

# Research on the Consumers' Purchasing Motivation and Strategies Based on the Fan Economy in Live Streaming

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## ABSTRACT

With the popularization of the Internet in social development, the new media industry is gradually growing. Internet celebrity companies have been set up on various platforms, making online celebrities or influencers famous generation after generation. With the increasing pressure from different aspects and the decrease of leisure time for modern young people, they are more willing to put their spirit on the so-called online celebrities and stars. The purpose of this study is to explore which characteristics of anchors are more easily perceived by consumers and how anchors affect consumers' willingness to buy products through live streaming. By providing some theoretical and data reference for subsequent studies related to online celebrity live streaming, this study tries to propose the theoretical countermeasures and suggestions for better standardization and development of this business model.

**Keywords:** Fan economy, Live streaming marketing, Live streaming e-commerce model, Consumer purchase intention

## 1. INTRODUCTION

### 1.1. Research background

During the COVID-19 prevention and control period, live streaming e-commerce has unleashed huge consumption potential and helped resume production and work, becoming a hot topic of social concern. In this context, China's livestream e-commerce users have rapidly increased to 265 million, accounting for 29.3% of the total Internet users. Many well-known anchors have become the market's darlings, and the number of fans and purchasing power they gather is fantastic. The fan economy has become a link that cannot be ignored in the boom of live broadcasting. The fan economy in live streaming has become more and more critical. In the era of live video broadcasting, the fan economy's central body diversification and emotional monetization orientation are becoming more and more apparent. The different relations between "fans and anchors" have completely different influences and mechanisms on live broadcasting.

This paper also defines two key terms. Fan economy is an operational model that focuses on the customers' emotional capital and leverages their loyalty towards a celebrity or brand to obtain economic and social benefits. Consumers are taking a leading role in a fan economy, unlike the traditional economy. Live broadcasting with goods refers to a new type of service through some Internet platforms, which uses live broadcasting technology to display goods online, consult and answer questions, and guide shopping sales. It can introduce related goods in detail and provide an intuitive viewing experience.

### 1.2 Literature review

Zhang proposed that interactive live streaming is the key to users' continuous use of live streaming media. Zhang said that using technical interactive means in live broadcast can strengthen users' trust in a live broadcast. Zhang proposed that trust in live streaming can strengthen consumers' intention to continue using it [1]. Zhang found that third-party live streaming can gain more trust from users. The author found that in the live

broadcast of official goods, customers focus on the quality of goods. However, Zhang found that customers will pay more attention to the anchor if it is a third-party live broadcast because customers believe that third-party anchors will recommend products to them for their benefit rather than for the benefit of merchants. This study shows that third-party live broadcasts can gain more users' trust than official live broadcasts. Improving users' trust in anchors is conducive to users' continuous attention to anchors. This study provides a feasible strategy to enhance customer loyalty for those who want to start a business in the field of live delivery [1].

Küper found that live streaming helps attract social capital. First, the author states that live broadcasting is a way of daily leisure and provides interactive opportunities for anchors and users. Increased frequency of communication helps to build cohesive social capital. Secondly, Küper found that self-disclosure will occur between anchors and users during live broadcasts, which is the most important for bridging social capital. To sum, Küper found that live streaming is beneficial for grafting social capital [2].

Petty found that celebrity spokespersons are more effective than non-celebrities in enhancing consumers' purchase intention [3].

First of all, Teng proposed that celebrity fame and popularity can largely arouse customers' curiosity. Secondly, Teng found that celebrity brand spokespeople are less risky than celebrities who start businesses. Finally, He found that reputation is also essential in determining purchase intention. He proposed that a celebrity's good reputation and good attitude towards customers positively impact customers' purchase intention of goods. In conclusion, celebrities are more successful in enhancing consumers' purchase intentions [4].

Lang found that live streaming also promotes the development of the fan economy to interact with fans. Liang found that the fan economy promotes China's entertainment industry and changes people's production and lifestyle. Secondly, the author believes that social media promotes the fan economy [5].

