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The Influencing Factors of Live Broadcast Marketing of Beauty Products on Consumers' Purchase Intention

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Abstract

In recent years, e-commerce live streaming has become a strong support for China's economic development. The COVID-19 epidemic has further prompted more companies to use e-commerce live, and some problems have emerged in the industry after the epidemic. Therefore, the researchers examined the influencing factors of live broadcast marketing on consumers' purchase intention. The purposes of the study were to (1) identify the factors that affect consumers' purchase intention in e-commerce live broadcast marketing, and (2) explore the interaction mechanism between various factors. It was expected that the obtained findings would generate practical implications for practitioners in the e-commerce live broadcast industry. Beauty products were used as an example to conduct research. A questionnaire was constructed with acceptable validity and reliability through the Questionnaire Star APP, and the questionnaire was distributed to viewers of the beauty live broadcast room with the highest popularity on the live broadcast platform. A total of 403 valid responses were collected and analyzed for descriptive statistics, correlation and linear regression. The research results were (1) The six variables of anchor professionalism, high-quality content, preferential promotions, high interactivity, consumer perceived value and consumer perceived trust affect consumers' purchase intention. (2) Both consumer perceived value and consumer perceived trust have a positive impact on consumers' purchase intention; and anchor professionalism, high-quality content, preferential promotions, and high interactivity have a direct impact on consumer perceived value and consumer perception. Trust also has a positive impact. The implications of the findings for e-commerce live broadcast marketing platforms, practitioners and managers lie in the professional training of anchors, established supervision and assessment mechanism, the audience perception and interactive experience, and platforms diversified promotional activities to further attract consumers.

Keywords: *Live streaming marketing, SOR model, purchase intention, perceived value, perceived trust*

1 Introduction

1.1 Research Background

The widespread popularity of the Internet and the continuous development of digital technology have given rise to new industries and business models, prompting changes in consumer types and habits, and driving high-quality economic development. Currently, live streaming marketing has become a new business opportunity with enormous potential (Xie, Li, Gao, & Liu, 2019). Compared with traditional e-commerce, live streaming marketing satisfies consumers' purchasing and experiential needs through real-time interaction, visualization, online viewing, and online purchasing function. Influenced by the COVID-19 pandemic, e-commerce livestreaming has developed rapidly with both transaction volume and user scale increasing significantly. In 2021, China's e-commerce livestreaming market transaction volume increased from CNY 1.285 trillion in 2020 to CNY 2.36151 trillion (NetEconomics, 2023). The rapid development of e-commerce livestreaming has led various industries to accelerate their adoption of this model for online purchases, which in turn has strongly supported economic development.

As a new marketing model integrating e-commerce and live streaming, live streaming marketing in China has soared in popularity. However, due to its short development time and low industry threshold, specific problems, particularly uneven abilities of anchors, rather unstable live broadcasting systems, and homogenized marketing content have gradually emerged. At the same time, some live broadcast merchants pursue high traffic while ignoring the credit value enhancement of their content which challenges consumer trust (Wei, Li & Liu, 2022). These issues seriously hinder the development of e-commerce livestreaming. With the end of the pandemic, e-commerce livestreaming has currently faced challenges from offline physical economy competition. Therefore, it is important to examine the influencing factors and mechanisms of consumers' purchase intention toward e-commerce livestreaming so that the live streaming industry can effectively support China's economic internal circulation.

Beauty products play an important role in live streaming marketing, as consumers need to visually experience their effects due to the nature of the products. Live streaming marketing can ideally meet the demand of beauty products for makeup and skin care, including cosmetics for hair, nails and fragrances. According to data released by market research company QuestMobile, beauty products accounted for as much as 37.5% of short video live streaming in 2020. Therefore, exploring the factors that influence consumers' purchase intention in e-commerce live streaming marketing using beauty products as an example is considered worth investigating.

1.2 Research objectives

Two research objectives of the study were to (1) identify the factors that affect consumers' purchase intention in e-commerce live broadcast marketing, and (2) explore the interaction mechanism between various factors. It was expected that the obtained findings

would generate practical implications for practitioners in the e-commerce live broadcast industry order to further develop good practices for China's e-commerce live broadcast marketing.

2. Literature Review

2.1 Livestream Marketing

Live marketing is a form of marketing based on consumer usage and satisfaction. It utilizes modern technology and social media platforms to provide real-time video content, visually showcasing products to consumers, interacting with them, and ultimately promoting purchase behavior (Zhai, 2017). Live marketing relies on the real-time interaction, open visibility, strong entertainment value and other characteristics provided by online live streaming. Through hosts explaining and demonstrating products to audiences during live broadcasts, marketing can be conducted effectively.

As an emerging marketing model, e-commerce live streaming has developed rapidly in recent years and has been extensively studied by scholars. The convenience, richness of content, low threshold for participation and wide audience characteristics of live streaming marketing have brought huge traffic economy benefits. Live streaming marketing has advantages, such as lower marketing costs, faster coverage, direct sales effects and effective marketing feedback. Live streaming marketing is still in its infancy stage; the audit standards for live stream merchants on e-commerce platforms are not standardized enough; the degree of industry specialization is relatively low; some merchants engage in false advertising which leads to a decrease in consumer trust and affects their willingness to purchase. Zhao & Wang (2021) confirmed that the professionalism of anchors and other characteristics can affect consumers' purchase intention by influencing their perceived function and emotion. Scholar Cai (2021) asserted that the interactive behavior in the live broadcast room can form a two-way transmission of information, affect consumer perceived value, and enhance trust. Chen (2020) proposed that the degree of price discounts will have a positive impact on consumers' purchase intention by influencing their perception of value. Jiang (2019) pointed out in his research that high-quality content in live marketing not only includes diversified products but also comprehensive product displays and quality assurance by anchors.

2.2 Consumers' Purchase Intention

Consumers' purchase intention refers to the probability of consumers willing to take specific purchasing actions; consumer willingness represents the likelihood of consumers buying products (Feng, Mu & Fu, 2006). In this study, consumers' purchase intention refers to the possibility of consumers purchasing products and services during live streaming.

A large number of scholars have conducted research on consumers' purchase intention. Huang (2021) found through empirical research on consumers' purchase intention for agricultural specialty products in live marketing that cognition and trust have

a positive impact on purchasing willingness. Yang (2021) explained that merchants' preferential promotions and product information have a significant positive effect on consumer perceived value, thereby affecting purchase intention. Wang et al. (2017) found that consumer perceived value has a positive effect on purchase intention. In the context of live streaming e-commerce, consumer trust is the foundation and goal of development, as well as a rare resource and asset. The development of live streaming economy needs to be supported by consumer trust (Xiong, 2022). Li (2014) confirmed that trust can increase consumers' willingness to buy goods, and then make them generate purchase intention through perceived value. The greater the perceived value, the stronger the purchase intention as consumers pursue maximizing perceived value. Trust as an important factor can affect consumers' purchase intention. From the previous studies by these scholars, we can see that various factors influence consumers' purchase intention, among which consumer perception of value and trust have a greater impact on consumption behavior.

2.3 S-O-R Theory Model

The S-O-R theory model (Stimulating-Organism-Response) was proposed by Mehrabian & Russell in 1974 to explain and predict the impact of environmental stimuli on individual cognition, emotion, and behavior. The model suggests that external stimuli can affect an individual's psychological state, which in turn affects their behavior. The model considers stimulus, organism, and response as independent variables, mediating variables, and dependent variables, respectively (Zhai, 2017; Yang 2021).

