The Impact of the Legitimacy of Livestream Shopping on Consumers' Willingness to Buy

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ABSTRACT

In China, in recent years, mobile live video streaming has become an important form of entertainment for people to digest fragmented time. And livestream shopping, developed by the short video platform, has gradually become popular. As a new product sales model that combines live streaming and online shopping, livestream shopping has a great impact on people's consumption habits. With the vigorous development of livestream shopping, consumers' acceptance of it is getting higher and higher. However, in recent years, the legal issues that have been continuously exposed by livestream shopping have also caused consumers to worry about its legality. According to institutional theory, the development process of livestream shopping is a process in which consumers gradually accept it. And this is also a process of gradually gaining legitimacy. This article aims to study the legitimacy issues in livestream shopping, and to study and analyse how legitimacy affects consumers' willingness to buy. This article will discuss the legality of live streaming commerce from three aspects: product, streamer and live broadcast platform. Through the analysis of typical cases and questionnaire data, it discusses and explores how legitimacy affects consumers from both theoretical and empirical aspects. Finally, this article will give suggestions on how legality can help e-commerce companies continue to operate and further discuss how e-commerce companies implement the above policies.

The main contribution of this article is to discover that the legitimacy of livestream shopping is an important factor that affects consumers' willingness to buy.

Keywords: livestream shopping, legitimacy, consumer willingness to buy

1. INTRODUCTION

With the rapid development of information technology, logistics network, big data analysis and other technologies and the rapid popularization of smart mobile communication equipment, the economic model of network business platforms has also ushered in a huge change. The emergence of new information dissemination media such as short videos and live broadcasts has enabled e-commerce platforms to see new business opportunities. As one of the important derivatives of the Internet platform, webcasting has attracted a large number of commercial resources for its huge traffic monetization ability. Under this circumstance, in response to the rural revitalization plan proposed by the Chinese government, some companies have begun to use the livestream shopping model to help open up new paths for the development of rural industries. This allows many live broadcast platforms to obtain government policy and resource support. At the same time, in the context of the impact of the COVID-19 on the global economy in 2020, epidemic prevention measures have made a large number of people need home protection, which has greatly promoted the development of the livestream shopping industry. In order to promote the resumption of work and production and stimulate consumption, the local government has also vigorously promoted livestream shopping. Various factors have caused livestream shopping to develop rapidly in China in the past two years.

Livestream shopping refers to a new type of service that uses live broadcast technology to display products at close range through some Internet platforms, and streamers with different identities provide online consumers with consultations, answers and shopping guides. Xia & Song [1] pointed out that the essence of livestream shopping is a recommended advertisement. Yao & Yu [2] mentioned in the report that China's livestream shopping started in 2016, and Alibaba's large e-commerce platform "Taobao" was the first to open a live streaming section. After that, livestream shopping

started with the purpose of content construction and traffic monetization, and has now become an important e-commerce sales model with a complete and diversified industry chain. In 2019, which is marked as the first year of e-commerce live streaming, livestream shopping has almost become the standard on all major platforms. On the other hand, while livestream shopping has innovated its business model and brought new economic vitality, as an emerging thing, livestream shopping also has problems that need to be solved urgently. Mei & Ao [3] mentioned in its literature that during the 20-day monitoring period from June 1 to June 20, there were an average of 560 negative information about livestream shopping every day. During the monitoring period, there were a total of more than 110,000 negative information. This negative information is mainly concentrated in information asymmetry, illegal and false propaganda, and lack of guarantee for after-sales service. This exposed the legality of livestream shopping, and many regulations still have missing and non-compliance.

This article will focus on the legality of livestream shopping, and explore whether there is an important relationship between the legality of livestream shopping and consumers' purchase intentions. This article will review the research related to livestream shopping in recent years, and analyse the legality of livestream shopping from three aspects: product, streamer and live broadcast platform through actual cases. After establishing the problem, use the collected empirical data to explain in detail the relationship between consumers' purchase intentions and legitimacy, and use theoretical analysis to explain how legitimacy helps livestream shopping and how companies should implement legitimacy policies. The main contributions of this paper are: (1) It is found that the legitimacy of livestream shopping is an important factor that affects consumers' purchase intentions, which supplements the deficiencies of existing research. (2) Using system theory, discussed the legality issues in livestream shopping from three aspects. (3) It clarified the legality to help livestream shopping companies, and gave suggestions on the implementation of relevant policies.

