

# Research on the Influencing Factors of Customers' Purchase Intention in Tiktok Live Broadcast Room ——Take a Clothing Brand as an Example

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**Abstract**—Live streaming goods are developing rapidly in China, and consumers are gradually accustomed to spending in live broadcast rooms. This paper takes A clothing brand as an example to collect and analyze the datas of different live broadcast rooms in its TikTok live broadcast, and conducts empirical analysis from two aspects: situational factors and commodity factors. The results show that product quality has a positive impact on customers' purchase intention in the clothing live broadcast. In the clothing live broadcast, the number of goods has a positive impact on customers' purchase intention; In the live broadcast of clothing, the personal attraction of the anchor has a positive impact on the customer's purchase intention; The average number of people online in live clothing has a positive impact on customers' purchase intentions; The frequency of forcing orders in clothing live streaming has a positive impact on customers' purchase intentions. Based on the research conclusions, this paper puts forward suggestions for merchants to improve the quality of clothing, pay attention to anchor training, increase product styles, etc. to enhance customers' willingness to buy.

**Keywords**—Live streaming e-commerce; willingness to buy; e-commerce; TikTok live broadcast

## 1. INTRODUCTION

According to the 50th "Statistical Report on the Development of China's Internet Network" released by the China Internet Network Information Center (CNNIC), the number of Internet users in China has now exceeded the population mark of 1 billion and reached 1.051 billion, and it has been 29 years since China entered the first year of the Internet on April 20, 1994, and the Internet penetration rate in China has reached 74.4% <sup>[1]</sup>. As the number of Internet users is also increasing, among which the user traffic of short video platforms has risen most obviously and prominently, in June 2022, the scale of live broadcast users in China has reached 716 million, accounting for 68.1% of all netizens, an increase of 12.9 million compared with December 2021. The proportion of live streaming users among netizens is increasing, and merchants are paying more and more attention to live streaming goods. Therefore, how to

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This paper is supported by the project of the Ministry of education of P. R. China under grant No.201801193068, the Research Youth project of Guangzhou Xinhua University under grant No.2019KYQN02.

increase consumers' willingness to purchase in the live broadcast room and increase sales has become a problem faced by various merchants. This paper takes A clothing brand as an example to study and analyze the factors influencing customers' purchase intention in the live broadcast room of TikTok, and further discusses the influence of each factor on the live broadcast, so as to provide theoretical guidance for clothing store companies to participate in the live broadcast marketing model.

## 2. LITERATURE REVIEW

As a new form of e-commerce, live streaming e-commerce establishes closer ties and stronger customer stickiness with consumers through real-time interaction with consumers. At present, there is no unified standard definition of "e-commerce live broadcast" in academia, and Li Yaojin (2021) believes that e-commerce live streaming is based on Internet technology, closely combines e-commerce and online live broadcasting, and uses e-commerce anchors to connect customers with products<sup>[2]</sup>. Zhong Tao (2020) believes that livestreaming e-commerce is the marketing of products by influencers and other key opinion leaders with short videos or live broadcasts, and finally achieves transaction formats<sup>[3]</sup>. Jia Xiaofeng (2019) believes that in the process of live broadcasting, users can not only purchase the goods they need, but also meet their personal social needs in the live broadcast, expand the scope of personal communication, and combine this real-time interactive platform with business functions and social functions. Maintaining the Integrity of the Specifications.<sup>[4]</sup>

With the diversified development of e-commerce live broadcasting, different scholars also have different views and classifications on the classification of e-commerce live broadcasting, Fu Tianjiao (2022) divides the live broadcast classification of e-commerce into social e-commerce live broadcast and shopping e-commerce live broadcast according to the difference in the type of live broadcast platform, and social e-commerce live broadcast is mainly based on social APP and live broadcast on the platform<sup>[5]</sup>. Shopping-based e-commerce live streaming is to add live streaming functions on the basis of traditional e-commerce platforms. Some scholars have a more detailed division of e-commerce live broadcasting, Yan Daocheng (2020) in his personal research explained the five types of live broadcast methods of Internet celebrity live broadcast, merchant live broadcast, "Internet celebrity + celebrity" live broadcast, star live broadcast, and special live broadcast<sup>[6]</sup>. Some scholars are clearly divided into two categories, and Chen Yongqi (2020) is also divided into two types: "traffic anchor + e-commerce platform live broadcast" and "merchant self-operated + e-commerce platform live broadcast" according to anchor attributes<sup>[7]</sup>. This paper also adopts the classification method of Chen Yongqi (2020), mainly studying the influencing factors of customers' purchase intention of clothing brands self-broadcasting.

