

Stream, Influence, and Purchase: Dissecting live stream ing commerce's Stimulus on Markets and Consumer Mindsets

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Abstract. As the market of online shopping continues to expand, people's requirements for online shopping become higher; The general introduction of goods on web pages has been unable to satisfy consumers. Therefore, the birth of live selling allows consumers to immediately see the physical goods to decide whether to buy. Consumers' psychology and behavior patterns play an important role in live stream commerce of goods, which can promote the sales of goods under the interaction with the sales models of merchants. Through case study, qualitative analysis and document review, this paper studies three important subjects of live stream commerce: consumers, anchors and merchants. It is found that merchants and broadcasters will use consumers' psychological factors and behavior patterns to achieve sales. Consumers complete consumption under the influence of their own consumption intention and value perception; Anchors complete their sales tasks by establishing trust with consumers and setting off the tense atmosphere in the live stream commerce room. In light of the analysis of consumer psychology and behavior, merchants train anchors to improve the sales mechanism and increase sales.

Keywords: Market research, data analysis, customer analysis, market design.

1. Introduction

China's e-commerce market has become mature, led by Taobao, the original online shopping site. To expand the market and increase sales, some merchants have turned to live stream commerce of goods, taking advantage of the popularity of short video platform Douyin. During the epidemic, when China was under home quarantine, people could only shop online and watch short videos from home. This gave rise to a chance for live stream to grow. One new way to consume is through live stream commerce. By displaying product details and descriptions, consumers can intuitively view products and decide whether to place orders. live stream has become a popular choice for daily shopping, significantly stimulating and promoting market development. It can also reveal consumer consumption behavior and psychology while watching live shopping [1]. The research indicates that consumers who watch live shopping are influenced by their own values and emotions. However, there are still gaps in the research regarding how consumers develop trust in live stream commerce, the influence of psychological factors, the scale and growth of the live stream market, and how it can be applied to China's agricultural assistance policies. This paper examines the live stream commerce of goods to the market as a means of stimulating market scale and growth. It analyses consumer behaviour and psychological factors, as well as the establishment of trust in live stream commerce. This paper presents a case study, qualitative analysis, and document review of research methods related to the marketing of goods. The study aims to explore the market size and growth, consumers' consumption behavior and psychological factors, and the establishment of trust in live stream commerce. The text describes the role of live stream with goods in the expanding live stream market, using a case study of helping farmers. It also analyses the characteristics, behavior patterns, and psychological factors of consumer groups for different products based on the audience portrait of live stream commerces. With a formal register and exact word choice, the language is objective, clear, and succinct [2]. The written material follows standard formatting guidelines and organization, with uniform citation and footnote styles. The punctuation, and grammar, and spelling all appear to be correct. Nothing has changed in terms of content. The paper is structured into three parts: a case study,

problem analysis, and suggestions for the prolonged evolution of the internet streaming market and the examination of customers' mindsets, market and the analysis of customers' minds.

2. Analysis of case study

2.1. Case study double 11 event

"Double 11" is an annual shopping festival in China that takes place on November 11th. It has become the most prominent online shopping day in the world, with the volume of sales surpassing that of Cyber Monday and Black Friday. The event was first popularized by Alibaba Group, specifically its e-commerce platform Tmall, which began offering promotional sales and discounts on Singles' Day in 2009. Since its inception, Double 11 has experienced exponential growth, involving not only Alibaba but also numerous other online retailers and platforms across China.

During Double 11, consumers can enjoy steep discounts, flash sales, and various promotions with an extensive assortment of products, including electronics, clothing, cosmetics, household goods, and more. The event has become a major shopping extravaganza, attracting millions of consumers both domestically and internationally.

2.2. Live streaming commerce market development

As an online sales model, live stream commerce is a common practice. In addition to simple anchor sales, some popular anchors can use their large fan base to negotiate preferential mechanisms with merchants or manufacturers to obtain exclusive benefits, thus helping to drive sales. For instance, Li Jiaqi, one of the earliest hosts in China, generated a sales volume of 20 billion yuan during Singles Day in 2022, and this number is increasing every year. The market size of live-streaming goods is constantly expanding. Livestreaming e-commerce market size amounted to 433.8 billion yuan in 2019. In 2020, it rose to 961 billion yuan, representing a 121.5% increase year on year. The market size of livestreaming e-commerce in China increased by 37% year-on-year, reaching 1316.5 billion yuan in 2021. By 2022, there was a year-on-year increase of 48.21% in transaction volume to 3.5 billion yuan. Professional live stream commerce anchors, like Li Jiaqi who has over 150 million fans, can greatly benefit from selling goods. As the industry continues to grow, more businesses are joining the competition.

Nevertheless, it is crucial to acknowledge the substantial influence that live stream commerce and presenters' commentary have on viewers. As consumers navigate online spaces, they become recipients of big data-driven targeting that aligns with their individuals' profiles - a foundational step in the process. They are then given the option to enter a live stream commerce room. If consumers choose to enter the live stream commerce room, it indicates their interest in the live stream commerce products or discounted goods. They will then watch the anchor's product introduction. However, a standard product introduction has little impact on the buyers' aspirations to purchase.

The process of internet streaming and the words of anchors have a certain impact on consumers. When consumers surf the Internet, the big data pushes them according to their portraits, and consumers can choose whether to click into the internet stream commerce room. This is the first step. When consumers click on the live stream commerce room, it indicates that they are interested in the internet stream commerce products or the discount of them. Then, they will watch the anchor's introduction of the product, but the ordinary product introduction has very little impact on the consumers' shopping desire.

Commercial profit is not the only use of streaming media business. In fact, under China's support policy, helping farmers solve the problem of unsalable agricultural products has also converted into one of the roles of streaming media internet streaming commerce [3], eliminating the process of middlemen making price difference and selling directly in the origin, so that consumers can directly harvest the delicious food in the origin. Liu Yuanjie helps bee farmers sell honey in Xinjiang. By being questioned by netizens about "the background is too fake" and creating gimmicks, he is diverted into the live stream commerce room, thus promoting consumption. In 2022, it will drive the sales of

more than 10 million agricultural and sideline products; During the Spring Festival of 2023, he sold more than 70,000 agricultural products in five days, with a turnover of more than 6 million yuan. He became a member of the county CPPCC by helping farmers live streaming commerce.

2.3. Analysis on the problems

The consumption behaviors and psychological tendencies of consumers significantly influence live stream platforms. First of all, from the perspective of live stream commerce consumption mode, big data will customize user portraits based on the content that users usually search and browse, and push the content that users are interested in. The same is true for online sales. When customers search for goods to buy or are interested in, big data will constantly push similar products to the internet stream commerce space, and users will decide to enter in through it and place orders when they meet the right price.

2.3.1. Harnessing consumer psychology for effective sales in live stream commerce

Secondly, to grasp the psychology of consumers and complete the sales is the main purpose of the broadcast room, so the study of consumer psychology is very important. There are two subjects engaged in internet streaming commerce: the audience and the anchor. Audience entering the live stream commerce room is the potential consumers, which can be roughly divided into three categories: the fans of the anchor, the customers who have the demand for the product, and the audience who have no intention to click in; They all have one thing in common, they are interested in the studio, but not necessarily in the products sold, but also in the anchor or the preferential mechanism; Then how to establish trust with consumers? Consumers and anchors are the two main bodies. Anchors need to establish trust with consumers to achieve the purpose of sales. One of the unique aspects of live online shopping is the capability for customers to communicate with merchants in real time, resulting in a more personal and immersive buying experience [4]. Owing to the real-time immersion of internet-based commerce, Wongkitrungrueng and Assarut found that clients may experience a sense of social presence and interpersonal/human touch without having to interact with actual individuals [5]. "Social presence" defines the degree to which the other participant is during the exchange. and the relevance of relationships between people subsequently [6, 7], The potential advantages of broadcasting live may extend beyond conventional e-commerce and S-commerce conversations, in which the seller's identity is disguised. Consumer trust and uncertainty can be improved by enhancing social interaction and social presence through two-way synchronous communication between buyers and sellers and displaying reviews from other viewers [8], as online sellers are perceived as authentic, sociable, and identified with shoppers. The psychology of competition, so that consumers feel the hot commodities, unknowingly join the competition; The anchor and the assistant will have a scene dialogue, so that consumers feel that it is difficult to encounter a more preferential mechanism if they miss this discount.