### 1.3 Research gap

Most scholars have pointed out that celebrity effect and fan economy promote economic development and that live streaming with high loyalty is more conducive to the grafting of social capital. In contrast, only a few scholars have studied the influence of fan effect on consumer motivation in live streaming. First of all, the fan economy in celebrity endorsement is applied to celebrities, not to anchors. Anchors are also "celebrities" in a sense, but the fan economy brought by them is still different from that of celebrities. Secondly, there is no further study and analysis on the influence of the fan

economy on consumers' purchasing motivation and strategies during the live broadcast.

### 1.4 Research framework

In this study, empirical analysis is used to examine the proposed model. Then through using the five-point Likert Scale (ranging from "very small" to "very large"), this study will list the factors that affect consumers' purchasing motivation in the broadcast room and use the five-point Likert Scale to make a questionnaire. The questionnaire results pick out the purchase incentives that increase due to the anchor's appeal. Finally, the trend of consumer purchasing motivation in the broadcast room is obtained. Consumers' purchasing strategies are summed up by purchasing trends.

## 2. METHODS

### 2.1 Questionnaire survey

Investigate the factors that influence customers' purchasing motivation. A research method in which relevant data are obtained directly through questionnaires and analyzed. This paper finds the proportion of anchor attraction through the questionnaire data collection of anchor attraction and product attraction. The proportion of anchor attraction is the proportion of purchase motivation generated by the economic effect of fans. Analyze consumers' purchasing strategies by proportion. To find out the factors that have the greatest influence on the purchase motivation of anchors and to provide a reference template for the company. When the company plans to start live streaming commercials, they can reasonably allocate anchor and product attraction according to the proportion and achieve maximum economic benefit.

### 2.2. The model design and questionnaire design

The model is shown in figure 1.

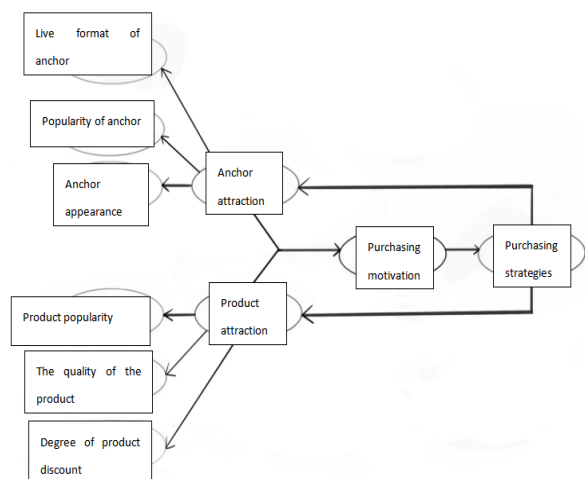


Figure 1 The conceptual model

### 3. RESULTS

#### 3.1 Trend analyses

Firstly, the number of online broadcast users in China accounts for most overall Internet users. China Internet Network Information Center proposed that By June 2021, the number of users of live streaming in China will reach 638 million, with a year-on-year increase of 75.39 million, accounting for 63.1% of the total number of Internet users [6]. The scale and growth trend shows that live streaming is taking up more and more time online.

Secondly, due to the emergence of COVID-19, offline retail has been severely hit, and more and more people are involved in the live streaming of goods. China Internet Network Information Center proposed that By June 2021, the scale of e-commerce live streaming users was 384 million, with a year-on-year increase of 75.24 million, accounting for 38.0% of the total Internet users [6]. The prospect of live streaming with goods is undoubtedly wider than offline shopping. Because live broadcasting is no longer dependent on the scene, it is more based on the two attractions of anchor and product. Live streaming brokers avoid many disadvantages of offline shopping, such as the high rent and the cost of hiring shop assistants. With so many benefits, the live streaming economy is growing fast.

Moreover, according to SCMP, Taobao Live saw its number of daily active users and live-streamers grow 100 percent and 661 percent respectively from 2019 to 2020, according to a statement released by Alibaba, the owner of the South China Morning Post, on Wednesday [7]. Meanwhile, according to Figure 2 of 263 samples, 41.83% of people watch live broadcasts on Taobao.

