

## Article

# The Study of Factors Influencing Consumer Purchase Intentions in Social Media Live Broadcast

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**Abstract:** Currently, consumers buy commodities or services in social media live broadcast is one of the main ways of their consumption, therefore, this paper aims at the common problems appeared in social media live broadcast to find out the factors affecting consumers' purchase decision in order to enhance the remuneration of platforms, enterprises, anchors, merchants, consumers and other bodies in social media live broadcast. By analyzing the current status of social media live broadcast, and using the perceived value theory and SOR theory, this paper has identified the main elements that influence consumers willingness to make purchases in live broadcasts, which includes the anchor, and the product brand, live broadcast environment and other factors, and explores the role of these factors on consumers purchase intention in the hope of improving the comprehensive return rate of social media live broadcast. We hope that this conclusion can contribute to the theoretical knowledge and the practical field of social media live broadcast.

**Keywords:** anchor; product brand; live broadcast environment; SOR theory; purchase intentions

## 1. Introduction

### 1.1. The Current Development Status of Social Media Live Broadcast

Social media live broadcast marketing started to take off in China in 2016, when the Taobao platform went live for the first time for live e-commerce for marketing. Since 2016 to date, social media live marketing has experienced the stages of germination, growth, fire and maturity. With the emergence of China's digital economy and the nationalization of social media, major platforms have made the live-streaming functionality available, such as Kuaishou, Taobao, Douyin, Jingdong, Pinduoduo, Xiaohongshu, and other social media platforms.

At present, with the extensive availability of mobile equipment and the enhancement of Internet speed, the involvement of all people in social media live broadcast has grown, and the scale of social media live broadcast users has shown continuous growth trend. According to statistics, the number of global social media live broadcast users is expected to continue to maintain a high growth rate in the next few years. In recent years, social media live broadcast has shown the following characteristics and development trends. First, young users have become the main force of social media live broadcast. The development of social media live broadcast is inseparable from the participation of young users. Users of social media platforms show their talents, share their lives, participate in interactions, watch other users' live content, etc. Live platforms continue to innovate and improve in order to meet the needs of users. Secondly, the operational multiplicity of social media platforms and competition is fierce. Comprehensive social media live broadcast platforms are actively laid out. The live broadcast reaches across many domains such as commerce, gameplay, livelihoods, amusement, newshounds, and so on. Social media platforms are carefully crafted for each specific field to provide users with more in-depth and

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professional live content to meet the consumption needs of different user groups. Third, live content diversification and specialization. The form of content is rich and varied, star live broadcast has high influence and can attract a large number of fans to pay attention; brand live broadcast is used for brand product sales and promotion; personal live broadcast is mainly for ordinary users to share their daily life and so on. Content are becoming more subdivided, involving nourishing, cosmetic, educational and other areas. Specialized content attracts users in specific fields and improves user stickiness. Fourth, the commercial value of social media live broadcast is increasing. Live broadcast has become a prominent social media marketing business model, businesses using live broadcast modalities can be used to offer customers a much more convenient and direct experience of purchasing, and to increase the ratio of selling conversion, product sales and brand awareness. Advertising and payment models are gradually maturing, increasing the revenue sources of social media live broadcast platforms. Fifth, Digital technological innovation promotes the progression of social media live broadcast. With the constant growth of web and digitization technologies, high-definition and ultra-high-definition live broadcast images bring users a realistic visual experience and viewing experience. The wide application of artificial intelligence technology has improved consumers willingness to buy in live broadcasts. For example, intelligent interactive technology can achieve interactivity between the anchor and the user, and improve the user's participation in the live broadcast; intelligent recommendation algorithms can recommend personalized live broadcast content for the user based on the user's viewing history and interest preferences. Sixth, the trend of globalization of social media live broadcast is obvious, and the competition of international live broadcast platforms has intensified. Social media live broadcast have smashed geographical limitations, cross-country live broadcasts have risen, and the international live broadcasting platforms are competing worldwide for more users and for more market portion. Users around the world interact and communicate with each other through live broadcasts, sharing their own cultures and lives, which not only enriches the content of live broadcasts, but also boosts the interchange and interpretation between diversified civilizations.

## *1.2. Research Significance and Research Questions*

### *1.2.1. Study Significance*

According to the present status and trends of social media live broadcast, it is of great significance to study the influencing factors of consumers buying intention in social media live broadcast as follows:

Firstly, the significance to merchants. Through the study of social media broadcast factors that affect the marketing of merchants, enterprises can find out the factors that affect the marketing effect of the enterprise itself according to the findings of the study, and reasonably allocate enterprise resources to improve the efficiency of live broadcast marketing; enterprises can find out the direction of brand building, diffuse brand awareness, so that consumers have more trust in their own brand products; enterprises can make use of live broadcast technology to achieve precision marketing, and develop live broadcast marketing strategies suitable for themselves; enterprises can find out factors that affect consumer demand for products, so that enterprises can optimize the quality of products to meet consumer expectations. Commercial can use live broadcast technology to achieve precise market, formulate suitable live broadcast market strategy; enterprises can find what factors affect the number of people who are watching the live broadcast, the orders, and the payments made after the orders are placed when they sell their own goods in the live broadcast, so as to promote the improvement of their goods and services, and to make the commodities more in line with the material needs and spiritual expectations of the consumers.