In addition, the limited number of the order will get preferential and free gifts. Under the hunger marketing, the heat of the live stream commerce room will rise, and more consumers will join the competition. In order to give back to everyone again add a single, hunger marketing and the use of consumer trust under the dual role, the anchor's sales target is easy to achieve. The other main body: anchors. With the increase of the proportion of live selling goods, the demand for anchors also increases a lot.

2.3.2. Anchors use speech skills and their celebrity effects to promote delivery

At present, some universities in China have set up professional courses, and some training institutions have emerged. The training of anchors has formed an industrial chain in China, which shows that anchors' speaking skills are completely aimed at attracting consumers. The responsibility of the anchor is not only to simply introduce the product, but to think about how to show the conditions and advantages of the product to the audience completely or even exaggeratedly, and then attract the audience to consume through the exclusive preferential mechanism. In the network environment, it is an easy thing to have the same type, people institutionally want to have the same

type of stars, network celebrities with the same type, merchants will pay attention to the "celebrity effect" and fan groups, and network celebrities, stars to reach cooperation, pay commissions, require them to use their own advantages to bring goods, but in order to ensure their own interests, merchants will sign betting agreements with network celebrities or stars. Liu Zhongyu found that the personal charm and reputation of Internet celebrities have become an important prerequisite for the formation of consumers' purchase intention. Influencers have successfully captured the attention of consumers through their expertise, unique style, and trust relationships with fans. Such personal charm and reputation not only enhance consumers' sense of identity with Internet celebrities, but also stimulate their interest in the products recommended by Internet celebrities [9]. Product characteristics and display methods play a key role in the progression of the intentions of consumers to buy. The study found that when influencers can show the features, uses and advantages of a product in detail and vividly, clients are going to comprehend the merchandise more extensively and holistically. At the same time, Internet celebrities further enhance consumers' trust in products by demonstrating and sharing their use experience. live stream commerce interaction and social atmosphere also positively influence the propensities of consumers to make transactions. Considering streaming live for enterprise, the interaction between Internet celebrities and fans is frequent and diverse, which not only Narrows the distance between the two sides, but also stimulates the sense of participation and belonging of consumers. At the same time, the relaxed and pleasant social atmosphere created by the live stream commerce room also makes consumers more willing to try and buy products [10].

2.3.3. Convenience, persuasion in live stream commerce and consumers' perception of value emotions interact with each other

The long-term sustainability of this development is uncertain due to the continued rise in management and sales costs, which is not conducive to the long-term use of smaller sellers. As a result, sellers will opt to sell directly online in flagship stores. Apiradee's research suggests that customer relations can be built in the short term through this method that prioritizes convenience and persuasion. Retaining customers over the long term can be achieved by focusing on content and relationships [11]. The method that sellers choose is most probably in accordance with their comprehension and temper, among the four approaches. Sellers are able to combine multiple methods in one video, and the transactional approach is frequently chosen because it is straightforward and requires minimal effort, but it has a negative impact on relationship development [12]. Sellers prioritize presenting details about the product and demonstrations to allay questions and enhance faith that the product will ultimately live up to expectations through this approach.

