



# Research on the Influence Mechanism and Incentive Strategy of Consumers' Participation Willingness in E-commerce Live Streaming

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## Abstract

E-commerce live streaming has developed rapidly in recent years, and has become an indispensable and important link in consumers' shopping. In e-commerce live streaming, consumers' willingness to participate and how to motivate consumers to participate is a very important aspect of consumer behaviour management. This paper, based on the theory of value perception and social influence, constructs the research model of consumers' willingness to participate in e-commerce live streaming according to the idea of structural equation. By constructing research hypothesis, data is collected by questionnaire, the hypothesis is tested, and then the influence mechanism of consumers' willingness to participate in e-commerce live streaming is studied. Then, based on the influence mechanism model of consumers' willingness to participate in e-commerce live streaming, we can further consider how merchants in e-commerce live streaming should influence consumers' willingness to participate in e-commerce live streaming through incentive strategies. The research found that businesses want to attract consumers to participate in e-commerce live streaming, and businesses should be from the purpose value, social value and pleasure value three perspectives, considering the incentive strategy of consumers to participate in e-commerce live streaming, improve group norms, social identity and the influence of subjective norms, to achieve the purpose of encouraging consumers to participate in e-commerce live streaming. This paper has important reference value for the decision of consumer behaviour management in e-commerce live streaming.

**Keywords:** *e-commerce live streaming; consumer behaviour; participation willingness; influence mechanism; incentive strategy.*

## 1 INTRODUCTION

With the continuous innovation of digital technology means, the Internet application in China has developed rapidly. According to the 49th China Internet network development statistical report, as of December 2021, the scale of 1.032 billion, online shopping market volume is very large, has become an important part of modern public life.

And e-commerce live streaming, as a new form of online shopping, has occupied a place in the online shopping, its importance is obvious. Consumers' willingness to participate in e-commerce live streaming, and how to motivate consumers to participate in e-commerce live streaming, is a very important aspect of consumer behaviour management. If consumers do not have the willingness to participate in e-commerce live

streaming, it is obvious that e-commerce live streaming is impossible to guide or promote consumers' online purchase behaviour.

The e-commerce live streaming industry has emerged for a short time. At present, the research on consumer behaviour in e-commerce live streaming mainly focuses on the influence mechanism of consumers' purchase intention, and there are few studies on consumers' participation intention and incentive strategies in e-commerce live streaming.

This paper first based on the value perception theory and social influence theory, according to the structure equation, build e-commerce live streaming consumers participation willingness influence mechanism. Then, based on the influence mechanism model of consumers' willingness to participate in e-commerce live streaming,

we further think about how businesses should influence consumers to participate in e-commerce live streaming through incentive strategies.

This paper has important reference value for the decision of consumer behaviour management in e-commerce live streaming.

## 2 CONSUMER WILLINGNESS TO PARTICIPATE

### 2.1 Definition of Consumer Willingness to Participate

Willingness to participate is the subjective idea and motivation of consumers to achieve a certain goal, a psychological awareness. It is the most representative indicator of consumer behaviour. Consumer willingness to participate is closely related to consumer behaviour, and is influenced by other factors before it has an impact on consumer behaviour. In this paper, willingness to participate refers to the likelihood of consumers' willingness to participate in live streaming.

### 2.2 Factors Influencing Consumer Willingness to Participate

Current research on the factors influencing willingness to participate focuses on three areas: the consumer, the product and the merchant. At the consumer level, willingness to participate can be categorized as self-interest, altruism and reciprocity.

Self-interest means that consumers aim to minimize costs by maximizing their personal benefits when participating in an activity. In the case of unsuccessful purchases, the consumer shares the experience to relieve anger, anxiety and disappointment [30].

Altruism is about helping others to make a satisfactory purchase decision without expecting anything in return. Sharing a personal shopping experience allows others to gain from the experience [9].

Reciprocity is the belief in doing the same for others, not only in a positive way but also in a negative way. With this belief, there is a strong tendency for consumers to reward the merchant [22] or to retaliate against the merchant [6] [25].

At the product level, the purchase experience of the product directly influences the willingness to participate, while factors such as the price [17], volume [4] and type of product [19] [29] indirectly influence the willingness to participate.

