

Analysis of Impulsive Buying Behavior in Live Broadcast Scenarios

Yide Sun

Zhejiang Yuexiu University of Foreign Languages, Shaoxing 312000, Zhejiang Province, China

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Abstract: In the past two years, with the continuous development of the Internet economy and the increase of e-commerce platforms, product sales in the form of live broadcast have also become the mainstream. This article takes e-commerce live broadcasts as the starting point, and takes consumers who have experienced live broadcasts to make impulsive purchases as the research object. Based on theoretical research and empirical analysis, this article focuses on the factors that trigger consumer impulsive buying behaviors in e-commerce live broadcasts, including marketing incentives (promotion discounts), scenarios (anchor interaction) and individual characteristics (positive emotions) and their influence mechanisms. Through the analysis of the above factors, consumers have a clearer understanding of the psychological activities and purchasing behaviors when their impulse purchases occur, and guide different consumer groups to make rational and appropriate consumption. On the other hand, they assist e-commerce companies to make full use of live marketing, value and precise positioning of target consumer groups, optimization of corporate marketing decision-making and management level.

Key words: Live broadcast, Impulse buying, Marketing strategy

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***Corresponding author:** Yide Sun, 475121972@qq.com

1 Research background and significance

Since the outbreak of webcasting services in 2016, it has hit Internet verticals and is rapidly integrated with various industries. The e-commerce platform has also evolved from a single graphic website model to a dual-function model of graphic description + webcasting, and shopping live broadcasts have emerged as the times require. According to statistics from the China Internet Network Information Center (CNNIC), as of March 2020, the number of live webcast users in my country has reached 560 million, accounting for 62% of the total netizens. Among them, e-commerce live broadcast users reached 265 million, accounting for 37.2% of online shopping users and 47.3% of live streaming users. It can be seen that live shopping will be a mainstream new sales channel in the future with strong development prospects. Especially since the first half of 2020, affected by the new crown epidemic, the market of various industries urgently needs to "recover". In June 2020, the General Office of the Zhejiang Provincial Government issued the "Implementation Opinions of the General Office of the Zhejiang Provincial People's Government on Boosting Consumption and Promoting Stable Economic Growth". The opinions proposed to encourage physical businesses to start "cloud shopping" through live e-commerce and social marketing model, prosperous home "home consumption". Compared with physical store purchases, e-commerce live shopping is more convenient to optimize the purchase process, save consumers shopping time, and the purchased products

are not subject to geographical restrictions, realizing information exchange and product diversification. Compared with traditional online shopping, live shopping integrates leisure entertainment, interactive chat, and shopping, making it more entertaining and interactive.

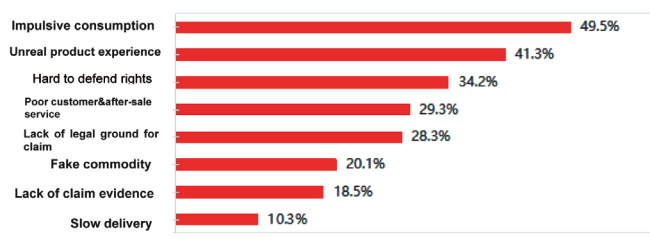


Figure 1. 2020 China Live Streaming E-commerce User Survey: Problems existing in live streaming

In the live shopping environment, consumers' buying behavior is gradually different from traditional online and offline purchases. Affected by factors such as marketing stimuli, context, and individual characteristics, consumers are more likely to have impulsive buying behavior (but Mingxiao, 2018). As shown in Figure 1, in the 2020 Chinese live broadcast e-commerce user survey, 49.5% of users admitted that they had more impulsive consumption while watching live broadcasts, which accounted for the highest proportion. It can be seen that impulsive consumption is very common in live broadcasts. However, research on impulsive buying behavior at home and abroad is mostly carried out from the perspective of traditional offline purchases. There is less research on impulsive consumption and its influencing factors in the new application field of e-commerce live broadcast, which cannot be a good solution for the rapid development of the Internet. The live marketing practice in the era provides effective support. Therefore, this article will analyze the consumer impulsive buying phenomenon in the live broadcast scenario based on the background of webcast, discuss the factors that trigger their impulsive buying behavior, and propose marketing strategies that adapt to the media of webcast. In theory, it provides a new research angle for the influencing factors of impulsive consumption, and expands the research context of consumers' impulsive buying behavior. In practice, on the one hand, consumers can have a clearer understanding of their own psychological activities and purchasing behaviors when impulsive purchases occur, so as to guide consumers to rational and moderate consumption. On the other hand, it provides a certain

inspiration for e-commerce companies to understand and use impulse buying theory, and provides new ideas for e-commerce operators to increase store exposure, attract consumers' attention, and seize marketing opportunities to increase sales.

2 Review of research status at home and abroad

Current research status of live broadcasting: Live broadcasting is deeply loved by consumers because of its real-time, interactive, interesting, and consumer features. The study of Tong J (2017) found that e-commerce live broadcast increased the transaction conversion rate of consumption. Scholars such as Ding Z (2020) pointed out that compared with other media, e-commerce live broadcast is more interactive and authentic, which stimulates consumers' pleasure and makes it easier to purchase. Scholars such as Yang Kun (2017) pointed out that with the breakthrough progress of modern information technology, live shopping has broken the spatial gap in traditional information dissemination, and its social and economic value has also developed. **Research status of online impulse buying behavior:** online impulse buying is different from offline impulse buying. Online shopping itself is not easy to be restricted by time and venue, and the possibility of impulse buying becomes greater. Zaharia S (2015) indicated that impulse buying exists in the online shopping environment. Scholars such as Park HJ (2017) found that about 42% of online shopping comes from impulse purchases. Compared with offline shopping, consumers are more likely to shop online due to factors such as convenient payment, website features, and advertising. Impulsive buying behavior occurs in Xiong Suhong (2010) believes that price stimulus is most likely to trigger consumer impulse purchases.

Current status of research on factors affecting consumer impulsive buying behavior in live broadcast scenarios: Through literature review, it is found that in the live broadcast scenario of e-commerce, the factors that affect consumers' impulsive buying intention mainly include marketing stimulus, context, and individual characteristics. In order to attract consumers' attention during live broadcast, merchants will adopt more promotional activities to make consumers feel that they are value-for-money and accelerate their buying behavior. However,

Ming Xiao and other scholars (2018) pointed out that live broadcast promotion discounts are a short-term sales strategy developed by merchants, allowing consumers to purchase goods at a lower cost, thereby creating a sense of satisfaction. This satisfaction can be increased to a greater extent. Stimulate consumers' impulsive consumption behavior. Third, online shopping live broadcast is a new shopping method integrating leisure and entertainment, interaction and e-commerce, and the interaction between anchors and consumers is more frequent. