

LITERATURE REVIEW ON THE IMPACT OF LIVE E-COMMERCE ON CONSUMER PURCHASE INTENTION

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Abstract: With the rapid development of e-commerce, webcasting, as an emerging marketing tool, is gradually becoming an important tool for enterprises to attract consumers and promote sales. By systematically reviewing and analyzing the existing domestic and international related literature, we explore the influencing factors of webcasting on consumers' purchase intention. It is found that the performance of anchors and consumers in webcast sales, the cost-effectiveness of goods, and the internal and external information of the platform all have an important impact on consumers' purchase decisions. In addition, webcasting enhances consumers' purchase confidence through the role of factors such as perceived value and affective attitudes. Although current research provides many valuable insights, further exploration is needed regarding the influence mechanisms of webcasting in different cultural contexts and product categories. This paper aims to provide references for academics and businesses to facilitate the optimisation and application of webcasting marketing strategies.

Keywords: Webcasting, Consumer Purchase Intention, Influence Mechanisms, Literature Review

INTRODUCTION

With the rapid development of Internet technology and e-commerce, the scale of online shoppers in China has been growing year by year, and

online shopping has become the mainstream way of consumer shopping. 2023 China's total retail sales of social consumer goods reached 47 trillion yuan, and the migration of food and clothing online is obvious. The in-depth application of artificial intelligence, big data and other technologies has further enhanced the personalized recommendation and precision marketing capabilities of live web shopping, bringing consumers a more high-quality and convenient shopping experience, and gradually becoming an important support for online consumption.

Studies at home and abroad have shown that webcast shopping not only changes consumers' shopping habits, but also has a significant impact on consumers' purchasing decisions and psychological state. A systematic review of the relevant literature at home and abroad can provide a comprehensive understanding of the research of webcasting on consumers' purchasing intention, enrich and improve the marketing communication theory, expand the theory of consumer behavior, and provide guidance and reference for the development of e-commerce platforms, corporate brands, and anchor teams in practice, so as to better meet the needs of consumers and promote the sustainable development of webcasting shopping.

LITERATURE SOURCES AND OVERVIEW

Since 2020, the first year of live streaming, China's webcasting platforms, live content, live streamers and participants have undergone great changes, which have caused great repercussions in society and attracted the attention of many scholars. This study searched the keywords "live streaming e-commerce purchase intention" on Google Scholar and the keywords "impact of online live streaming on consumer purchase intention" on China National Knowledge Infrastructure, and selected more than 110 highly relevant Chinese and English journals, master's and doctoral dissertations from 2020 to 2024 for download, reading and study, mainly reading the abstracts, usage methods, main points and conclusion of the papers. The research scope of the papers includes mainland China, China-Taiwan, Indonesia, Pakistan, Thailand, etc., and the live broadcasting e-commerce platforms involved include Taobao, Kwai, Tiktok (Chinese version), Xiaohongshu (RED), Tiktok, facebook, and so on. Among them, most of

them are about studying the e-commerce live streaming in mainland China. This is because China’s e-commerce has an advantage in the international market with its innovations in platform integration, mobile payment, logistics efficiency and social e-commerce. China’s e-commerce live streaming market has formed a unique “content + e-commerce” model. Although e-commerce live streaming in other countries is gradually emerging, there is still a big gap with China in terms of scale, technology, interactivity and other aspects. As shown in Table 1, these papers mainly analyze the relationship between online live streaming and consumer purchasing intention from the perspectives of the impact of live streaming mode on purchasing decisions, the impact of online live streaming characteristics on purchasing intention, research on the impact on consumers in specific scenarios or product categories, and specific factors affecting consumer purchasing intention in live streaming sales. The most common analysis is the specific factors affecting consumer purchasing intention in live streaming sales, which are classified in detail in Table 2 of the article.

