


ROLE OF LIVE E-COMMERCE ON CONSUMER PURCHASE INTENTIONS

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ARTICLE INFO	<u>ABSTRACT</u>
<p>Article history:</p> <p>Received 10 March 2023</p> <p>Accepted 08 June 2023</p>	<p>Purpose: Live streaming is one of the many options that e-commerce offers to enable retailers to advertise goods in real time through live video.</p>
<p>Keywords:</p> <p>Live-Streaming; E-Commerce; Purchase Intention.</p>	<p>Theoretical framework: In the framework of online shopping research, perceived value and trust received are considered significant variables of cognitive response expressing interaction with external stimuli.</p>
	<p>Design/methodology/approach: It gives information and makes it possible for synchronous information exchange between the online viewer (consumer) and the Internet celebrity, who ultimately influences the customers' information-seeking behavior and aids the company in making long-term profits. From live streaming to cutting-edge buying, China has led the way in global innovation in online commerce.</p> <p>Findings: The results showed a positive correlation between social interaction, entertainment, and purchase intent for live commerce, but no connection between purchase intent and visualization or professionalization was discovered. Entertainment has the most impact on viewers' intent to buy during live streaming.</p> <p>Research, Practical & Social implications: The live-streaming e-commerce industry is anticipated to continue growing with the rapid development of contactless communication. Live-streamed e-commerce goes beyond the conventional idea of only selling goods or services.</p> <p>Originality/value: Future researchers and business professionals can utilize this study as a benchmark to increase viewers' intent to buy during live streaming.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i6.2435</p>

PAPEL DO COMÉRCIO ELETRÔNICO AO VIVO NAS INTENÇÕES DE COMPRA DO CONSUMIDOR

RESUMO

Objetivo: a transmissão ao vivo é uma das muitas opções que o comércio eletrônico oferece para permitir que os varejistas anunciem produtos em tempo real por meio de vídeo ao vivo.

Estrutura teórica: Na estrutura da pesquisa sobre compras on-line, o valor percebido e a confiança recebida são considerados variáveis significativas de resposta cognitiva que expressam a interação com estímulos externos.

Projeto/metodologia/abordagem: O site fornece informações e possibilita a troca síncrona de informações entre o espectador on-line (consumidor) e a celebridade da Internet, que, em última análise, influencia o comportamento de busca de informações dos clientes e ajuda a empresa a obter lucros a longo prazo. De transmissões ao vivo a compras de ponta, a China liderou o caminho da inovação global no comércio on-line.

Conclusões: Os resultados mostraram uma correlação positiva entre interação social, entretenimento e intenção de compra para o comércio ao vivo, mas não foi descoberta nenhuma conexão entre intenção de compra e visualização ou profissionalização. O entretenimento tem o maior impacto sobre a intenção de compra dos espectadores durante a transmissão ao vivo.

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Implicações sociais, práticas e de pesquisa: Prevê-se que o setor de comércio eletrônico de transmissão ao vivo continue crescendo com o rápido desenvolvimento da comunicação sem contato. O comércio eletrônico com transmissão ao vivo vai além da ideia convencional de apenas vender produtos ou serviços.

Originalidade/valor: Futuros pesquisadores e profissionais de negócios podem utilizar este estudo como referência para aumentar a intenção de compra dos espectadores durante a transmissão ao vivo.

Palavras-chave: Transmissão ao Vivo, Comércio Eletrônico, Intenção de Compra.

EL PAPEL DEL COMERCIO ELECTRÓNICO EN VIVO EN LAS INTENCIONES DE COMPRA DE LOS CONSUMIDORES

RESUMEN

Objetivo: La retransmisión en directo es una de las muchas opciones que ofrece el comercio electrónico para permitir a los minoristas anunciar productos en tiempo real mediante vídeo en directo.

Marco teórico: En el marco de la investigación sobre compras en línea, el valor percibido y la confianza recibida se consideran variables de respuesta cognitiva significativas que expresan la interacción con estímulos externos.

