

Research on the Influence Mechanism of Webcast with Goods on Consumers' Purchase Intention Based on SOR Model — Taking Chengdu Area as an Example

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Abstract: Under the modern background of the continuous development of science and technology, people's entertainment and consumption ways are becoming more and more diversified. Due to the epidemic in recent years and the marketing popularity of various shopping festivals in recent years, more people began to spend money driven by the online live broadcast with goods. Therefore, by understanding the influence of the network live broadcast with goods activities on consumers' purchase intention, this paper discusses the factors affecting consumers' purchase intention, in order to optimize and further promote the network live broadcast with goods.

Keywords: Purchase Intention; Network Broadcast with Goods; SOR Model; SPSS Data Analysis

Background

Since 2016, live streaming has gradually introduced in China, and began to explore and layout live streaming e-commerce. Since then, the e-commerce live broadcasting industry has continued to show a growth trend. By June 2022, the number of network live broadcast users in China has reached 716 million, accounting for 68.1% of the total Internet users, and an increase of 12.9 million compared with December 2021. Among them, the number of e-commerce live streaming users was 469 million, an increase of 5.33 million compared with December 2021. Since the outbreak of COVID-19 in 2020, the home quarantine policy has forced the growth of the e-commerce industry, and the depression of offline operation makes it inevitable for live streaming to choose with goods for many businesses. The various characteristics of live streaming with goods make it more scale and attractive.

1. Research objectives

By studying the influencing factors of network live broadcast with goods on consumers' purchase intention, and explore the potential and space of network live broadcast with goods in driving economic development.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the influence degree of each factor, so as to provide a reference optimization strategy for the network live broadcast with goods.

2. Research scope

2.1 Meaning and value

In terms of theory, this study on the basis of literature research at home and abroad, in the perspective of SOR theory model, live

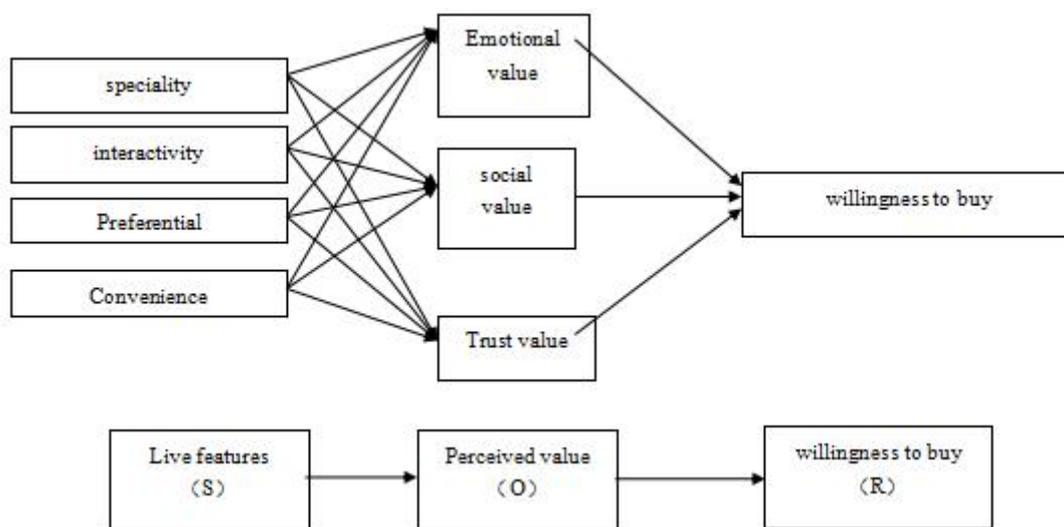
webcast with goods audience intention to buy the influence factors, build to relatively fully reveal the live webcast with goods audience intrinsic mechanism of intrinsic model, enrich the existing consumers to live webcast with goods purchase intention empirical research.

In practical terms, the institute of webcast with goods influence on consumer purchase intention mechanism and has clear to inhibit or promote the influence factors, can help electric business platform in the future development better joint market demand, to lay the theoretical foundation for marketing strategy formulation and innovation, in order to obtain more profits, bring consumers more convenient consumption mode and more considerate service.

2.2 Regional demographic characteristics of the study

Based on the restricted area of the institute, the researchers strictly defined the research scope, from the actual operation, and due to the researcher's experience, energy, time, ability and experience, and resources, this paper only chose the Chengdu province survey sampling, the sample collection category is limited in the district and county cities of Chengdu, can only explain the influence mechanism of Chengdu consumers buy intention, does not represent other regions.

3. The conceptual framework of the study



4. Theoretical basis

The SOR (stimulation-organism-response) theory originated in environmental psychology, In 1935, Skinner demonstrated that the environment can have a direct impact on human behavior through the research on the environment and stimuli, Mehrabian, Russell and accordingly propose the SOR model, Used to study the cognitive and behavioral effects of external environmental stimuli on individuals, Where S represents the environmental stimulus, Refers to the stimuli that can bring different effects to individuals in the outside world of the environment; O indicates the organism state, It is the changing process of individual internal cognition and emotion; The R represents the organismal response, Including both psychological and behavioral responses, Psychological reaction refers to the attitudes and willingness of consumers, Behavioral response generally refers to approach and avoidance.

Perceived value comes from marketing, developed by Peter F. Drucker (Peter F.rucker), or the father of modern management, proposed in 1954, arguing that consumers' purchasing decisions are determined by customer value rather than by the product itself. Perceived value refers to the consumers' evaluation of product value based on the difference between benefit and cost. Generally speaking, perceived value includes two aspects: perceived gain and perceived gain.

5. Related studies

Since the network live broadcast industry represented by e-commerce live broadcasting has developed rapidly in 2016, the total transaction volume has ushered in a triple-digit growth rate again in 2020. According to the "2020 Live streaming Trend Report —— Anchor InfluList Top100" officially released on the 2021 think tank on February 3, 2021, through the live broadcast data of Taobao, Kuaishou and TikTok, the trend and pain points of the live broadcast goods industry are analyzed.

Conclusion

Emotional value: First of all, live broadcasting platforms and e-commerce should start more from the psychology of users, accurately locate the audience group of live broadcasting, analyze the psychological characteristics of groups, and understand consumers' questions in real time for detailed answers. Secondly, attention should be paid to the pleasure of the live atmosphere of live broadcasting. It will be easier for consumers to carry out consumption behavior in a relaxed and pleasant environment and under the drive of more provocative live broadcasts.

Social value: First of all, as anchors in the network live broadcast with goods, they should pay more attention to their personal cultural quality and ideological level. Relevant brands and platforms should also strengthen the review and optimization of anchors and live broadcast content, so as to avoid the general hollowing and vulgarization of network live broadcast, and give the live broadcast with goods more advanced connotation. Second, to blindly to stunt take eyeball live with goods behavior should be regulated, improve the relevant management and punishment measures, in order to avoid live could bring the social value was replaced and wasted loss, avoid resources are occupied, let the traffic is not convenient area open business studio and spread the positive energy and popular reading and remote move with cargo host have more space.

Trust value: first of all, improve the overall team professional is a key part of the consumer trust, to live the selection of the relevant personnel and hire to strengthen control, the rigorous understanding of the product investigation, live can more detailed answer consumers for product related questions, and make after-sales quality service, so as to give consumers trust of live industry to lay a solid foundation. Secondly, make full use of the portability and interactivity of live broadcast to make a more detailed classification of the content types of live broadcast, so that consumers can more conveniently and intuitively obtain product-related information with conditions and conditions, and timely obtain feedback for adjustment, making the whole consumption process convenient and easy, which is also the key point to win the trust of consumers.

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