

# **The Purchase Intention of E-Commerce Live Broadcast Consumers and Its Influencing Factors Based on Sor Theory - Mediated by Perceived Value and Consumption Release**

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## **Abstract**

In the current situation, the internet can be accessed easily and conveniently. Organizations have adapted to reach consumers quickly, including selling products and services to customers.

This Article aimed to study 1) to study the impact of the incentive mechanism, perceived value, demand release, and purchase intention of live streaming consumers on live streaming e-commerce platforms 2) Study the factors of motivation and purchase intent of consumers on live e-commerce platforms. This research is mixed research. The analysis of basic data adopts content such as frequency, percentage, mean, standard deviation, etc. and the second part is model analysis, which uses structural equation statistical analysis. The research results were found as follows;

1. The results showed that Most of the respondents were female (62.26 %), aged 18-22 (68.55 %), had a bachelor's degree (84.28 %), and had an average monthly income of less than 230 yuan. (72.33 %).

2. The results showed that the motivation factor and the consumer purchase intent factor had a positive effect on consumers' online purchases through live streaming.

**Keywords:** live streaming e-commerce; Perceived value.; Purchase intention

## **Introduction**

In China, e-commerce live streaming is becoming rapidly popularized. Domestic scholars warmly discuss the development status and suggestions of e-commerce live streaming. Some scholars also study live streaming from the perspective of anchors. In the environment of consumer purchasing behavior with dynamic live streaming is not enough, especially lack of empirical research. Facts have proved that e-commerce live broadcasting has gradually developed into an "ecological forest", and it is particularly important to explore customers' online purchase intention under the multi-dimensional stimulation of e-commerce live broadcasting. The broadcasting industry has entered a new development period. A platform to participate in a live event must always have a co-network. Including innovative marketing models, for example, during the new round of COVID-19 epidemic prevention and control, agricultural products cannot be sold nationwide.

The rapid development of the Internet in China, network speed Fei, WLAN fiber coverage, network signal upgrade has created a good environment for the development of webcast, make the webcast gradually penetrated into people's daily life, become people access to information, social communication, meet the demand of entertainment, become a hot words and hot spots, through access to information, webcast development has experienced four live eras. Since 2015, has gradually become the public entertainment and leisure, experienced every stage from media to business, live industry in traffic, capital, technology and other aspects of increasingly fierce competition, in fact, e-commerce live has sprout in 2013, in 2013, the wharf took the lead in opening overseas live stores. In 2015, As a cross-border e-commerce platform, Polaomi opened a live streaming entrance to provide overseas good goods for domestic users, taking the lead in opening the e-commerce live streaming market. 2016 is regarded as the first year of live broadcasting in China, In 2016, More than 300 million of new online live streaming platforms in China, The development prospects of the live broadcasting industry have attracted much attention, Enterprises and businesses have settled in the major e-commerce platforms, Jointly launch the live broadcast module, Promote the super-rapid development of e-commerce live streaming, Jumei Youpin, Mogujie, Suning Tesco, Vipshop, netease Kaola and other major e-commerce platforms will put the live broadcast section in a prominent position on the home page, Organize hundreds of live broadcasts a day, Including product promotion, clothing matching, beauty makeup tutorial, etc., Introduce online shoppers into the live stream, Attracting tens of millions of viewers, the same year, Alibaba has launched a Taobao Live-streaming App, Officially sounded the horn of competition in the field of e-commerce live broadcasting. In 2017, Jiubao Live, which focuses on the jewelry industry, was launched. It received an angel round investment

