

Investigation and Analysis of Young People Shopping in Live Webcast Room

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ABSTRACT

With the rapid development of e-commerce, live webcast has become an important channel for commodity circulation. Especially the young generation use the live webcast room to exchange the commodity information, trade directly, Even emotional communicate in the live broadcast. The surging epidemic has further promoted the rapid development of the webcast industry, resulting in major e-commerce platforms joining the consumer battle. This paper investigated the purchase behavior of young users in live webcast. Firstly, it studied the time period for young people to watch the webcast. Secondly, what kinds of live broadcasts did young generation choose, and what kinds of commodity categories did young generation selection. Thirdly, this paper studied the influencing factors of their appreciation of the network anchors. Finally, based on the results of investigation and analysis, this paper puts forward some suggestions for the further development of webcast.

Keywords: *young generation, e-commerce, live webcast room.*

1.INTRODUCTION

The development of science and technology is constantly promoting the evolution of product communication channels and sales channels. Webcast is an iterative development under the promotion and application of Internet technology. In August 2021, China Internet Network Information Center (CNNIC) released the 48th statistical report on China's Internet development in Beijing 【1】. The content showed that by June 2021, the number of Internet users in China had reached 1.011 billion and the Internet penetration rate had reached 71.6%; China's online payment users reached 872 million, accounting for 86.3% of the total number of Internet users; The number of online video (including short video) users reached 944 million, accounting for 93.4% of the total Internet users. Relying on such a large number of Internet users and mobile payment users, the webcast industry is also advancing by leaps and bounds.

Taobao live broadcast launched in 2016, the mode of e-commerce live broadcasting developed very rapidly. Only three years, in 2019, the online transaction volume of Taobao live broadcast e-commerce reached 250 billion yuan. Just during the "double 11" period, Taobao live broadcast drove the transaction of nearly 20 billion yuan.

By 2020, the world economic impacted by the epidemic, a large number of offline transactions have been transferred to online, Taobao live broadcast e-commerce had exceeded 400 billion yuan. And Tiktok, the total turnover of the whole year reached 500 billion yuan, about three times that of 2019. By the end of 2020, the number of live users of e-commerce in China has reached 388 million. 【3】

Webcast, nowadays, as the reform forefront of product communication channels and sales channels, absorb many enterprises to make it, and also, it has become a unique cultural phenomenon. Many scholars have studied webcast from two main aspects: Economics and communication. The essence of e-commerce live broadcasting is the competition of consumers' attention (Wang Yixuan and An Zhenzhen 2021). Webcast gives the anchor (seller) and users (consumers) more roles, rights and ways of expression, which is significantly different from the existing business model. Webcast drives the changes in industrial structure, business model, shopping form, main role, sales rules, consumption experience and so on (Jia Yi 2021). The core of live broadcasting is to transform "private domain traffic" into consumers, so as to generate economic value.

This survey is mainly divided into two modules: the

impact of live broadcasting platform on young people's purchase behavior, and the impact of live broadcasting room characteristics on young people's purchase behavior. The research was distributed in the form of questionnaire in internet, it began on April 1, 2021 and ended on July 1, 2021. A total of 350 valid questionnaires were collected. The survey population is mainly concentrated in young people, aged from 17 to 23, with 39% of boys and 61% of girls. Author used SPSS18 to analysis the data.

2.CHARACTERISTICS OF YOUNG PEOPLE'S PREFERENCE FOR LIVE BROADCASTING PLATFORM

2.1 More than half of young people shop through webcast

Through the survey, it is found that 84.57% of the respondents have watched the webcast, of which 204 people shop on the webcast platform, accounting for 68.95%.

Among them, 82.52% of the respondents shop on the live broadcast room less than 3 times a week, but 10.68% of the respondents shop through the live broadcast room 4-6 times a week, accounting for 4.82% of 7-9 times, and even 1.94% of the respondents shop more than 10 times.

2.2 Young people prefer to watch live broadcast on well-known online platforms

China's live broadcasting industry has developed very rapidly. The earliest live broadcasting began in the platform being named "Six rooms" in 2008, and then transitioned to the show era, represented by YY live broadcasting and Bob of Netease.

Followed by the era of live game, pioneered by "Tiger Tooth" and "Betta". and then improved into the era of life time show, pioneered by Yingke. Now it has officially entered the booming era of e-commerce platform show time, represented by Taobao, Kwai, mogujie.com and so on.

