

Research on the Influence of the E-Commerce Live Broadcast Marketing Model on Sichuan Consumer Purchase Intention in Luxury Goods

Yi Wang

North Bangkok University, Bangkok 10220, Thailand.

Abstract: With the flow dividend of traditional e-commerce diminishing, the growth rate of e-commerce users is slowing down; the major e-commerce platforms need content innovation and new flow portals. E-commerce live streaming has become one of the breakthroughs for the media, and its growth prospects depend on whether the live streaming users can turn into orders. Based on the characteristics of China's e-commerce live streaming platforms and users, this paper studies the impact of e-commerce live streaming on consumers' purchase intentions in terms of the total buying value with product value; total purchase cost with currency cost and energy cost; and interaction with content interaction and service interaction. The three research objectives are; to explore the economic impact of the e-commerce live-streaming marketing model on luxury goods, to evaluate the influencing factors relating to Sichuan consumer purchase intention in luxury goods, and to make proper suggestions for e-commerce with better services to luxury goods purchasers.

Keywords: E-Commerce Live Broadcast Marketing Model; Sichuan Consumer Purchase Intention; Luxury Goods

1. Introduction

Contemporary luxury consumption in China originated in the 1990s. With the rapid development of my country's economy and the rise of brand-consumer groups, it has jumped into the ranks of luxury consumers with a rapidly growing international market share in the past decade. Major international luxury brands have taken root in domestic first-tier cities and gradually extended to second and third-tier cities with more developed economies. Huge market potential and huge consumer groups continue to attract luxury brands in various fields to settle in China. Looking at the Chinese luxury market has reached unprecedented prosperity. According to the "2017 China Luxury Report" released by McKinsey, China's luxury consumers contributed about one-third of the global market share, with an annual expenditure of more than 500 billion yuan. McKinsey boldly predicts that by 2025, China will account for 44% of the global luxury goods market.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In a theoretical sense, the live broadcast industry is an emerging industry, and the field of entertainment live broadcast and game live broadcast has been widely discussed. Still, there is currently a lack of research on consumer behavior in the context of the live broadcast with goods. Research in this field mainly stays at the level of strategy selection, financial risk, operation management, etc., and there is relatively little research on the relationship between the interaction and perceived value of live broadcasts. Therefore, improving the relevant research on consumer purchase behavior of e-commerce live broadcast platforms is necessary. In terms of theoretical value, this research, based on the classic literature at home and abroad, takes the consumer purchase intention model proposed by past scholars as the perspective to explore the influencing factors of consumers' purchase intention and construct a model that can fully reveal the internal mechanism of consumers' purchase intention. A model that

contributes to the relevant literature on consumer purchase intention enriches and enriches the existing consumption decision theory.

2.2 Practical meaning and value

In a practical sense, with rapid economic development, China has the world's largest consumer market. Understanding the hearts of consumers, observing their willingness to consume, and profoundly exploring their psychological causes will help businesses formulate marketing strategies and occupy the market. How to increase the desire to consume can also bring huge sales and profits to the enterprise, which is the focus of enterprise marketing activities. In terms of practical value, this study clarifies the factors that promote or inhibit consumers' purchase intention so that existing business operators can better meet market demands and provide theoretical support for product development and marketing strategies. This will help business operators better understand consumers' consumption information and obtain considerable economic benefits in their market, all of which have specific practical value.

3. Understanding the Influence of the E-Commerce Live Broadcast Marketing Model on Sichuan Consumer Purchase Intention in Luxury Goods

3.1 The Theoretical Basis of Purchase Intention

Yu: et al. (2018) ^[1] defined purchase intention as the probability that a user will buy a product after knowing it, which is subjective. Under normal circumstances, the stronger the purchase intention of the user, the greater the probability of related consumption behavior. Consumers' purchase intention is their attitude towards commodities under the influence of external stimuli, which is the behavioral willingness of consumers to purchase commodities and can be used to predict whether they will make a purchase decision—demonstrating that perceived value positively affects purchase intention.

3.2 Perceived Value Theory Basis

Hu: et al. (2017) ^[2] proposed the concept of nouns is not explained in detail. Respected by academia, perceived value refers to the overall utility evaluation after users compare their cost and perceived benefits when acquiring a product. Perceived value plays an intermediary role between profit and purchase intention. The more profit consumers feel when shopping, the more their perceived value will be, and the more likely they will make a purchase decision. Customer perceived value is generally expressed as the difference between the customer's total purchase value and total purchase cost.

3.3 Interaction Theory Basis

Wang: et al. (2018) ^[3] referred to one of the main features of the communication technology of media; the research on the dimension of interaction has also developed from one-dimensional to multi-dimensional. The research on the second-class interaction between users and users. Human-computer interaction mainly emphasizes the interaction between humans and computers. The most discussed human-human interaction is the research on interpersonal communication. The interaction between humans and information is defined as a user control. From the perspective of interactive research, there are mainly process-based interactive research, structural feature-based interactive research, and perception-based interactive research. Interaction affects perceived value, and interaction can be divided into content, functional, and service.

4. The Conceptual Framework for the Research Study

4.1 E-Commerce Live Broadcast Marketing Model

Livestreaming e-commerce allows brands to sell products through live streaming on digital platforms. The approach is designed to give consumers an interactive experience to ask questions and purchase products during the live broadcast.

5. The Influence of the E-Commerce Live Broadcast Marketing Model on Sichuan Consumer Purchase Intention in Luxury Goods

Dan; & Wu. (2018) ^[4] explained that most of the research on live broadcasts revolves around viewing motivations, giving hosts gifts, and viewing time and habits, but research on e-commerce live broadcasts has only increased in recent years. The primary purpose of viewers watching e-commerce live broadcasts is not shopping. Still, because emotions need to be expressed and communicated, so by watching live e-commerce broadcasts to relieve their lonely emotions, if the audience participates in the interaction in the live broadcast room when watching the live broadcast, it is because the live broadcast content of communication between them is pretty different. Some scholars have studied the behavior of users swiping gifts in the live broadcast room. Consumers buy gifts because of curiosity, dependence on the anchor, and a sense of presence in interacting with the anchor and other people. Moreover, gender is a factor that influences gift-sweeping behavior. The user's behavior of brushing gifts is more to integrate into the live broadcast room and carry out related social activities. Some scholars have studied the behavioral influencing factors of watching live broadcasts for long and paying attention to anchors. For users to watch live broadcasts for a long time, a recognition model including two aspects of the anchor and users has been established. Research shows that users' recognition of the anchors and user groups will significantly increase the user's intention to watch live broadcasts for a long time.

6. Conclusion

This research summarizes a new framework based on the research objects of luxury buyers on e-commerce live broadcast platforms and the models studied by previous scholars to study consumers' purchase intentions on the platform. The research collects and analyzes data through questionnaires to verify the hypotheses. According to past scholars and literature, it is roughly predicted that perceived value positively affects purchase intention, total purchase value, total purchase cost, and interaction positively affects perceived value and product value. Positively affects the total purchase value, monetary cost and energy cost positively affect the total purchase cost, and content interaction and service interaction positively affect the interaction

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