



The Influence of Auditory Marketing on Consumers' Purchase Intention Under e-Commerce Model

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Abstract. With the rapid development of the Internet economy in China, e-commerce in China is also growing and changing, and more and more consumers are shifting their shopping locations from offline to online. The increasingly better living environment has made impulse buying common, attracting the attention of many scholars at home and abroad, and becoming one of the hot spots in the field of consumer behavior research. By selling products in the form of live streaming, we can firstly deepen the connection with consumers through real-time interaction, and secondly reduce the cost of sales while gaining high profits. Most of the existing studies on consumers' online impulse buying intentions and impulse buying behaviors are based on the e-commerce environment. However, in the e-commerce environment, consumers cannot see the goods physically, and they cannot perceive the usage. In the live web shopping scene, these shortcomings can be compensated by the real-time interaction with the anchor, who can show the characteristics of the goods, the description of the touch can make consumers have a more specific and realistic perception of the goods. In addition to attracting many consumers and earning traffic, online shopping live streaming is more important to carry out effective conversion, stimulating consumers to produce impulsive buying behavior, bringing lucrative profits for brand businesses. In the fierce e-commerce live environment, many companies have not yet realized the importance of "auditory marketing" in business competition. As an important part of sensory marketing, it has not received enough attention from the business community and academia. This paper discusses the characteristics and definition of live marketing, the study of consumer motivation in live marketing, the study of the impact of live marketing on consumer decision making, the study of pre and post communication style influencing factors, and the value of auditory marketing and the impact of sound on consumer buying behavior, to illustrate the potential value of using auditory marketing for businesses.

Keywords: Auditory marketing · Live e-commerce marketing · Consumer motivation · Purchase intention

1 Introduction

In a fast-paced lifestyle, live-streaming with goods is increasingly becoming the backbone of promoting merchandise sales. Live webcasting with goods refers to a new shopping model that uses a live streaming platform to recommend goods to consumers in real-time video, answer inquiries and then complete purchases. At present, there are numerous live accounts on social media platforms every day, but the level of sales of live goods varies from anchor to anchor. How to improve the sales of live merchandise has become a challenge. Consumers' purchasing behavior in live streaming is determined by both objective and subjective factors. On the basis of the anchor's inability to change the objective factors of consumers, the combination of auditory marketing and the persuasive power of the anchor's live language style to stimulate consumers' auditory senses influences consumers' subjective judgment to a certain extent. Therefore, auditory marketing can lead to changes in consumers' willingness to buy, thus affecting the sales volume of the products sold in the live broadcast. How to deeply implant products into consumers' minds through auditory marketing is a topic that will be discussed in depth in this paper.

2 Literature Review

The origin of live marketing practice in e-commerce comes from the launch of China's Alibaba Group's "Taobao Live" platform in 2016, since then live marketing has become a new business marketing model and a new traffic windfall, sought after by more and more businesses. The theoretical community has not been concerned with live marketing-related topics for a long time, and is still in the growth phase. This paper will review the relevant literature on the impact of auditory marketing on consumer purchasing power under the live e-commerce model through five aspects: characteristics and definition of live marketing, research on consumer motivation in live marketing, research on the impact of live marketing on consumer decision making, research on pre and post communication style influencing factors, and the impact of auditory marketing on consumer purchasing intention.

2.1 Characteristics and Definition of Live Marketing

Domestic and international research on live marketing has only emerged in large numbers since 2016, and through literature collation it was found that live marketing practices first originated in China, and compared to foreign live streaming involving only live events and sharing among friends, "live streaming + e-commerce" was initially a unique Chinese live streaming model. While the practice is developing, scholars at home and abroad have given their own understanding of the characteristics and definitions of live marketing. Lu [1]. Conducted an empirical study on the live streaming practices of Chinese users and found that in the Chinese context live marketing is used to demonstrate how products are created and used, with the anchor showing different views of the product in front of the camera, answering customers' questions in real time, and organizing live entertainment to encourage customers to buy on the spot. The uniqueness of live marketing is that consumers can interact with the merchant in real time, which leads to an

