

A Review of Content Marketing's Influence on Consumers' Purchase Intention in Live-streaming E-commerce

Yuan Wang*

School of Business Administration, Guizhou University of Finance and Economics, Guiyang 550025, China

*Corresponding author: Yuan Wang, 2377707601@qq.com

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Abstract: In the contemporary digital landscape, the proliferation of information has led to an increasing diversity of channels through which consumers obtain information, resulting in a gradual transformation of shopping habits. Consumers now frequently rely on external sources to make well-informed purchasing decisions, leading to the emergence of live shopping as a prominent avenue for gathering product information and completing transactions. E-commerce live streaming has experienced rapid growth, leveraging its ability to generate traffic and capture consumer attention. The integration of content and live streaming not only meets users' psychological needs but also facilitates seamless communication between buyers and sellers. From the perspective of content marketing typologies, this paper examines content marketing across three key dimensions: informational content, entertainment content, and emotional content. It further explores the impact of content marketing on consumers' purchase intentions within the context of e-commerce live streaming.

Keywords: Content marketing; E-commerce live streaming; Consumer purchase intention

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1. Introduction

E-commerce live streaming has emerged as an innovative and transformative extension of the "live +" paradigm within the broader e-commerce landscape. It has fundamentally reshaped traditional sales models by dismantling the long-standing unidirectional approach that previously characterized interactions between consumers and products. In this dynamic model, the anchor assumes the role of the central marketing entity, while content marketing serves as the essential medium driving engagement. This integrated approach seamlessly combines consumption with service and experiential elements, creating an immersive and interactive shopping ecosystem.

The "live +" model effectively addresses several shortcomings inherent in traditional online sales. Through key features such as real-time interaction—allowing consumers to ask questions and receive immediate responses from anchors or fellow viewers—enhanced visualization, which presents products more vividly than static images, and integrated purchasing functionalities, this approach caters to consumers' demand for high-quality products

while delivering an engaging shopping experience.

The rapid expansion of e-commerce live streaming has unlocked significant opportunities for content marketing. Unlike the static nature of text and images, live streaming enables information to be conveyed in a dynamic, engaging, and interactive manner, making products more tangible and appealing. E-commerce live-streaming platforms also serve as crucial channels for directing consumer traffic toward merchants, acting as virtual marketplaces where users engage with content and products.

However, as the e-commerce landscape evolves, several challenges have emerged. The cost of customer acquisition has been steadily increasing, while conversion rates have declined, indicating that attracting customers has become more difficult and less effective. Additionally, the traffic dividend, once a primary driver of growth, has reached its peak, limiting the potential for expansion through increased traffic alone. The market has also become saturated with homogeneous marketing content, where numerous live streams feature similar and unoriginal presentations, further contributing to persistently low purchase conversion rates.

In this highly competitive environment, high-quality content marketing has become a crucial factor for success. Effective content marketing enhances live streaming sessions by delivering valuable information, entertainment, and emotional connections that sustain consumer interest and foster brand loyalty. By providing unique, engaging, and relevant content, e-commerce enterprises can distinguish themselves in the market and optimize marketing outcomes. As consumer expectations continue to rise, content remains an indispensable element in attracting audiences, expanding traffic, and improving conversion rates. The mastery of content marketing strategies will determine success in the evolving e-commerce live-streaming landscape.

2. The influence of informational content marketing on consumers' purchase intention

Informational content serves as the foundation of content marketing, primarily providing consumers with detailed insights into the functional attributes of products. By delivering relevant and valuable information, it enables consumers to make informed decisions, fostering a stronger inclination to purchase. However, the effectiveness of informational content is not determined solely by its volume but by its utility and ability to address consumers' specific needs ^[1]. Content that aligns precisely with consumer demands enhances shopping motivation and engagement.

Informational content is distinguished by its intuitiveness, usability, and credibility. It must present product details in an accurate and transparent manner, facilitating a comprehensive understanding of the product and other relevant information. Some scholars suggest that the value of communication content plays a crucial role in determining the effectiveness of content marketing ^[2]. Specifically, the more effective the content delivered through marketing strategies, the greater its impact on consumers' purchase intention. For example, in the technology sector, when promoting a new smartphone, detailed informational content about its advanced camera features, processing power, and battery life can significantly enhance consumers' understanding and interest, ultimately strengthening their purchase intention ^[3].

3. The influence of entertainment content marketing on consumers' purchase intention

Entertainment content within the domain of content marketing is designed to capture consumers' attention through its engaging and captivating nature. In a market saturated with marketing stimuli, consumers often develop indifference toward repetitive and mundane content. Therefore, incorporating intriguing and interactive elements is essential. Such content has the potential to provide consumers with an enjoyable entertainment experience, thereby enhancing their psychological and emotional states and ultimately influencing their purchasing decisions ^[4].

In the field of Internet advertising research, scholars have identified that the entertainment value of content significantly impacts consumers' perceptions and engagement with advertisements. It not only increases their interest but also strengthens their purchase intention. Moreover, this type of content can foster positive attitudes and behaviors among consumers by evoking feelings of pleasure or fascination, alleviating stress, and exerting a favorable influence on their final purchasing decisions. The effectiveness of content marketing relies on both value and entertainment; the absence of either element can hinder the achievement of desired marketing outcomes ^[5].