Diseño/metodología/enfoque: El sitio web proporciona información y permite el intercambio sincrónico de información entre el espectador en línea (consumidor) y la celebridad de Internet, lo que en última instancia influye en el comportamiento de búsqueda de información de los clientes y ayuda a la empresa a obtener beneficios a largo plazo. Desde la retransmisión en directo hasta las compras de última generación, China ha liderado la innovación mundial en el comercio en línea.

Conclusiones: Los resultados mostraron una correlación positiva entre la interacción social, el entretenimiento y la intención de compra para el comercio en directo, pero no se descubrió ninguna conexión entre la intención de compra y el visionado o la profesionalización. El entretenimiento es lo que más influye en la intención de compra de los espectadores durante la retransmisión en directo.

Implicaciones sociales, prácticas y de investigación: Se espera que el sector del comercio electrónico con retransmisiones en directo siga creciendo con el rápido desarrollo de la comunicación sin contacto. El comercio electrónico de retransmisiones en directo va más allá de la idea convencional de limitarse a vender productos o servicios.

Originalidad/valor: Los futuros investigadores y profesionales del comercio pueden utilizar este estudio como referencia para aumentar la intención de compra de los espectadores durante la retransmisión en directo.

Palabras clave: Streaming en Directo, Comercio Electrónico, Intención de Compra.

INTRODUCTION

The direct transmission of e-commerce offers an attractive and customer environment (Hilvert-Bruce et al., 2018). Unlike traditional e-commerce (based mainly on images and texts and using anchors to display product information honestly and intuitively), e-commerce direct streaming allows customers to share their thoughts and comments in real time. Consequently, many consumers are more interested in learning about products and services through the direct transmission of e-commerce, traditional e-commerce (Ho & Rajadurai, 2020). Direct streaming e-commerce has grown in China. It combines the live video streaming experience with the online shopping experience, or equips users with commodity-related video content to influence consumers' purchasing decisions and the latest transactions between buyers and sellers. The development of e-commerce and the widespread use of the Internet have made direct e-commerce an important retail e-commerce model. Taobao Live, Red Book, Tik Tok and other

e-commerce retail platforms in China have recently established an operational form for direct streaming e-commerce. Taobao direct streaming is a clear example of a direct streaming e-commerce offering (Wang et al., 2021). In Taobao's direct transmission zone there are three types of users: buyers, sellers, and monitors. Merchants are sellers of goods and services who want to increase their income and make the name statement. By streaming video live, streamers help stores sell goods and services and promote brands. Streamers can act as marketers. Consumers are informed. By watching live videos, customers will cover their gaming and purchasing needs (Guo et al., 2021).

In the consumption process of direct streaming e-commerce, streamer tips, customer mentions, discounts, emotional boost, and other elements can improve consumer demand, foster purchase motivation, and elicit buying behaviour (Xu et al., 2022). Retailers should thus think about how to develop successful marketing efforts, motivate clients to make impulsive purchases, and urge the buyer and seller to finish their transaction. Most recent research on impulsive purchasing focus on traditional e-commerce (Lu & Chen, 2021). According to the previous findings, there are two types of factors; internal and external that may affect impulsive purchases. Personal attributes, demographic features, etc. are examples of internal variables. External factors, also known as aspects of the situation, are customer-specific conditions, such as product, location, time, interaction, etc. (Ma et al., 2022).

The previous studies on e-commerce customers' motivations for watching live streaming, their motivations for and experiences with sharing information with other live streaming users, and their "gift brushing" habits have all received a lot of attention in the industry (Zhang et al., 2019). The backdrop setting is a crucial aspect of live streaming for e-commerce. The importance of the live streaming background environment for e-commerce has not yet been researched. When Park et al. (2015) looked at marketing for physical stores, they found that a good fit between the product and the setting might successfully persuade people to buy. Based on significant research into consumers' cognitive and emotional responses and the stimulus-organic-response (SOR) theory, Parboteeah et al. (2009) reported that a good website background has a positive impact on visitors' intent to make a purchase. Chi (2018) The strength and versatility of the web's background showed that customers' purchasing decisions had a cognitive and affective impact. The impact of customers on direct e-commerce transmission has not been analysed. The objectives of this article are how deep tweaking of e-commerce direct streaming affects customers' purchase intentions and consumers' cognitive and poignant responses to this direct transmission.