Consumer purchase intention is the introduction of psychology based on consumer attitudes, in the field of psychology believes that people have different attitudes to things, their willingness to act is different. Dodds et al. (1991) believe that customers' desire and willingness to buy have a greater impact on their value assessment of all aspects of the commodity, and the larger the valuation, the stronger the purchase intention, and for consumers, the product estimate is largely derived from the price of the product, the time consumed by the product, money and other factors, of course, it is also related to the product will be returned or the benefits obtained

by the consumer <sup>[8]</sup>. Domestic scholar Gao Haixia (2003) believes that when customers buy, they think that the risks brought by the purchase of products are related, and the willingness to purchase is also affected by it, and there is a negative correlation between them. <sup>[10]</sup>. In the field of marketing, under the research of scholars for many years, the view that consumers' purchase intention can be used as an important indicator to predict consumer behavior and reflect consumers' subjective choices has been widely recognized. With the continuous change of consumption scenarios and the upgrading of consumption, the emergence of online shopping forms has also triggered discussions and research among scholars. Sun et al. (2019) believe that under the theory of presence and technical availability, when shopping on the spot, or derived from the current online shopping anchor or on-site shopping guide to introduce and express consumer products, and consumers can objectively and directly have a direct perception of the performance and characteristics of the product in the purchase, or let customers have an immersive feeling in the live broadcast, these factors will affect the customer's purchase <sup>[9]</sup>.

Combined with the above literature content, this paper divides the factors affecting customers' purchase intention in the clothing live broadcast room into two categories, situational factors and product factors, and further discusses the research on purchase intention in the E-commerce live broadcast of A clothing brand as a reference object, commodity factors such as commodity prices and product types and situational factors: the impact of anchor image, forced order evaluation rate, and online number on customers' purchase intention. This study supplements the research on customers' purchase intention under the new e-commerce marketing model and has certain theoretical value.

### **3. THEORETICAL ANALYSIS OF INFLUENCING FACTORS OF CUSTOMERS' PURCHASE INTENTION OF CLOTHING BRANDS LIVE BROADCAST**

#### **3.1. The influence of commodity factors on customers' purchase intention**

##### **3.1.1. Product quality**

In the clothing live broadcast, it mostly refers to the product information and product quality of the product itself, while in the live broadcast, it is presented by the host's description of the product itself. Product quality will affect the customer's measurement of product value, when the product quality is higher, the customer's measurement of product value will increase, and when the product quality decreases, the value that customers are willing to pay for the product will be correspondingly reduced, and the willingness to buy will also decrease. At the same time, when the host describes the product, it will also affect the customer's risk perception of the purchase of the product. Ning Lianju (2011) showed in his research that among the various factors affecting customers' impulse consumption, the characteristics of products are the most likely to impress customers, and their impact on consumers' impulse purchasing behavior is also the most profound <sup>[12]</sup>. Based on the above combined factors, this paper makes the following assumptions:

H1: In the live broadcast of clothing, product quality has a positive impact on customers' purchase intention.

### **3.1.2. The number of goods**

The number of products refers to the number of products provided by the merchant for purchase by customers in the live streaming. In the live broadcast of clothing e-commerce, it refers to the style introduced by the host during the live broadcast and the number of clothing that customers can buy in the live product window. When the number of goods is large, not only can customers be given more choices, but different styles can also stimulate customers' desire to buy. Based on the above combined factors, this paper makes the following assumptions:

H2: In the live broadcast of clothing, the number of products has a positive impact on customers' purchase intention.

## **3.2. The influence of situational factors on customers' purchase intention**

### **3.2.1. Personal attractiveness of the anchor**

The personal charm of the host affects the consumer's feeling when watching the live broadcast, and when the anchor can gain the trust of the audience, it can also promote the sales of the goods sold by the host. Many head anchors with tens of millions of fans use their personal charm and fan effect to bring goods, and their sales in their live broadcasts are often very considerable. In the clothing live broadcast, the anchor will explain and try on the products sold, and the host's grooming, behavior, etc. will have a certain degree of impact on the customer's purchase. Chen Jing (2018) showed in her research that the behavior, behavior, speech and other aspects of the anchor in the live broadcast room are collectively referred to as the personal charm of the anchor, which has a positive impact on customers' purchase intention<sup>[13]</sup>. Based on the above combined factors, this paper makes the following assumptions:

H3: In the live broadcast of clothing, the personal attraction of the anchor has a positive impact on the customer's purchase intention.