Secondly, the significance to consumers. By exploring the influences identified, firstly, it was determined that anchors can improve live interpretation and skills, enabling anchors to provide consumers with practical knowledge and information for purchase decisions. Then, positioning platforms are impacting the interests of consumers, with platforms being able to create high-quality live content that meets the needs of consumers through better data technology and quality of service, resulting in a better shopping experience for consumers. The social media live broadcast industry chain adopts different ways to meet consumer requirement. By extension of the live broadcast up and down industry chains, optimizing the consumer-centric live-streaming industry system to provide consumers with an innovative, high-quality, high-value live streaming environment.

The third is the significance for social media platforms. Through this study, social media platforms upgrade the technical level of sound quality, picture quality, fluency, etc. By combining with digital technology to form a live link of platform operation supported by technical support. Developing a platform's unique culture based on consumer concerns in a user-aggregated live broadcast marketplace enhances the platform's motivation and competitiveness. Consumer claims and rights are safeguarded by strengthening compliance and secure platform transactions, regulating unregulated and disruptive behavior in the live broadcast market, and improving various dispute resolution mechanisms. Through a variety of initiatives in parallel, to realize the effective operation of the social media live platform, and to achieve the balance of the interests of various subjects in the live broadcast.

### 1.2.2. Research Questions

Given the importance of current investigations into the factors that influence consumer purchase intentions in live social media broadcasts, through investigation and analysis of the present situation and trend of social media live broadcast, in order to find out the key factors that affect consumers willingness to make purchases in social media live broadcast, which include anchor, product brand, live broadcast environment, etc., this paper makes use of the theory of perceived value and SOR theory, and adopts the literature research method to collect materials and case study method to summarize the actual live broadcast operation, and discusses the relationship between factors such as anchor, product brand, live broadcast environment, etc. and the purchasing decision of consumers and optimize social media live broadcasts accordingly; thus providing support for the government, production enterprises, merchants, live platforms, anchors, etc., to make more accurate and effective decisions in social media live broadcasts.

## 2. Literature Review and Theoretical Foundations

### 2.1. Literature Review

#### 2.1.1. Research Related to the Characteristics of Social Media Live Broadcast

Strong interactivity. The interactivity of live social media broadcast is mainly manifested in the characteristics of communication, participation and feedback between anchors and viewers, and between viewers and viewers. Experts Yankun Chen and Xinghua Yang (2023) suggested that the interactive activity of the anchor can increase the consumer's purchase intention [1]. On the one hand, the interaction between the anchor and the audience in the live broadcast is manifested in the fact that the audience can ask the anchor questions, make comments, and praise the anchor at any time, and the anchor can reply to the users watching the live broadcast questions, requests, and comments in real time. E.g., in the live marketing with goods, the anchor answers the user's questions about goods or services sold by the host according to the audience's needs, demonstrates the unique advantage that the product brings to the consumer, so that the user feels cared about and valued, and enhances the user's sense of involvement and loyalty, so that the user enhances the willingness to purchase the goods and services. On the other hand,

viewers can lively comment and communicate with each other through real-time comments and sending pop-ups messages. Viewers can go shares of their insights, experiences and feelings through interactive behaviors, appearing an online social scene with creative two-way communication, increasing the entertainment of live broadcast, bringing viewers enrichment and personalized experiences, enhancing viewers satisfaction, and raising the live broadcasting commercial value.

**Immediacy.** The immediacy of social media live broadcast is manifested in the high degree of synchronicity and timeliness of the dissemination and interaction of the live broadcast process and content. Scholars Qi Li et al. (2021) pointed out that the immediacy characteristics of live broadcast can enable consumers to obtain real-time information about goods, prompting consumers to make a quick purchase decision [2]. First, the anchor live broadcast is synchronized with the audience reception time. When the anchor is broadcasting live, the audience can receive the live content at the same time, with no time delay. Second, the anchor and audience interaction in real time. The audience evaluates the anchor's live content, methods, products, etc., and the anchor can adjust the rhythm and content of the live broadcast according to the audience's feedback. The real-time interaction between the anchor and the audience enhances the audience's immersion and sense of scene, so that the audience can experience the atmosphere and wonderful moments of the live event in real time, and stimulate the audience's desire to buy. Finally, the immediacy of social media live broadcast plays a crucial role in the development of social media platforms. Improving the immediacy of social media live broadcast can enhance user activity and stickiness; enrich the live broadcast content ecosystem and cover a wider range of content areas; provide a highly interactive social scene for users and enhance their sense of belonging to the live community; and improve the competitiveness of live platforms and promote the innovation of social media live broadcast technology.