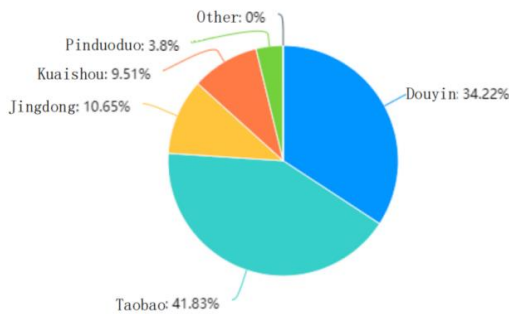


Figure 2 Platform to watch the live streaming

In addition, in Table 1, the platform trust vote, Taobao accounted for 62.74%. Therefore, the choice of the live broadcast platform also means that more people recognize the popularity index and attractiveness of the platform. So Alibaba's growth figures are primarily indicative of the trend of the entire live delivery industry.

The number of participants in live broadcasting with goods is on the rise.

Table 1. Platform Proportion of live broadcast with the higher trust of goods

Option	Total	Proportion
Tik Tok	119	45.25%
Taobao	165	62.74%
Jingdong	159	60.46%
Kuaishou	129	49.05%
Pinduoduo	85	32.32%
Other	0	0%
Valid number of entries in this topic	263	

Finally, Table 2 showed that 57.79 percent of those who bought in the studio were college students. This indicates that college students, as an emerging shopping group, are more receptive to the mode of live streaming e-commerce. This will undoubtedly promote more young people in the new era to turn to the live streaming economy, which will promote the live streaming economy. College students' participation can better reflect the future development trend and represent more factors that people will pay attention to when making purchase decisions in the future.

Table 2. Age of Proportion

Option	Total	Proportion
Less than 19	47	17.87%
19-22	152	57.79%
More than 22	64	24.33%
Valid number of entries in this topic	263	

#### 3.2 Factor of promoting consumers' purchasing motivation

##### 3.2.1 Anchor attraction

According to table 3, anchor attraction attracts more people to buy. In table 4, anchor attraction accounted for 79.09% when purchasing products. Anchor's way of live broadcasting, anchor's appearance, and anchor's reputation all count as anchor's attraction. Liang proposed that the role of a fan can be as an aficionado or supporter [5]. The promotion of purchase motivation caused by anchor attraction can be called the fan economy effect.

**Table 3.** The factor of Making live shopping more attractive to Consumer

Option	Total	Proportion
Anchor attraction	208	79.09%
product attraction	55	20.91%
Other	0	0%
Valid number of entries in this topic	263	

First, in the attraction of the anchor, the way of the broadcast anchor also promotes people to buy products. Table 4 which the matrix questions are averaged at 3.63, shows that 37.26% of people prefer the live broadcast method of anchors, and only less than 10% of people think the live broadcast method of anchors is not essential. Therefore, it can be concluded that the live

broadcast method of anchors further improves consumers' purchase intention by driving the audience's emotions. Lu's study identified that online celebrities' performances could emotionally influence consumers' concerns to Purchase products recommended by online celebrities directly [8].

Secondly, In anchor attraction, users are also very concerned about the reputation of the anchor and the appearance of the anchor. According to table 5, 60.82 percent of people are more concerned about the reputation of anchors when making purchasing decisions. Anchors with good looks also accounted for 54.37%, and anchors with good looks can get more attention and bring more pleasure to people. Lu proposed that consumers are influenced by pleasure emotion, admiration emotion, arousal emotion, and emotional trust during the live streams, which enhances their purchase intentions [8].