At the merchant level, factors such as the placement of advertisements [23], personalized service [13], entertainment [16], and hiring of watermen [20] all have an impact on consumers' willingness to participate.

## 2.3 Theoretical Foundations

### 2.3.1 Perceived Value

Perceived value is a comprehensive evaluation of product functions and attributes based on benefits and payoffs, made after full experience of the product [34]. Perceived value is a subjective feeling that is affected by different factors such as time, place and environment, and has dynamic variability [27].

The perceived value acceptance model is a model constructed based on perceived value to examine the relationship between perceived value and intention to use. It was originally developed by foreign researchers Kim et al (2005) [12]. Product acceptance and motivation are the end result and are determined by the product. The main reason is the perceived value of the product by the user. The higher the perceived value, the higher the willingness to use and the lower the perceived value, the lower the willingness to use. The perceived high and low experience is the perceived experience after the net difference between the perceived benefits and the perceived costs.

The dimensional division of perceived value has always been one of the main focuses of researchers. In the early days, the dimensions of perceived value were often divided into two dimensions: the quality dimension and the value dimension.

Gan and Wang divided perceived value into utility value, hedonic value and social value [7]. Chen and Cao divided the dimensions of perceived value into purpose value, social value and entertainment value in their study of Xiaomi community [2]. Zhang et al. divided four dimensions of economic value, social value, emotional value and technological value in their study of the sharing economy [31]. Huang studied the willingness to repurchase fresh e-commerce products using three dimensions: online purchase unboxing results, purchase process procedures and online purchase access to emotional value [10]. Based on perceived value, Zhang (2020) empirically analysed the willingness of users of live streaming platforms in five dimensions: functional experience, social impact, emotional satisfaction, pecuniary cost and non-pecuniary cost, combined with the characteristics of live streaming platforms.

In this paper, the three dimensions of product value, social value and hedonic value are finally selected for the characteristics of the e-commerce live streaming.

### 2.3.2 Social Influence Theory

Social influence refers to an individual's behaviour being constrained by external elements, making the individual's thoughts, attitudes and behaviours significantly influenced by others [24]. Social influence

is a process in which an individual's psychological state and behaviour change over a long period of time with a group, gradually being influenced and changed by the group, and is a social psychological phenomenon that is prevalent in human life [1] [11].

The dimensions of social influence are generally divided into three dimensions: group norms, social identity and subjective norms, according to the process of social influence internalization, identification and conformity [14]. Internalization is the acceptance of induced behaviour based on the assumption that others' views are correct; identification is the maintenance of an individual's relationship with the group by a particular behaviour; and conformity is the acceptance of influenced behaviour in order to gain approval and avoid resentment and blame [15]. Group norms, social identity and subjective norms are the variables that measure internalization, identification and conformity [26].

### 3 MODEL CONSTRUCTION

Through a review of relevant literature, combined with perceived value theory and social influence theory, as shown in Figure 1, this paper constructs a theoretical model to study consumers' willingness to participate in the context of the e-commerce live streaming. In the e-commerce live streaming, consumers' willingness to participate is directly influenced by social factors, while social influences are influenced by consumers' intrinsic motivation, i.e. by consumers' perceived value of a certain behaviour.

Therefore, this paper uses perceived value theory and social influence theory as the main theories in the study of consumers' willingness to participate in the e-commerce live streaming. In terms of perceived value theory, three variables are chosen to measure product value, social value and hedonic value; in terms of social influence theory, the three most classical research dimensions of group norms, social identity and subjective norms are chosen.