The S-O-R theory model has been widely used in the study of consumers' purchase intention. The S-O-R model investigates the impact of lenient online return policies on consumers' perceived product quality and purchase intention. The consumer purchasing decision-making model based on the S-O-R model explores factors influencing consumers' purchase intention in e-commerce live streaming scenarios. It can be seen that the S-O-R theory model has good applicability for studying consumers' purchase intention (Zhai, 2017; Yang 2021). As described so far, the researchers of the present study reviewed previous research results, the S-O-R model as a research framework, the characteristics of e-commerce live marketing as external stimuli factors, and perceived consumer values and trust as internal psychological factors. This is to examine and identify the influencing factors and mechanisms of consumers' purchase intention in e-commerce live streaming.

2.4 Research Hypotheses and Research Framework

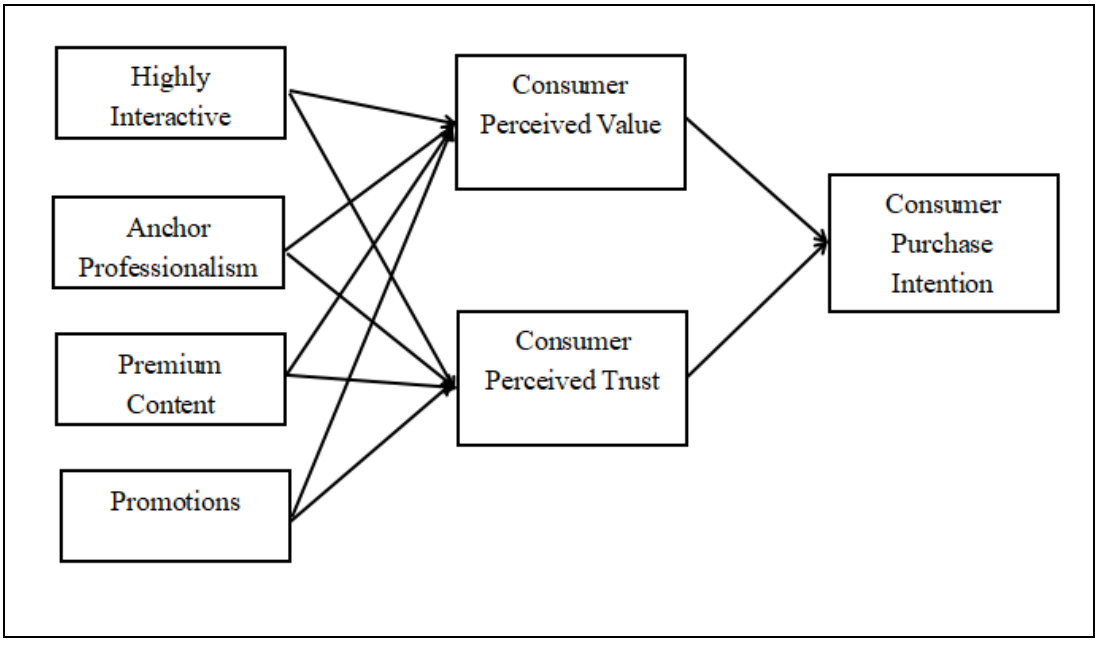
Based on the above-mentioned review of previous studies, the researchers of the present study put forward ten research hypotheses as shown in Table 1 below:

Table 1: Research Hypotheses

Summary of Assumptions	
NO.	**Research Hypotheses**
H1a	High interactivity has a significant positive impact on perceived value.
H1b	High interactivity has a significant positive impact on perceived trust.
H2a	Anchors' professionalism has a significant positive impact on perceived value.
H2b	Anchors' professionalism has a significant positive impact on perceived trust.
H3a	Promotions have a significant positive impact on perceived value.
H3b	Promotions have a significant positive impact on perceived trust.
H4a	Premium content has a significant positive impact on perceived value.
H4b	Premium content has a significant positive impact on perceived trust.
H5	Perceived value has a significant positive impact on consumers' purchase intention.
H6	Perceived trust has a significant positive impact on consumers' purchase intention.

