

전자상거래 생방송 특성이 소비자의 충동구매 의사에 미치는 영향에 관한 연구

구 영*, 유자양^o

*경기대학교 글로벌비즈니스학과,

^o경기대학교 글로벌비즈니스학과

e-mail: kuyong2010@naver.com*, morninglzy@hotmail.com^o

A Study on the Influence of E-Commerce Live Characteristics on Consumers' Impulsive Purchase Intention

Ying QIU*, Zi-Yang Liu^o

*Department of Global Business, Kyunggi University,

^oDepartment of Global Business, Kyunggi University

● 요 약 ●

Based on the integrated analysis of the existing literature, this study combined with S-O-R model to explore the impact of e-commerce live broadcast characteristics on consumers' impulse purchase intention. Among them, interactive, entertaining, economical and visual features are selected as the features of e-commerce live broadcast; Select pleasure and arousal to measure consumer sentiment, and build a theoretical model among e-commerce live broadcast features, consumer sentiment and consumers' impulsive purchase intention to specifically explore the impact of each feature on emotion and the further impact of emotion on impulsive purchase intention.

키워드: E-commerce live, Impulse buying decision, Mood, S-O-R model

I. Introduction

The 49th statistical report on the development of China's Internet [1] released by China Internet Network Information Center (CNNIC) shows that by December 2021, China's Internet users had reached 1.032 billion, of which 904million were online payment users, accounting for 87.6% of the total Internet users. In addition, the number of e-commerce live broadcast users in China has reached 660million. Affected by the epidemic prevention and control measures, many offline activities have moved to online, such as "cloud tourism", "cloud fitness", "live shopping", etc. As a new driving force for the growth of online consumption, e-commerce live broadcasting has attracted more and more attention from netizens. The marketing model of "live broadcasting + e-commerce" is more and more favored by enterprises. Compared with offline shopping environment, online shopping environment is more likely to cause impulsive purchase. Therefore, impulsive purchase under the live broadcast of e-commerce has gradually attracted the attention of academic

circles.

II. Preliminaries

2. Related works

2.1 Relevant research

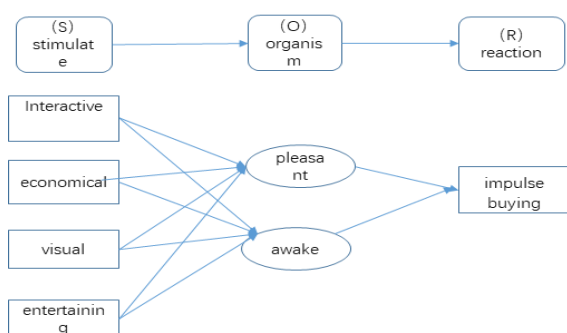
Webcast in China began to rise in 2016, and the wave of "live broadcasting with goods" only appeared in 2019. Therefore, the research on e-commerce live broadcasting is still in the exploratory stage. During the live broadcast, two-way communication between the anchor and the user can be achieved by means of comments, bullet screens and so on. The business causes consumers to feel excited and happy by presenting good interface visual effects, thus stimulating the emergence of impulsive purchase intention. As for the research in this field,

for example, zhengcancan [2] liumengru [3] and gaomingjun [4] pointed out that the visual nature of the website can stimulate changes in emotional responses such as consumers' pleasure and arousal. Liu Yang [5] found that the visibility in the live broadcast significantly affects consumers' arousal and pleasure. Yaosihai [6] pointed out that the more interesting the mobile shopping website is, the more it can stimulate the change of consumer sentiment. There are many studies on the impact of some features of the live broadcast platform on consumers' impulse purchase intention, but few specific analyses on the impact of the main features of the live broadcast on consumers' emotions and the mechanism that causes impulse purchase intention. Therefore, this study puts consumers' impulse purchase intention in the context of e-commerce live broadcast, and explores the impact mechanism of live broadcast features on consumers' impulse purchase intention from the perspective of users' psychology, It can enrich and improve the relevant theories of e-commerce live broadcast and impulse purchase under the network environment.

III. The Proposed Scheme

3.1 Modeling

Based on the S-O-R model, this paper takes e-commerce live broadcast characteristics (s), consumer sentiment (o) and impulsive purchase intention (R) as antecedent variables, intermediate variables and outcome variables, respectively, to build a model framework for the study, as shown in the figure.