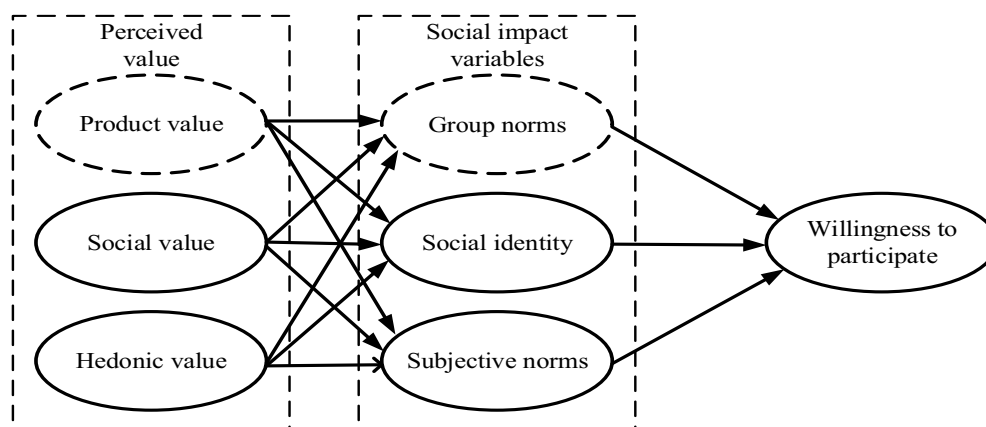


Figure 1: Research model of willingness to participate in the e-commerce live streaming.

### 3.1 Research Hypotheses

#### 3.1.1 Perceived Value and Group Norms of Willingness to Participate in the E-commerce Live Streaming

Before participating in the e-commerce live streaming, consumers will first measure group norms psychologically, and group norms gain influence when consumers feel that their perceived value is consistent with group norms. For users of the e-commerce live streaming, the antecedent variable for the formation of group norms is the understanding of the benefits gained from participation; Dholakia et al. showed that perceived value positively influenced group norms in their study of virtual community user participation [5]; in Lin et al.'s study, product value had a significant positive effect on group norms and social identity [18].

Accordingly, this paper proposes the following hypothesis.

**H1:** The product value of willingness to participate in the e-commerce live streaming positively influences group norms.

**H2:** The social value of willingness to participate in the e-commerce live streaming positively influences group norms.

**H3:** The hedonic value of willingness to participate in the e-commerce live streaming positively influences group norms.

#### 3.1.2 Perceived Value of Willingness to Participate in the E-commerce Live Streaming and Social Identity

Prior to participating in the e-commerce live streaming, consumers consciously choose and identify

with a live stream based on their understanding and perception of the benefits they can gain from participating in that stream. Social identity theory assumes that consumers' utilitarian needs are their highest priority for identification with a live stream, and that the extent to which a live stream is identified with depends on the extent to which it can fulfil important consumer needs and perceived value. Numerous studies have confirmed the significant influence of perceived value on social identity, and in their study of microblogs, Jing-Hua Huang et al. found that identification with microblogs and even corporate identity was positively influenced by the perceived microblogging value of the user would [8].

Accordingly, this paper proposes the following hypothesis.

**H4:** The product value of willingness to participate in the e-commerce live streaming positively influences social identity.

**H5:** The social value of willingness to participate in the e-commerce live streaming positively influences social identity.

**H6:** The hedonic value of willingness to participate in the e-commerce live streaming positively influences social identity.

### *3.1.3 Perceived Value and Subjective Norms of Willingness to Participate in the E-commerce Live Streaming*

Prior to participating in the e-commerce live streaming, consumers are influenced by external coercive factors, which may be for rewards generated by conformity or to avoid adverse effects resulting from going against the individual or the group. The degree of consumer conformity to those who matter around them or to the live room depends on the magnitude of the perceived value of the consumer's participation in the e-commerce live streaming. Among existing studies, Chen Bengsong et al. used perceived value as an antecedent variable in the formation of subjective norms in their study of will virtual brand communities, and the results of the study showed that perceived value had a significant positive effect on subjective norms [2].

Accordingly, this paper proposes the following hypothesis.

**H7:** The product value of willingness to participate in the e-commerce live streaming positively influences subjective norms.

**H8:** The social value of willingness to participate in the e-commerce live streaming positively influences subjective norms.

**H9:** The hedonic value of willingness to participate in the e-commerce live streaming positively influences the subjective norm.

### *3.1.4 Group Norms and Willingness to Participate in the E-commerce Live Streaming*

Group norms refer to the process of consumers sharing similar or consistent purposes and expectations with the live broadcasters in the process of participating in the e-commerce live streaming and making them their own goals, a process of transforming the norms of the live broadcasters in the e-commerce live streaming into their own behavioural norms, i.e. an internalization mechanism, a spontaneous influence. In the process of participating in the e-commerce live streaming, consumers have a high degree of recognition of the values and concepts of the live room, follow the goals and norms of the live room and internalize them as their own code of conduct, so that they can actively share their shopping experience, shopping experience and shopping evaluation with other consumers, which can help the live room form a good information exchange atmosphere and improve consumers' shopping experience. In existing studies, social media persistent use behaviour [32], knowledge sharing behaviour [33] and virtual community contribution behaviour [3] are all significantly and positively influenced by group norms.

