

# Study on the Influence of E-Commerce Live Broadcast on the Impulsive Purchase of Consumers in Yinchuan Area

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**Abstract:** In recent years, the live broadcast of goods industry has emerged, and e-commerce platforms and short video platforms have carried out live streaming business. Online shopping has become an important shopping channel in consumers' life. With the younger structure of consumers, people also have certain requirements for shopping experience. The emergence of e-commerce live broadcasting well integrates the practical characteristics of traditional e-commerce platforms and the entertainment characteristics of live broadcasting, so that consumers feel as if they are in physical stores in the process of shopping and can enjoy better services. With the rapid development of economy and the increasing improvement of national living standards, consumers lack certain monetary constraints and are easier to impulse consumption when watching e-commerce live broadcast.

**Keywords:** e-Commerce Live Streaming; Impulse Purchase; SPSS Data Analysis

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## 1. Background and Problem Statement:

With the rapid development of the Internet and the diversification of consumption, electricity live has become a new way of shopping, different from traditional electricity, electricity live can make consumers immersed in the visual and auditory dual sensory stimulation, consumers vulnerable to the influence of shopping atmosphere for impulse purchases, which can achieve the purpose of electricity marketing profit. To this end, the impact of e-commerce live broadcasting on the impulsive purchase of consumers in Yinchuan area is discussed.

## 2. Research objectives

Analyze the economic impact of impulse buying by consumers.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of various factors, and formulate targeted optimization suggestions of e-commerce live broadcast for consumers' impulsive purchase, so as to provide great reference opinions for enterprises on the promotion of e-commerce live broadcast on consumers' impulsive purchase.

## 3. Range of study

### 3.1 Significance and value

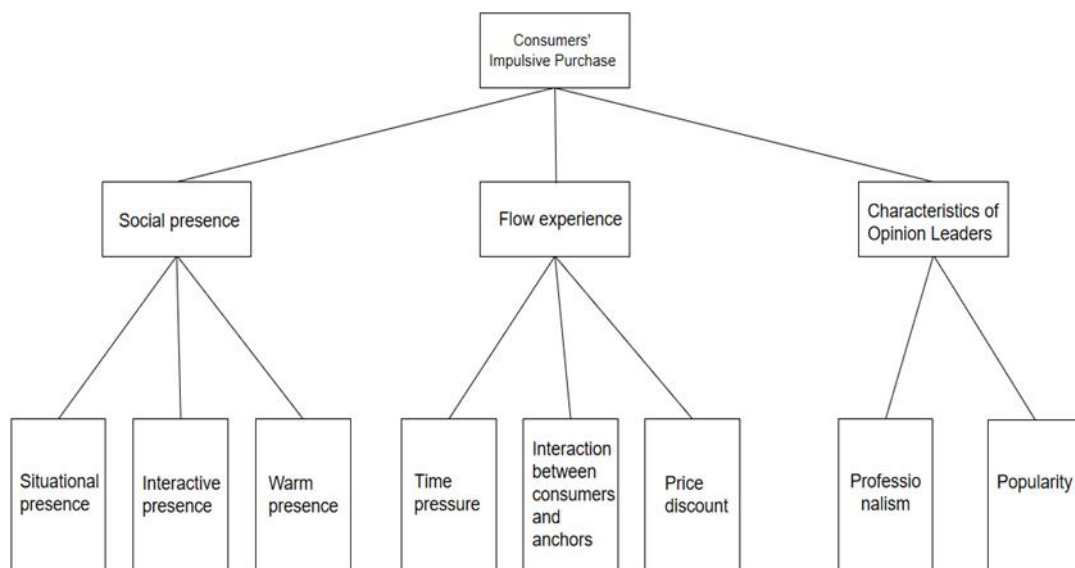
In terms of theory, this paper combines the theories and methods of consumer purchase behavior and other theories, and focuses on the sampling area of consumers in Yinchuan region to discuss and analyze the impact of e-commerce live broadcasting on consumers' impulsive purchase, which further enriches the theory of consumer purchasing behavior and has theoretical significance.

In practical terms. This study clarifies the influence mechanism of e-commerce live broadcast on consumers' impulsive purchases, and enables enterprises to adopt corresponding promotional activities and marketing strategies to enhance consumers' impulse purchases according to the influence mechanism of e-commerce live broadcast to consumers' impulsive purchases. It will also help e-commerce live broadcasting to improve consumers' impulse buying on the basis of it, and help enterprises to obtain considerable economic benefits in the market.

### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Chengdu area, mainly with consumers in Chengdu area as the main body. The scope of sample collection is limited to Chengdu area, and the impact of e-commerce live broadcasting on consumers' impulsive purchase is investigated.

### 4. The conceptual framework of the study



### 5. Theoretical principle

From the perspective of emotional cognition and trust, Hao Continuous (2021) studied the impulsive purchasing behavior of consumers in the situation of live e-commerce, constructed the model framework for social presence, trust, awakening and impulse purchase, and obtained the following conclusions: Situation presence has a significant positive impact on trust; interaction presence has a significant positive impact on awakening; and warm presence has a significant positive impact on awakening and trust. He Bichen (2022) (According to S-O-R theory and the characteristics of e-commerce live streaming, he) established a model with time pressure, interaction with consumers and anchors, price discount as four external stimulus variables, heart flow experience as the body variable and impulsive purchasing behavior as the response variable. Liu Qian (2022) proposed that there is a positive effect between the characteristics of opinion leaders and consumers' emotions and impulsive purchase intentions.

### 6. Correlation studies

Kacen et al. (2002) Based on a multi-country survey of consumers in Australia, the United States, Hong Kong, Singapore and Malaysia, the analysis shows that regional-level factors and individual cultural differences systematically influence impulsive buying behavior. Verhagen et al. (2011) are deeply understanding the relationship between online store beliefs and consumers' online impulse buying behavior. The results suggest a significant impact of commodity attractiveness, enjoyment and online store communication, modulated by consumer mood.

## Conclusion

Social presence meeting: First, combine human-computer interaction with virtual reality and so on and other advanced technologies to improve the situational presence experience. Secondly, in the context of e-commerce live broadcasting, the active participation of consumers will stimulate excitement and excitement, and under the drive of positive emotions, they may temporarily forget the external environment and their own conditions, thus causing impulsive purchases. Flow experience: first of all, live electricity due to excessive incentives, at the completion of commodity sales, will get preferential price or extra gifts, etc., and consumers once made the decision to give up shopping or postpone a decision, will let consumers feel the loss of opportunity, and these material incentives can lead to consumer opportunity cost perception, thus causing great pressure to consumers. In the case of insufficient time, consumers often do not have more time to make rational and comprehensive considerations, which can easily cause the formation of impulse shopping behavior. Secondly, to understand the discount degree of goods in the broadcast room brings consumers a sense of excitement and pleasure formed by buying goods, which greatly increases the probability of watching the broadcast room, thus improving the concentration of waiting for the broadcast room. Characteristics of opinion leaders: First of all, whether an e-commerce anchor has the characteristics of opinion leader and its degree has different degrees of influence on consumers' purchase intention. Therefore, enterprises should select and cultivate e-commerce anchors according to the characteristics of e-commerce live broadcast opinion leaders. Secondly, the popularity of the opinion leader will have a positive effect on arousing emotions and pleasing emotions, and will also promote the generation of impulsive purchase intention. When choosing e-commerce anchors, enterprises can choose anchors with strong popularity in the product field, or they can conduct e-commerce live broadcast together with stars, so as to increase consumers' emotional perception through personal influence endorsement.

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