3.2 Making assumptions

3.2.1 Impact of e-commerce live broadcast features on mood.

- H1a: interactivity has a positive impact on pleasure.
- H1b: interactivity has a positive effect on arousal emotion.
- H2a: economy has a positive impact on pleasure.
- H2b: economy has a positive effect on arousing emotion.

- H3a: vision has a positive effect on pleasure.
- H3b: Visuality has a positive effect on arousal emotion.
- H4a: Entertainment has a positive effect on pleasure.
- H4b: Entertainment has a positive effect on arousing emotion.

3.2.2 Influence of emotion on impulse purchase intention

- H5a : pleasant emotion positively promotes impulsive purchase intention.
- H5b : Arousing emotion positively promotes impulsive purchase intention.

3.2.3 Mediation of emotion

- H6a : emotion plays an intermediary role between interactivity and impulsive purchase intention.
- H6b : emotion plays an intermediary role between economy and impulsive purchase intention.
- H6c : emotion plays an intermediary role between visual and impulsive purchase intention.
- H6d : emotion plays an intermediary role between entertainment and impulsive purchase intention.

3.3 Research and empirical analysis

3.3.1 Questionnaire survey

The collection of formal questionnaires in this paper is mainly distributed online through the questionnaire star. 321 questionnaires were collected, of which 244 were valid, with an effective rate of 76.01%.

3.3.2 Empirical research

With the help of spss25.0, this paper verifies that the sample has good reliability and validity, and the model is reasonable. According to the influence of e-commerce live broadcast characteristics on emotion and emotion on impulse purchase intention, regression analysis is carried out respectively, and the mediating effect of emotion in live broadcast characteristics and impulse purchase intention is analyzed. The results show that the interactivity, economy, vision and entertainment of e-commerce live broadcast have a positive impact on consumers' pleasure and arousal emotion. Consumers' pleasure and arousal emotion will promote the generation of impulsive purchase intention, and the greater the degree of pleasure, relaxation, satisfaction, excitement, stimulation and excitement, the easier it is to generate impulsive purchase intention. That is to say, the characteristics of e-commerce live broadcast stimulate users' tendency and desire to purchase impulsively by stimulating the change of their psychological state. Therefore, it can be considered

that consumers' impulse purchase intention is triggered by their inner happiness, relaxation, excitement and excitement after being stimulated by various environmental factors.

[6] Si-Hai Yao. Research on the impact of mobile e-commerce virtual environment characteristics on impulse purchase intention[D]. South China University of Technology, 2016.

IV. Conclusions

Through questionnaire survey and empirical analysis, the marketing suggestions obtained in this paper are as follows:

(1) Conduct good and effective communication to enhance the interactivity of e-commerce live broadcast.

(2) Carry out flexible and diverse promotional activities to improve the economy of e-commerce live broadcasting.

(3) Marketing comfortable and beautiful visual effects to improve the visual quality of e-commerce live broadcast.

(4) Set up fun and interesting entertainment activities to increase the entertainment of e-commerce live broadcast.

Although this paper refers to the research of many previous scholars, there are still deficiencies. First of all, there are limitations in the survey objects. Secondly, the characteristics of e-commerce live broadcasting are multifaceted. This study only selects four dimensions: interactivity, economy, vision and entertainment. In the future, information and sociality can be introduced to explore, so as to enrich and improve the research results.

REFERENCES

- [1] China Internet Network Information Center (CNNIC) The 49th statistical report on the development of Internet in China[R], 2/25, 2022.
- [2] Can-can Zheng. Research on Influencing Factors of consumers' impulsive buying behavior based on online shopping live broadcast situation[D]. Anhui University, 2019.
- [3] Meng-ru Liu. Research on the impact of website features on impulse buying intention[D]. Nanjing University of Technology, 2017.
- [4] Ming-jun Gao. Research on the impact of visual marketing on consumers' impulse purchase intention in online shopping[D]. Hubei University of Technology, 2018.
- [5] Yang Liu, Qi Li, Meng Yin. Research on the influence of online live broadcast shopping characteristics on consumers' purchasing behavior[DB/OL]. (2020-04-20)[2020-05-21]. <http://kns.cnki.net/kcms/detail/51.1268.G3.20200420.1211.002.html>.