### **3.2.2. Average number of people online**

The average number of people online in the live room is the average number of people watching per minute in the live room. When the user first enters the live broadcast room, the popularity of the live broadcast room and the interestingness of the content in the live broadcast room can be judged by the number of online people in the live broadcast room, when the number of people watching in the live broadcast room is large, the comment interaction is active, and the user is more willing to stay in the live broadcast room. In the live broadcast room of clothing sales, the atmosphere in the live broadcast room is either exciting or pleasant, or affects the generation of purchase intention. Based on the above combined factors, this paper makes the following assumptions:

H4: The average number of people online in live streaming has a positive impact on customers' purchase intentions.

### **3.2.3. Forcing order frequency**

Order forcing frequency is a unique sales method in e-commerce live broadcasting, through the background control of inventory, combined with the anchor's words, so that customers have

nervous psychological emotions when watching in the live broadcast room. This method of forcing orders is also widely used in clothing live broadcasts to grasp the psychology of customers to promote their favorite styles. Zheng Xing (2019) believes that consumers' shopping flow experience will have a positive impact on impulse purchases, and when consumers are influenced by impulse purchase intentions, consumers' perception of risk will decline<sup>[14]</sup>.

H5: The frequency of forcing orders in clothing live streaming has a positive impact on customers' purchase intentions.

## **4. DATAS ANALYSIS AND WHAT-IF EXPERIMENTS**

### **4.1. Descriptive statistical analysis**

This study used Excel table to sort out the datas in 40 live broadcast rooms of A brand clothing, one of which was banned for suspected illegal operations, and another live broadcast room sold clothes of other brands, after removing the live broadcast datas of these two, a total of 38 valid live broadcast room datas, using SPSS software to perform descriptive statistical analysis of the datas of the live broadcast room of these 38 A clothing brands, the descriptive statistical analysis is shown in Table I.

From Table I, it can be seen that the daily sales volume of the brand's live broadcast room is about 10,000 yuan, while the highest sales volume in the 38 stores can reach nearly 30,000 yuan, and the lowest sales volume is also more than 1,000 yuan. The live broadcast room of A clothing brand can also achieve a higher frequency of forced orders, the smallest forcing frequency can reach 6 times every 15 minutes, and the highest can reach 11 times of pressing frequency, and the average number of pressing orders per 15 minutes in 38 clothing live broadcast rooms can reach 8 to 9 times per year. The number of people in the costume live broadcast room ranged from 123 to 821, and the average number of people in the 38 live broadcast rooms was 470. At the same time, this paper collects the anchor attraction characteristic datas with the help of Chen Xiaona's (2021) anchor characteristic scale, and concludes that the average attraction of anchors in 38 A-brand clothing live broadcast rooms can reach 5.82, which proves that the brand pays more attention to the training of anchors, and the attraction of anchors can reach a high level<sup>[11]</sup>. In terms of the number of goods, the minimum number of goods is 6, and the highest number of goods can reach 159, the average number of goods in each live broadcast room is about 64 pieces, and the A brand clothing style is diverse, providing customers with more diversified choices. In terms of the quality of goods, this paper borrows the product quality measurement scale of Chen Yandi (2008) to collect datas from 38 live broadcast room products, of which the minimum value is 1, the maximum value is 8, and the average value can reach 4.79, which proves that the brand has strict control over product quality and better clothing quality<sup>[15]</sup>.

**TABLE I** DESCRIPTIVE STATISTICAL ANALYSIS TABLE

Descriptive statistical analysis					
Table Head	<i>N</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Standard deviation</i>
Product quality	38	1	8	4.79	1.833
Number of items	38	6	159	63.97	42.092
Streamer attraction	38	3	7	5.82	1.087
Number of people online	38	123	821	469.74	176.114
Forcing frequency	38	6	11	8.42	1.287
Sales	38	1214	29489	11802.42	7820.716
Valid N (list state)	38				

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#### 4.2. Correlation analysis

The purpose of the correlation analysis of the datas is to detect the magnitude of the correlation between the six variables in this paper. The Pearson correlation coefficient is used in the subcorrelation measure, and the larger the absolute value of the correlation coefficient, the stronger the correlation between the variables. In this study, the widely used SPSS datas analysis software was used for analysis, and the results are shown in Table II.