2. LITERATURE REVIEW

2.1. *Organizational legitimacy*

Organizational legitimacy is one of the core concepts of institutional theory. Since the emergence of organizational institutionalism in 1977, the conceptualization of legitimacy has shown tremendous flexibility. Parsons [9] applied Weber's ideas and regarded legitimacy as the consistency of the organization with social laws, norms, and values. Then Suchman [6] proposed in his research that the research on legitimacy can be carried out separately from a strategic perspective and an institutional perspective. The strategic perspective believes that the legitimacy of an organization can be managed and manipulated by humans; while the institutional perspective regards the legitimacy as whether the organizational behaviour is consistent with social rules, norms and values [7]. The core theoretical basis of this article is the institutional theory mentioned by Suchman [10], and based on the institutional perspective, the legitimacy of the organization is understood as the need for the organization to be consistent with perceived laws, rules, social norms, or cultural cognition. At the same time, it adopts the viewpoint of Suchman [6] and defines organizational legitimacy as "in a social system constructed by norms, values, beliefs, and definitions, an entity's behaviour is considered desirable, appropriate, or appropriate general perception or Hypothesis, and the process of increasing the level of organizational legitimacy is the process of organizational legitimization. The different definitions of organizational legitimacy have also led scholars to differ in the division of organizational legitimacy.

Suchman [11] divided organizational legitimacy into substantial legitimacy, moral legitimacy and cognitive legitimacy. Among them, the substantive legitimacy depends on the self-interested calculation of the organization's most direct audience. In these interdependent relationships, organizational actions still significantly affect the well-being of the audience. The moral legitimacy reflects the positive normative evaluation of the organization and its activities. It does not rely on the judgment of whether a given activity is beneficial to the evaluator, but is based on the judgment of whether the activity is the "right way". Cognitive legitimacy refers to the public's understanding and awareness of a new species, and the acceptance of organizations as necessary or inevitable based on certain natural cultural considerations. This is a legitimacy dynamic based on cognition rather than interest or evaluation. Regarding the ways of obtaining legitimacy, Oliver [12] proposed three types of legitimacy strategies, namely, establishing and obtaining legitimacy strategies, maintaining legitimacy strategies and restoring legitimacy strategies. Oliver [12] also pointed out that silence, compromise, or evasion can be used to gain organizational legitimacy. This article combines the legality classification method used by Suchman [11] with the legality acquisition mechanism used by Oliver [12], and studies the legality of livestream shopping based on this perspective.

2.2. *Development and review of livestream shopping*

With the rapid development of Internet technology, the marketing model and business economy of the network platform are constantly being updated and changed. With the emergence of new information

communication media such as short videos and live broadcasts, e-commerce platforms have also given new vitality [3]. When the bottleneck period of Internet traffic came in 2016, traditional online e-commerce platforms such as Taobao and Mogujie began to follow the trend and make changes [4]. And the live broadcast that attracts a large user group with novel and interesting live content, real-time host interaction, and convenient and fast dissemination methods has become the focus of online e-commerce. Driven by the new Internet thinking, Taobao, Douyin and other platforms have successively opened and promoted the livestream shopping function, making them quickly enter the explosive development stage. Jia [5] mentioned in the article that the direct transaction volume created by Taobao live broadcast platform alone in 2018 has reached 100 billion yuan. According to Taobao data, starting from 2019, its livestream shopping capacity has increased by more than 150% for three consecutive years, making it the fastest-growing e-commerce form in the world in the past three years [4]. Mei & Hou [3] stated in the article that since the beginning of 2020, under the background of the establishment of a well-off society in all respects and the impact of the new crown epidemic on the global economy, in order to promote the resumption of work and production and the recovery of the economy, some entrepreneurs and government officials have also joined In the ranks of livestream shopping. Yao & Yu [2] mentioned in the research that in the first quarter of 2020 alone, the number of users participating in livestream shopping in China reached a staggering 265 million, accounting for 29.3% of the total Chinese Internet users. Wang & Gao [8] pointed out in the report that the demand for talents in the live broadcast industry has soared during the new crown pneumonia epidemic.