Empirical research has demonstrated that engaging online content receives higher levels of recognition, acceptance, and comprehension, as it effectively captures consumers' attention and contributes to the development of a positive brand and product image. This, in turn, facilitates an increase in consumers' purchase intention. For instance, in a popular beauty livestream, the host incorporates entertaining elements such as makeup challenges and humorous anecdotes, which not only sustain audience engagement but also heighten interest in the promoted products ^[6].

4. The influence of emotional content marketing on consumers' purchase intention

In this context, emotion refers to the affective response elicited when an individual's subjective experience aligns with objective needs. In content marketing, the emotional resonance evoked by content serves as an indicator of consumers' identification with brands and products. When content marketing successfully conveys an emotional appeal that resonates with customers, it fosters a deeper connection with the product, thereby enhancing their intention to take action. Once consumers establish an emotional bond, it becomes easier to cultivate their trust, ultimately leading to emotional resonance ^[7].

In product advertising and packaging, the strategic integration of emotional elements is essential in fulfilling consumers' psychological needs and achieving overarching marketing objectives. The emotions elicited by content are perceived by consumers as an emotional commitment, which serves as a powerful driver of purchase intention ^[8]. This emotional commitment positively influences consumer behavior, and its effects have been validated in various contexts. Some scholars have proposed a three-dimensional structure of brand association, emphasizing the core concept of relationships, particularly highlighting the significant role of emotion in purchase intention ^[9].

Furthermore, research has demonstrated that the specific emotional tone of brand communication content can lead to varying consumer behaviors. Notably, positive emotional content has been found to be more effective in driving user engagement and purchase behavior. In e-commerce live streaming, emotional content that reflects real-life experiences and evokes consumer empathy may include narratives about product usage that inspire nostalgia or stories illustrating how a particular product has improved individuals' quality of life ^[10].

5. Conclusion and suggestions

5.1. Research conclusion

This comprehensive and meticulously designed study has unequivocally established that content marketing—encompassing the three critical dimensions of informational, entertainment, and emotional content—exerts a significantly positive influence on consumers' purchase intention. Through an in-depth analysis of extensive data and a series of well-structured experiments, it has become evident that these different types of content collectively shape consumers' decision-making processes.

Informational content, by providing detailed insights into product features, specifications, and usage instructions, equips consumers with the essential knowledge required to make informed purchasing decisions.

Entertainment content, in contrast, introduces an element of enjoyment and engagement into the shopping experience, capturing consumers' attention and enhancing their overall interaction with the brand. Emotional content, by appealing to consumers' deeper feelings and aspirations, fosters a stronger connection between them and the product or brand on a personal level.

This underscores the significance of strategically implementing content marketing strategies within the dynamic and rapidly evolving live-streaming ecosystem to enhance consumers' purchase propensity. By carefully tailoring content to align with the interests and needs of the target audience, live streamers can create a more immersive and persuasive shopping environment.

Anchors, as central figures and key facilitators in this process, play a crucial role in maximizing consumers' perception and receptivity to these diverse content dimensions. Leveraging their communication skills, charisma, and product knowledge, they can present content in a compelling and engaging manner. Through vivid descriptions, live demonstrations, and interactive engagement with the audience, they can effectively bring products to life, ensuring that the content resonates deeply with consumers.

By skillfully implementing these strategies and techniques, anchors can successfully stimulate consumers' latent purchase desires, leading to increased sales and heightened customer satisfaction. This, in turn, drives the overall success and growth of e-commerce live streaming. As the industry continues to expand and mature, the importance of content marketing—and the role of anchors in leveraging its potential—will only continue to grow, shaping the future landscape of e-commerce.

5.2. Suggestions

In the increasingly competitive business landscape of the future, while surface-level competition may appear to revolve around traffic acquisition, the fundamental essence lies in the contest for high-quality content. The current internet traffic is highly fragmented, with significant concentrations not only on mainstream e-commerce live-streaming platforms but also dispersed across content-driven platforms such as Douyin, Kuaishou, and XiaoHongshu. To succeed in this environment, enterprises should leverage e-commerce live streaming as a strategic tool to refine their product and service offerings. They must ensure a seamless integration of live stream content with brand and product identities while meticulously curating and disseminating a diverse range of marketing content. This requires an in-depth and nuanced understanding of consumer needs to foster a stronger connection with the target audience.

During the live broadcast content marketing process, enterprises should prioritize the dissemination of comprehensive informational content, including detailed specifications regarding product functionality, appearance, and operation methods. By providing clear and reliable information, they can effectively mitigate consumers' concerns regarding perceived risks and uncertainties, thereby enhancing their confidence in purchasing decisions. Furthermore, enterprises should actively explore innovative and interactive entertainment modalities. Through continuous advancements in live-streaming formats, they can offer novel and engaging viewing experiences to e-commerce live-stream audiences, thereby improving content dissemination and promotional effectiveness.

Additionally, it is essential to strategically integrate different content types. Beyond accurately conveying informational content to elucidate product details, enterprises should also master the marketing techniques associated with emotional and entertainment content. Special emphasis should be placed on optimizing the presentation and delivery of these content forms to maximize their impact on consumers. By carefully balancing these elements, enterprises can enhance audience engagement, strengthen brand affinity, and ultimately drive higher conversion rates in e-commerce live streaming.

Disclosure statement

The author declares no conflict of interest.

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