**Table 4.** The impact of anchor appeal on consumers' purchase motivation

Option	Strongly agree	Agree	General	Disagree	Strongly disagree	Average score
I like the way of broadcasting, which will attract me to buy	45(17.11%)	53(20.15%)	143(54.37%)	8(3.04%)	14(5.32%)	3.41
Anchor reputation is good, will attract me to buy	79(30.04%)	80(30.42%)	79(30.04%)	13(4.94%)	12(4.56%)	3.76
Anchor looks good, will attract me to buy	82(31.18%)	61(23.19%)	90(34.22%)	24(9.13%)	6(2.28%)	3.72
Total	206(26.11%)	194(24.59%)	312(39.54%)	45(5.7%)	32(4.06%)	3.63

### 3.2.2 Product attraction

When we investigate the attractiveness of products, we find that word of mouth greatly influences consumers' purchase intention. According to table 5, The matrix questions are averaged 3.23. Moreover, 56.19% believe that good word of mouth is more likely to

motivate them to buy products. It can be concluded that good product reputation plays a decisive role in consumers' minds. Secondly, 42 percent believe that discounts are more attractive to buyers. Kim proposed that discount promotion induces consumers' additional purchases [9]. Cheaper products indeed tend to attract people's attention.

**Table 5.** The impact of product appeal on consumers' motivation to buy

Option	Strongly agree	Agree	General	Disagree	Strongly disagree	Average score
The good quality of the product attracted me to buy it	42(15.97%)	42(15.97%)	111(42.21%)	40(15.21%)	28(10.65%)	3.11
Good product reputation will attract me to buy	60(22.81%)	57(21.67%)	87(33.08%)	37(14.07%)	22(8.37%)	3.37
Product discounts attract me to buy	57(21.67%)	40(15.21%)	97(36.88%)	37(14.07%)	32(12.17%)	3.2
Total	159(20.15%)	139(17.62%)	295(37.39%)	114(14.45%)	82(10.39%)	3.23

According to table 6 and 7 on whether the appeal of the product and anchor is the main reason for users to buy, 72.62 people agree that anchor attraction is the main reason for users to purchase products, and 74.14% agree that product attraction is the main reason for users to buy products. It can be seen that anchor attraction and product attraction can promote consumers' purchase motivation.

**Table 6.** Anchor attraction is the main reason for Consumers to buy goods

Option	Total	Proportion
Strongly agree	98	37.26%
Agree	93	35.36%
General	31	11.79%
Disagree	17	6.46%
Strongly disagree	24	9.13%
Valid number of entries in this topic	263	

**Table 7.** The appeal of the product is the main reason why consumers buy the product

Option	Total	Proportion
Strongly agree	93	35.36%
Agree	102	38.78%
General	30	11.41%
Disagree	20	7.6%
Strongly disagree	18	6.84%
Valid number of entries in this topic	263	

**Table 8.** The impact of anchor appeal on consumers' purchase motivation

Question#Option	Great influence	Greater influence	Affect the general	Less affected	Little impact	Average
I like the way of broadcasting, which will attract me to buy	45(17.11%)	53(20.15%)	143(54.37%)	8(3.04%)	14(5.32%)	3.41
Anchor reputation is good, will attract me to buy	79(30.04%)	80(30.42%)	79(30.04%)	13(4.94%)	12(4.56%)	3.76
Anchor looks good, will attract me to buy	82(31.18%)	61(23.19%)	90(34.22%)	24(9.13%)	6(2.28%)	3.72
subtotal	206(26.11%)	194(24.59%)	312(39.54%)	45(5.7%)	32(4.06%)	3.63

**Table 9.** The impact of product appeal on your motivation to buy

Question#Option	Great influence	Greater influence	Affect the general	Less affected	Little impact	Average
The good quality of the product attracted me to buy it	42(15.97%)	42(15.97%)	111(42.21%)	40(15.21%)	28(10.65%)	3.11