2.3. Reviews of previous literature

In general, previous research mainly focused on the booming development of livestream shopping and the legal and regulatory issues behind it. These studies have captured the areas that need attention and improvement in livestream shopping in recent years, and have provided a way forward for practitioners in related industries and government regulatory agencies. Although the legitimate rights and interests of consumers are gradually being protected, no one has studied the relationship between the legitimacy of livestream shopping and consumers' purchasing intentions. This article finds that the legitimacy of livestream shopping will directly affect consumers' purchase intentions, and there is a significant correlation between the two. The problem of livestream shopping comes from three aspects, namely product, streamer and live broadcast platform. The more complete the relevant policies of live e-commerce in these three aspects, the stronger the legitimacy, and the more consumers will be able to buy. This finding is related to whether live broadcast e-commerce can retain existing

consumers and attract new consumers. Studying the connection between the two can enable live broadcast e-commerce to clarify its own development direction. At the same time, improving relevant regulations and systems can help live broadcast e-commerce companies to strengthen industry self-discipline, and while enhancing their own legitimacy, they can also make their own basis attractive. As for the entire industry, increasing attention to legality can not only increase consumers and stimulate the further development of the market economy, but also improve the atmosphere of the entire industry. In recent years, regulatory and compliance policies have been continuously improved, but laws and regulations are often lagging behind the market. This research can strengthen the industry's own desire for improvement and self-discipline behaviour when the supervision and compliance are not perfect. It is of great significance.

3. PRELIMINARY ANALYSIS

Suchman [11] pointed out in the article that one can distinguish three broad types of legitimacy. They are called pragmatic legitimacy, moral legitimacy, and cognitive legitimacy. All three types involve a general perception or assumption that in certain systems of norms, values, beliefs, and definitions constructed by societies, organizational activities are desirable or appropriate. However, the legitimacy of each type depends on slightly different behavioural dynamics. First of all, the pragmatic legitimacy is reflected in the organization's actions that will obviously affect the well-being of the audience. It is boiled down to a kind of exchange legitimacy—supporting an organizational policy based on the expected value of the policy for a particular component. Second, moral legality. Unlike pragmatic legitimacy, moral legitimacy is "social"-it is usually reflected in beliefs about whether activities are effective in promoting social welfare, as defined by the audience's social values. Finally, cognitive legitimacy. This legitimacy involves affirmative support for the organization. People think that certain policies and behaviours of the organization are justified and will not change because of the structure of the organization. This article will discuss how they are embodied in these three legality dimensions from the three aspects of product, streamer and live broadcast platform.

The following table (Table 1) briefly categorizes how products, streamers, and live broadcast platforms are reflected in the three legitimacy dimensions.

Table 1. Three aspects of legitimacy

	Pragmatic	Moral	Cognitive
Product	Quality	False advertising	After-sales support
Streamer	Skills and experience	Pornographic factors	Qualifications and professions

Live broadcast platform	Lack of regulation	Promote bad social attitudes	Unable to protect consumer rights

Source: Organized by the author

3.1. Product legitimacy

First of all, the pragmatic legitimacy of the product is mainly reflected in the quality of the product. However, events related to product quality in livestream shopping have been emerging in endlessly. According to The Surging news [14], in February 2019, a platform sold yellow powder in bags without a drug approval number to multiple people. As certified by the Food and Drug Administration, the yellow powdered medicines in bags sold on the live broadcast platform are treated as fake medicines. This directly constitutes the crime of producing and selling counterfeit drugs. In the process of live broadcast, the platform sells defective goods, or deceives or misleads consumers, and there is a risk of infringement liability. Secondly, the biggest problem with the moral legality of products is false propaganda. The serious information asymmetry between streamer and consumers is the main reason for false propaganda. According to the Observer.com report [15], in November 2019, well-known streamer Li Jiaqi claimed in the live broadcast that he was selling "Yangcheng Lake hairy crabs." But in fact, consumers found that the hairy crabs were just ordinary hairy crabs, not high-quality hairy crabs from Yangcheng Lake. This behaviour directly violates the Advertising Law. Laws and regulations stipulate that information should be authentic and legal, and no false publicity of goods and services should be made to deceive or mislead consumers. Finally, the lack of after-sales service is a flaw in the product's cognitive legitimacy. Several typical cases appeared in the report released by the China Consumers Association on May 12 this year [16]. Consumer Ms. Ting said that she bought ten items online and spent more than two thousand yuan. But the seller pretends to ship the goods, and the place where the product is delivered is not the original delivery address at all. After reporting to the platform's after-sales service personnel, the platform has always been perfunctory and will not solve it. There are as many as hundreds of people who have the same experience, but the platform sits idly by. The above-mentioned corporate actions violated consumers' right to fair transactions.