Accordingly, this paper proposes the following hypothesis.

**H10:** Group norms positively influence consumers' willingness to participate in the e-commerce live streaming.

### *3.1.5 Social Identity and Willingness to Participate in the E-commerce Live Streaming*

Social identity is the concept of self in an individual's relationship with others or a group, and consumers perceive participation in the e-commerce live streaming as such participant identity, feelings and value assessment. That is, the identity mechanism is a spontaneous influencing factor by which individuals accept the influence of the live room in the e-commerce live streaming and build a good relationship with it. Using the three influences of perception, affection and value involved in social identity as a psychological basis, consumers want to maintain a positive self-defined relationship with other consumers in the live stream, such as increasing their sense of belonging to the live stream and being a valued member of the live stream, and consumers are motivated by this, resulting in a range of behaviours to maintain this relationship. In existing studies, social identity has a significant positive effect on knowledge sharing [32], virtual community

participation [21], and willingness to use SNS consistently [28].

Accordingly, this paper proposes the following hypothesis.

**H11:** Social identity positively influences consumers' willingness to participate in the e-commerce live streaming.

### 3.1.6 Subjective Norms and Willingness to Participate in the E-commerce Live Streaming

Subjective norms refer to the extent to which individuals perceive that important people or groups influence individual behaviour and believe that individuals should perform a certain behaviour. It is the mechanism of compliance, which is a response to the process of consumers accepting influence in order to obtain rewards or avoid punishment, and is a coercive influence. When consumers are subjected to external pressures such as forced reviews and forced positive feedback, consumers are highly likely to resist. Therefore, when there are coercive demands on consumers in the e-commerce live streaming, consumers

will most likely refuse to participate in it. In an existing study, Zhou Tao et al. found that subjective norms have a negative impact on users' willingness to contribute in a study of open source software communities [33].

Accordingly, this paper proposes the following hypothesis.

**H12:** Subjective norms negatively affect consumers' willingness to participate in the e-commerce live streaming.

## 4 RESEARCH DESIGN AND DATA COLLECTION

### 4.1 Questionnaire Design

This paper used a questionnaire to collect data. The questionnaire consisted of three sections: the preamble, personal information and the body of the questionnaire.

To ensure the validity of the scale, on the basis of previous research and with corresponding adjustments made to the context of the e-commerce live streaming, the questionnaire design of this paper on the willingness to participate in the e-commerce live streaming is shown in Table 1.

Table 1: Questionnaire design.

Variables	Measurement questions
Product value	Participating in the e-commerce live streaming will enable me to find the right products.
	Participating in the e-commerce live streaming will allow me to get more discounts.
	Participating in the e-commerce live streaming allows me to get more useful product information.
	Participating in the e-commerce live streaming will enable me to find the right products.
	Participating in the e-commerce live streaming will allow me to get more discounts.
	Participating in the e-commerce live streaming allows me to get more useful product information.
	Participating in the e-commerce live streaming helps me to communicate with others (including the host).
Social Value	Participating in the e-commerce live streaming allows me to share my shopping experience.
	Participating in the e-commerce live streaming helps me to impress others (including the anchor).
	Participating in the e-commerce live streaming helps me to enhance my relationship with others (including the host).
	Participating in the e-commerce live streaming helps me gain the respect of

	others (including the anchor).
Enjoyment	Participating in the e-commerce live streaming is enjoyable.
	Participating in the e-commerce live streaming allows me to relax.
Value	Participating in the e-commerce live streaming allows me to pass the time.
	I follow the norms of the live stream with other consumers of the live stream.
Group norms	I have highly similar goals and expectations to other consumers in the live room.
	Other consumers in the live room have highly similar goals and expectations.
Social	I have a strong sense of belonging to a particular live stream.
	I am a valued member of a particular live room.
Identity	I am an integral member of a live room.
	A friend is involved in the e-commerce live streaming and I am involved with should be.
Subjective norms	Some people who are important to me think I should be involved in the e-commerce live streaming.
	Some people who are influential to me think I should be involved in the e-commerce live streaming.
	I am likely to participate in the e-commerce live streaming.
Willingness to participate	I am willing to participate in the e-commerce live streaming on my own initiative.
	I am willing to recommend others around me to participate in the e-commerce live streaming.