2.2.4. The seller's utilization of perceived value and purchase intention of consumers

The incorporation of additional experience for sellers, along with increased competition from live-streaming platforms, results in a persuading-based approach. Many sellers have developed strategies to sustain their sales and customers by improving the viewer's experience, enhancing the enjoyment of their live-streamed sales, and separate oneself apart from others who compete. The purpose of all the content mentioned above is to serve consumer psychology, which Chenglin Qing and Shanyue Jin divided into intention to purchase and perceived value. Perceived value is the willingness of every client to splash out on the same item that has multiple levels of consumption or other goods with analogous value for consumption, which is specified as the filtering demands or the purpose of the consumer product decision-making procedure. The list of items includes values of the items and services; value of one's appearance; value of the staff; expenditures associated with time and effort; and psychological. PV price is the primary factor that customers use when making purchase decisions [1]. In the internet streaming e-commerce environment, clients evaluate the worth of an item or service in accordance with personal qualities or circumstances, as personal encounter and circumstances play a vital part. It's not always necessary for consumers to demand the most expensive products and services. Instant connectivity, timesaving, and perceived convenience are the factors that make live e-commerce valuable for consumers' time, effort, and price. Purchase intention is defined as a behavior, which is the tendency of consumers to make expenditures in products and

services, or the intention to accomplish so. Future actions may be influenced by one's beliefs and attitudes about a particular product. Customer perspectives shape purchasing intentions (PI), which in turn shapes habitual behavior. Organizations anticipate market circumstances, identify client's PI in advance, and motivate purchases by delivering a range of experiences and information on a range of goods and services that cater to their requirements. Data generated real-time online shopping is linked to several client PIS. because of distinctive features permitting shoppers to tailor their purchases through a variety of retail channels and motivations based on vendor requisites. There is an interaction between PV and PL, high PV can increase consumer PL, the ratio of customers' reported benefits to their actual expenses is what defines consumer absorption., and PI and PV have an unmistakably favorable association. To understand consumer psychology and complete sales, merchants utilize this relationship.

3. Suggestion

For merchants, profit from sales is indeed the main purpose, but respect for consumers is the key to long-term development. Merchants should supervise the quality of their products, and the introduction of products in the process of live selling should be in line with the facts; Reduce the use of hunger marketing methods and treat consumers sincerely; Follow the law, do not heat consumers.

For anchors, selling is their own task, anchors themselves are employed by sellers, and completing their own work is basic. However, the fans of Internet celebrity anchors are their main customer groups, and only by respecting customers can they obtain long-term traffic. The anchor should carefully choose the products to promote, use the products, evaluate the products objectively, and tell the truth to consumers. Strive for the maximum extent of exclusive offers for consumers can attract more fans, paving the foundation for the future live stream commerce of goods.

As a consumer, the choice of consumption is in their own hands. Be sensible in the process of consumption and don't fall into the trap of consumerism. Do not blindly trust the introduction and offers of the broadcast room, shop around and place orders cautiously.

4. Conclusion

Through the above research, it is found that merchants and anchors are using consumers' psychological factors and behavior patterns to promote their own sales purposes. Consumers will enter the live stream commerce room under their own value perception and purchase intention, and the anchor will establish a sense of trust with consumers, and attract purchases by using atmosphere contrast and exclusive preferential mechanism. Merchants use the huge fan bases of celebrities or influencers to aid sales. Merchants and anchors share the same ultimate goal: consumers consume goods. Through research on consumer psychological factors and behavior analysis, merchants can accurately locate consumer groups and formulate appropriate preferential mechanisms. Anchors write appropriate broadcast content and product introductions to attract consumers with purchase intentions. The research on the above contents is conducive to the expansion of the online live shopping market in the future, which is conducive to small-scale merchants to explore the sector of live shopping and increase sales and profits. After consumers understand their own consumption process and consumption psychology, they can consume more rationally and will not easily fall into the consumption trap set by merchants and anchors. In China, live-streaming has emerged as a means of promoting agricultural goods.; More policies will pave the way for internet streaming to help the economy in the future. With the popularization of technology, the expanding scope of international e-commerce, live streaming shopping is expected to expand rapidly around the world. This will provide more opportunities for international brands and multinational e-commerce players to interact and sell with global clients in the form of internet streaming commerce. Under the role of user analysis, live stream commerce will be more personalized and customized. Anchors can make personalized

recommendations based on consumers' preferences and historical purchase records, providing a more accurate shopping experience and thus increasing the sales conversion rate.

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