3.2. Streamer legitimacy

First, pragmatic legitimacy. The biggest problem with streamer in this regard is that the threshold for livestream shopping is too low. It is very easy for individuals and businesses to participate in livestream shopping. These streamers simply do not have enough skills and experience to guide consumers. According to a report by China News in September this year [17], on a short video platform, the streamer training slogan reads: No education required, low threshold, one-hour training, and a daily income of more than 10,000 yuan. In order to make money, many streamers without relevant qualifications and knowledge use the origin of counterfeit products, false use of other people's factory names and addresses, counterfeit trademarks and patents and other acts that infringe on the legitimate rights and interests of consumers [13]. Second, the lack of moral legality. In order to attract the stream, a large number of streamers broadcast and perform sexually suggestive, sexually provocative and other content that is easy to cause sexual associations in the live broadcast. China Youth Net wrote in a report in October this year [18] that in the live broadcast room of a live broadcast platform, a female streamer knelt in front of the camera wearing revealing clothes. She barely spoke during the whole process, but made some sexy moves amidst the imaginative background music. This way of using illegal and vulgar means to sell products is obviously not acceptable to society. Third, cognitive legitimacy. This is reflected in the professional qualifications of the streamers. Many streamers do not have enough knowledge of the product as consumers think. According to a report from China News in September this year [17], the "bird's nest" sold by Simba, a well-known streamer on a certain platform, is actually a beverage. The streamer and his team have no food-related expertise, and the food industry is an industry with extremely high thresholds and high risks. This behaviour obviously does not conform to consumers' perception of the professional identity of streamers [13].

3.3. Live broadcast platform legitimacy

First of all, the pragmatic legitimacy is mainly reflected in the supervision of the platform. The live broadcast industry has developed rapidly in recent years, and "traffic is king" has become the guidance and pursuit of the live broadcast industry. The live broadcast platform has formed a community of interests with the streamer to some extent. In order to ensure the economic benefits of the platform, it has chosen to acquiesce or even condone its violations. According to a report by China Youth Network in October this year [18], some live broadcast platforms not only do not ban female streamers who promote obscenity and pornography, but instead advertise for them. This lack of supervision is irresponsible to consumers, and it is also an illegal act. Secondly, the lack of moral legality of the live broadcast platform has caused it to destroy social attitudes. China News Network reported in September this year [19] that a live broadcast platform promoted some "beauty loan" advertisements in its live broadcast room to induce young people to make advanced consumption and super high consumption. This behaviour seriously violates the "Advertising Law of the People's Republic of China" and is a violation of society. Finally, the lack of cognitive

legitimacy makes live broadcast platforms tend to ignore the rights of consumers for their own benefit. In a report released by the China Consumers Association in May this year, it was pointed out [16] that consumer Ms. Liu ate screws in the sweet-scented osmanthus cake she bought online. But when she contacted the live broadcast platform to defend her rights afterwards, the platform customer service believed that the evidence she had reflected was insufficient and did not impose any penalties on the merchant. This is an infringement on the personal safety and legal rights of consumers.

4. RESULTS

Before making the questionnaire, the author conducted an interview and exchanged views on livestream shopping with several people of different ages and identities from different regions (Table 2). In the interview, the product, streamer, and live broadcast platform were discussed separately. The interviewees all gave their opinions, which greatly helped the formation of the questionnaire.

In terms of products, quality issues and after-sales issues are most concerned by respondents. Although

Miss F3 will participate in livestream shopping, she does not buy technology products such as mobile phones. Mr. M1 has similar views. He feels that offline shopping is more convenient because he can go to the store to find a clerk at any time. In terms of streamers, respondents did not have any good impressions of streamers. Mr. M2 believes that streamers always engage in pornographic or illegal activities. Miss F1, who often participates in livestream shopping, said that she doesn't care about the content of the live broadcast at all, and only participates because the live broadcast will be discounted. Ms. F2 also believes that many streamers are not formal at all. She never transfers money directly to the streamer, but will choose a formal e-commerce platform for payment. In terms of live broadcast platforms, interviewees believe that the lack of supervision is too serious. Mr. M3 said that the main reason why he did not participate in livestream shopping was because there were too many examples of being cheated on the Internet. Ms. F4 also said that many friends around her were deceived, and she did not dare to participate in livestream shopping. Mr. M4 has the same view. He thinks that the supervision of live broadcast platforms is too chaotic, and many scammers take this opportunity to commit telecom fraud.