### 3.2.3 Anchor attraction leads to purchase motivation

As can be seen from Tables 8, 9, and 10, anchors are very attractive to consumers, and word of mouth is the main reason consumers stay in anchors' live broadcast rooms. With the rapid development of the Internet, it is difficult for traditional e-commerce to adapt to the sales mode of live broadcasting with goods, resulting in limited effects. However, anchors can skillfully solve these problems and effectively change consumers' opinions, introducing product functions in detail. In addition, anchors can change consumers' purchasing decisions and motives. Purchasing decisions are rational thinking generated before making decisions, improving purchasing psychologically. Consumers are often passive in receiving information when entering the live broadcast room. The specialization of product introduction content needs to be expanded and deepened along with the ideas of anchors, thus affecting consumers' cognitive attitudes. Secondly, anchors can subtly make consumers trust them. They can trust the products and relevant information recommended by anchors, and there will be a certain degree of psychological blindness. Driven by the sense of trust, consumers will automatically identify with the goods recommended by anchors and desire to buy. However, such a sense of trust is closely related to the reputation of anchors. Most consumers form trust and recognition to anchors before the product and acquire praise from anchors to generate purchase desire and consumption. It can be seen that anchors' charm is better than the product's influence on consumers. Again, good interactivity. Most live streaming Internet celebrities promote and sell through interaction with their fans.

Good product reputation will attract me to buy	60(22.81%)	57(21.67%)	87(33.08%)	37(14.07%)	22(8.37%)	3.37
I was attracted to buy the product by its big discount	57(21.67%)	40(15.21%)	97(36.88%)	37(14.07%)	32(12.17%)	3.2
subtotal	159(20.15%)	139(17.62%)	295(37.39%)	114(14.45%)	82(10.39%)	3.23

**Table 10.** Anchor attraction is the main reason for consumers to buy goods

Option	Total	Proportion
Couldn't agree more	98	37.26%
Agree	93	35.36%
Uncertainty	31	11.79%
Disagree	17	6.46%
Totally disagree	24	9.13%
Valid number of entries in this topic	263	

**3.2.4 Product attractiveness leads to purchase motivation**

As can be seen from Table 9, 11, product reputation is also the most significant factor for consumers to choose the product. People are realistic, and we don't know if the ads and strange anchors boast how good the product is. However, the word of mouth of the product can be changed after other consumers have finished purchasing and have summarized many feedback points, which can make consumers more convinced. Of course, with the principle of thrift, if the discount of goods is considerable, some people will buy the usual reluctant to purchase products.

**Table 11.** The appeal of the product is the main reason why consumers buy the product

Option	Total	Proportion
Couldn't agree more	93	35.36%
Agree	102	38.78%
Uncertainty	30	11.41%
Disagree	20	7.6%
Totally disagree	18	6.84%
Valid number of entries in this topic	263	

As shown in Table 12, in addition to product and anchor attraction, other factors change consumers' purchasing strategies in live broadcast rooms.

**Table 12.** The above selection of anchor attraction and product attraction constitutes consumers' purchase strategy in the live broadcast room

Option	Total	Proportion
Couldn't agree more	85	32.32%
Agree	106	40.3%
Uncertainty	35	13.31%
Disagree	17	6.46%
Totally disagree	20	7.6%
Valid number of entries in this topic	263	

As shown in Table 13, most people are satisfied with their online shopping experience, but some are not satisfied.[10] This reflects the problems of online shopping: 1. Products are not correctly placed during transportation, which leads to damage of goods, and transportation companies and merchants pass the buck to each other, and no one compensates consumers. 2. When consumers get the product, they find that it does not have the function touted by the anchor, and the product description is inconsistent. 3. When consumers want a refund, the store owner refuses to provide after-sales service and confuses consumers with vague words.

**Table 13.** Psychology after purchase

Option	Total	Proportion
Couldn't agree more	81	30.8%
Agree	104	39.54%
Uncertainty	41	15.59%
Disagree	17	6.46%
Totally disagree	20	7.6%
Valid number of entries in this topic	263	

As shown in Table 14, in addition to Purchase intention, 46.39% that Uncertain, which reflect consumers' purchasing intention are more susceptible to change.