**Entertainment.** Scholar Hongyan Li (2021) pointed out that the entertaining nature of social media live broadcast can gain the attention and love of consumers, focus their attention, and produce a state of desire to buy [3]. Entertainment can bring the audience the feeling of relaxation, pleasure and fun. On the one hand, the entertainment of live broadcast is reflected in the richness and diversity of live content. On the other hand, the pleasure that live broadcast brings to consumers also lies in the interaction between the anchor and the audience. Entertainment is mainly reflected in the host's live broadcasting style, such as recommending products and sharing content with fun and humor. In short, social media live entertainment can influence viewers' emotional turmoil and evoke their desire to make a purchase, thus increasing the conversion rate of live broadcasts.

#### 2.1.2. Research Related to Factors Influencing Consumer Purchase Intentions in Social Media Live Broadcast

**Anchor factor.** Scholars Jianfeng Wei, Mengna Li, and Baoping Liu (2022) pointed out that based on the anchor attributes, professionalism, behavior, talent, knowledge, and personal charisma, etc. on the consumer's willingness to purchasing [4]. Therefore, in order to improve the comprehensive quality of the anchor, it is necessary to cultivate the anchor's professionalism, shape a unique hosting style and image, enhance the anchor's artistic talent, and let the anchor add more exciting content to the live broadcast. Anchor in the live broadcast to actively respond to the audience's pop-ups and comments, to carry out interactive activities, for the audience to increase the live broadcast of the fun, and the audience to establish a good relationship to improve the consumer's desire to buy, and to enhance the conversion rate of the live broadcast [5].

**Product brand factor.** Scholars Hui Guan and Hongwei Wu (2021) suggested that a highly visible, positive and active brand image, consumers' recognition of the brand and willingness to buy when watching live broadcasts are significantly enhanced [6]. Therefore, before live broadcast, promote the brand's live content on social media, cooperate with other anchors or netizens, and participate in the activities and competitions of the

live broadcast platform to attract more viewers attention. It is vital to do a good job of marketing and promotion in social media live broadcast to create a brand image. Determine your own live brand positioning in marketing, design an exclusive live brand logo, establish a good brand image, create live content around the brand positioning, and attract more loyal viewers.

Live broadcast environment factor. Experts Yuanyuan Jiao, Xue Gao, and Jun Du (2024) pointed out that the scene adaptation that fits the product, the credibility of the live broadcast platform, and a good live shopping atmosphere can make it easier for consumers to generate the willingness to buy products [7]. The live broadcast platform can try different live themes, combined with hot topics and events, relevant live content creation, the use of diverse means of live broadcast, focusing on the picture and sound quality, to bring a better audio-visual experience for the audience, and increase the freshness and attractiveness of the live broadcast. Optimize the live broadcast platform through innovative live broadcast technology. Try to use virtual reality (VR), augmented reality (AR) and other new technologies, use drones, sports cameras and other equipment, explore multi-platform live broadcasts, use the various functions provided by the live broadcast platform, pay attention to the updating and upgrading of the live broadcast platform, add more creativity to the live broadcast environment, and bring a new live broadcast experience for the audience.

## 2.2. Theoretical Foundations

### 2.2.1. Perceived Value Theory

Perceived value theory is one of the theories applied in marketing when customers make buying decisions. Perceived value theory was first proposed by Drucker (1954), who argued that customers buy and consume value, not products. Zeithaml (1988) proposed the perceived value theory from a psychological perspective, who argued that customers make purchases based on a comparison of perceived benefits and costs in consumption decisions. This study argues that perceived value is the consumer's overall assessment of the demand for the product or service purchased and the cost paid when the consumer purchases the product or service. Combining previous scholars' studies and the viewpoints of this research, this paper divides the use of perceived value in social media live broadcast including two dimensions: functions and emotions, in order to adapt the effect of anchors, brands, and environments on consumers willingness to purchase.

### 2.2.2. The SOR Theory

In 1974 Mehrabian and Russell putted forward the stimulus-organism-response (SOR) theory based on psychology. Donovan and Rossiter (1982) firstly made the SOR model to use the marketing field [8]. With the swift and fierce development of online shopping and social media live broadcast with goods, many researchers in practice have applied the SOR model to live broadcast marketing. The interactive, immediate, entertaining, and visual features of live broadcasts influence consumers emotional psychology, which in turn positively influences their purchase intentions. Therefore, this study uses SOR theory to analyze the impact of anchors, brands, environment, and other factors (S) on consumers perceived value (O), and then explores how these factors affect consumers purchase intention (R).

