face and interact with consumers directly and affects the impulsive buying behavior of consumers in live streaming commerce.

5. The Influence of Clothing E-Commerce Live Platform Strategy on Impulse Purchase Intention of Sichuan Consumers

Chung; & Cho. (2016) [4] believed the theoretical research on the reward mechanism of webcasting also has certain reference significance and promotion role for subsequent related research. The main theoretical contributions are as follows. (1) Conduct empirical research on webcasting, which enriches the research field and content of webcasting. Since webcasting is a thing that has gradually become popular in recent years, there are relatively few studies on the willingness to reward webcasting at home and abroad, and there are few empirical studies. (2) This study introduces the interactive ritual chain theory in sociology, whose core is emotional energy, enriches the content of the interactive ritual chain research, and promotes the application of the interactive ritual chain theory in the marketing environment; (3) Analyze the audience's willingness to reward from the perspective of cognition and emotion and deepen the research on the interactive response mechanism of webcasting.

6. Conclusion

This paper makes suggestions for the development of webcasting indirectness. At present, management problems, the fraud of the number of live broadcasters, and the illegality of the content of live broadcasts have plagued the further development of major online live broadcast platforms. To make the audience interested in your content, the live broadcast platform anchor should make full use of the ingenious integration of interaction types and interaction strategies so that it can bring vividness to the audience, an intuitive and emotional entertainment experience, while attracting those potential customers to reward the anchor, increasing the income of the platform and the anchor. Reasonable use of interaction types and interaction strategies. The results of different anchor types are different. In this article, the game and the live show differ in interaction type and strategy choice. In the live game broadcast, the anchor should focus on the task-oriented interaction and the strategy of showing strength as much as possible.

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