Table 2. Respondent profile, **Source:** Organized by the author

| Respondent ID	Gender	Age	Occupation	Location	Monthly income	Participate
F1	female	23	Undergraduate	Yingtan	2,000	Yes
F2	female	49	Primary school teachers	Xiangyang	5,000	Yes
F3	female	24	Postgraduate	Harbin	8,000	Yes
F4	female	57	Housewifery	Longwang	3,000	No
M1	male	24	Corporate employees	Xiamen	20,000	Yes
M2	male	31	Firemen	Yunnan	12,000	No
M3	male	82	Retired employees	Liujiagang	2,500	No
M4	male	17	High school student	Xian	800	Yes
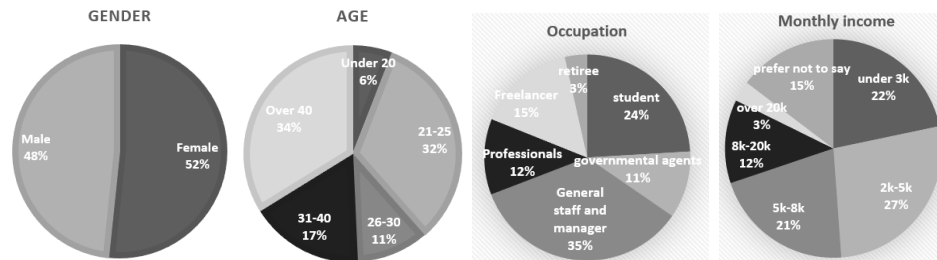
Figure 1. Classification of respondents, **Source:** Organized by the author

In order to ensure the usefulness of the data, the questionnaire used in this article collected data from 428 respondents (Figure 1). From the overall data (Figure 2), it can be seen that the respondents who did not participate in livestream shopping are in the majority. Only 167 (approximately 39%) of the respondents have participated in livestream shopping. 227 (about 53%) respondents have never participated in livestream shopping. The remaining 34 (about 8%) respondents are preparing to participate in livestream shopping. More detailed questions are set up in the questionnaire to complete the survey.
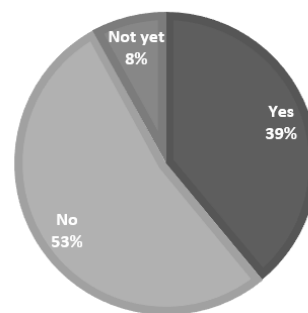

Figure 2. Percentage of participation

Source: Organized by the author.

4.1. Factors affecting consumers' participation in livestream shopping

From the data in Figure 3, among the 227 respondents who have not participated in livestream shopping, half of the respondents did not participate in livestream shopping because of concerns about its legality. Approximately 34% of respondents believe that offline shopping in physical stores is safer. Only about 16% of respondents are concerned about other factors. This shows that consumers will not participate because livestream shopping does not have sufficient legitimacy. This confirms that legitimacy is an important factor affecting consumers. Many consumers feel that there are too few regulatory measures and it is difficult to protect their legitimate rights and interests. These concerns mainly focus on product quality and after-sales service. In addition, in recent years, China has vigorously promoted the prevention of telecommunications fraud, making more consumers unwilling to try livestream shopping that they do not know. This is also the main reason why the other 34 respondents have not participated in livestream shopping temporarily.

Figure 3. Percentage of reasons for not participating

Source: Organized by the author

4.2. Legitimacy and consumer willingness to participate

The data (Figure 4) shows that among the 167 respondents who have participated in livestream shopping, more than 65% of the respondents will choose a live streaming platform with sufficient legitimacy for shopping. They mentioned in the questionnaire that they must have compliant supervision and perfect after-sales service before they can make purchases. 23.4% of the respondents believe that as long as the reputation of the platform is good enough, there is no problem. This is also a recognition of legitimacy. Because often only live broadcast platforms that comply with laws and ethics will have a good reputation. On the other hand, only less than ten respondents believe that regulation is not important, and they believe that large-scale live broadcast platforms and well-known streamers will not cheat consumers. This is also based on the idea of cognition of legitimacy. They believe that it is natural for big companies and celebrities to abide by the law.