immersive and engaging shopping experience and enhances interpersonal relationships [2], allowing shoppers to observe the appearance and personality of the seller and thus develop a favorable impression of the seller's appearance, attitude, charm, and talent [3]. Users' perception, evaluation and decision making are mainly realized through real-time interactive communication between anchors and users. Compared with traditional marketing, in the context of live marketing, the three core elements of marketing, "people", "goods" and "field", have changed accordingly. In the past, the research on live marketing mainly focused on the technical problems of live streaming system, user-produced content, the study of factors influencing consumer decisions in live marketing, the motivation of anchors and the motivation of users to watch live streaming. The research on the specific components of the three factors of "people", "goods" and "field" in live marketing and the influence of the communication style of the anchor on the users' willingness to purchase in the live marketing context is very limited. There is a lack of research on the influence of communication style on users' willingness to purchase in the live marketing context, which is difficult to produce effective guidance for live marketing practice.

Generally speaking, a live e-commerce broadcast involves both the anchor and the consumer. In the current live broadcast of goods, many anchors choose to gain the trust of viewers by shaping their unique live broadcast, increasing the flow of viewers and the number of resident viewers as a way to attract consumers to buy goods. For example, some anchors use a storytelling and educational knowledge approach to bring goods, and some anchors use a more earwash, rhythmic approach to bring goods. This emerging marketing communication model is a new experience for consumers, with features such as authenticity, visibility, and real-time, three-dimensional and social interaction compared to traditional models [4].

2.2 Research Related to Consumer Motivation in Live Marketing

Scientific research on the live marketing model has only emerged in large numbers in recent years, and previous scholars have focused their research on live marketing on the motivations of consumers and hosts for live streaming, and because the text takes consumers as the main research object, it only summarizes and composes the consumer motivations in live marketing and summarizes the internal and external reasons for users to watch live streaming. Scholars have conducted the following studies related to foreign live streaming platforms: Hamilton studied the live streaming platform on Twitch and concluded that people participate in live streaming for two purposes: people are attracted to the unique content of a particular live stream and people enjoy interacting with and participating in the community of that stream [5]. Sociality in live streaming takes the form of humorous banter and light-hearted conversation, and Katrin's [6] study of YouNow, a socialized live streaming service, showed that the main motivations for using the platform were convenience and practicality, satisfaction of the need for self-presentation, boredom, and acceptance by the community. In addition to this, Haimson et al. [2] investigated what makes live time more engaging by comparing the stories of Facebook Live and Snapchat Live, and they found that immersion, immediacy, interactivity, and sociality are important for users to watch live broadcasts. In addition to this, scholars have conducted the following studies related to consumer motivation

in domestic live streaming platforms: through a survey, Sjoblom et al. [7] found that tension release, social integration, emotional motivation, and information seeking were users' motivations for watching live games, and they significantly affect the duration of live viewing, subscription behavior and the number of viewers. Lu et al. [1] found through an online survey study of Chinese live streaming users that the main reasons for watching live streaming were to have more fun, to get more opportunities to socialize with others, to find specific information, and a feeling of being trusted and accompanied. Hilvert-Bruce et al. [8] tested an eight-factor social motivation model based on use and satisfaction theory, and the study found six major motivations for viewer participation in live streaming: social interaction, sense of community, meeting new people, entertainment, information seeking, and lack of external support in real life. Viewers' motivation to participate in live entertainment appears to have a stronger social and community base with a stronger motivation for social engagement than in mass media.