The empirical framework in this study is shown in Figure 1 below:

Figure 1: Empirical Framework of Study



3. Research Methodology

3.1 The Respondents

The respondents in this study were to give data on influencing factors and the mechanism of interaction between consumers' purchase intention in e-commerce live broadcast marketing. They belonged to the watching group of the live broadcast of beauty

products in China. The data, as of June 2022, reported the total number of e-commerce live broadcast users in China at 469 million. The calculation formula: n=N/(1+N*e2) (e takes 0.05) resulted in 399.99 and rounded as 400 as the number of respondents to respond to the questionnaire. To ensure the needed number of returned responses in the data collection process, the researchers planned to contact 450 respondents.

3.2 The Instrument

The researchers designed a questionnaire to collect needed data. The questionnaire has three parts: (1) the screening questions on the survey participants. (2) demographic information on the respondents' gender, age and occupation, and (3) a 7-point Likert scale to assess seven variables: (i) anchor professionalism, (ii) preferential promotions, (iii) high-quality content, (iv) highly interactive, (v) perceived value, (vi) perceived trust, and (vii) consumers' purchase intention.

4. Data Collection and Data Analysis

The electronic questionnaire was produced through the Questionnaire Star APP and distributed/ collected in the live broadcast rooms of beauty anchors with the largest number of fans among the two largest live broadcast platforms in China, Douyin and Taobao.

The collected data were then analyzed by a computer statistical software for descriptive statistics, correlation and linear regression.

5. Results of the Study

The total of 403 valid responses were obtained—meeting the target number of 400. All of the results are reported in this section.

5.1 The Respondents' Demographic Variables

Table 2 reports consumers who watched live streaming of beauty products on e-commerce platforms, with more females (51.86%) than males (48.14%). This is natural that women have a higher interest in beauty products and prefer online live shopping They are between the ages of 18-35 (54.59%), indicating that young people are the main audience of e-commerce live streaming and have a strong acceptance toward new types of online shopping methods. In terms of occupation, corporate employees (60.55%) are the main audience group, followed by freelancers (24.07%). Most viewers have an undergraduate degree (43.18%), which corresponds to the audience profile of e-commerce live streaming being young people with higher education. As for monthly disposable income, viewers of 40.69% have a monthly disposable income at RMB5001-8000 (approximately USD770-1230), while 30.52% at RMB2001-5000 (approximately USD310-770). The results reveal that the audience watching live marketing has certain purchasing power. The obtained data show consumers on live broadcasts of beauty products as relatively balanced in gender, aged between 18-35 years old, with higher education and certain purchasing power.

Table 2: The Respondents' Demographic Variables

Demographic variables	Items	Frequency	Percentage
Gender	Male	194	48.14
	Female	209	51.86
Age	18~35 years old	220	54.59
	36~50 years old	134	33.25
	Over 50 years old	49	12.16
Profession	Student	24	5.96
	Business unit staff	38	9.43
	Corporate employees	244	60.55
	Freelancer	97	24.07
Education Level	High school and below	36	8.93
	Junior college	132	32.75
	Undergraduate	174	43.18
	Postgraduate	61	15.14
Monthly Disposable Amount	Below RMB 2000	17	4.22
	2001~5000 yuan	123	30.52
	5001~8000 yuan	164	40.69
	More than 8001 yuan	99	24.57
Total		403	100.0

5.2 Reliability and Validity

5.2.1 Reliability Analysis

The researchers conducted a reliability test on the sample data to measure the degree of reliability and stability between different variables in the questionnaire. The most commonly used Cronbach's α coefficient was used to test the reliability of the questionnaire content categories in this study. Generally, if the α value is greater than 0.7, it indicates good reliability.

Table 3: Results of the Reliability Test

Title	Cronbach's alpha
Anchor Professionalism	0.838
Promotions	0.819
Premium Content	0.815
Highly Interactive	0.805
Perceived Value	0.856
Perceived Trust	0.853
Purchase Intention	0.826

As shown in Table 3, the reliability coefficients of all variables are greater than 0.7, indicating that the quality of research data is highly reliable and can be used for further analysis.