The e-commerce live broadcasting industry chain began to be refined, and the roles of merchants, anchors, platforms and supply chain also developed in the direction of refinement and industrialization. According to the report of I Media Consulting, in the first half of 2018, the monthly active number on Taobao exceeded 300 million, ranking the top among mobile e-commerce platforms. Under the development and guidance of Taobao Live streaming, short video platforms represented by Kuaishou and TikTok have also joined in the blue ocean of live streaming. In 2019, the electricity live industry into the outbreak stage, AR, VR and other technology application to further drive the development of the electricity live industry, electricity live after pan entertainment live become an important part in the field of live network, online user scale explosive growth, 2019 double ten day cat carnival, taobao live cumulative turnover of nearly 20 billion yuan, more than 10 studio guide clinch a deal over, the power of electricity live to be reckoned with. In early 2020, the outbreak of new crown people must be home isolation, stores also cannot offline business, enterprises and businesses can only through the way of live to sell products to customers, the public also accept live order way to get life needs, visible electricity live as a new business model, for enterprises, businesses, anchors, consumers to bring huge dividends. According to the 47th Statistical Report on Internet Development in China, as of December 2020, China's e-commerce live streaming users had increased by 123 million compared with March of the same year, and its scale had reached 388 million, accounting for 39% of the of the total Internet users. Compared with Jia (2022) proposed that the communication pattern and consumption mode of e-commerce live broadcasting are specifically manifested in emotional link consumption under interactive communication, ornamental entertainment consumption under performance

communication, immersive experience consumption under scene communication, and value co-creation consumption under group communication. Su et al. (2021) takes MCN institutions as the main analysis object to explore the co-creation mode and mechanism of digital opportunities in the context of live streaming e-commerce from the perspective of digital supply.

## Research Objectives

1. Study demographic data and Purchase intentions on a live e-commerce platform
2. Study the factors of motivation and purchase intent of consumers on live e-commerce platforms

## Literature Review

1. Theory of e-commerce live streaming E-commerce live broadcasts are divided into shopping e-commerce live broadcasts and social e-commerce live broadcasts. Shopping-type e-commerce live streaming adds live streaming functionality to e-commerce platforms such as online shopping apps and Overseas Online Shopping Apps Open a live streaming portal on a platform that is already online shopping. Consumers can watch live broadcasts. Understand products, such as Taobao Live, JD Live, Pinduoduo Live, etc. Social e-commerce live streaming is the live shopping portion that is provided by non-e-commerce platforms such as short video apps and social apps. The internet celebrity blogger is active on major social media platforms. Internet celebrity bloggers are active on major social media platforms. They attract viewers through live streaming portals added on social media platforms, open up the sales market, Such as Kuaishou live, Weibo live, TikTok live, Xiaohongshu live, etc. All parties participate in the role of communication and interaction throughout the whole process, Anchors use their own charm, language and expression, behavior, atmosphere creation and other ways to convey information to viewers, Real-time communication between viewers through the barrage, Formed a special virtual e-commerce community. In the context of e-commerce live broadcast, the anchor acts as a shopping guide to attract customers to enter the live broadcast room and watch the anchor try on. When customers see a "more authentic" product, they can't help but place an order. The live broadcast platform provides an opportunity to display the product. The product and platform are indispensable factors for customers to be constantly stimulated when watching the live broadcast, and the stimulus role of the anchor cannot be underestimated (Meng et al., 2020). believe that the anchor's beauty, talent Humor and other personal charm gain consumers' recognition while giving people beauty, create virtual social space and create social value (Xie et al., 2019). Audience is also one of the important factors to stimulate customers' consumption. Customers may be infected by the "presence group" and buy products they are not interested in. They may also choose to continue or quit watching due to the influence of the number of viewers in the live broadcast room.

2. Theory of Stimulating factors of live broadcast Customers can't help placing an order when they see "more real" products. The live broadcast platform provides an opportunity for product display. Products and platforms are indispensable factors for customers to be constantly stimulated when watching the live broadcast, And the stimulating effect of anchors cannot be underestimated. Zhao and Wang (2021) divided the characteristics of e-commerce anchors into four dimensions: interactivity, authenticity, professionalism and popularity, which confirmed that the characteristics of anchors can affect consumers' purchase intention by affecting consumers' perception function and emotion; Liu, et al. (2020) discussed the impact of the characteristics of online celebrity anchors on users' perceived shopping value and purchase intention. Meng et al. (2020) believed that the anchor's personal charm, such as beauty, talent and humor, while giving people a sense of beauty, was recognized by consumers,

creating a virtual social space and creating social value. The anchor is the core figure of e-commerce live broadcast and the key to determine the sales turnover rate. The personal charm of the anchor, including professionalism and popularity, is the key factor to attract consumers to watch the live broadcast and generate purchase behavior. Ai and Wohn (2021) put forward four kinds of demands for watching e-commerce live broadcast, namely, the fun of interaction, the need to replace individual search for product information, the need to socialize, and the need to follow the trend Yue (2019). pointed out that high-quality content is the key factor to realize the realization of live broadcast traffic; Meng et al. (2020) divided information content into emotional content and information content, proving that the value perception of online live content can positively affect consumer perception and consumer purchase behavior Apiradee (2020) believes that live broadcast needs to consider the impact of the value of users' watching live broadcast on their participation in live broadcast, and the research found that symbol value can directly affect users' participation; Chen (2020), based on the perspective of social learning, studies the action path from external stimulation to internal psychological perception and then affects consumers' purchase intention; Brundle (2017) based on the perspective of consumer perception, studied how the common experience and self-efficacy in live broadcast affect consumer participation behavior; Xie et al, (2019) from the perspective of behavior and neurophysiology, revealed the mechanism of social telepresence affecting online conformity consumption behavior from cognitive mechanism, regulatory mechanism, emotional mechanism and other aspects. Audience is also one of the important factors to stimulate customers' consumption. Customers may be infected by the "presence group" and follow the trend to buy products that are not interested in, or they may choose to continue or quit watching because of the number of viewers in the live broadcast room. He et al. (2019) found that when the number of online reviews in online shopping increased, consumers were more likely to impulse consumption under the influence of herd effect. In this process, the offline "shopping" becomes the online "joint participation", and the screen helps e-commerce live broadcast stimulate customers' consumption desire.

3. The theory of customer value perception, Zeithaml (1988) defines consumer perceived value as the customer's awareness of the quality of the product and its Functional benefits of that product or service how much Which can be said to be the elements of "taking" and "giving". How does a product or service have a distinctive function or value that differs from other products by comparing customer expectations with actual benefits of goods That can stimulate motivation to make a purchase decision, including the perceived value of quality (Perceive Value), that is, the difference that arises from using the service and consumer expectations If the service received Better than what customers expect, it will lead to further purchasing decisions. Schiffman and Kanuk (2000) defined "perception" as the way individual steps in Interpretation and evaluation of stimuli stimulating and communicated according to different meanings. In general, the process of perceiving an individual arises from a feeling (Sensation) Caused by exposure to stimuli (Exposure), which responds to those stimuli such as images, sounds, smells, tastes, touches through various organs of the body, including eyes, ears, nose, mouth and skin. therefore, it will pass on to the brain for further interpretation.

4. Theory of Online Purchase Intention, Dodds et al. (1991) believes that the purchase intention is the subjective probability or possibility of a consumer buying a certain product. In marketing, based on the consumer purchase intention research has developed for nearly forty years, scholars generally believe that purchase intention can be used to predict consumer purchase behavior, unlike offline shopping, e-commerce real-time transmission provides consumers with more information about products or services, consumers can through various online live channels to collect information they want, the information and information on consumers, make consumers are willing to buy online and continue to consume. To sum up,

even if scholars have different expressions of the meaning of purchase intention, they all believe that purchase intention is a reflection of consumers' psychological expression and a prerequisite for the occurrence of purchase behavior. This study cites the definition of the online purchase intention made by Han et al. (2020) and believes that the online purchase intention refers to the consumers' purchase intention to buy products or services based on the online platform in the specific situation of online shopping. According to the research of Qiufang et al. (2021) live broadcast characteristics and situational factors affect consumers' purchase intention by changing their perceived value. Han et al, (2019) found that the characteristics of e-commerce anchors first affect the internal state of consumers' value perception, and then affect online purchase intention. Qiu. (2021) found that the mechanism of telepresence on purchase intention is first realized by influencing consumers' perceptual experience and emotional experience, such as perceived usefulness. Some scholars' research also confirmed that the impact of live broadcast characteristics on consumer behavior lies in the impact on consumer perception, such as Xu Xia. (2021) etc.