Table 1 Directions of research on the relationship between webcasting and consumer purchase intention

field of research	Author and year
The impact of live streaming on purchasing decisions	Zhang, B., Li, J., Feng, Y., & Liu, D. (2023);Qin, C., Zeng, X., Liang, S., & Zhang, K.(2023);Wang,J.J.(2023). Liu,Y.;LI,Q.,& Yin,M.(2020);Guo,J.,Li,Y.,Xu,Y.,& Zeng, K. (2021);Wang, H., Ding, J., Akram,U., Yue, X., & Chen, Y. (2021);
The impact of online live streaming characteristics on purchasing intention	Li,K.W.(2021);Zhang,B.S.,Zhang,Q.P.,&Zhao,C.G. (2021);Qing, C., & Jin, S. (2022);Sun, J., Dushime, H., & Zhu, A. (2022);Ma, L., Gao, S., & Zhang, X. (2022);Song, Z., Liu, C., & Shi, R. (2022);Yan, T. (2022);Nan,X.X.(2022);Pan,N.(2022);Lee, C. H., Lee, H. N., & Choi, J. I.2023);Zhang,Z.P.(2023);Mao,J.Y.(2023). Xu,H.,Qu,H.J.,&Cai,J.Z.(2020).;Xu,H.(2021);Sun, J., Dushime, H., & Zhu, A. (2022);Dong, X., Zhao, H., & Li, T. (2022);Chandruangphen, E., Assarut, N., & Sinthupinyo, S. (2022);Liu,X.Y.,Yan,M.,&Liang,C. (2022);Liu,Y.(2022);Ma,X.F.(2022);Lin, B., & Shen, B. (2023);Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023);Zheng, S., Lyu, X., Wang, J., & Wachenheim, C. (2023).
Research on the impact on consumers in specific scenarios or product categories	

Specific factors affecting
consumer purchase
intention in live streaming
sales See table 2 for details

LITERATURE SOURCES AND OVERVIEW

Combining domestic and international related research, the definition of webcast sales, factors affecting consumer purchase intention, theoretical framework and model and empirical analysis methods are reviewed.

Definition of Webcast Sales

Due to the relatively short time of the emergence and development of webcast sales, the academic community has not yet reached a consensus on its definition. However, all of them emphasize its interactivity, real-time and technical means in their definitions. Wongsunopparat, S., &Deng, B.(2021) consider live e-commerce as a new e-commerce marketing model, which utilizes live broadcasting technology and communication tools to interact with consumers in real time and provide all-around display and explanation of commodities in order to realize the purpose of selling commodities. Zhao,S.M.,& Liang,b.(2021) believe that webcasting with goods is a relatively novel business service model through the Internet to answer questions, display products, and sell recommendations to users participating in live broadcasts. Fei, H.P., & Zhou, C.C.(2021) believe that online live broadcasting with goods refers to a new online sales model based on live broadcasting platform with the characteristics of promoting consumer participation and purchase. P,N(2022) defined live marketing as a new marketing method that utilizes the network platform to provide consumers with information about the sale of goods in the form of information media such as images, graphics, and video by introducing, displaying, and exchanging information about products. Mao,J.Y.(2023) defines webcast shopping as a kind of e-commerce-based online shopping method that uses live streaming media technology as a means to provide users with real-time service or product information introduction with the anchor as a salesperson.

Combined with relevant research at home and abroad, this paper defines webcast marketing as a form of e-commerce that uses live streaming media technology to provide real-time service or product information to viewers through the anchor as a salesperson, thus prompting viewers to conduct a series of purchasing behaviors in the live room.

The main factors affecting consumers’ purchase intention in webcasting

Scholars at home and abroad have explored the factors affecting consumers’ purchase intention in webcasting from multiple angles, as shown in Table 2, analyzing one or more aspects of the anchor/Key Opinion Leader(KOL)/Internet celebrity/AI virtual anchor, live content, platform, audience/consumers, and products.