BACKGROUND OF STUDY

The background, anchors and products are displayed simultaneously on screen, in the direct broadcast for e-commerce. A recent study shows the importance of adapting a product to its environment (Shang et al., 2023). The ability of consumers to understand the content of commercials may be influenced by how effectively embedded advertising blends into its background, according to talks in the field of advertising selling investigate (Shang et al., 2023). A product type that doesn't fit the environment properly when customers purchase online may undermine their trust and negatively impact their purchase intentions (Shang et al., 2023). Customers may be able to detect anchors and have their purchase intents positively influenced when live-streaming shopping if anchors and goods are properly matched (McCormick, 2016). If the product and the anchor do not go well together, customers can assume that the anchor is being utilized for commercial gain. They develop negative opinions about the anchor as a result, which may have an impact on their decision to buy. Consequently, the direct transmission fund, the anchor and the product coincide, which affects the purchase intentions of buyers (Park & Lin, 2020). By analysing the adjustment of the product fund (hereinafter, the adjustment of the product fund) and the adjustment of anchored funds in the purchase intentions of consumers (hereinafter, anchored adjustment), this study advances significantly in the design of the direct transmission of electronic commerce.

Live Streaming E-Commerce Quality

"E-commerce lives transmission, the term Cai et al. (2018) is the term they use to describe transactions with true social interactions. Direct streaming transactions can be divided into two categories: those that are exclusively included in e-commerce platforms and those that are added to social platforms. Most consumers have had direct streaming experiences on both platforms and directly stream e-commerce on social media platforms (Kwai, Tiktok, etc.) and e-commerce platforms (JD, Taobao, etc.), which are slowly becoming part of consumers' regular shopping lives. These two types of e-commerce direct streaming fundamentally build a virtual shopping environment to give consumers a sense of immersion, presence, or reality that affects their purchase intentions (Sun et al., 2019). The background screens of both platforms make it difficult to separate from each other. Therefore, the direct transmission objects of e-commerce studied and evaluated here encompass e-commerce platforms and social media platforms.

METHODOLOGY

The realm of conducting online business, the means of promoting and selling products, and the advancement of social e-commerce is direct transmission. Despite very little published research on direct-streaming e-commerce, social e-commerce is also under-researched. Direct streaming removes the obstacle to communication between customers and businesses, combining brand marketing with performance marketing, and aims to encourage short-term sales to increase the efficiency of corporate marketing (Dong et al., 2022). The quality characteristics of information systems Ji et al. (2022) were divided into system quality (SQ), information quality (IQ) and quality of service (SEQ), which distinguishes most of the research in the quality dimension based on these categories. These three characteristics significantly influence how people perceive and use technology when shopping online (Chen et al., 2020). Many ideas and metrics are used to determine the quality of online purchases, depending on the objectives of the study; However, most studies use the terminology IQ, SQ and SEQ to represent quality (Brown & Jayakody, 2008). Quality concepts and some metrics of social e-commerce have been used for purposes, but have been extended or varied based on these three factors (Chen et al., 2020).

While facility quality refers to a measure that is tailored to customer expectations, it refers to the provision of a robust service to meet customer expectations (Rita et al., 2019). The main topics of evaluation of IQ activity are the value of information content and the characteristics evaluated by the CI (Xin et al., 2023). Zhang et al. (2021) was one of the successful exponents of information about information about hardware processing. From previous studies, the direct streaming e-commerce IQ, SQ and SEQ quality components were divided into three categories. As for the size of the system that allows direct streaming e-commerce customers to use the service smoothly, SEQ is a series of services provided to these customers.

Live Streaming Background Fitting as an Environmental Stimulus in Purchases

Many research have demonstrated that a customer's buying history and the pertinent marketing environment might have an impact on their intentions to make a purchase. For instance, Shang et al. (2023) proposed that the imaginative design of commercial commercials may have an impact on consumers' feelings about particular products. Customers' purchasing intentions when they shop in physical stores have been proven to be somewhat influenced by the marketing strategy and store design (Shang et al., 2023). Customers' satisfaction, loyalty,

and purchase intentions are frequently influenced by the aesthetics of physical businesses. Human-computer interaction also enables user connection with items in an online environment. Customers' intentions to buy are influenced by both the characteristics of the products and the online shopping environment (Parboteeah et al., 2009). Visually appealing page designs may regularly draw visitors to the website and positively affect their willingness to browse and purchase products there. Internet pages that are appropriately disorderly are more likely to urge consumers to make purchases than those that are well-designed (Chi, 2018).