The data also shows that the vast majority of respondents (about 78.4%) do not care about the identity and gender of the streamer, they care about the quality of the product. And when buying products, more than 70% of the respondents will only buy relatively low-priced products such as daily necessities or clothing, shoes and hats. Only a few respondents would choose to buy high-priced technology products such as mobile phones or refrigerators. At the same time, in the choice of live broadcast platform, almost all the interviewees chose "Taobao" and "Tik Tok", two large and formal live broadcast platforms. This is because these two platforms have comprehensive regulatory measures and customer service. Once consumers encounter problems, they can be resolved through legal and compliant channels. This shows that most consumers will only have a willingness to pay when the live broadcast platform has sufficient legitimacy. This confirms that legitimacy has an important impact on consumers.

Whether from the theoretical perspective of Suchman [11] classification of legitimacy, or from the actual data listed above, the legitimacy of livestream shopping will also have an extremely important impact on consumers' purchase intentions. Regardless of whether they participate in livestream shopping, legitimacy is their concern.
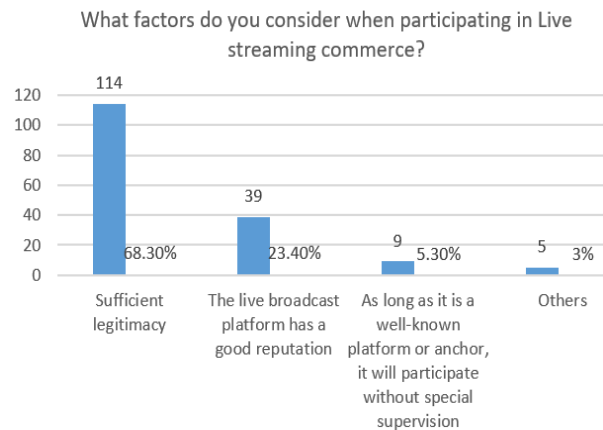

Figure 4. Percentage of factors considered when buying

Source: Organized by the author

5. APPLICATION

5.1. Legitimacy strategy

Suchman [11] pointed out that legitimacy can be obtained by implementing three types of legitimacy strategies, which are establishing and obtaining legitimacy strategies, maintaining legitimacy strategies, and repairing legitimacy strategies. Oliver [12] stated in the article that when an organization is highly dependent on the components that exert pressure and has a strong legal or regulatory agency to enforce compliance, the company is less likely to resist institutional requirements

and expectations. Implementing these legitimacy strategies can help organizations attract more consumers in their home countries and foreign countries. The following will take specific situations as examples to discuss how livestream shopping implements legality strategies in these situations.

5.2. Application 1: rural revitalization

Since 2019, under the promotion of the government, the form of livestream shopping has gradually penetrated into the field of agricultural product sales, becoming a new form of e-commerce to help farmers. In March 2020, General Secretary Xi Jinping, China's top leader, pointed out: "We must effectively solve the problem of poor sales of agricultural and livestock products for poverty alleviation, and use the Internet to solve the problem of difficult sales of agricultural products." In the face of this emerging national strategic plan, major live broadcasts Businesses have adopted strategies to adapt to legality. Live broadcast e-commerce obtains social recognition by joining the rural revitalization plan, thereby gaining further legitimacy. Live e-commerce cooperates with the local government. Government officials at all levels take the initiative to become streamers to drive economic recovery through livestream shopping and broaden the channels for poor farmers to increase their income. However, this approach often faces streamer legality issues. As a streamer, government officials can play a role in propaganda, but they often do not have enough skills and experience to broadcast live. Some officials do not understand the products they help to sell, and they do not have enough professional knowledge to introduce products to consumers. Livestream e-commerce needs simple guidance and training for officials to make livestream shopping more successful.