Table 2 Main factors influencing consumers’ purchase intention in webcasting

Influencing factors	Author and year
Anchors/Key Opinion Leader(KOL)/Internet celebrities/AI virtual anchors: influence, performance, verbal characteristics, word-of-mouth, interaction style, physical attractiveness	Xu,H.,Qu,H.J.,&Cai,J.Z.(2020);Wongsunopparat, S., & Deng, B. (2021);Tingxiu, G., Dengkai, Z., & Raju, V. (2021);An, F. (2021);Wang, H., Ding, J., Akram, U., Yue, X., & Chen, Y. (2021);Du,W. (2021);Zhao.N.(2021);Rao,M.R.,Wu,Z.Q.,Tang, R.,Chen.J.A.,&Zhou,S.Y.(2021);Xie, Y., Du, K., & Gao, P. (2022);Rungruangjit, W. (2022);Liu, D.,& Yu, J. (2022);Yan, T. (2022); Song, Z., Liu, C., & Shi, R. (2022); Chen, L. R., Chen, F. S., & Chen, D. F. (2023); Hou, J., & Chen, J. (2023); Zimiao, X., & Shenggui, C. (2023); Ma, J. (2023); Ling, Q., & Masrom, M. B. (2023) ; Zhang, B., Li, J., Feng, Y., & Liu, D. (2023) ; Oktapiani, T., & Febrianta, M. Y. (2023);Jinhui, K., & Tarofderb, A. K. (2024);Chen, N., & Yang, Y. (2023);Li, H., Wang, R., & Shi, C. (2023);Gao, Z.Q.(2023);Li.Y.(2023);Wang,J.J.(2023).

Live content: quality, authenticity, information, entertainment	Tingxiu, G., Dengkai, Z., & Raju, V. (2021) ; Wang, H., Ding, J., Akram, U., Yue, X., & Chen, Y. (2021);Rao,M.R.,Wu,Z.Q.,Tang,R.,Chen.J.A.,&Zhou,S.Y.(2021);Gao,Y.H.,&Li,P.(2022);Zimiao, X., & Shenggui, C. (2023);Qian Yao, L., & Siyu, G. (2023); Lin, B., & Shen, B. (2023); Gao,Z.Q.(2023);Li.Y.(2023).
Platform: user experience, live streaming picture quality and smoothness, recommendation algorithms, advance announcement of live streaming time, visibility, authenticity and interactivity	Wongsunopparat, S., & Deng, B. (2021);Zheng, S., Lyu, X., Wang, J., & Wachenheim, C.(2023);Chandrruangphen, E., Assarut, N., & Sinthupinyo, S. (2022);Li.Y.(2023).
Audience/consumers: interaction (visits, likes, comments, retweets, etc.), participation in activities (e.g., robocalls, sweepstakes), access to information about other people's purchases or financial rewards	Wongsunopparat, S., & Deng, B.(2021);Zheng, R., Li, Z., & Na, S. (2022); Liu, F., Wang, Y., Dong, X., & Zhao, H. (2022); Xie, Y., Du, K., & Gao, P. (2022);Shen.W.(2022);Nan,X.X.(2022); Zheng, S., Lyu, X., Wang, J., & Wachenheim, C. (2023);Zimiao, X., & Shenggui,C. (2023);Guo.Y.C.(2023);Li,D.X.,&Li,Z.D.(2024).
Products: quality, price, promotions, discounts, personalized service	Xu,H.,Qu,H.J.,&Cai,J.Z.(2020);Wongsunopparat, S., & Deng, B. (2021); An, F. (2021); Rao ,M.R.,Wu,Z.Q.,Tang,R.,Chen.J.A.,&Zhou,S.Y.(2021);Chen, B., Wang, L., Rasool, H., & Wang, J. (2022); Liu, D., & Yu, J. (2022);Zheng, S., Lyu, X., Wang, J., & Wachenheim, C. (2023) ; Qian Yao, L., & Siyu, G. (2023); Priambodo, A. (2023); Zhang, B., Li, J., Feng, Y., & Liu, D. (2023); Lin, B., & Shen, B. (2023); Ding, S. (2023); Chandrruangphen, E., Assarut, N., & Sinthupinyo, S. (2022);Gao,Z.Q.(2023).