RESULT AND DISCUSSION

The anchor of the largest e-commerce streaming content that acts with consumer vision and interaction is the background of live streaming.. Along with the anchor or product aspects, live streaming studio background features, which may be quite intuitive, have an impact on customers' intentions to purchase. A lively shopping atmosphere may encourage customers to explore for longer lengths of time while also effectively supporting them in finding the products or information they need (Zheng et al., 2019). For instance, more and more fruit farmers are choosing to stream live from their orchards, giving customers the chance to see how the orchards are doing right now and learn about the fruits that the anchors think are best. Additionally, a user-friendly retail setting could make shopping enjoyable for customers (Shang et al., 2023). For instance, e-commerce live streaming at a bakery boosted customer trust in the calibre of the product and provided them with the chance to observe the bread-making process.

At present, direct streaming technology is introducing new opportunities and challenges for e-commerce marketing strategy. Improving a product's marketing environment can lead to better customer experiences, according to previous market research (Hu & Chaudhry, 2020). From this point of view, if products sold in an e-commerce streaming stream and in a direct stream fund are a good choice, customers' shopping experiences can improve, which is beneficial for encouraging buying habits. By making suggestions in a more acceptable environment, influencers are likely to gain the trust of their audience (Xu et al., 2020). Therefore, the environment can change the way influencer advice affects consumers' purchase intentions. When the presenter chooses a live broadcast background, more compatible with the image (for example, a real real-life sales scenario linked to the presenter's image), it should have a positive impact on the audience's buying trends.

Cognitive and Affective Responses

Chang et al. (2023) say that customer contacts with online merchants, while directly conveying e-commerce, elicit cognitive and affective emotions. Cognitive response to stimuli refers to the mental processes that occur when a person interacts with various stimuli (Li et al., 2022). Among other things, it analyzes how consumers influence a direct dissemination study with product information and how they choose and decide to buy many studies to transmit it directly to the competition. In the framework of online shopping research, perceived value and trust received are considered significant variables of cognitive response expressing interaction with external stimuli (Meng et al., 2021). An article or service refers to the measure that can live up to the utility for consumers (Wongsunopparat & Deng, 2002). Most consumers claim that e-commerce direct streaming can significantly improve the ability to make efficient purchases (Huang & Suo, 2021). According to a special study, e-commerce direct streaming increased consumers' perceptions of value, reducing time, money, and energy (Lee & Chen, 2021). Xu et al. (2020) is the confidence or attitude of people to trust the skills and knowledge of others. E-commerce direct streaming, according to Xu et al. (2020), offers unique advantages in authenticity, responsiveness, and exposure, which can reduce concerns about seller identity and product quality. Therefore, customers in a direct flow environment would have greater confidence in the product information and marketing strategies of the anchors.

A person's affective reactions to their environment are their emotional responses (Xu et al., 2019). The well-known emotional element of perceived pleasure has been used in several studies in connection with this. The degree of pleasure or satisfaction a person experiences is how Lin et al. (2022) defined felt pleasure. The online situational design has been the subject of a prior study (Sarah et al., 2021) that examined how it impacts users' emotional states. The stimulation provided by the internet page increases users' stated satisfaction while making purchases online (Sarah et al., 2021). According to Zuo & Xiao 20221, customers are more satisfied when a website page is more nicely designed. When customers are pleased with the page design of a website, a positive association among apparent preference and purchasers' willingness to make a buying may be observed.