5.2.2 Validity Analysis

Validity refers to the effectiveness of the sample data, which reflects the accuracy level of the research questions measured by the questionnaire. The method for testing validity is to first use KMO value and Bartlett's sphericity test to check whether the sample data meet the requirements for factor analysis to proceed to exploratory factor analysis through principal component analysis and cumulative variance rotation method. In validity testing, a KMO value greater than 0.8 and a significance index p value less than 0.05 in Bartlett's sphericity test are generally selected as standards for testing. When the sample data meet these standards, it indicates that the sample data are suitable for information extraction and meet the requirements of factor analysis.

Table 4: KMO and Bartlett's Test

KMO Value		0.899
Bartlett's Sphericity Test	Approximate Chi-Square	4344.860
	df	253
	p	0.000

According to Table 4, the KMO value of the variables in this study is 0.899, which is higher than 0.8. The significance index p value of Bartlett's sphericity test is 0.000, less than 0.05. This indicates that the seven variable items in the study are suitable for information extraction, with good validity and suitable for factor analysis. Subsequently, an exploratory factor analysis was conducted on the sample data.

Table 5: Validity Analysis Results

Item	Factor loading coefficient							Common variance (common factor variance)
	Factor 1	**Factor 2**	**Factor 3**	**Factor 4**	**Factor 5**	**Factor 6**	**Factor 7**	
A1			0.798					0.746
A2			0.836					0.782
A3			0.786					0.749
B1				0.802				0.730
B2				0.813				0.762
B3				0.772				0.711
C1					0.788			0.735
C2					0.766			0.713
C3					0.827			0.755
D1						0.818		0.737
D2						0.790		0.724
D3						0.781		0.732
E1	0.785							0.703
E2	0.783							0.701
E3	0.789							0.690
E4	0.797							0.715
F1		0.794						0.712
F2		0.777						0.704
F3		0.791						0.705
F4		0.769						0.697
G1							0.777	0.734
G2							0.752	0.750
G3							0.785	0.755
Cumulative variance explained (%) (Pre-rotation)	34.269%	42.065%	49.428%	56.029%	62.246%	67.872%	72.795%	-
Cumulative Variance Explained (%) (After Rotation)	12.462%	24.818%	34.732%	44.397%	54.046%	63.490%	72.795%	-

The sample data were processed using principal component analysis and cumulative variance rotation to conduct an exploratory factor analysis. Seven common factors were extracted and rotated orthogonally after extracting the factors with characteristic root values greater than 1. The factor loading coefficients of each variable item on its corresponding common factor and the communality of each observed variable item under its corresponding common factor were observed. When the absolute value of the factor loading coefficient is higher than 0.5, and the cumulative variance explanation rate is above 50%, it indicates that all measurement items in the sample meet requirements, and the scale can accurately and effectively measure variables; otherwise, it means that some items need to be deleted from the scale. As shown in Table 5, all measurement items have a high absolute value for their factor loading coefficients (>0.5), and after rotation, the cumulative variance explanation rate is 72.795%, which is greater than 50%. Therefore, this study's scale has a high degree of validity for explaining seven variables: anchor professionalism, promotional discounts, quality content, high interactivity perception, value perception, trustworthiness, and purchase intention.

5.3 Correlation Analysis

The researchers used Pearson product-moment correlation coefficient as a measurement index to test the correlation between dimensions, with a value range of -1 to 1. The closer the absolute value of Pearson product-moment correlation coefficient is to 1, the stronger the correlation between variables. In this section, Pearson product-moment correlation coefficient was used to analyze the correlations among dimensions.