From the literature review above, it was found that e-commerce live affects the purchase decision. such as online shopping applications and overseas online shopping applications. Especially opening a live streaming portal on online shopping platforms.

## Conceptual Framework

This research is a research study Eroglu and Machleit. (2003) applied SOR theory to research on online shopping, and they built an online shopping environment model based on SOR theory, which took shopping websites' features and atmospheres as external stimulus(S), consumers' intrinsic emotional states (such as perceived enjoyment, arousal, etc.) as organism(O), and consumers' satisfaction and relevant affiliation and avoidance behavior as response(R). In this paper, external stimulus(S) refers to live content, interaction, preferences, opinion leaders, value-added services and social scenes, organism(O) refers to perceived value and consumption tendency, and response(R) refers to demand release. The details are as follows.

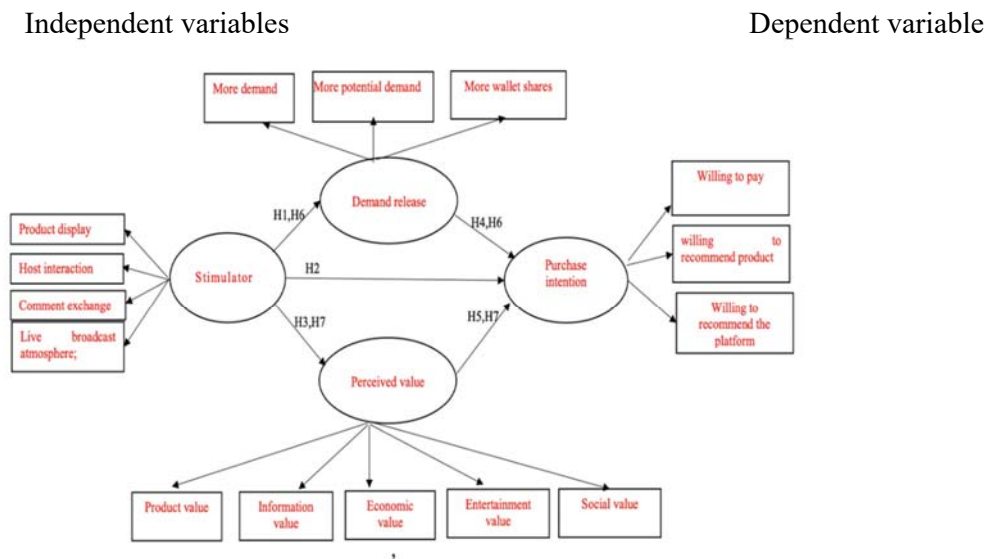


Fig 1. Conceptual Framework

## Research Methodology

This research used consumers of "Hunan Food Broadcasting E-broadcasting E-commerce Co., Ltd." in Changsha, Hunan Province as subjects. In order to use the structural equation model interpretation (SEM) estimation according to Cochran's formula Cochran. (1977) and return the sample of 318 respondents. The regional scope of this study is Changsha City, Hunan Province, China.

The researchers determined the duration of the study and the study data. The research period is from July 2022 to January 2023.

### Research Tools

This study used the internet survey method because it allows the researcher to reach a large sample size. and fast Zikmund. (2003), and the sample used by the researcher were online consumers of Hunan "Shibotyi" E-commerce Direct Broadcasting Co., Ltd. This study mainly used Chinese professional survey websites (such as [www. wjx.cn](http://www.wjx.cn)) to create an online questionnaire. and distributed to consumers who buy fresh goods in Hunan "Shibotyi" E-commerce Direct Broadcasting Co., Ltd to collect survey data.

### Data analysis

The questionnaire part 2 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion data, independent variables and dependent variables. The criteria for interpreting the results are as follows

In analyzing the data, the students collected all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 5 levels.

Score Level

Strongly Agree means a score of 5 points

Agree means a score of 4 points

Neutral means a score of 3 points

Disagree means a score of 2 points

Strongly Disagree means a score of 1 point

Therefore, the criteria for interpreting to classify the mean into the following ranges: Average

score between 4.20 – 5.00 means Strongly Agree

Average score between 3.40 – 4.19 means Agree

Average score between 2.60 – 3.39 means Neutral

Average score between 1.80 – 2.59 means Disagree

Average score between 1.00 – 1.79 means Strongly Disagree

## Research Results

### 1. This section presents the results of demographic information of respondents

**Table 1** Shows the frequency and percentage of demographic data

| Features               | Indicators                      | Quantity | Percentage |
|------------------------|---------------------------------|----------|------------|
| Gender                 | Male                            | 120      | 37.74%     |
|                        | Women                           | 198      | 62.26%     |
| age                    | Under 18 years old              | 13       | 4.09%      |
|                        | 18 to 22                        | 218      | 68.55%     |
|                        | 23-35                           | 67       | 21.07%     |
|                        | 36-45                           | 9        | 2.83%      |
|                        | Over 45                         | 11       | 3.46%      |
| Educational level      | Junior high school and below    | 8        | 2.52%      |
|                        | High school or secondary school | 22       | 6.92%      |
|                        | Associate or undergraduate      | 268      | 84.28%     |
|                        | Graduate students and above     | 20       | 6.29%      |
| Average monthly income | Less than 3,000 yuan            | 230      | 72.33%     |
|                        | 3000-4999 yuan                  | 36       | 11.32%     |
|                        | \$5,000 - \$9,999               | 35       | 11.01%     |
|                        | \$10,000 - \$19,999             | 12       | 3.77%      |
|                        | Over 20,000                     | 5        | 1.57%      |

From table below show that in terms of gender, there are 198 female consumers, accounting for 62.26% of the total. There are 120 male consumers, accounting for 37.74 percent of the total. It shows that there are more female consumers than male consumers in online live shopping. In terms of age, there are 13 consumers under 18 years old, accounting for 4.09% of the total number; 218 people aged 18-22, accounting for 68.55% of the total; 67 consumers aged 35-35, 21.07% of the total; Nine consumers aged 36-45, accounting for 2.83% of the total; And 11 consumers over the age of 45, accounting for 3.46% of the total, which is in line with the current national conditions. In terms of education level, there are 8 consumers in junior high school or below, accounting for 2.52% of the total number; 22 consumers from high schools and secondary schools, accounting for 6.92 percent of the total number: 268 consumers with college and undergraduate degrees, accounting for 84.28 percent of the total number: 20 consumers with graduate degrees or above, accounting for 6.29 percent of the total number. The distribution is more reasonable, which is in line with the audience of live streaming e-commerce. In terms of average monthly income, the proportion of consumers is roughly the same, including 230 consumers below 3,000 yuan, accounting for 72.33% of the total number; There were 36 consumers with 3,000-4,999 yuan, accounting for 11.32 percent

of the total; There were 35 consumers with 5,000-9,999 yuan, accounting for 11.02% of the total, 12 consumers with 10,000-19,999 yuan or more, accounting for 3.77% of the total, and 5 consumers with 20,000 yuan or more, accounting for 1.57% of the total. In terms of disposable income, it is irregular. On the one hand, there is a high probability that the disposable income of the student group is low, but the consumption frequency of live streaming e-commerce is high. Moreover, most of the respondents are students.