Purchase Intention

A customer's propensity to purchase goods and facilities, or more precisely, their inclination to do so, is referred to as purchase intention (PI), which is a type of behaviour. One's attitudes and beliefs on a particular product are likely to have an impact on future behaviour

(Lu et al., 2010). Konuk (2018) defines consumers as those who are contemplating obtaining particular goods and who have favourable views and ideas about such goods (Lu et al., 2010). Konuk (2018) gave an example of how PI affects a business's success. The creation of attitudes and principles based on the consumer's predicted behaviour leads to the PI, which is a strategy for the customer's purchasing behaviour. A psychological and behavioural predisposition known as the PI is formed in line with individual norms and attitudes. A consumer's attitude generates intellectual property, which causes ingrained behaviors, such as the intention to make a subsequent purchase and the desire to recommend a product to other consumers. To recognize consumers' PI in advance, forecast market conditions, and stimulate purchases, businesses employ a range of experiences and information on a variety of items and services that reflect client demand. Because of its advantages, live streaming e-commerce in particular contains information about many customers' personally identifiable information (PI) and enables customers to make purchases through a variety of retail channels and promotions in line with demand (Lu et al., 2010).

Customers make impulsive purchases when they are having too much fun to resist (Sin et al., 2012). Customers frequently make impulsive purchases because they are so eager to receive a certain item that they fail to carefully weigh their alternatives. Six main situational factors influence customer behaviour, according to a study by Huang and Suo published in 2021 on the specific situational variables that do so: psychology, environment, marketing, time, material and interaction. In their research, the specific psychological characteristics of an individual were classified as state variables. Promotional initiatives and website design have a positive impact on customers' impulse buying decisions (Zhao et al., 2022). According to Abdelsalam et al. (2020), the number and caliber of online reviews have a positive impact on consumers' impulse buying behavior. Promotional activities, advertisements, store design, background music, smells, and other marketing stimuli can encourage consumers to make impulse purchases (Abdelsalam et al., 2020). In addition, hallmarks including excitement, loss of control, hedonism, and impulsivity are closely related to customers' impulse buying behavior. The key variables in customer buying behavior in traditional e-commerce purchases are marketing, website quality, oral shelf, product input, and other characteristics (Huang & Suo, 2021). In direct streaming e-commerce, an e-commerce model that is growing based on the foundation of traditional e-commerce, they have an important factor in the impulse buying behavior of shoppers. In addition, it is easy to see that direct streaming e-commerce offers better promotional activities, a more regular relationship between people, and a logical visualization

of the product. Therefore, compared to traditional e-commerce, direct e-commerce has more possibilities to drive users to make impulse purchases (Huang & Suo, 2021). The factors affecting consumer purchase intent in direct rationalization e-commerce are as follows:

Live Streaming Background Fitting and Perceived Trust

The purchasing experience is still given a lot of attention in the marketing sector, which affects how trustworthy consumers perceive businesses (Shang et al., 2023). To improve the display of their products, companies usually alter the background of their physical stores (Park et al., 2015). Customers are more exposed to product uncertainty and purchase risk when making purchases online as opposed to in person (Thakur, 2018). Online merchants promote website credibility and boost consumer impression of trust by designing more visually appealing homepage environments (Harris & Goode, 2004). According to Shang et al. (2023), Compatibility between the context of the website environment and the product category in the ad can influence consumer confidence and trade acceptance. Although e-commerce direct streaming can mimic real shopping situations, it also maintains the desperation of online shopping. Therefore, buyers' perceptions of confidence are expected to be related to the products on sale through an e-commerce direct streaming study. The impact of product background adjustment on the direct transmission of e-commerce on customer confidence has not yet been investigated.

Consumers can know an advertising message if in the store corresponding to the essence of the scene they receive images of performers (Markoska, 2021). According to Argyris et al. (2021), external influencer image designs in influencer marketing increase consumer trust and purchase intent. Online influencers use visual harmony in broadcast materials (e.g. images and videos, for example), to gain the acceptance and trust of their audience (Argyris et al., 2020). Therefore, when an anchor image is more suitable to the direct transmission background, it can improve customers' sense of trust and motivate them to participate in the direct transmission of e-commerce. Therefore, previous studies have shown that anchor bottom adjustment has a positive impact on customers' ability to rely on e-commerce direct streaming.