**Table 14. Purchase intention**

Question#Option	Couldn't agree more	Agree	Uncertain	Totally disagree	Disagree	Average
In the anchor attractive strong direct broadcast room, I will consider buying probability	77(29.28%)	62(23.57%)	104(39.54%)	10(3.8%)	10(3.8%)	3.71
If the product is attractive, I will consider buying it	39(14.83%)	58(22.05%)	140(53.23%)	12(4.56%)	14(5.32%)	3.37
Subtotal	116(22.05%)	120(22.81%)	244(46.39%)	22(4.18%)	24(4.56%)	3.54

## 4. DISCUSSION

### 4.1 Implications for the company

#### 4.1.1 Precise traffic distribution

Through the analysis of Figure 2 and Table 2, most respondents aged 19-22 participated in the questionnaire, and most of them watched the live broadcast on Platforms such as Douyin and Taobao. Therefore, when the live streaming company chooses the live streaming platform with goods, it can set it as Douyin or Taobao. When the company decides the traffic age group, it can be more oriented to 19-22-year-old students. In this way, a more reasonable amount of traffic resources can make the company spend money to buy traffic to choose a more accurate platform. Doing so can save companies money to devote to selecting platforms unnecessarily. The precision of investment traffic will help the company make strategic choices.

#### 4.1.2 Improve the anchor tendencies of existing anchors

Live streaming companies can follow the chart to find out the factors that most attract users to improve the live streaming strategies of existing anchors. As can be seen from the proportion in table 4, the most influential factor for customers' purchase motivation is the reputation of anchors, and 60.46% of people choose the good reputation of anchors to influence their purchase. Anchor word-of-mouth belongs to the fan effect. Anchors with better public praise and reputation are more likely to be liked by attention. From the company's perspective, the improvement of the reputation of anchors will drive more traffic and attract more people to buy, thus maximizing the company's interests. Therefore, the company should focus on cultivating anchor design and works when carrying out the live broadcast on the platform. An anchor set by everyone like natural flow will be directed

to the anchor. With the more traffic, the more fans of anchors, the higher the transaction volume of anchors with goods, and the more profits the company will make.

#### 4.1.3 Set criteria for recruitment

The company can determine the assessment weight of various indicators in recruiting talents according to the chart's average matrix score of anchor attraction and product attraction ratio. When recruiting, the anchors will be scored according to their performance of various indicators, and the company will employ those with high scores. By analyzing the ratio between anchor and product attraction, the company can hire a live broadcast more in line with consumers' tastes. As shown in Tables 4 and 5, the average score of anchor attraction is about 3.6, and that of product attraction is about 3.2, or 9:8. The assessment weight can be slightly inclined to anchor attractiveness when the total score is set. At the same time, it can also transform the little finger of anchor attraction and product attraction into the total score of a single subject. The score of the anchor is obtained through the index weight assessment. The higher the score of the anchor about to be recognized by the market. The market's recognition of the anchor increased, meaning that the flow of the anchor tilted. Anchors can accumulate more fans more quickly, and the company can rely on fans to broadcast a large number of goods to obtain higher profits.

#### 4.1.4 Cultural enlightenment

Bakhtin proposed the carnival theory in Dostoevsky's Poetic Problems. Carnival, he thought, the cultural symbol, contains the public's collective carnival and the pursuit of the spirit of freedom, equality, democracy. It is different from the official. Serious "first world", is "the second world" of human life, and the second is "binge" life in the world, from the routine of life, emphasize the equality of full participation free conversation. The e-commerce live broadcast room is highly similar to the

second world described by Bakhtin. First, you can join the live broadcast room with an account and password, and the audience has the right to participate in the carnival equally. Secondly, the absence of the body and the irregularity of the name assigned by the subject further blurred the distinction between the audience. Finally, audiences can interact with anchors in real-time through messages and bullet screens, making the breakthrough point of the communication mode of live broadcast in the face of mass communication and giving audiences the illusion of point-to-point interpersonal communication with anchors. Under the overwhelming marketing of various shopping festivals and other special days, jumping on the float to join such an upside-down parade carnival, consumers will buy themselves and get a sense of ceremony when entering the broadcast room.