#### 4.2 Data Collection

After the questionnaire for this paper was published on Questionnaire Star, it was spread through WeChat and QQ. After the questionnaires were collected, a total of 489 questionnaires were counted and after screening, 33 invalid questionnaires which were not standardized, incomplete and had specific patterns in the items measured were excluded, resulting in a total of 466 valid questionnaires, of which 338 respondents had experience in the e-commerce live streaming and 108 respondents had no experience in the e-commerce live streaming.

### 5 STATISTICAL ANALYSIS OF DATA

#### 5.1 Descriptive Statistical Analysis

A total of 466 valid questionnaires were collected, among which 338 respondents had experience in the e-commerce live streaming participation, accounting for 72.5%.

Firstly, the 338 valuable questionnaires were subjected to a basic understanding of the gender, age and educational background of the respondents as shown in Table 2.

Table 2: Descriptive statistics of the research sample.

Characteristics	Classification	Volume	Percentage
Gender	Male	179	53%
	Female	159	47%
Age	Under 18 years	3	0.9%
	18-30 years old	185	54.7%
	30-50 years old	146	43.2%
	Under 50 years	4	1.2%
Education	Lower secondary school and below	3	0.9%
	High School	36	10.7%
		67	19.8%

Specialized	115	34.0%
Undergraduate	117	34.6%
Postgraduate and above		

### 5.2 Reliability Analysis

Reliability is an indicator used to evaluate the reliability of a questionnaire. Research has shown that the Cronbach Alpha value is a good indicator of the internal consistency of the items measured in the

questionnaire, and is an important indicator of reliability analysis. Generally, when the value of Cronbach's Alpha is greater than 0.8, the questionnaire is considered to have high reliability, while below 0.5, the questionnaire does not have research value and needs to be redesigned for improvement. The results of the reliability analysis in this paper are shown in Table 3.

Table 3: Reliability test results of the research questionnaire.

Variable	Number of items	Cronbach Alpha value	Scale overall Cronbach Alpha value
Product value	3	0.857	
Social value	5	0.927	
Enjoyment value	3	0.869	
Group norms	3	0.847	0.934
Social identity	3	0.878	
Subjective norms	3	0.884	
Willingness to participate	3	0.867	

### 5.3 Validity Analysis

An exploratory factor analysis was conducted to analyse and evaluate the structural validity of the questionnaire in terms of perceived value, social impact and willingness to participate in the e-commerce live streaming. The KMO and Bartlett's sphericity test were

used as criteria to analyse the correlation between the variables and determine whether factor analysis was appropriate.

The results of the overall KMO values and Bartlett's sphericity test for the questionnaire are shown in Table 4.

Table 4: KMO values and Bartlett's sphericity test for the overall validity of the questionnaire

KMO value	0.915	
Bartlett's sphericity test	Approximate chi-square	5401.958
	Degree of freedom	253
	Significance	.000

The results of the analysis showed that the KMO value was 0.945, which was greater than 0.9, and the significance result of the Bartlett's sphericity test was 0.000, which was less than 0.001, indicating that the overall validity of the questionnaire was very good and

suitable for factor analysis. Factor analysis of all the questions on perceived value yielded the factor loading matrix for each question on perceived value as shown in Table 5.

Table5: Factor loading matrix for each question item of perceived value

Questionnaire measures	Social value	Factor loadings	
		Enjoyment value	Product value
Q1	.189	.125	<b>.857</b>
Q2	.167	.169	<b>.851</b>

Q3	.138	.161	<b>.852</b>
Q4	<b>.804</b>	.203	.167
Q5	<b>.870</b>	.142	.178
Q6	<b>.815</b>	.177	.098
Q7	<b>.897</b>	.145	.179
Q8	<b>.884</b>	.093	.120
Q9	.154	<b>.861</b>	.175
Q10	.214	<b>.838</b>	.183
Q11	.153	<b>.876</b>	.109

From the analysis results, it can be seen that the perceived value extracted 3 common factors with a cumulative variance contribution of 82.522%. At the same time, all factor loadings are greater than the minimum criterion of 0.5, indicating that the questionnaire perceived value has **good structural validity**.