There are also some scholars and experts who have integrated the influencing factors in a more systematic way. Xu,H(2021) believes that the influence of consumer purchasing behavior is mainly divided into two aspects: (1) the influence of consumers themselves: personal needs, cognition, attitudes and other psychological factors and age, lifestyle, self-image, personality and other personal factors; (2) external influence: the influence of family, reference groups, social class and culture and other

factors. Cai.N(2021) argues that the influence of live broadcasting on consumers' desire to buy consists of: (1) situational factors: the neatness of the placement of items in the live broadcasting room, the movement of people in the live broadcasting room, and the design of the live broadcasting room that matches the type of the anchor; (2) marketing incentives: price, promotions, etc.; and (3) interactions: the two-way dissemination of information between the anchor and the viewer, between the viewers, and between the viewers and the merchants. Ho, C. I., Liu, Y., & Chen, M. C. (2022) explored how the 7Ps of the service marketing mix (product, price, place, promotion, people, physical presentation, and process) affect viewing and purchase intentions on live shopping platforms, exploring how these marketing elements from the seller's perspective influences customers' viewing and purchasing behaviors. Chandruangphen, E., Assarut, N., & Sinthupinyo, S. (2022) studied and analyzed how 20 product attributes including product attribute, seller attribute how live streaming attributes affect consumer trust and viewing and purchasing intentions. Zimiao, X., & Shenggui, C. (2023) redefined contextual factors in live e-commerce streaming by categorizing them into physical and social contexts. This categorization helps to understand more clearly the impact of different factors on consumer behavior.

Therefore, combining the above studies in domestic and international literature, this paper divides the webcasting factors affecting consumers' purchase intention into three major aspects: "people", "goods" and "field": "People" mainly involves the anchor and the audience in the live broadcast. Anchor through the three-dimensional description and display of goods, build goods and consumers, businesses and users of the link, the sales ability of different anchors largely affect the promotion of the brand and sales of goods; "goods" as the name suggests is the live sales of products, but sometimes consumers are not only concerned about the quality of the product itself, may also be affected by the information given by the merchants in the live broadcast. "Venue" refers to the live broadcast e-commerce platform. This article also covers the live broadcast venue, which is more comprehensive. Among them, "people" includes anchor professionalism and interactive effectiveness, anchor professionalism can be divided into live charisma and recommended ability, interactive effectiveness is divided

into anchor and people (live audience / consumer) communication and people and people communication; “goods” includes product characteristics and The “goods” include product characteristics and information sources, product characteristics can be divided into comprehensive cost-effective and promotional methods, information sources can be divided into external and internal information; “field” includes platform features and live room layout, platform features can be divided into purchase friendliness and page aesthetics, live room layout can be divided into the atmosphere of the live room and professional facilities.

Theoretical framework and model

Consumers’ purchase decision-making process when watching webcasts usually includes: 1. Attention and interest: discovering the live broadcast content through social media, platform recommendations, and friends’ sharing, etc. The anchor arouses consumers’ interest in the product through interaction, product introduction, and trial demonstration, etc. 2. Information searching: consumers watch the anchor’s detailed introduction of the product, function demonstration, and experience of using the product, and get the anchor’s recommendation through the anchor’s recommendation, other consumers’ comments and interactions in the live broadcasting room to gain more knowledge about the product. 3. Evaluation and comparison: Consumers will evaluate the anchor’s credibility, analyze the product’s strengths and weaknesses, and compare other products to consider whether it meets their needs and expectations. 4. Purchase decision: If consumers are subjected to strong purchase motivations and triggers (e.g., limited-time offers, exclusive discounts, etc.) within the live broadcasting room, they may immediately order a Purchase. Of course, they may also delay the purchase or give up the purchase. 5. Post-purchase Behavior: After receiving the product, consumers may leave evaluation and feedback on the live broadcast platform or e-commerce platform. If consumers are satisfied with the product, they may share the purchase experience on social media and recommend it to friends and family. Then, to study consumers’ purchase intention, it is necessary to establish a corresponding theoretical framework and verify it with corresponding empirical analysis methods.