## 3. Analysis of Factors Influencing Consumers Purchase Intention in Social Media Live Broadcast

### 3.1. Anchor Factor

In social media live broadcast, the anchor is the main body of the live broadcast activity that recommends and sells goods to consumers by virtue of the live broadcast platform. Anchors have a significant impact on consumers willingness to buy, which is mainly

reflected in the following: first, providing information to consumers. The anchor introduces the product in detail in the live broadcast activity so as to facilitate consumers to make the correct purchase decision. For example, in Li Jiaqi's beauty live broadcast, he was able to explain the ingredients of different cosmetics, the use of skills and skincare tips, so that consumers can buy skincare products that are more suitable for them. The second is to share real experiences with consumers. For example, anchor Li Jiaqi tells about making the skin better after using a certain skincare product, which increases consumers trust for the anchor and makes consumers feel the valuable products or services more intuitively. Third, emotional connection between the anchor and consumer. Anchor makes use of affinity and credibility and consumers to build up an emotional bridge, through the live streaming display to meet consumers physical and emotional needs, so that consumers are convinced that the anchor's recommendations are credible and the anchor stimulates consumer desire to buy. Fourth, the anchor acts as the role of trendy and top quality opinion leader. With the well-known anchor is the a credible representative in their minds of consumers, the anchor's reviews and testimonials about the merchandise will have a crucial status for the consumer's purchase decision.

### *3.2. Product Brand Factor*

In live broadcasting market, consumers willingness to make a purchase is influenced by the brand. In particular, it is reflected in: firstly, brand credibility, image, awareness and reputation. Consumers have a high degree of trust in well-known brands, a high degree of awareness and familiarity, and a good image and reputation, which makes them willing to buy. For example, some high-end brands are unique for their exquisite craftsmanship and high-quality materials, and consumers will think that the products of these brands have high value and are willing to buy more strongly. Second, brand perceived value. Mainly refers to the brand's functional value and emotional value. For example, a certain brand of mobile phones is known for its powerful power storage function, and consumers with this demand may be attracted to it, which in turn generates a willingness to buy. Brands can convey specific emotional value to consumers through live broadcast to increase the willingness to buy. Third, brand loyalty. For sticky brands, consumers with high brand loyalty will generate repeat purchase intentions. They will recommend the brand's products to others through pop-ups, comments and other means in the live broadcast. At the same time, the brand should also respond positively to consumers comments and suggestions in order to raise consumers' awareness and satisfaction with the brand.

### *3.3. Live Broadcast Environment Factor*

The impact of the live broadcast environment on the consumer's purchase intention is mainly reflected in the following. First, the visual environment, mainly including the quality of the screen, scene layout and so on. Clear, high-resolution, smooth, high colour saturation and high contrast live screen, props, decorations and other carefully arranged live scenes are more attractive to consumers. For example, in food live broadcast, different foods matched with suitable specialty tableware can catalyze the attraction of food and the sense of consumer carryover. Second, the auditory environment, including the anchor sound, sound effects, background music and other effects. The anchor's voice quality, tone, background music, sound effects, etc. can better convey product information and guide consumers to buy. For example, in the live food broadcast, the sound of chewing food can increase consumers psychological satisfaction and desire to buy. Third, the interactive environment, including pop-up interaction, lottery interaction, customer service interaction and so on. Active pop-up atmosphere, attractive prizes for lucky draws, timely and professional customer service, etc. make consumers feel a good live experience. Fourth, the trust environment, including the anchor credibility, platform protection, after-sales service. Professional, high integrity anchor and safe, reliable live platform can provide consumers with a good shopping environment and improve consumer trust.

#### 4. Conclusion

In summary, this study takes the development status and trend of social media live broadcast as an entry point, and analyses the significance of the factors affecting consumers purchase intention in social media live broadcast through the research methods of literature research method and case study method, etc. The study adopts the perceived value theory and the SOR theory, which are commonly used in marketing, to conduct an in-depth discussion on the factors affecting consumers purchase intention in social media live broadcast. The results of the study show that factors such as anchors, product brands and live broadcast environment have an important influence on consumers purchase intention and purchase decision. These findings not only enrich the theoretical knowledge of social media live broadcast, but also provide useful practical references for the field of social media live broadcast, which can provide reasonable suggestions for anchors, social media live broadcast platforms, and merchants, and valuable guidance for consumers decision-making behaviors in live shopping.

In conclusion, this study is innovative in the field of social media live broadcast, and provides valuable ideas and methods for subsequent researchers in the live broadcast of anchors, platforms, merchants, consumers and other aspects of the study. It is hoped that this study can contribute to promoting the development of the social media live broadcast market and solving the current problems and obstacles in social media live broadcast.

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