### 5.4 Structural Equation Testing

The sample data was imported in AMOS software and the model test results are shown in Figure 2.

The results of each fitting index are shown in Figure 4-1: the cardinality freedom ratio (CMIN/df) is 2.80, less than 3, which is very satisfactory; the fitness index (GFI) is 0.86, which is acceptable; the adjusted fitness index (AGFI) is 0.83, which is acceptable; the

parsimonious fitness index (PGFI) is 0.68, which is greater than 0.5, which is very satisfactory; the gauge fitness index (NFI) is 0.89, which is close to 0.9, which is acceptable; the relative fitness index (RFI) is 0.87, which is acceptable; the value-added fitness index (IFI) is 0.93, which is greater than 0.9, which is very satisfactory; and the relative fitness index (RFI) is 0.93, which is greater than 0.9. NFI) of 0.89, close to 0.9, acceptable; relative fitness index (RFI) of 0.87, acceptable; value-added fitness index (IFI) of 0.93, greater than 0.9, very desirable; non-gauge fitness index (TLI) of 0.91, greater than 0.9, very desirable; comparative fitness index (CFI) of 0.93, greater than 0.9, very desirable, asymptotic. The residual mean square and root square (RMSEA) was 0.07, less than 0.08, which is very satisfactory.

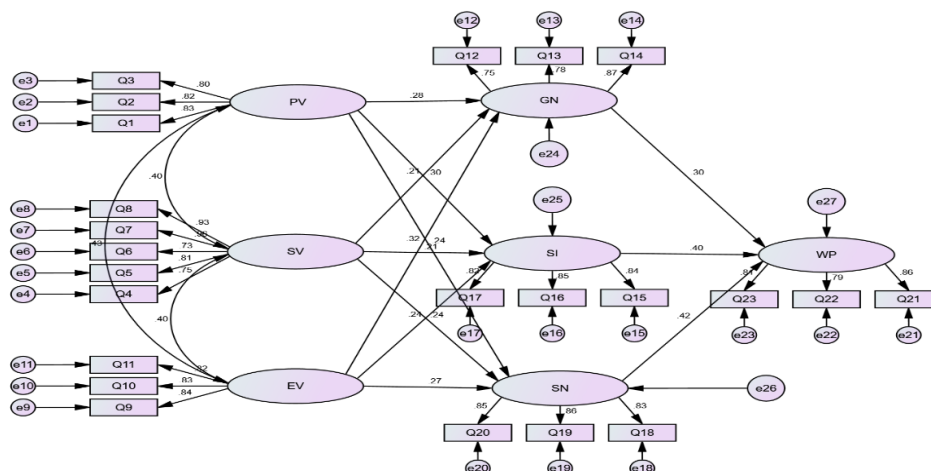


Figure 2: Structural equation fitting results

### 5.5 Hypothesis Testing

The path analysis is to verify the strength and direction of the effect of the independent variables on the dependent variable. Table 6 show the results of the

path analysis of the model in this paper. "\*\*\*\*" in the table indicates that the p-value is less than 0.001, "\*\*\*" indicates that the p-value is less than 0.01 and "\*\*" indicates that the p-value is less than 0.05. The smaller the p-value, the more significant the result.



Table 6: Coefficients and significance test results for each path of the model.