## 2. Purchase intentions on a live e-commerce platform

**Table 2.** Opinion data on motivation and purchase intent on live e-commerce platforms

| Statistics Variables   | $\bar{X}$ | S.D.  | Comment level |
|--|-----------|-------|---------------|
| <b>Stimulator (ST)</b>   | 3.625     | 0.895 | Agree         |
| I think the products displayed on the live e-commerce show are more intuitive and realistic                        | 3.767     | 0.858 | Agree         |
| I prefer to the product which is the influence and professionalism of the anchor will affect my shopping intention | 3.594     | 0.877 | Agree         |
| I trust the live studio with more viewers and interactions knowledge about the product                             | 3.465     | 0.957 | Agree         |
| The atmosphere of the live broadcast room will affect my consumption experience                                    | 3.614     | 0.881 | Agree         |
| <b>Purchase Intention (PI)</b>   | 3.695     | 0.760 | Agree         |
| I am willing to pay for the products I like in the e-commerce live broadcast room#                                 | 3.777     | 0.730 | Agree         |
| I am willing to recommend the products I bought in the e-commerce live broadcast room to others                    | 3.703     | 0.740 | Agree         |
| I am willing to recommend the e-commerce live broadcast platform I often go to#                                    | 3.579     | 0.820 | Agree         |
| <b>Total</b>   | 3.533     | 0.788 | Agree         |

From table below show that stimulating factors have no significant positive impact on demand release. This may be because stimulus factors do not directly trigger the impulse of consumption to expand consumption or share of wallet, but mainly realize demand release through intermediary variables such as perceived value and purchase intention.

The stimulating factors of e-commerce live streaming have a significant positive impact on perceived value. In the context of e-commerce live streaming, the host showcases and tries out products to customers through live streaming platforms, sharing product performance and usage experience, creating a fierce atmosphere of limited time promotions and low-priced purchases. At the same time, the host interacts with the audience in real-time, and the audience likes or expresses their opinions in the barrage area, promoting customers to perceive product value, information value, economic value, entertainment value, and social value under different live streaming stimuli.

Stimulating factors have a gross positive impact on purchase intention. The personal charm, product characteristics, price incentives, transaction volume, live streaming interaction, and complete service of live streaming e-commerce hosts can all have an impact on consumers' purchase intention.

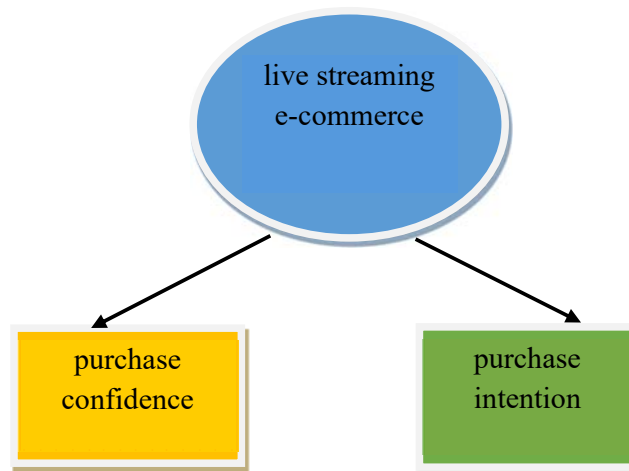


## Discussions

From the research study, it was found that Stimulator have significant positive effect on demand release consistent with the research of Ai and Wohn (2021) put forward four kinds of demands for watching e-commerce live broadcast, namely, the fun of interaction, the need to replace individual search for product information, the need to socialize, and the need to follow the trend out that high-quality content is the key factor to realize the realization of live broadcast traffic; Meng et al. (2019) divided information content into emotional content. And is consistent with the work of Brundle (2017) based on the perspective of consumer perception, studied how the common experience and self-efficacy in live broadcast affect consumer participation behavior; Xie et al. (2019), from the perspective of behavior and neurophysiology, revealed the mechanism of social telepresence affecting online conformity consumption behavior from cognitive mechanism, regulatory mechanism, emotional mechanism and other aspects. Audience is also one of the important factors to stimulate customers' consumption. Customers may be infected by the "presence group" and follow the trend to buy products that are not interested in, or they may choose to continue or quit watching because of the number of viewers in the live broadcast room.