With the diversification of the host team, the cultural added value of live streaming e-commerce has also increased significantly. As traditional stars who bring their traffic and some business celebrities, although they are not so familiar with the skills of live broadcasting and may not have strong bargaining power in negotiating with brands. However, they still enter the first tier of carnival under the general trend of the fan economy. When the anchors who introduce products to consumers become stars from ordinary people, they first satisfy their curiosity. In addition, in the live broadcast room of "Carnival", they show their sense of existence in front of stars with the help of interpersonal communication such as barrage and even get timely feedback to meet the needs of fans for following stars.

## **4.2 Implication**

According to the above research conclusions, it can be concluded that the inspirations of live broadcast marketing under fan economy are as follows:

### **4.2.1 Strictly control the content quality of live broadcast and strive to gain the trust of consumers**

Direct broadcast shows products intuitively and comprehensively, gives professional feedback based on the real experience of products, and provides complete, accurate, and reliable product information and pertinent purchase suggestions.[11] At the same time, in the rapid development of personalized customization today, but also to avoid homogenization, take the initiative to adapt to the different needs of different consumers.

### **4.2.2 Provide more fans' welfare through the incentive mechanism**

As web celebrities or star fans, some consumers will buy networks due to love of web celebrity red live recommended product. Still, on its support for a long time

not to give feedback, firms can regularly check the product offers or other incentive activities to achieve a higher conversion rate, a fan group foundation and fixed to the outside drainage, the attention of more consumers.

### **4.2.3 Anchors should be trained professionally**

Broadcast live in the host, before the start of the web celebrity or star as the host need to fully understand and learn the related knowledge of products and brands, picks the product and use, experience the risk of purchase and use of products, so as to provide consumers with accurate information about the actual product, avoid the host recommend themselves are not familiar with the phenomenon of products to consumers, It can also prevent misleading consumers or inconsistent product experience in the live broadcast.

### **4.2.4 Anchors need to position their styles accurately**

Different Internet celebrities, stars, and other anchors have distinct personal charm, attracting different consumers. Anchors will form unique personal charm after precise positioning of personal style, and their target consumer groups will also be determined. In this way, the homogenization phenomenon can be avoided, and poor marketing can be avoided due to anchors' lack of personal charm to attract certain consumers.

## **5. CONCLUSION**

### **5.1 Summary main findings**

This study has surveyed consumers' online shopping experience and the main platforms for watching live broadcasts. Through surveying, most consumers choose to watch live broadcasts whenever they have free time, and they believe mainstream online shopping platforms such as Taobao and JD.com are more trustworthy. In live streaming, consumers generally believe that anchors are more attractive than the product itself, mainly because anchors have a good reputation and will pay for their appearance.[12] The product itself is mainly product reputation and quality to attract the public. The vast majority of consumers are satisfied with their experience after purchase, but some still give bad reviews for various reasons.

In addition, this study has researched the different purchasing strategies that people of different ages choose for different factors, which reflects the convenience that live delivery brings to people's lives and warns businesses to uphold the principle that customers are God to consumers.



## 5.2 Limitation and future study

The study has several limitations. First of all, this paper is a small sample size experiment. There may be unsaturated sample conditions. We did not explore the influence of saturated sample size on this experiment. For example, the proportion of research results is the same after the sample size reaches 1000. Future studies can expand the sample size, and a larger sample size will bring more diverse and accurate results. Secondly, the data collection in this paper focuses on 19-22-year-old people. The 19-22-year-old people represent more purchasing strategy preferences of the same age group and cannot express sample preferences of a broader age group. Therefore, subsequent experiments can be further combined with a broader range of age groups for further discussion. Thirdly, the questionnaire collection of this paper mainly focuses on China, so the experiment is regional. This experiment does not consider the differences in purchasing motivation and behavior of consumers without geographical separation. Different regions may have different purchasing strategies and motivations. Future studies can combine more regions to analyze buying preferences and strategies. Finally, this study adopts a situational questionnaire, and participants' purchase intention may not really be converted into purchase behavior. Therefore, future research models can be more diverse, and more analysis can be focused on combining mathematical models and questionnaires, so that more interesting conclusions can be obtained.

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