Model path	Corresponding hypothesis	Regression coefficients	S.E.	C.R.	P	Significance
Product value →group specification	H1	0.23	0.05	4.30	***	Significant
Social value →group specification	H2	0.20	0.06	3.53	***	Significant
Hedonic value→group specification	H3	0.28	0.06	5.00	***	Significant
Product value →Social identity	H4	0.30	0.07	4.58	***	Significant
Social value →Social identity	H5	0.25	0.07	3.61	***	Significant
Hedonic value→Social identity	H6	0.28	0.07	3.85	***	Significant
Product value →Subjective norms	H7	0.25	0.07	3.78	***	Significant
Social value →Subjective norms	H8	0.27	0.07	3.94	***	Significant
Hedonic value→Subjective norms group specification	H9	0.28	0.07	4.20	***	Significant
specification→Willingness to participate	H10	0.30	0.05	5.87	***	Significant
Social identity→Willingness to participate	H11	0.33	0.04	8.05	***	Significant
Subjective norms →Willingness to participate	H12	0.35	0.04	8.49	***	Significant

## 6 MOTIVATING STRATEGY ADVICE

From the validation results of the model, it can be seen that the hypotheses of this study on the willingness to participate in the e-commerce live streaming were basically validated, except for the hypothesis that subjective norms negatively affect willingness to participate in the e-commerce live streaming, which did not pass.

Consumers' willingness to participate in the e-commerce live streaming was influenced by group norms, social identity and subjective norms, and all of them were positively influenced. Corresponding to the original hypotheses H10, H11 and H12, where the hypothesis of H12 should be adjusted to the hypothesis that subjective norms positively affect consumers' willingness to participate in the e-commerce live streaming because the correlation coefficient is positive. Therefore, the e-commerce live streaming merchants should focus on consumers' sense of belonging to the

live streaming room, establish closer ties with building consumers, and try to get consumers to lead more acquaintances to participate in the e-commerce live streaming. The e-commerce live streaming merchants can try to build communities, establish groups of consumer offers and discussion forums, encourage consumers to participate in the various offers carried out by the e-commerce live streaming merchants, strengthen the recognition of the live room to increase the sense of belonging, help consumers with the same needs and interests to exchange information, thereby enhancing consumers' willingness to participate in the e-commerce live streaming.

The perceived value of consumers' willingness to participate in the e-commerce live streaming positively influences group norms, i.e. the product value, social value and hedonic value of willingness to participate in the e-commerce live streaming positively influence group norms, corresponding to hypotheses H1, H2 and H3, all of which pass the hypothesis test. The perceived value of consumers' willingness to participate in the e-

commerce live streaming positively affects social identity, i.e. the product value, social value and hedonic value of willingness to participate in the e-commerce live streaming positively affect social identity, and the corresponding hypotheses H4, H5 and H6 all pass the hypothesis test. The perceived value of consumers' willingness to participate in the e-commerce live streaming positively affects subjective norms, i.e. the product value, social value and hedonic value of willingness to participate in the e-commerce live streaming positively affect subjective norms, corresponding to hypotheses H7, H8 and H9, which passed the hypothesis test. Therefore, for the merchants of the e-commerce live streaming, if they want to attract more consumers, they need to start from the consumers' perceived value of the e-commerce live streaming, to understand in depth what are the purposes of consumers' participation in the e-commerce live streaming, what social enhancement can be brought to consumers by participating in the e-commerce live streaming, and how to improve consumers' enjoyment of participating in the e-commerce live streaming. Such as in the live room from time to time to issue coupons, to sign in the way to accumulate contribution, when the contribution reaches a certain amount, give the corresponding reward, so as to improve the value of the product; at the same time can use the live room real-time interactivity, show positive reviews and other related positive evaluation; can also use real-time interactivity, more interaction with the pop-ups, increase the fun of consumer participation, to improve the value of enjoyment.

## 7 CONCLUSIONS

Consumers' willingness to participate in e-commerce live streaming is crucial. How to encourage consumers to participate in e-commerce live streaming is the management decision problem faced by merchants in e-commerce live streaming. This paper first, according to the idea of structural equation, studies the influence mechanism model of consumers' willingness to participate in e-commerce live streaming, and then further considers how merchants should influence consumers' willingness to participate in e-commerce live streaming through incentive strategies. The research found that businesses want to attract consumers to participate in live electricity, and businesses should be from the purpose value, social value and pleasure value three perspectives, considering the incentive strategy of consumers to participate in e-commerce live streaming, improve group norms, social identity and the influence of subjective norms, to achieve the purpose of encouraging consumers to participate in e-commerce live streaming. This paper has important reference value for the operation management of e-commerce live broadcast and consumer behaviour incentive decision. in e-commerce live streaming.

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