## Knowledge from Research

Identify the body of knowledge that is the result of research. Synthesis in the form of diagrams, charts or concept maps with a concise, easy-to-understand format/structure description. The knowledge from is illustrated in Fig. 2



**Fig 2.** The Knowledge from of the Study

## Conclusion

From the research results found the body of knowledge gained from the research study is the consumer's confidence in watching the seller's live broadcast of the sale and the seller's willingness to purchase the product or service.

## Suggestions

1. Design personalized recommendation strategies to tap the potential needs of

customers

The importance of personalized recommendation in e-commerce live streaming cannot be ignored. By understanding audience needs and users' past purchase history and browsing data, the development of personalized recommendation strategies can increase the purchase conversion rate, improve user satisfaction and even retention rate. Therefore, designing personalized recommendation strategies should be regarded as a key task in live streaming marketing. The importance of personalized recommendation mainly lies in determining audience needs and increasing purchase conversion rate, especially in e-commerce live streaming. Enterprises can start from many factors that affect consumers' purchase intention and use big data personalized recommendation strategies to tap into consumers' potential needs. For example, the survey shows that more and more enterprises choose to provide consumers with more customized services through live broadcasting, such as live sales, live takeout, live travel and so on. At the same time, interactive behavior and feedback data are also another factor worth considering. Specifically, enterprises can use data analysis tools, such as machine learning algorithms, to create dynamic recommendation effects, achieve instant recommendation and real-time update, connect social network information, and use big data to realize fully personalized recommendation strategies, so as to improve the conversion rate of users, increase user experience and stickiness, and maintain their competitive advantages.

2. Create a good reputation for live streaming e-commerce and enhance consumer Trust

In the process of live broadcasting, the more trust in live broadcasting e-commerce, the more conducive to consumers' value perception and thus enhance consumers' purchase intention. In the live streaming e-commerce system, product quality and service level are directly linked to consumers, so it is extremely important. Due to the information asymmetry, time and space span and other reasons in online shopping, the transaction risk of consumers is still an important issue in live streaming e-commerce. The results of this survey also show the same problem. Most of the reasons for not buying products in the live broadcast room are also because of the lack of trust in the products in the live broadcast room. Therefore, honest management is particularly important. The authenticity of the live broadcast room is not only in the all-round display of the goods, but also requires the anchor to be fully familiar with the product, so as to tell the professional product information, but also through the live broadcast room to experience the product in real time, so as to reduce consumers' doubts about the product. Secondly, we should pay attention to the quality of product selection. The product selection process can be made into corresponding videos and sent to the corresponding short video platform, so that consumers can have a fuller understanding of the product quality control process.

### **Suggestion for further research**

Lack of division of product categories and product price dimensions

When exploring the factors that affect consumers' purchase intention in live streaming e-commerce, this study did not divide the product categories, but only uniformly explored the influencing factors of consumers' purchase intention in the context of live streaming e-commerce. When consumers watch live streaming e-commerce, the influencing factors of their purchase decisions may be different for different categories; On the other hand, there is no distinction made between the price dimensions of products. When consumers make purchases, different price ranges have different psychological impacts on their decision-making. For some low-priced products, it may be easy to make purchase decisions, but for some expensive products, consumers may think twice.

Based on the limitations of the previous text, the following research prospects are proposed: divide product types and product price ranges. On the one hand, regarding the type of product in the continued research, product categories such as 3C, clothing, beauty, snacks, etc. can be segmented to make the research concluded More targeted guidance significance; On the other hand, different price ranges can be used as adjustment variables Add quantity to the research model to examine the specific impact of different price ranges on consumer purchase intention

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