Though the data, we found that young people has a obvious distinctions of choosing the live broadcast platform. 30.1% of them like the live game broadcast platform such as Betta and Tiger Tooth. 67.96% of the respondents chose the short video platforms such as Tiktok, Kwai live. 76.7% of respondents chose Taobao, Jingdong and other traditional e-commerce platforms. 27.18% of them chose Bilibili, 22.33% of respondents chose Little Red Booklitle.

2.3 Comparison of category preferences of different platform

Through data cross-analysis (Table 1), the live broadcasts watched by respondents on various platforms are mainly food, beauty, games and clothes, but the category preferences of major platforms are different.

Table 1 Analysis of types of young people watching live broadcast on various platforms

	Gourmet	Beauty products	Game	Sports	Talent	Clothes	Medicine	Other
Game live broadcasting platform	70.97%	48.39%	64.52%	25.81%	29.03%	54.74%	9.68%	3.23%
Short video live broadcasting platform	75.71%	65.71%	41.43%	17.14%	15.71%	57.14%	4.29%	5.71%
Traditional e-commerce live broadcasting platform	73.42%	64.56%	43.04%	12.66%	15.19%	64.56%	5.06%	5.06%
Bilibili	64.29%	64.29%	53.57%	14.29%	21.43%	57.14%	3.57%	3.57%
Little red booklitle	82.61%	78.26%	30.43%	13.04%	17.39%	73.91%	0	4.35%
Other	100%	33.33%	66.67%	33.33%	33.33%	66.67%	0	66.67%

The big part of the young people like the gourmet live broadcasting. And the users of the Little red booklitle have the highest preference, 82.61% select to watch. The users in Bilibili have the lowest proportion, 64.29%.

The users of Little red booklitle also like to watch the beauty live broadcast, the selection proportion is 78.26%, and the selection proportion of Betta and tiger tooth live broadcast platform users is the lowest, which is 48.39%.

No doubtly the users choose to watch the game live broadcasting mainly in the game communication platforms such as Betta and Tiger Tooth, the ratio is 64.52%. And 53.57% users in Bilibili also like to watch the live game show. The lowest one is little red booklitle platform, the proportion is 30.43%.

For the clothes live broadcast, 73.91% users in Little red booklitle select to watch. Then, they choose to watch in the traditional e-commerce platforms such as Taobao, Jingdong, with 64.56%. the lowest selection ration is game platforms, but also have 54.84%.

Seldom of the young people watch the sports live broadcast. The game platforms have the highest selection rate, but only 25.81%, and Taobao and JD platform have the lowest user selection rate, 12.66%. Also, some people watch the talent live broadcast. Kwai live, the tiktok and tiger tooth live platforms have the highest user selection rate, 29.03%, followed is Bilibili, 21.43%, and traditional e-commerce platform with the lowest selection rate is 15.19%.

The medicine live broadcast, the overall selection rate is low. Even the selection on the little red booklitle is 0.

2.4 Prime time for young people to watch webcast after 8 p.m

Through research, it is found that 5.83% of young people watched the webcast from 8 a.m. to 12 a.m.; 7.77% watched the webcast from 12:00 to 14:00 at noon; Only 4.85% of the young people watched the webcast from 2 pm to 6 pm; 19.42% of the people watched the webcast from 6 pm to 8 pm; While 62.14% of young people choose to watch the webcast after 8 pm.

55% of young people controlled the time of watching webcast within one hour, indicating that half of young people can reasonably control the time of watching webcast. The proportion of respondents who watched for 1-2 hours was about 32%, the proportion of those who watched for 2-3 hours was 5%, and the proportion of those who watched for more than three hours was 6%.

Through cross analysis, it is found that after 8 p.m., respondents not only increased the viewing time, but also increased their purchase frequency and purchase amount. The correlation coefficient between time period and shopping times is 0.920, and shows a horizontal

significance of 0.01, indicating a positive correlation between the two. The correlation coefficient between time period and amount is 0.913, and shows a significant level of 0.01, which also shows a significant positive correlation.

3. INVESTIGATION ON CHARACTERISTICS OF LIVE BROADCASTING ROOM

3.1 Features of excellent live broadcasting room

In the previous interview, it was found that the live studio that young people like to go to has the following characteristics: the anchor has strong personal charm; the audiences like the layout of the live broadcasting room; the atmosphere of the live room is very good; the goods are displayed vividly; the audiences abstract by the goods in the live room. Through the data analysis of the questionnaire, It is found that commodity display is the most important factor in the live studio loved by respondents, accounting for 75.73%; The second factor is that the commodities are the audiences favorite, which is 56.31%; Then audiences are abstracted by the anchor's personal charm, accounting for 47.57%; Then audiences will pay attention to the live broadcast room's atmosphere, accounting for 72.72%; Finally, they will care about the overall layout of the live broadcasting room, accounting for 39.81%.