**TABLE II** CORRELATION TABLE

Table Head	Product quality	Number of items	Streamer attraction	Number of people online	Forcing frequency	Sales
Product quality	1					
Number of items	.832**	1				
Streamer attraction	.618**	.733**	1			
Number of people online	.880**	.869**	.560**	1		
Forcing frequency	.485**	.407*	0.308	.639**	1	
Sales	.830**	.993**	.716**	.880**	.398*	1

In the II correlation analysis table, \*\* at level 0.01, the correlation is significant, \* at the 0.05 level, the correlation is significant. In the table, except for the low correlation between anchor attraction and order frequency, other variables have strong correlations. Product quality, number of products, anchor attractiveness, online number, and order frequency all have a strong correlation with sales.

#### 4.3. Regression analysis

Regression analysis can further test the causal relationship of related variables, and after passing the correlation analysis, perform linear regression analysis on the datas. In this study, product quality, number of goods, anchor attraction, online number of people, and order forcing frequency were used as independent variables, sales volume was used as the dependent variable, and a regression model was established, and the regression model summary table and regression results were shown in Tables III and IV.

**TABLE III** REGRESSION MODEL SUMMARY TABLE

R	R-square	Adjusted R-square	S.D.
0.995a	0.990	0.988	849.856

It can be seen from Table III that the R-square of the regression model reached 0.99 and the adjusted R-square reached 0.988, indicating that the five independent variables of product quality, number of goods, anchor attractiveness, online number of people, and order forcing frequency in the study could explain 98.8% of the variation in the sales volume of the dependent variable, and the model effect was better.

From the regression results in Table IV, it can be seen that the significance coefficient of product quality is 0.038, the significance coefficient of commodity quantity is 0.000, the significance coefficient of anchor attraction is 0.008, the significance coefficient of online number is 0.005, the significance coefficient of forced order frequency is 0.013, and the Sig. value of the five variables is less than 0.05, from which it can be concluded that product quality,

number of goods, anchor attractiveness, online number of people, and order forcing frequency have a significant positive correlation on sales in the live broadcast room, so H1 is assumed , H2, H3, H4, H5 are all established.

**TABLE IV** REGRESSION RESULTS

Table Head	Unstandardized regression coefficient		Regression coefficient	t	Sig.
	B	S.D.			
Product quality	1257.293	1273.964		0.987	0.331
Number of items	-344.553	159.046	-0.057	-2.166	0.038
Streamer attraction	168.633	9.309	0.908	18.115	0.000
Number of people online	7.406	2.618	0.167	2.829	0.008
Forcing frequency	-1696.979	565.078	-0.279	-3.003	0.005
Sales	2418.015	929.353	0.398	2.602	0.013

## 5.CONCLUSIONS AND RECOMMENDATIONS

With the help of domestic and foreign scholars, this paper sorts out and references the research results related to live streaming e-commerce and customers' purchase intentions, and puts forward five factors that affect customer purchases in the live broadcast of clothing brand e-commerce. By analyzing and proposing hypotheses for these five variables, the live broadcast room datas of 40 A clothing brands collected by the network datas collection platform was imported into Excel, and the 38 valid datas collected were analyzed by SPSS, and the following conclusions were finally reached:

First, in the clothing live broadcast, product quality has a positive impact on customers' purchase intentions.

Second, the number of goods in the clothing live broadcast has a positive impact on the customer's purchase intention.

Third, in the clothing live broadcast, the host's personal attraction has a positive impact on customers' purchase intentions.

Fourth, the average number of people online in clothing live streaming has a positive impact on customers' purchase intentions.

Fifth, the frequency of forcing orders in clothing live streaming has a positive impact on customers' purchase intentions.

### 5.1. Live streaming merchants for clothing brands

#### 5.1.1. Improve the quality of clothing

For e-commerce live broadcasting, the three most important factors are people, goods, and venues, and the quality of goods, that is, the quality of goods, is also crucial. Customers in the live broadcast room of clothing brands buy clothing based on trust in the brand, if customers

buy good quality and low price goods, it will undoubtedly enhance consumers' loyalty to the brand, on the contrary, customers buy goods of poor quality, the merchant is more likely to lose a group of consumers, which is not conducive to the long-term benign development of the brand. Therefore, improving product quality, bringing users a good shopping experience, and improving the adhesion between customers and brands are the links that clothing e-commerce brands should pay attention to.

### **5.1.2. Pay attention to anchor training**

Clothing brands should pay attention to the training of anchors to improve the personal attractiveness of anchors. In the live broadcast, the audience can intuitively see the effect of the product, and the anchor acts as a shopping guide to explain the product in more detail, so as to understand the characteristics of clothing products and promote customer purchase behavior. Therefore, in the live broadcast room, the anchor must not only have a detailed understanding of the product, but also mobilize the atmosphere of the live broadcast room to increase the interestingness of the live broadcast room, so the brand improves the professionalism of the e-commerce anchor, which plays a vital role in increasing sales.