Live Streaming Background Fitting and Perceived Value

According to a prior study (e.g., Mosunmola et al., 2018), utilitarian value and hedonistic value are two important components of customers' perceived value when they shop online (Mastana et. al 2023). The “utilitarian value” of online shopping, in contrast to “hedonic

value,” which refers to an emotional experience connected to purchasing entertainment, refers to how much the good or service provides consumers with the anticipated utility (such as saving money, time, or energy). Singh et al. (2021) noted that utilitarian value and hedonic value are more closely connected with customers' intents and behaviours when it comes to online shopping. Customers are therefore more likely to base their purchasing intentions on utilitarian factors (Saktia, et. al 2023).

According to Kang et al. (2021), more information received reduces the cost of purchase time and effort and increases customer opinions about value. According to a previous study, the interaction between a product and its background environment can have a positive impact on the perceptions customers receive in product information and quality (Kang et al., 2021). The display of products in appropriate advertising contexts promotes the marketing of product information (Wongkitrungrueng et al., 2020). This means that when e-commerce direct streaming shows things contrary to a proper direct streaming background, users may perceive product information to be more valuable. Compared to previous studies on the background environment and value received, focusing mainly on regular purchases, fewer studies have been conducted on the direct transmission of e-commerce. It is proposed to increase the value of consumers in the direct transmission of electronic commerce, through the suitability of the background and objects, improving the informative printing.

People may suffer cognitive dissonance when exposed to cognitively incongruous content (Harmon-Jones & Harmon-Jones, 2012), which may affect how they perceive value (Liu & Pan, 2021). The effectiveness of the anchor's identification and persuasion style is said to have a varied impact on customers' perceptions of value (Yang et al., 2022). In contrast to typical anchors, experts employ phrases with absolute meanings like “first” and “patent” more skilfully, which may raise their perceived value to clients. But existing research typically ignores the impact of background factors, concentrating instead on how the anchor influences consumers' perceptions of worth. According to cognitive dissonance theory, for example, the use of an orchard as a direct transmission background, rather than a study, can coincide with consumers' cognitive processes, which can have a positive impact on the impression of value when a fruit producer performs a direct transmission. Therefore, a good match of anchor funds is projected to improve customer perceptions of value. (Yang et al., 2022).

Perceived Pleasure and Purchase Intention

Due to emotional responses, purchase intentions are rapid and based on stimuli (Lu and Su, 2009). When customers browse the usual department stores, their joy and pleasure have a beneficial effect on the desire to buy. Park et al. (2005) issued additional evidence in favor of the positive impact of pleasure on purchasing goals. When customers shopped online, the web's attractive interfaces fostered emotions (informed plazer), which, in turn, increased positive purchase intentions (Park et al., 2005). In addition, the strength in the content of the photo or video can damage the mood of customers and increase the tendency to buy (Ruiz-Mafe et al., 2018). Therefore, it is anticipated that the proper adaptation of the anchor background and the adjustment of the essence of the product in the direct transmission of e-commerce can increase the happiness of customers and generate purchase intentions of these positive emotions. Several academics have analyzed the impact of the pleasure received on consumers' purchase plans, both in traditional online and online purchases. In the context of direct e-commerce transmission, when the background environment is taken into account, consumers generate brand loyalty, which increases purchase intentions. (Ruiz-Mafe et al., 2018).

CONCLUSION AND SUGGESTIONS

This document defines the quality assessment component of direct transmission e-commerce and has not received sufficient research attention. According to the empirical study, improvements in the quality of direct e-commerce will foster the growth of trust, which will impact purchase intent. This shows that companies that use direct marketing must pay more attention to the quality of information, system and service, as well as telepresence and social presence. The quality of the direct transmission is due to variables such as the accuracy and completeness of the e-commerce data used, the reliability of the system, and the speed and responsiveness of the service. Streamer should make an effort to get to know the products as much as possible, sell the benefits of the product and clearly display the products, to increase the customer's knowledge of the products. The results showed a positive correlation between social interaction, entertainment and intention to buy direct commerce, but no relationship was found between purchase intention and visualization or professionalization. Suggestions: Entertainment is the biggest influencer on direct broadcasting and it is hoped that future researchers and business leaders will be able to promote the purchase of viewers in direct broadcasting.

CONFLICT OF INTEREST

The author declares that there is no conflict of interest.

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