Domestic and foreign scholars generally construct models based on the Stimulus-Organization-Response (SOR) theory, which was proposed by Mehrabian and Russell in 1974, which suggests that stimuli in the external environment can act on an individual's cognitive or affective, which in turn produces an intrinsic or extrinsic behavioral responses. The model is applicable to scenarios and studies related to marketing, consumer psychology and behavior, and most of the more than 110 papers in the review used this model, such as Li, M., Wang, Q., & Cao, Y. (2022) who utilized the SOR framework to explore how social presence affects consumer impulse buying behavior in live e-commerce. Wang, F., & Wang, Y. (2022) used the SOR theory and technology acceptance model to investigate the impact of five dimensions, namely perceived usefulness, perceived ease of use, perceived emotional value, trust, and purchase intention, on consumers' purchase intention. Based on communication persuasion theory, SOR theory and trust theory, Wang, Y. (2022) focuses on the webcasting context and builds a model of the influence of key opinion leaders on consumers' purchase intention. Wang, X., Li, G., & Jiang, R. (2023) constructed a model based on SOR theory to verify the impact of perceived utilitarian value, perceived hedonic value, and perceived social value on consumer trust and further affect their continued purchase intention. Zheng, S., Lyu, X., Wang, J., & Wachenheim, C. (2023) constructed a model based on the SOR theory to investigate how external stimuli (the characteristics of the anchors) can influence consumers' purchasing behaviors (as responses) through green consumption perceptions (as internal organization). Gao, Z. M. (2023) investigated and analyzed the elements of the influence of webcasting e-commerce on consumers' purchase intention based on the SOR model, and their study showed that webcasting e-commerce's high quality of content, discounts and offers, celebrity effect, and value-added content bring positive influence on consumers' purchase intention.

Of course, there are also some research frameworks based on other theories, such as Zhang, M., Qin, F., Wang, G. A., & Luo, C. (2020), who used Construal Level Theory (CLT) as the theoretical foundation, combined with the two mediating variables of psychological distance and perceived uncertainty to explore the effect of live video streaming on online purchase intention. Based on the consumer black box theory, Xu, He (2021)

summarized and analyzed the literature on live online marketing, perceived value, trust, and purchasing behavior to understand the specific factors affecting consumers' purchasing behaviors during live streaming. Sun, J., Dushime, H., & Zhu, A. (2022) used the extended technology acceptance model (ETAM) to study the impact of having used Chinese live-streaming e-commerce apps, such as Tiktok, Taobao, and Jingdong, and Chen, W. K., Chen, C. W., & Silalahi, A. D. K. (2022) used the Extended Technology Acceptance Model (ETAM) to study the data of consumers who have used Chinese live-streaming e-commerce apps, such as Tiktok, Taobao, and Jingdong, and Chen, W. K., Chen, C. W., & Silalahi, A. D. K. (2022) explored the effect of user engagement in live-streaming on the intention to purchase and give gifts based on the theory of Use and Satisfaction. He, W., & Jin, C. (2022) Based on Dual-Systems Theory (DST) to explore how key opinion leader (KOL) characteristics affect consumers' purchase intention in live streaming e-commerce. Lu, Y., He, Y., & Ke, Y. (2023) combined scenario theory and rapid relationship theory for the first time to explain the formation mechanism of consumer behavior in e-commerce live streaming. Wang, J., & Oh, J. I. (2023) used the User and Gratification (U&G) theory to analyze the continuous purchase intention of consumers with different education levels in TikTok live shopping. Based on the Theory of Consumer Value (TCV), Zhang, Q., Wang, Y., & Ariffin, S. K. (2024) introduced the popularity of anchors as a moderating variable and analyzed the impact of multi-dimensional consumer value on purchase intention.

Empirical Analysis of the Influence of Consumer Purchase Intention

Based on the combination of questionnaires and interviews, as shown in Table 3, scholars at home and abroad generally use the analytical methods of empirical research to explore the influencing factors of consumer purchase intention: including structural equation modeling (SEM), AMOS software, SPSS software and SmartPLS software. The main purpose of using the corresponding analytical methods is to analyze how each live factor influences consumers' purchase intention through psychological, emotional and behavioral paths. By analyzing the relationship between the independent, mediating and dependent variables, the degree of influence of each factor is determined.

Table 3 Main factors influencing consumers’ purchase intention in webcasting

empirical method	Author and year
structural equation model (SEM)	Wongsunopparat, S., & Deng, B. (2021); Komalasari, F., Christianto, A., & Ganiarto, E. (2021); Chen, W. K., Chen, C. W., & Silalahi, A. D. K. (2022); Chen, B., Wang, L., Rasool, H., & Wang, J. (2022); Addison, C. S., & Aprilianty, F. (2022); Liu, F., Wang, Y., Dong, X., & Zhao, H. (2022); Sun, J., Dushime, H., & Zhu, A. (2022); Rungruangjit, W. (2022); Ma, L., Gao, S., & Zhang, X. (2022); Dong, X., Zhao, H., & Li, T. (2022); Liu, Y. (2022); Lu, Y., He, Y., & Ke, Y. (2023); Qin, C., Zeng, X., Liang, S., & Zhang, K. (2023); Chen, L. R., Chen, F. S., & Chen, D. F. (2023); Wu, Y., & Huang, H. (2023); Hou, J., & Chen, J. (2023); Ling, Q., & Masrom, M. B. (2023); Lin, B., & Shen, B. (2023); Ma, E., Liu, J., & Li, K. (2023); Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023); Lee, C. H., Lee, H. N., & Choi, J. I. (2023); Qin, C., Zeng, X., Liang, S., & Zhang, K. (2023); Li, Y. (2023); Zhang, Q., Wang, Y., & Ariffin, S. K. (2024).
AMOS	Guo, J., Li, Y., Xu, Y., & Zeng, K. (2021); Li, K. W. (2021); Liu, F., Wang, Y., Dong, X., & Zhao, H. (2022); Li, M., Wang, Q., & Cao, Y. (2022); Nan, X. X. (2022); Wang, J., & Oh, J. I. (2023); Ma, J. Y. (2023); Wang, J. J. (2023).
SPSS	Liu, Y.; Li, Q.; Yin, M. (2020); An, F. (2021); Lakhan, G. R., Ullah, M., Channa, A., Abbas, M., & Khan, M. A. (2021); Rao, M. R., Wu, Z. Q., Tang, R., Chen, J. A., & Zhou, S. Y. (2021); Wang, F., & Wang, Y. (2022); Zhou, R., & Tong, L. (2022); Wang, F., & Wang, Y. (2022); Gao, Y. H., & Li, P. (2022); Nan, X. X. (2022); Wang, Y. (2022); Zimiao, X., & Shenggui, C. (2023); Qian Yao, L., & Siyu, G. (2023); Ma, J. (2023); Ding, S. (2023); Chen, Y. (2023); Ma, J. Y. (2023); Wang, J. J. (2023).
SmartPLS	Zhang, B., Li, J., Feng, Y., & Liu, D. (2023).

CONTROVERSIES AND RESEARCH GAPS IN THE LITERATURE

Most studies are innovative, but also have shortcomings, which are mostly reflected in the limitations of the platform, samples and factors.

Platform limitations: the research is limited to a specific platform.

Zheng, R., Li, Z., & Na, S. (2022) focuses only on Taobao Tmall, the largest e-commerce platform in China, and thus the results may not be applicable to other shopping sites or markets with different cultural backgrounds. Priambodo, A. (2023) focuses on TikTok, a specific social media platform, analyzing the effects of service quality, price, trust, customer reviews and free shipping on purchase intention. Ma, J. (2023) focuses on the emerging field of community e-commerce, especially Xiaohongshu(RED), which is a typical community e-commerce platform, and provides valuable managerial suggestions for the development of community e-commerce platforms.

Due to sample limitations, a survey of a few hundred consumers in a certain country or region may not fully represent consumer behavior in other countries.