Table 6: Pearson Correlation

	Purchase Intention	**Perceived Trust**	**Perceived Value**	**Highly Interactive**	**Premium Content**	**Promotions**	**Anchor Professionalism**
Purchase Intention	1						
Perceived Trust	0.448**	1					
Perceived Value	0.400**	0.384**	1				
Highly Interactive	0.404**	0.358**	0.341**	1			
Premium Content	0.451**	0.353**	0.349**	0.355**	1		
Promotions	0.430**	0.374**	0.409**	0.348**	0.390**	1	
Anchors Professionalism	0.463**	0.381**	0.362**	0.365**	0.381**	0.326**	1

* $p<0.05$ ** $p<0.01$

As shown in Table 6, the correlation coefficients between purchase intention and anchors' professionalism, perceived value, perceived trust, premium content, promotions and high interactivity are 0.463, 0.400, 0.448, 0.451, 0.430, and 0.404, respectively, all greater than 0. It shows that there is a significant positive correlation between purchase intention and anchors' professionalism, perceived value, perceived trust, premium content, promotions and high interactivity.

5.4 Linear Regression Analysis

5.4.1 Regression Analysis of the Characteristics of Live Marketing and Consumer Perceived Value

In order to verify the impact of live marketing on consumer perceived value, highly interactive, premium content, promotions, and anchors were taken as independent variables, while perceived value was taken as the dependent variable for linear regression analysis.

Table 7: Linear Regression Analysis Results (n=403)

	Non-standardized coefficient		**Standardized coefficient**	***t***	***p***	**Collinearity diagnosis**	
	B	**Standard Error**	***Beta***			**VIF**	**Tolerance**
Constant	1.303	0.264	-	4.928	0.000**	-	-
Highly Interactive	0.141	0.049	0.142	2.910	0.004**	1.282	0.780
Premium Content	0.134	0.050	0.133	2.679	0.008**	1.335	0.749
Promotions	0.241	0.047	0.250	5.119	0.000**	1.284	0.779
Anchors Professionalism	0.170	0.047	0.178	3.641	0.000**	1.289	0.776
R^2			0.262				
Adjusted R^2			0.254				
F			$F(4, 398)=35.249$, $p=0.000$				
D-W			1.985				

Dependent Variable: Perceived Value

* $p<0.05$ ** $p<0.01$

Table 7 shows the regression coefficients of high interactivity, premium content, promotions and anchors' professionalism at 0.141, 0.134, 0.241 and 0.170, respectively. The linear regression model formula is: perceived value = 1.303 + 0.141*high interactivity + 0.134*premium content + 0.241*promotions + 0.170*anchors' professionalism. The R2 value of this model is 0.262, indicating that these four independent variables can explain

the change in perceived value by up to 26 .2%. The F-test of the model (F=35 .249, p=0 .000<0 .05) passed the test which means at least one of these four independent variables will have an impact on perceived value. In addition, in this model all VIF values are less than 5, which means there is no collinearity problem; the D-W value is around two digits which indicates that there is no autocorrelation in this model, and there is no correlation between sample data. Therefore, this model performs well. Thus, it can be concluded that high interactivity, premium content, promotions and anchors' professionalism appear to have a significant positive impact on perceived value, i.e., hypotheses H1a, H2a, H3a, and H4a hold true.

5.4.2 Analysis of the Impact of Live Streaming Marketing on Consumer Perception and Trust

The researchers conducted a linear regression analysis with high interactivity, premium content, promotions, and anchors as independent variables and perceived trust as the dependent variable.

