



RESEARCH ON THE FACTORS INFLUENCING CONSUMER PURCHASE INTENTION ON CHINA'S LIVE BROADCAST PLATFORM

UNDERGRADUATE THESIS

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ABSTRACT

Purpose

This study aims to confirm the changes in consumer behavior observed during the rise of live broadcasting platforms in China, and to preliminarily understand and evaluate the impact of live sales behavior on consumers' purchase intention.

Design

Based on the SOR theoretical model, this study constructs a SOR model that affects consumers' purchase intention based on the SOR model and consumer perception, combined with real-time streaming e-commerce shopping scenarios. A real-time streaming e-commerce dimension is proposed as a stimulus variable in the model for the interaction between real-time streaming chambers in the e-commerce real-time streaming mode, and the real-time streaming e-commerce dimension is used as a stimulus variable in the real-time streaming e-commerce model, taking consumer perception (including value perception, risk perception and pleasure in flow experience) as the mediating variable of the model, this paper puts forward 14 research hypotheses and constructs the research model of this paper. Secondly, according to the scene of China's live broadcast platform, this paper modifies the more mature scale, and surveys the consumers who have shopped under the live broadcast platform in China on the questionnaire star APP, finally, 348 valid questionnaires were collected. The collected data were imported into SPSS and Amos for analysis to test the reliability of the questionnaire and to verify the goodness of fit of the model. Finally, according to the results of empirical analysis, draw conclusions.

Find

The experimental results show that the interaction between live broadcasts has a significant impact on consumers' value perception, risk perception and pleasure. Specifically, the interaction between live broadcasts enhances consumers' value perception of products or services, which makes them more inclined to believe that the products or services have high cost performance or uniqueness. At the same time, this interaction also increases consumers' risk perception and makes them more cautious in purchasing decisions. In addition, the interaction between live broadcasts also enhances consumers' sense of pleasure, making them feel more fun and satisfaction in the process of watching live broadcasts. Further analysis shows that consumer value perception has a significant positive impact on purchase intention, that is, when consumers believe that products or services have high value, their purchase intention will be significantly enhanced. Consumer risk perception also has a significant impact on purchase intention. Finally, consumer pleasure also has a significant positive impact on purchase intention, that is, the stronger the pleasure consumers feel in the process of watching live broadcast, the stronger their purchase intention.

Originality

In the age of new media, this study focuses on how the live streaming industry affects customer behavior. This can serve as a basis for further research. Important role in predicting future consumer purchasing behavior

Key words: **Live broadcasting platforms , purchase intention , interaction , SOR , consumer purchasing behavior**