Qianyao, L., & Siyu, G. (2023) used college students as the target of their study to explore the impact of live e-commerce on the consumer behavior of this specific group, which has geographic or cultural limitations. Chen, L. R., Chen, F. S., & Chen, D. F.(2023) investigated data mainly from China-Taiwan, which failed to comprehensively cover consumer behavioral characteristics in other regions.

From the previous discussion, we can also learn that many studies focus on one factor or multiple factors, which are not comprehensive and the factors have limitations.

Hou, J., & Chen, J. (2023) mainly focus on the impact of live streaming characteristics, but do not delve into other factors that may affect purchasing behavior, such as cultural differences, personal characteristics, etc. Ma, J. (2023) only examines the influence of appearance attractiveness on purchase intention and did not consider other possible influences such as product quality and price.

Therefore, in subsequent research, more attention should be paid to the comprehensiveness of platforms and consumer scope. Judging from the data

structure of many industry reports, people born in 1980s, 1990s, and 2000s are the main participants in e-commerce live streaming, and the balance of sample coverage should be ensured. In addition, more cross-cultural comparisons should be conducted to better understand how e-commerce live streaming affects the market in different cultures.

CONCLUSION AND RECOMMENDATION

Scholars at home and abroad study the influence factors of webcasting on consumers' purchase intention from various aspects, rely on typical theoretical foundations, construct research frameworks and models, verify the influence effects of each factor through theoretical and empirical analysis methods, and confirm the significant effects of webcast shopping on consumers' shopping habits, purchase decisions and psychological states.

The systematic review of related literature can help us to comprehensively understand the research of webcasting on consumers' purchase intention, so as to enrich and improve the theory of marketing communication, expand the theory of consumer behavior, and provide guidance and reference for the development of e-commerce platforms, enterprises and anchors in practice.

Recommendations for Live Online Shopping Platforms

Strengthen platform governance and product quality control

Platform governance: A transparent management and review mechanism should be established and strict punishment measures should be implemented to ensure that the live broadcast content and product quality comply with relevant laws and regulations and industry standards.

Quality control: They should cooperate with high-quality suppliers and introduce third-party testing agencies to comprehensively control product quality from the source and process to ensure that users obtain high-quality products.

Enhance interactive experience and personalized functions

Technological innovation: Technologies such as artificial intelligence, big data, virtual reality (VR) and augmented reality (AR) should be used to enhance users' personalized recommendations and interactive experience.

Interactive features: consumers are more inclined to release more social and consumption needs online, live broadcast platforms should develop real-time feedback and interactive features, build social communities, enhance user participation and loyalty, and increase interest and brand awareness through innovative multi-party joint live broadcasts.

Promote webcasting and improve the regulatory governance system

Marketing: Through advertising and cooperative promotion, brand awareness and influence should be increased, and live shopping guides and successful case sharing should be provided to enhance user trust and engagement. Pay attention to consumer needs and make personalised recommendations. Live marketing should promote personalised recommendations to meet the actual needs of customers.

Regulatory system: Detailed regulatory standards and real-time monitoring mechanisms should be established to ensure that live broadcast content and product quality meet standards, and a user reporting mechanism and multiple feedback channels should be established to encourage users to participate in supervision and put forward opinions.

Suggestions for Live Merchants

Strictly control product quality and develop a supply promotion mechanism

A strict product review mechanism should be established to screen high-quality suppliers from the source and conduct regular quality inspections. By introducing third-party testing agencies, it is ensured that product quality meets industry standards, thereby enhancing consumer trust and satisfaction.

Supply promotion mechanism: A scientific supply chain management strategy should be formulated to optimize inventory management and ensure the stability of commodity supply. Meanwhile, the importance of promotions has become more prominent in recent years as consumers' confidence in purchasing has been low and consumption has returned to rationality, favoring planned on-demand purchases. Merchants should determine the best time for promotions through data analysis, and launch targeted promotions to stimulate consumers' purchasing desires by combining festivals, seasonal demands and users' purchasing behaviors. A sense of urgency is created through limited-time offers and special promotions, encouraging consumers to buy immediately.

Rebuild live consumption scenarios to optimize consumer perceived value

Live streaming scenario reconstruction: A realistic shopping scenario should be constructed to enhance the user's sense of immersion and participation. Through scenario-based live broadcasts, consumers can intuitively experience the product's usage scenarios and effects, thereby increasing their confidence in purchasing decisions.

Perceived value optimization: Emotional value, as the means and value of social core, has become the second major driver of increased consumption. Starting from consumer demand, we carefully design the product display session to emphasize the unique selling points and advantages of the product. Through detailed product introduction, usage demonstration and user evaluation, etc., it enhances consumers' knowledge and trust of the product and optimizes its perceived value.

Comprehensively improve the core competitiveness of enterprises or products

Brand Building: The absence of personalization can make it difficult to build brand loyalty, and customers are more likely to be attracted to other brands that better meet their needs. Brand building should be strengthened, and a good brand image should be established through publicity of brand

stories, cultural connotations, and social responsibilities. At the same time, in combination with market demand and consumer preferences, product series with unique competitive advantages should be launched to enhance market competitiveness, so as to continuously adapt to market changes and consumer needs and transform from product e-commerce to content e-commerce. Finally, by exploring the historical, cultural, and geographical backgrounds behind the products, the cultural added value and attractiveness of the products can be enhanced, so as to achieve stable and long-term purchases by customer groups.

Technological innovation: They should increase investment in technology research and development to improve the innovation and technological content of products. We should also continuously optimize product functions and performance to increase product added value and meet the diverse needs of consumers.

Make full use of webcasting and anchor resources

Webcast promotion: They should take advantage of live streaming to promote brands and products in an all-round way. Through advertising and cooperative promotion, we can increase brand awareness and user engagement and establish a good brand image.

Anchor resource utilization: They should choose the right anchor for promotion based on the product type and marketing stage. We should formulate precise marketing strategies based on the anchor's fan base and influence to increase product exposure and sales conversion rate. At the same time, we encourage merchants to broadcast themselves and improve product credibility and user trust through independent live broadcasting.

Suggestions for Anchors

Establish personal brand and enhance added value

Establish personal brand: Anchors need to clearly define their own brand positioning and establish their personal brand through their unique style

and professional image. By continuously producing high-quality content, anchors can form unique personal labels and increase the stickiness and loyalty of fans. They should use multiple channels to market themselves, including social media, short video platforms, community forums, etc. At the same time, they should increase the exposure and popularity of their personal brands through content marketing, event marketing, and word-of-mouth marketing. Finally, they should continue to produce high-quality content and use a variety of marketing methods to increase personal and brand awareness, use social media and online platforms to expand their influence, and attract more attention and fans.

Enhance added value: The anchor should combine their own characteristics and market demand to provide high-quality, personalized content and enhance their own added value. By sharing professional knowledge, life experience and exclusive offers, they can increase users' viewing value and willingness to buy.

Enhance professional learning and interactivity

Strengthening professional learning: Anchors need to continuously improve their professional capabilities and understand industry dynamics and market trends. By participating in training courses, seminars and industry exchange activities, they can continuously improve their professional knowledge and skills and enhance their professionalism and authority in live broadcasting. Through professional content and efficient means of communication, enhance the brand's market influence and user recognition.

Enhance interactivity: They should explore a variety of interactive modes, such as real-time Q&A, online voting, lucky draws, etc., to enhance user participation and interactivity. Through interactive communication with the audience, we can understand user needs and feedback and optimize the content and format of live broadcasts.

Adjust the live broadcast strategy according to the product type

Adjustment of product type: The corresponding live broadcast strategy should be formulated according to the characteristics of different products and target audiences. For high-end products, professional explanations and scene demonstrations can be used to highlight the quality and value of the products. For mass consumer goods, entertaining and interactive live broadcasts can be used to increase user participation and purchasing desire.

Precise marketing: Data analysis and user portraits should be used to accurately locate target audiences and develop personalized marketing plans. Through accurate product recommendations and targeted promotions, they can improve marketing effectiveness and conversion rates and reduce business operating costs.

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