

Analyzing Emotional Motivations Influencing Consumer Purchase Behavior in the Post-Epidemic Era Based on Data Analysis

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Abstract. In the post-epidemic era, along with the continuous upgrading of Internet technology, the live-streaming with goods industry is booming. This new shopping method has attracted consumers, deeply integrated into people's daily lives and has a bright future for development. This study is based on a questionnaire and data analysis using LIWC and Excel to analyze three aspects of emotional motivation (sense of belonging, respect, and self-actualization) that influence consumers' purchase behavior in live rooms. Research shows that emotional motivation is an important factor influencing consumers' purchasing behavior. Purchase behavior is positively correlated with the sense of belonging, respect, and self-actualization. Meanwhile, the sense of belonging has the most significant influence, followed by the sense of respect and, finally, the sense of self-actualization. This study can help practitioners of live banding understand consumers' emotional needs, improve sales strategies and enhance competitiveness. At the same time, it is beneficial for consumers to understand the emotional motivation of their shopping behavior, shape the correct consumption concept, make scientific decisions, identify undesirable shopping guide behavior and avoid entering consumption misconceptions.

Keywords: Questionnaire; Live streaming with goods; Emotional motivation; Purchase behavior.

1. Introduction

According to Kondratievsky's long-wave theory and George Modelski's cycle theory, each economic crisis is followed by a trigger for the next rise [1]. The COVID-19 pandemic is largely over, but the effects of the global epidemic continue to be felt. In the post-epidemic era, the structure of China's industrial chain has changed, and live-streaming with goods has coincided with a new opportunity for development, with more and more consumers choosing to shop through live-streaming. In response to this trend, the elements influencing the purchase behavior of live consumers in the live room become the main direction of this paper. Live-streaming with goods is an Internet technology-based, customer-oriented sales approach that enables one-to-many explanations in a live room [2]. With the improvement of living standards and culture, people's psychological needs will become more and more prominent [3]. Nowadays, the consumer changes from the demand for the use value of goods at the material level to the consumption of their psychological desires. The important reason for the success of live-streaming with goods lies in grasping consumers' psychology, taking the satisfaction of consumers' psychological needs as the key point and catering to the consumption needs of the general public in terms of audience groups and price marketing strategies [4, 5]. This paper refines the emotional motives that influence consumers' purchasing behavior in live banding, set into three variables: the sense of belonging, sense of respect, and sense of self-actualization, and analyzes the questionnaire data using LIWC and Excel data processing software. In previous studies, most scholars have analyzed the development of the live broadcasting industry from the perspective of anchors. However, not many have studied consumer purchase behavior in live broadcasting from the perspective of consumer emotions, so this study is a supplement to related

topics. In the special period of "post-epidemic", do consumers' emotional needs in the live broadcast affect their purchasing behavior? What are the motivations of live-streaming users to buy products? Will the live-streaming industry remain stable and sustainable? This article will identify and discuss these questions.

2. Method

2.1. Specific methods

This study uses a questionnaire to collect data on the research variables and uses a combination of existing established scales and screened scales, which are combined to form the final questionnaire scale according to the purpose of this study and the current status of live banding.

This study used the Questionnaire Star platform to distribute and collect questionnaires. The scope of web-based questionnaire respondents is relatively limited. A total of 150 questionnaires were distributed, and excluding respondents who did not do live shopping, 147 valid questionnaires were collected, with a valid return rate of 98%.

The beginning of the questionnaire introduces the purpose and topics of the questionnaire to the respondents and promises them to fill out the questionnaire anonymously, hoping that they can fill out this questionnaire with confidence and seriousness, and expresses sincere thanks to the respondents. The middle part is to collect the basic information of the respondents, including gender, age, education, and occupation and set various fundamental questions about the research topic, such as the amount of money spent on live streaming in the past month, the number of orders placed on live streaming in a year, the types of products purchased on live streaming, and the reasons for choosing live shopping. The last part is set to investigate the emotional motivation of consumers in live shopping, the factors that lead respondents to place orders, including the type of anchor, and the psychology of consumption when watching live webcasts.

The Cronbach coefficient analysis proved the validity of this questionnaire, as shown in Table 1 below.

Table 1. Cronbach Reliability Analysis.

Number of items	Sample size	Cronbach alpha coefficient
12	100	0.808

From the above table, it can be seen that the reliability coefficient value is 0.808, thus indicating that the quality of the study data reliability is good. In summary, the reliability coefficient of the study data is higher than 0.5, and the reliability level is up to standard

2.2. Variable Definitions and Hypotheses

2.2.1. Variable Definitions

By identifying the sense of belonging, respect, and self-actualization as three variables, this paper will investigate whether such emotional motives as a sense of belonging, respect, and self-actualization are correlated with consumers' purchase behavior of live shopping, whether they are positively correlated or negatively correlated. Some consumers buy to make purchase behavior according to their preferences because they want to get the respect and approval from other people in the live room and the anchor and to study which variable has the most correlation to the motivation of buying behavior.

2.2.2. Sense of Belonging

Belonging is one of the more classic emotional motivations for consumers in consumer behavior. Belonging is an intrinsic connection between an individual and the group to which he or she belongs; it is the delineation, identification and maintenance of a specific whole and its subordination. Forming a consumer's sense of belonging can lead to habitual consumer behavior [6]. An example is the group

identification of consumers during live shopping. In live-streaming with goods, consumer groups will engage in consumption behavior in live-streaming for these reasons, on the one hand, the love for the anchor or the goods, and on the other hand, the sense of belonging derived from the interaction. Consumers can interact with the anchor in time by posting pop-ups and messages, and the anchor can actively interact with consumers by throwing out topics and so on [7]. Based on social interaction theory, high interactivity can improve consumers' engagement [8], making the emotional connection between anchors and consumers closer and enhancing consumers' emotional experience [9]. Take Li Jiaqi's live broadcast room as an example; the anchor has a large fan base and stickiness. In addition, anchor Li Jiaqi focuses on interaction and emotional communication with fans. Moreover, when needs are responded to in a timely manner, consumers will see themselves as a member of Li Jiaqi's fan base in their hearts. Their emotional needs will be satisfied, which is why more consumers will place orders due to their sense of belonging. The sense of belonging is mainly motivated by basic personal and emotional needs, and basic this paper concludes that the sense of belonging is most associated with consumption behavior.

2.2.3. Sense of Respect

The sense of respect is divided into self-esteem and other-esteem, as well as the desire for power. Self-esteem is an emotional experience that results from an individual's evaluation of his or her abilities and values [10]. Veblen points out that the "leisure class" in society consumes not only for functional utility, but also to satisfy their self-esteem, and calls this consumption behavior Conspicuous Consumption [11]. Consumers engage in consumption behavior in the live room in order to gain respect for themselves or others. After consumption, consumers are thanked by the anchor. When consumption reaches a certain amount, they are given the rights of room manager and more, and their sense of self-respect, other-respect, and desire for power is satisfied. At the same time, there are also consumers who spend money to give gifts to the anchor in order to get the attention of the anchor and other people in the room, and through this consumption method satisfies the need for the sense of respect [12]. Self-esteem in a respect sense is relatively weakly associated with the consumption behavior compared to belonging sense but is more strongly associated than self-actualization sense. Therefore, this paper considers the respect sense to be placed in the second.

2.2.4. Sense of self-realization

Self-fulfillment is a consumer behavior motivated by the consumer's love of a product and personal preferences. In their study of sports fans, Pimentel and Reynolds introduced the concept of "fan devotion". Fan devotion refers to the religious-like fervor and obsession sports fans exhibit for their favorite idols. They found that fans of the team show many special consumption intentions and behaviors in their daily life, such as collecting and displaying, and fans of the team collect autographs and other memorabilia of the players [13], which is a manifestation of self-fulfillment. Another example is that stamp collectors rarely give up buying stamps that sell for costly prices due to factors such as price. However, most people attach more importance to practical factors than preferences due to their economic situation. Therefore, this paper concludes that consumers have the lowest positive association with consumption behavior due to their sense of self-fulfillment.

2.2.5. Hypothesis

Therefore, the following hypothesis is proposed in this study: Hypothesis 1: Consumers' sense of belonging to anchors and live broadcasts has the most significant positive impact on consumers' purchasing behavior. Hypothesis 2: Consumer self-esteem and other self-esteem have a second positive effect on consumers' purchase intention. Hypothesis 3: Consumers' self-attribution has the least positive impact on consumers' purchase intention.

2.3. Analysis of Basic Descriptive Scales

Firstly, descriptive statistical analysis of the returned valid questionnaires was performed using LIWC and Excel statistical analysis software to understand the basic situation of the surveyed sample. The basic information of the respondents is shown in Table 2.

Table 2. Analysis of Basic Descriptive Scale.

statistical information	type	frequency	percentage
Gender	Male	63	42.86%
	Female	84	57.14%
Age	<18	13	8.84%
	18-30	61	41.50%
	30-50	57	38.78%
	50-65	15	10.20%
	>65	1	0.68%
Number of orders in live	<10	85	57.82%
	10-20	28	19.05%
	20-30	16	10.88%
	>30	18	12.24%
The type of ordering anchor	Celebrity stars	34	23.13%
	cyberstar	70	47.62%
	Seller	105	71.43%

In terms of age, 13 people (8.84%) are younger than 18 years old, 61 people (41.50%) are between 18 and 30, 57 people (38.78%) are between 30 and 50 years old, and 15 people (10.20%) are between 50 and 65 years old. There is 1 person older than 65 years old. The surveyed population is dominated by young and middle-aged people, and those who pay attention to live to stream are also mostly young people, and this situation is in line with reality [4].

2.4. Analysis of Basic Descriptive Scales

The analysis of the returned questionnaires using statistical analysis software such as Questionnaire Star and Excel, the information on the respondents' choices for the three different psychological motivations is shown in Table 3:

Table 3. Consumer psychological motivations [Multiple Choice].

option	description	subtotal	proportion
belongingness	Comprehensive understanding of the information of goods, to buy their own goods at a preferential price, pay attention to the cost performance	119	80.95%
Group psychology	Influenced by others, most people buy what they buy	17	11.56%
Self-fulfillment	Pay for your own interests to satisfy your own special interests and desires	74	50.34%
Respect from other	The pursuit of novelty or fashion trend of goods, highlight their own personality to buy big brand goods, to meet their own vanity others have, they also want to have	13	8.84%
Self-importance	Leisure and entertainment when shopping relax the mood, and relieve the pressure	71	48.3%

As can be seen from the data in the table, the consumers who focus on effectiveness are 119 people, accounting for 80.95%, and are the factors that account for more than they do. Effectiveness represents the sense of belonging, and it can be seen that the consumption behavior carried out due to the emotional motivation generated by belonging accounts for the largest part. The number of

people who choose consumption behavior influenced by others is 17, accounting for 11.56%. Those who chose to consume according to their interests were 74 (50.34%). It can be seen that consumption behavior based on self-fulfillment is the second most emotional motivation. The number of people who chose the herd mentality was 13 (8.84%). The herd mentality is the least emotional motivation, as it belongs to the sense of respect.

3. Results

3.1. Result

Using Excel and LIWC statistical software, it was found that consumers' sense of belonging had the greatest positive impact on purchase behavior, accounting for 80.95%. Respect from others had the second highest positive impact on purchasing behavior, accounting for 57.14%. The sense of self-fulfillment had the least positive impact on purchase behavior, accounting for 50.34%.

3.2. Hypothesis comparison

The hypothesis is divided into three parts: Hypothesis 1: Consumers' sense of belonging to anchors and live streaming has the greatest positive impact on consumers' purchasing behavior. Hypothesis 2: Consumers' self-attribution and other-attribution have a second positive effect on consumers' purchase intention. Hypothesis 3: Consumers' self-attribution has the least positive impact on consumers' purchase intention.

Actual results: 1: Consumers' sense of belonging to anchors and live broadcasts has the greatest positive impact on consumers' purchasing behavior. 2: Consumers' self-awareness and other-attribution have the second positive influence on consumers' purchase intention. 3: Consumers' self-attribution has the least positive influence on consumers' purchase intention.

4. Discussion

4.1. Cause Analysis

The findings show that the three hypotheses are all valid. The sense of belonging in the live room, the consumer's self-esteem and other-esteem and the consumer's sense of self-attribution all have a positive effect on the consumer's willingness to purchase. The reason is that consumers value their emotional motivation in the process of consumption, and when their motivation is satisfied, they are very likely to develop a sense of dependence and complete the act of consumption.