2.3 Research on the Impact of Live Marketing on Consumer Decision Making

The aforementioned scholars have mainly studied consumer motivation in live streaming marketing, i.e., the reasons and intentions of users to watch live streaming, and some other domestic and international scholars have also studied the impact of live streaming marketing on consumer decision making. For example, the study of factors influencing consumers' continuous viewing intention in live marketing context: Hu et al. [3] used social identity theory as the basis to explain the audience's continuous viewing behavior intention through the dual identity authentication framework of anchor identification and audience group identification in live streaming platforms, and found that viewers' identification with anchors and audience groups was positively correlated. Users' quasi-social interaction experiences, authentic and ideal self-consistency enhance users' anchor identification, while shared experiences such as user engagement, cognitive exchange and empathy transfer enhance users' group identification, while the type of live stream is also found to moderate the effect of identification on continuous viewing intention to some extent. As well as the impact on users' attitude and purchase intention: Meng Lu et al. [9] found through an empirical study that social presence in the live marketing process would further increase consumers' purchase intention by enhancing their sense of identity. At the same time, he also pointed out that different types of anchors focus on different characteristics of information sources when evoking consumers' purchase intention. Sjoblom et al. [7] investigated how the type of live game affects viewers' satisfaction and showed that the prototype structure of the live platform is more important than the type of game in the live platform. Lu et al. [1] found that the personality and skills of the anchor, the atmosphere of the live room, the novelty of the live broadcast, and the live marketing are more important in live marketing, the novelty of the live broadcast, and the authenticity of the live broadcast had significant effects on user attitudes and purchase intentions.

2.4 A Study of the Anterior and Posterior Influences on Communication Style

Previous research on communication styles in the consumer behavior domain is scarce, and only a few scholars have examined the reflective indicators and antecedent influences

of communication styles in the consumer domain. Marketing scholars have explored the posterior influences of communication style in the consumer behavior domain, mainly referring to the effect of frontline salespeople's communication style on the effectiveness of the salesperson-customer dichotomy [10]. Marketing scholars believe that communication plays an important influence on the effectiveness of interactive communication between buyers and sellers and on transaction closure. Communication contains communication style and communication content, and salespersons maintain good communication during the binary interaction between buyers and sellers can improve consumer satisfaction, enhance consumers' expectations of products and services, reduce consumers' bad expectations, and enhance consumers' willingness to consume. Research shows that the interaction of communication content and communication style can have a great impact on consumers' willingness to buy. In the case that the buyer and seller have the same communication style and different communication content, or the same communication content and different communication style, consumers will be dissatisfied with the communication process and thus terminate the transaction [11]. Norton pointed out that the communication style of the communicator affects his or her image, and the image of the communicator is an aspect of the communicator's ability to reflect, so the choice of communication style of the communicator is very important [12]. Williams and Spiro [10], in their study of communication styles between salespeople and consumers, followed Sheth's division of communication styles into task-oriented, interaction-oriented, and self-oriented, which were used for both buyers and sellers, i.e., one for the buyer and one for the seller. Norton et al. [12] conducted an experimental study by having subjects watch a pre-tested video of a sales interaction and found that communication style had a significant effect on product perception, salesperson-customer interaction, customer purchase probability, and perception of the salesperson. Morgan et al. [13] proposed a model describing how a seller adjusts his or her communication style to best suit the buyer's communication style and stage of the exchange relationship. Li and Mao studied the interaction between a virtual health consultation system and its users and found that when the virtual consultation system communicated in a similar way to the user, i.e., the virtual consultation system used the same Internet slang as the user consistent Internet slang, it can enhance the perceived transparency, involvement, trust, and enjoyment of users during the interaction, and increase their willingness to use again and satisfaction [14]. Fewer Chinese scholars have studied communication styles in the consumer domain; for example, in a study of the effect of proposed kinship on consumer repurchase intentions, Qing Li found that communication style moderated the effect of proposed kinship on repurchase intentions and that the strength of this effect was stronger than the main effect [15]. In studying the effect of anthropomorphic marketing styles on consumers' attitudes toward brands, Wen Yaling found that the use of anthropomorphic communication styles was beneficial in increasing consumers' positive attitudes toward brands [16].