3.2 Personal ability of network anchor

For a high-quality live broadcasting room, the personal ability of the anchor occupies an important factor. The evaluation for network anchor can be divided into three aspects: the anchor's personal characteristics, the anchor's professional content ability and the anchor's professional delivery ability.

It is found from the survey that among the reasons for watching webcast, 23.3% of the respondents chose "because of their favorite star anchor", and 37.86% of the respondents said that they bought the product because it was recommended by their favorite anchor.

The anchor's professional content ability is reflected in: the explanation of products' function, the display of details of the products, and the control of product quality. The survey found that 75.73% of people said that the vivid display of goods was the most important factor to attract them to watch the live broadcast. This explains that the ability of an anchor how to introduce the goods are very important to attract the audience. Also, in the offline interview with the respondents, they said that when they watch the online live broadcast of clothing, they will pay more attention to the detailed introduction of the clothing, such as the material, texture, cleaning method. At the same time, they would compare themselves to the anchor, which could help them to judge whether the cloth is

suitable to them. And then they would get the messages about the size, matching with other clothing and accessories. In addition, the sincere explanation and verification of the anchor can reduce the perceived risk of the audience to the goods.

The anchor's professional delivery ability is reflected in: products selection ability, bargaining power, interactive ability to active the room atmosphere. From the survey, 82.52% of the respondents said that the anchor they like who preferred to interact with the audience in the live webcast. 79.61% of the respondents said they could get good advice from the anchor. 72.82% of the respondents said that the anchor could give corresponding feedback to the inquiry. The active atmosphere in the live broadcast room is also the reason why many respondents are willing to watch the live broadcast. The survey found that 58.25% of people said that watching the live broadcast was to relax and enjoy.

4.RISK PERCEPTION OF ONLINE LIVE SHOPPING

The respondents' risk perception of shopping through webcast is as follows: poor commodity quality, bad after-sales service, high commodity prices, impulsive consumption and no coupons in live studio activities. The data shows that 78.64% of respondents were worried that the quality of goods is not as good as that described by the anchor. The risks come from two aspects: one is the anchor's excessive praise of goods. The other is that the quality of the delivered goods is really not as good as the samples in the live studio. If the anchor can solve this problem, it is easy to win the trust of the audience.

It can also be seen from the data that 63.11% of the respondents were worried about after-sales services. Because the audience also knows that the anchor is only an intermediary, and whether the source manufacturer of the product can guarantee the after-sales service will worry the buyer. while 49.51% of the respondents were worried that commodity prices were higher than market prices. 56.31% of the respondents were worried that they would have impulsive consumption behavior, and they would buy many surplus goods that they didn't need. Also, 21.36% of the respondents were worried that they cannot grab the coupons in the live broadcast room.

5.CONCLUSION

From the survey, it is found that live webcast has a great impact on young people's consumption behavior. Most young people have the behavior of watching the live webcast, and nearly 70% of young people have the behavior of shopping through the webcast room. some of them are heavy enthusiasts. 17.47% of whom shop more than four times a week through the live studio.

The young people choose to watch their love live

ewbcast on the traditional internet platform such as Taobao and the short video platform such as tiktok, and they spend their time on watch the live show of food, clothing and beauty category. They watch the webcast mainly after 8 p.m., but more than half of the young people watch the webcast for no more than an hour, but 6.8% of the respondents watch the webcast for more than three hours on time.

The live webcast room that young people prefer are which have the high cost performance, vivid display of the goods, and charming anchor. The perception of live webcast shopping risk mainly focuses on the quality of goods and after-sales service.

Therefore, if webcast wants to be better, first, the owner need to strengthen product quality and improve commodity cost performance, so as to increase audience satisfaction and loyalty. Secondly, select the good anchor and create an attractive live broadcasting environment. For example, as a male anchor, Li Jiaqi can sale lipstick. Although it is inseparable from marketing publicity, it is also due to his personal charm. His wonderful explanation of lipstick types and effects has abstracted the audience. Each time when selling goods, he will invite a star as an appearance guest to increase the appreciation of the live broadcast. At the same time, he also takes advantage of the fan effect of the star. Moreover, his live broadcast layout is different every time. He will set the live broadcast layout according to the product each time. The purpose is that the live studio can make the audience feel comfortable and novel.

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