4.2. Suggestions

Combining the above research results and literature, the following suggestions are made: for live-streaming with goods anchors, understanding the general psychological needs of consumers, and flexibly using live interaction skills to mobilize consumers' emotions. Pay attention to the emotional experience of fans and create a good atmosphere for live-streaming snapping. Expand the scope of purchasing power. At the same time, the anchor should also continue to learn and innovate the discourse to avoid leading to consumer visual fatigue and loss of purchasing power. For consumers to build a sustainable consumption concept, know that the purpose of consumption is not to satisfy false desires and manifest their social status but to meet the material and spiritual needs necessary for human development [14].

4.3. Limitations Analysis

The study results show that most consumers choose to order from live-streaming because of their sense of belonging to the studio and the anchor. However, from a long-term perspective, there are some potential risks in live-streaming with the goods industry in the later development stage. For example, unclear division of responsibilities of live broadcast subjects, lack of novelty in live

broadcast, false prosperity of data, and difficulty in guaranteeing product quality and logistics after-sale [2, 15]. In addition, there may be problems such as anchors leaving, users' aesthetic fatigue, the collapse of anchors' "persona" [12], and overcrowding of live broadcast rooms so that some users cannot place orders for a long time and lose interest in buying. If these problems are not solved, the development of the live-streaming industry will be limited or even stagnant. The sense of belonging of users' needs to be maintained, and how coordinating the relationship between consumers and the live-streaming platform is also a complex problem.

5. Conclusion

After the analysis of the study, it was found that among the three elements, belongingness, respect and self-actualization, consumers' purchasing behavior was most influenced by belongingness, followed by respect and, finally, self-actualization. Moreover, purchase behavior belongs to a positive correlation with all three variables. It can be shown that when watching live streaming, consumers' purchase behavior is prone to a kind of group dependence, attributing themselves to a specific type of consumption and satisfying their emotional needs. This result is mainly due to two reasons: firstly, the anchors with goods create a strong atmosphere for consumers to promote shopping, and their sales behavior or language characteristics and other shopping features attract consumers, making them feel intimate and emotionally dependent; secondly, based on their personal emotional needs, consumers achieve self-reward or relieve the psychological pressure encountered in their lives through live shopping, and thus obtain spiritual comfort.

This study is a theoretical supplement to the research related to the relationship between consumers' emotional motivation and purchase intention in live banding, which is beneficial for practitioners in the live industry to understand consumers' purchase motivation to adjust sales strategies, stimulate consumption potential, and promote rapid recovery of the new economy in the post-epidemic era; it is conducive to cultivating consumers' correct consumption concept and rational response to the living room.

This study examines the relationship between consumers' purchase behavior and their emotional motivation in live banding in the post-epidemic era through three research methods: questionnaire survey, statistical analysis and case study. However, due to some objective and subjective factors, there are some shortcomings and deficiencies in this study.

First, the theoretical persuasiveness needs to be improved. During the research process, the relevant literature on the topics of live banding, consumer purchase intention, and consumer emotional motivation was reviewed, but domestic academic research was the main reference, and the research findings of foreign scholars were not explored enough. Therefore, the conclusions of this paper still lack some depth.

Second, the questionnaire method used in the study is trendy, convenient, and highly operable. However, there are some limitations, such as the lack of flexibility. Most questions in this questionnaire are choice questions, and the response range is predesigned by the questionnaire editors, making the respondents more restricted from answering. In addition, the recovery rate and efficiency of the questionnaire are low, and the survey sample size is small. In a questionnaire survey, a certain ratio of the questionnaire return rate and the effective rate is necessary to make the survey information representative and valuable. Therefore, the questionnaire results of this study are only used as a reference, and it is not appropriate to infer the overall.

In summary, future research can be improved in the following aspects. First, retrieve more related academic studies to develop research ideas. Second, enrich the survey sample size. In the questionnaire design and data collection, make adjustments to expand the survey audience and type and improve the data quality. Third, refining the data variables. Should explore the variable settings and influencing factors at a deeper level, refine the independent variables, improve the depth of the study, and make the study more reliable.

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