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# A Study of Consumer Purchase Intentions in E-commerce livestreaming for Eye Health Products Based on Product and Host Discourse Attributes

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## 1. INTRODUCTION AND RESEARCH QUESTIONS

Health products are effective in helping individuals improve their health. At present, research on health products is mainly focused on the technical implementation and functional exploration [1] of the products, but relatively little attention has been paid to consumers' purchase intention, usage behavior, and their perception of health during the consumption process. In the field of eye health products, the research on the consumer is still in the initial stage. With the popularization of the Internet and the increase in the intensity of eye use among the general public, eye health products have ushered in a new "dividend period". Exploring the characteristics of consumers' consumption of eye health products in terms of product and marketing behavior is important for the development of this industry.

This study attempts to answer the following research questions: First, how do the perceived usefulness and perceived ease of use of eye health products affect consumers' purchase intentions? Second, how do the charm, professionalism, and authenticity of the language of e-commerce live broadcast host influence consumers' purchase intentions? Third, health beliefs and the mechanism of trust influence in the process of consumer response.

## 2. THEORY AND RESEARCH FRAMEWORK

This paper proposes a hypothesis and research framework based on SOR theory, TAM theory, health belief theory, and persuasion theory. Using e-commerce live streaming as a source of information for consumers, we explore the influence of product attributes of eye health products and host discourse attributes on consumers' willingness to purchase eye health products (Figure 1).

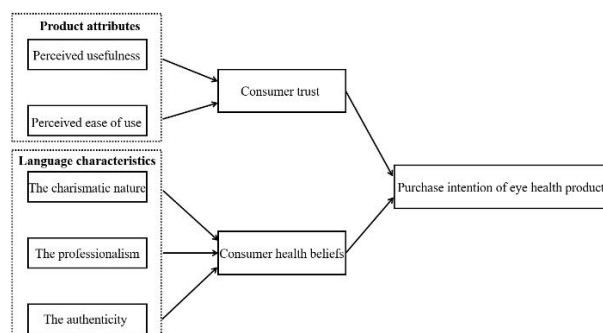


Figure 1. Research framework

The questionnaire data in this paper mainly came from the college students group. A total of 310 questionnaires were collected, and after excluding incomplete and regular questionnaires, 283 questionnaires were valid, with an effective rate of 91.3%.

### 3. RESULTS AND MAJOR FINDINGS

This study showed that: First, the perceived usefulness and perceived ease of use of eye health products, as well as the professionalism and authenticity of the anchor's language, positively influenced consumers' purchase intention, but the influence of the anchor's language charm on consumers' purchase intention was not significant. Second, consumer trust fully mediated between perceived ease of use and purchase intention, and partially mediated between perceived usefulness and purchase intention. Third, Consumer health beliefs fully mediated between anchor language professionalism and purchase intention, and partially mediated between anchor language truthfulness and purchase intentions.

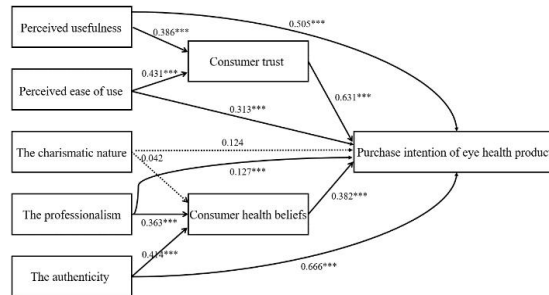


Figure 2. Research result

### 4. CONTRIBUTIONS

Theoretical contributions. First, This paper takes eye health products, a product with low popularity and acceptance, as the research object, and enriches the research on health products and e-commerce live broadcast marketing. Second, our paper innovatively combines health beliefs and persuasion theories to explore the psychological mechanisms of consumers when making live e-commerce consumption decisions. We combine this psychological concept with marketing theory to broaden the application area of health belief theory.

In terms of practical value, this study can provide theoretical support for the industrial transformation of eye health product merchants. The research on product attributes and language characteristics of live e-commerce hosts can provide a basis for product design of manufacturers and marketing strategy design of distributors in the industry chain.

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