5.3. Application 2: international management

Nowadays, many large-scale live broadcast platforms have begun to carry out overseas business (for example, Alibaba, ByteDance). Wei & Wang [20] stated in the article that multinational companies need to adapt to the host country's rules and thoroughly integrate into the mature system, so that they can better attract consumers. Live broadcast e-commerce can use the strategy of manipulating legitimacy to break the discrimination and misunderstanding of the host country customers and the government against the latecomer enterprises [20]. Moreover, at the international level, live broadcast e-commerce companies often encounter problems with the legitimacy of live broadcast platforms. The operating networks and live broadcast platforms of live broadcast e-commerce companies are often subject to some restrictions in foreign countries, and sometimes only foreign social media can be used for live broadcasts. As a result, live broadcast e-commerce companies do not have enough capacity to supervise live broadcast content.

Not only that, because foreign online payment and logistics are different from China, it is difficult for live broadcast platforms to guarantee consumers' payment safety and item safety. Live broadcast e-commerce should pay attention to the development of its own platform and strengthen cooperation with foreign companies and governments to ensure that the rights and interests of consumers are protected.

5.4. Application 3: recovery for the post-COVID-19 era

At the beginning of 2020, under the influence of the new crown pneumonia epidemic, the marketing environment and consumption environment have undergone tremendous changes. Traditional offline sales were forced to move online, which accelerated the development of livestream shopping. In order to obtain the support of the Chinese government's policies, live broadcast e-commerce actively cooperates with local governments [4] to help economic recovery. Live e-commerce with policy support is equivalent to endorsement by the government, and its legitimacy has been greatly enhanced. In order to adapt to the government's supervision, live e-commerce adopts a strategy of restoring legitimacy to deal with unseen crises in livestream shopping in a timely manner. However, live broadcast e-commerce companies often encounter some product legality issues. The epidemic has made it difficult for residents to travel, and food is what they need most. The shelf life of the ingredients sold in livestream shopping is often not long, and the goods bought by consumers sometimes have the problem of not being fresh. Not only that, the suspension of production and production caused by the epidemic has caused the backlog of inventory to be sold as new products, and the quality of the products is worrying. Live broadcast e-commerce companies should improve their own transportation efficiency, call products from the nearest area, and deliver them to consumers as quickly as possible. In addition, live broadcast e-commerce companies should strictly review the quality of products when marketing products to avoid losses to consumers.

6.CONCLUSION

In conclusion, this article found that the legality of livestream shopping has an important impact on consumers' willingness to buy. The stronger the legality of livestream shopping, the more it can attract consumers to consume. Regardless of whether consumers have participated in livestream shopping, legality will have a significant impact on their decision. In this paper, from the three aspects of product, streamer and live broadcast platform, from the three dimensions of pragmatic legitimacy, moral legitimacy and cognitive legitimacy, respectively, it reveals the legitimacy issues that consumers worry about in livestream m shopping.

Through examples and empirical data, it further proves the impact of legitimacy on consumers. As an emerging industry, livestream shopping has the obligation to ensure that the industry develops healthily under the premise of compliance with laws and social ethics. By implementing legitimacy strategies to improve their own legitimacy, live broadcast e-commerce can obtain government policy support and resource tilt, thereby gaining more consumers. This not only brings benefits to live broadcast e-commerce, but also promotes economic recovery and development.

AUTHORS' CONTRIBUTIONS

The main contributions of this article are as follows: First, the research of this article found that the legality of livestream shopping has an important impact on consumers' purchase intentions. The more legitimacy of livestream shopping, the stronger the consumer's willingness to buy. Second, this article completes the theoretical research on the correlation between legality and livestream shopping. Past research only discussed existing phenomena, and did not carry out in-depth exploration. This article analyses the product, streamer and live broadcast platform from the perspective of legitimacy theory. Finally, it explains how livestream shopping is embodied in the three dimensions of pragmatism, moral and cognitive legitimacy. Third, this article combines past cases and scenarios, using the theories of Suchman [6] and Oliver [12] to discuss how live broadcast e-commerce can obtain legitimacy. In fact, it provides some ideas for the orderly and standardized development of live broadcast e-commerce.

The limitations of this article are: First, the inability to obtain second-hand data on the internal operations of live e-commerce companies and the lack of interviews with relevant corporate executives may result in insufficient information and data collected in this article. Second, due to China's unique socio-economic background, livestream shopping has developed rapidly in China. Most of the main data in this article come from China. Therefore, whether this analytical framework is applicable to other regions and countries remains to be further discussed. Future research can verify the conclusions of this article by collecting further data; it can also explore whether the emerging marketing model of Livestream shopping can be applied to other countries or regions.

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