2.5 The Impact of Auditory Marketing on Consumers' Willingness to Buy

With the development of e-commerce live marketing at home and abroad in the form of various platforms gradually mature, live form began to show diversification, the use of auditory marketing to cooperate with the anchor and customer communication mode is

increasingly emerging. The anchor through the live room with fast rhythm and strong drum music to introduce its sales of goods, compared to other senses, sound is more likely to cause the emotional resonance of consumers, through the stimulation of the auditory nervous system, so that customers have a certain cognition of the product brand and memory, so that consumers match identity, stimulate the emotions of consumers, the desire to buy, thereby triggering consumer behavior, so as to achieve the auditory marketing Effect.

The so-called auditory marketing is a marketing method that uses sound as a means to enhance communication and exchange between consumers and brands through sound and to promote a closer connection between consumers and brands [17]. Sound marketing covers a wide range of topics, including advertising, psychology, marketing, and neurology, among others. Sound can break through the barriers of language and text and is sometimes more cost effective than the application of visual marketing. For example, when people are waiting for elevators, subways, or buses, a beautiful melody, a few creative advertising words, or some brand-specific bell ringing frequently, the public will unknowingly receive the brand "baptism", and the hardware facilities for communication is much simpler than visual communication, thus saving a lot of costs for The hardware of communication is much simpler than visual communication, thus saving companies a lot of money [18].

According to philosopher David Robles, "Background music brings harmony and unity to the world in micro activities." Music is very magical; it can change people's moods and can make them relaxed, happy, or even anxious or sad. In the sales area of the mall, making full use of the right sound can be a good way to stimulate the consumer's consumption potential. After people receive external stimuli, they will be absorbed and transformed through the five human sensory systems - vision, hearing, taste, smell and touch - and at the same time trigger the corresponding mental activities, including emotions and desires, and work together with the original memory or cognition to finally trigger the corresponding behavior. The general information reception process is as follows: external stimuli → sensory system receives information → with the original memory triggers mental activities → leading to a variety of possible behaviors Consumers receive a lot of sound information when shopping, including the sound in advertising, the voice of the salesperson and the sound of the shopping place. The inclusion of auditory communication in marketing undoubtedly promotes brand communication, which requires a psychological and neurological perspective to analyze the impact of sound on consumer behavior.

Compared with visuals, sound can carry more information, and through the use of language, rhythm and sound effects, it makes the communication of brand image more three-dimensional and vivid. Music in the environment can mobilize consumers' emotions, and sound messages convey certain emotions to listeners, evoking emotional resonance related to brand values. In the history of human development, auditory stimuli are easily influenced by humans in preference to other stimuli [19]. Music has the advantage of being processed by the human brain in preference to other environmental stimuli. Therefore, music can be used to influence consumers through auditory sensory stimulation. Based on the high-frequency number of purchases required in live e-commerce

marketing and the high-paced scenario of product replacement display, fast-paced background music becomes an obvious choice for live e-commerce marketing. For hedonically motivated consumers, they pursue emotional experience and enjoyment. When the environment is crowded, hedonic consumers are more likely to have emotional ups and downs than practical consumers, and it is a better way to guide hedonic consumers to focus on the excitement of the meal. In a crowded environment, fast-paced music is more likely to attract attention than slow-paced music. Therefore, when hedonistic consumers are faced with a crowded environment, it depends on the influence of music whether they choose to fall into negative or positive emotions. On the contrary, slow tempo music represents the tranquility and comfort in a crowded environment because it is less stimulating and cannot effectively reverse the negative feelings caused by the crowded environment for hedonistic consumers.

3 Conclusion

Based on a review of domestic and international literature, it can be found that the communication style adopted by the anchor is more important than the communication content. The uniqueness of live marketing is that consumers can interact and communicate with sellers in real time, which leads to an immersive and engaging shopping experience, reduces shopping uncertainty, increases users' trust in sellers, and enhances interpersonal relationships. In live streaming, the seller's expressions and product interactions can be delivered to customers in real time, even though they are spatially separated, which provides a sense of direct, synchronized communication. And auditory marketing can help anchors capture consumers' auditory attention to a great extent, bringing them emotional experience and enjoyment, thus extending the length of their stay in the live stream, growing live stream traffic, and making it easier to pay attention to the content of live goods.

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