First of all, it is necessary to improve the professionalism of the anchor when he said that he showed the live broadcast with the goods, the brand should conduct brand professional training for the recruited anchor, so that the anchor is familiar with and recognized by the brand, and at the same time it is necessary to dock with the anchor the characteristics of the clothing products sold, as well as the problems encountered in the past sales and the explosive models mainly in the purchase, so that the anchor can better control the explanation time of each product, and conduct interactive and visual in-depth explanations to customers through the form of live broadcast, including the quality of products, the special features of product design, and precautions for washing clothes. When the anchor can describe the product in more detail, it can improve consumers' trust in the anchor and clothing brand, and the value perception of the product is clearer, thereby improving consumers' willingness to buy.

Secondly, the anchor should learn to use speech techniques to force orders, and after introducing the clothing, the anchor should properly force orders. Compared with traditional e-commerce customers, live e-commerce through data push to the customer's field of vision, some customers in the live broadcast room, there is no need to buy, while traditional e-commerce is that customers take the initiative, the goods they need to search and buy, so in the face of live e-commerce customers, anchors must learn to stimulate user demand, for customers who stay in the live broadcast room has not yet made purchases, product details can be described to dispel customer hesitation and doubt. If the customer cannot be guided after the product explanation, the order can be appropriately pressed. For example, reminding customers of inventory inventory, achieving the purpose of forcing orders by listing explosive products in batches, and buying for a limited time, customers' nervous flow experience can promote customers' purchase behavior.

Finally, in terms of the number of people staying in the live broadcast room, the anchor should increase the number of viewers in the live broadcast room by increasing the interaction with the audience. The increase in the number of viewers in the live broadcast room mainly comes from two aspects in terms of organic traffic, on the one hand, the long stay time and high retention of users in the live broadcast room. On the other hand, it comes from the push of the platform's

organic traffic, and to obtain the platform's organic traffic, not only the sales in the live broadcast room must be considerable, but also the interaction rate in the live broadcast room is high enough. Therefore, the anchor should increase the number of people in the live broadcast room, in addition to improving the entertainment of the live broadcast environment and bringing fun to the audience, so as to improve the retention of the original number of viewers, but also to improve the interaction of the audience, to often interact with the customers in the live broadcast room, ask questions, and learn to create topics to trigger the discussion of the audience in the live broadcast room, create a lively and popular atmosphere in the live broadcast room, improve the consumption perception of customers, thereby promoting consumer purchases, and attract more platform traffic to achieve a virtuous circle in the live broadcast room.

### **5.1.3. Increase product styles**

When there are many styles in the live broadcast room, the greater the chance of customers buying their favorite products in the live broadcast room, and when customers choose goods, it can also increase the customer's stay time, and user stay is also one of the platform's traffic push indicators for the live broadcast room, so the variety of product styles also has a certain effect on the attraction of platform traffic, and when the merchant provides customers with fewer product styles to choose from, it may lead to the loss of customers. At the same time, the keywords of the product can also lead customers who search for related products to the live broadcast room, so products with different styles can also empower the live broadcast room.

## **5.2. Advice to consumers**

### **5.2.1. Rational consumption**

From the consumer's point of view, when buying clothes in the live broadcast room, it is necessary not only to pay attention to the atmosphere in the live broadcast room, but also the number of online people and the number of buyers. Also pay attention to the quality of the products in the live broadcast room, not only listen to the anchor's introduction to the product, but also browse the specific parameters of the product in the detail page of the product to reduce the risk of purchasing in the live broadcast room. Reduce impulse consumption, achieve rational consumption, reasonable consumption.

### **5.2.2. Enhance personal awareness of rights protection**

Although customers can observe products more intuitively in the form of video during the live broadcast, it cannot be ruled out that some merchants use high-quality samples to display in the live broadcast room, and use cheap low-quality products when selling to users, so when you find that you have purchased fake and shoddy products, wrong goods, expired and damaged products in the live shopping, you must actively protect your own rights and interests, and negotiate with the merchant to respond to the platform. If their rights and interests are not protected, they can seek help from consumer associations and the judiciary.

### **ACKNOWLEDGMENT:**

Fund Programs: This paper is supported by the project of the Ministry of education of P. R. China under grant No. 201801193068, the Research Youth project of Guangzhou Xinhua University under grant No.2019KYQN02.

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