Table 8: Linear Regression Analysis Results (n=403)

	Non-standardized coefficient		**Standardized coefficient**	***t***	***p***	**Collinearity diagnosis**	
	B	Standard Error	*Beta*			VIF	Tolerance
Constant	1.338	0.263	-	5.095	0.000**	-	-
Highly Interactive	0.164	0.048	0.166	3.401	0.001**	1.282	0.780
Premium Content	0.141	0.050	0.141	2.834	0.005**	1.335	0.749
Promotions	0.186	0.047	0.195	3.982	0.000**	1.284	0.779
Anchors Professionalism	0.192	0.046	0.203	4.139	0.000**	1.289	0.776
R^2				0.259			
Adjusted R^2				0.252			
F			*F* (4, 398)=34.815, *p*=0.000				
D-W				2.133			

Dependent Variable : Perceived Trust

* $p<0.05$ ** $p<0.01$

As seen in Table 8, the regression coefficients of high interactivity, premium content, promotions and anchors' professionalism are 0.164, 0.141, 0.186 and 0.192, respectively. The linear regression model formula is: perceived trust = 1.338 + 0.164*high interactivity + 0.141*premium content + 0.186*promotions + 0.192*anchors' professionalism. The R2 value of this model is 0.259 which indicates that these four independent variables can explain

the variation in perceived trust by up to approximately 25 .9%. The F-test for the model (F=34 .815, p=0.000< 0.05) passed the test indicating that at least one of these four independent variables has a significant impact on perceived trust. In addition, all VIF values in this model are less than 5 which means there is no collinearity problem; D-W value around 2 indicates that there is no autocorrelation in this model and there is no relationship between sample data suggesting a good fit for the model. Therefore, high interactivity, premium content, promotions and anchors' professionalism appear to have significant positive effects on perceived trust which supports hypotheses H1b, H2b, H3b, and H4b being as true statements.

5.4.3 Analysis of the Impact of Perceived Value and Trust on Consumers' Purchase Intention

Perceived value and trust are taken as independent variables, while purchase intention is taken as the dependent variable for linear regression analysis.

Table 9: Linear Regression Analysis Results (n=403）

	Non-standardized coefficient		**Standardized coefficient**	*t*	*p*	**Collinearity diagnosis**	
	B	Standard Error	*Beta*			VIF	Tolerance
Constant	1.631	0.234	-	6.970	0.000**	-	-
Perceived Value	0.270	0.047	0.268	5.756	0.000**	1.173	0.853
Perceived Trust	0.351	0.047	0.346	7.430	0.000**	1.173	0.853
R^2			0.262				
Adjusted R^2			0.258				
F			*F* (2, 400)=71.028, *p*=0.000				
D-W			1.970				

Dependent Variable: Purchase Intention

* $p<0.05$ ** $p<0.01$

According to Table 9, the regression coefficients of perceived value and perceived trust are 0.270 and 0.351, respectively. The linear regression model formula is: purchase intention = 1.631 + 0.270*perceived value + 0.351*perceived trust. The R2 value of this model is 0.262, which indicates that these two independent variables can explain 26.2% of the variation in purchase intention reasons. The F-test was conducted on the model (F=71.028, p=0.000<0.05), which passed the test indicating that at least one of these independent variables will have an impact on perceived trust relationship. In addition, all

VIF values in this model are less than 5, meaning there is no collinearity problem; D-W values around 2 indicate that there is no autocorrelation in this model and there is no correlation between sample data, making it a good model. Therefore, both perceived value and perceived trust appear to have a significant positive impact on purchase intention relationships, thus supporting hypotheses H5 and H6 as valid assumptions in this study.

5.5 Summary of Research Hypotheses

As reported, the results in Table 2-9 support all ten hypotheses with the obtained empirical evidence.

Table 10: Results of Research Hypotheses

No.	Hypotheses	Results
H1a	High interactivity has a significant positive impact on perceived value.	Accepted
H1b	High interactivity has a significant positive impact on perceived trust.	Accepted
H2a	Anchors' professionalism has a significant positive impact on perceived value.	Accepted
H2b	Anchors' professionalism has a significant positive impact on perceived trust.	Accepted
H3a	Promotions have a significant positive impact on perceived value.	Accepted
H3b	Promotions have a significant positive impact on perceived trust.	Accepted
H4a	Premium content has a significant positive impact on perceived value.	Accepted
H4b	Premium content has a significant positive impact on perceived trust.	Accepted
H5	Perceived value has a significantly positive effect on consumers' purchase intention.	Accepted
H6	Perceived trust has a significantly positive effect on consumers' purchase intention.	Accepted

6. Discussion and Conclusion

6.1 Discussion and Prospects

The results of this study were consistent with those findings on the impact of the characteristics of e-commerce anchors on consumers reported by earlier researchers. Fang (2018) asserted that the anchor's professional abilities and interactive communication with the audience in e-commerce live broadcast marketing can enhance consumers' value perception, thereby increasing purchase intention. Yang et al. (2018) studied the impact of the characteristics of "Internet celebrities" on consumers' purchase intention, and concluded that the professional knowledge possessed by "Internet celebrities" can create consumers trust, thereby promoting purchase intention. Chen (2020) found that discounts affect consumers' purchase intention in e-commerce live broadcasts. Jiang (2019) emphasized high-quality content of live broadcast marketing as affecting consumers' cognitive attitudes

and consumers' purchasing decisions.

By comparing the major findings in this study with those of previous scholars, we can see that the anchor's professionalism, promotions, premium content, high interactivity, consumer perceived value, and consumer perceived trust are all factors that affect consumers' purchase intention on e-commerce live broadcasts. And the anchor's marketing characteristics can positively affect consumer perceived value and perceived trust, thereby affecting consumers' purchase intention. Therefore, the findings suggest that the e-commerce live broadcast industry--both enterprises and live broadcast platforms--should focus on these six factors as confirmed by the hypotheses in this study.

6.2 Research Conclusion

All the hypotheses under study are established, which shows that in e-commerce live broadcast marketing, anchors' professionalism, promotions, premium content, high interactivity, consumer perceived value and consumer perceived trust are all factors that affect consumers' willingness to purchase. Among them, perceived value and perceived trust appear to have direct impacts on consumers' willingness to purchase. Anchors' professionalism, promotions, premium content, and high interactivity of e-commerce live broadcast marketing can all directly and significantly affect consumer perceived value and perceived trust, and thus determine consumers' purchase intention. This conclusion is consistent with the findings reported by previous scholars. It is expected that future research would be conducted on other types of products to further confirm the influencing factors of consumers' purchase intention.

6.3 Limitations

It should be noted that this study is confined to beauty products on live broadcasts, which limits generalizability of the obtained results. In this regard, future researchers might want to cover other types of products as research objects to gain insight into the overall picture of consumers' purchase intention in e-commerce live broadcast marketing. Moreover, the intermediate variables could be extended to cover perceived functional value and perceived emotional value, so as to compare the influence weight of perceived value from different perspectives. The combination of qualitative and quantitative research could also be used to project a clear image on the dimensions of consumers' purchase intention.

6.4 Recommendations

Based on the obtained findings, the researchers would like to recommend four points on live streaming marketing:

(1) E-commerce live streaming platforms should strengthen the training of their hosts and establish supervision and assessment mechanisms. As known, the low entry barriers in the e-commerce live streaming industry have resulted in a mixed level of

professionalism among hosts. As they are the core figures in live marketing, their level of professionalism is crucial in creating consumer trust and enhancing their perceived value. Therefore, hosts need quality training to enhance their professional knowledge and communication skills to attract consumers during live broadcasts. In this regard, major e-commerce platforms need to strengthen host training and mechanisms to increase consumer trust in products and willingness to purchase.

(2) It is important to establish good interactions on live broadcast. Hosts can promptly respond to consumers' questions through bullet comments, involve them in discussions or ask questions, and give/ elicit feedback in support of friendliness in participation.

(3) Hosts should continuously carry out promotional activities by providing limited-time discounts, coupons giveaways or lucky draws during live streams which will attract viewers who feel that they will get greater benefits after making purchases.

(4) Live streaming platforms need to provide quality content ensuring sufficient information volume as well as attractiveness while strengthening standard product control measures to satisfy customers' needs and expectations.

7. The Authors

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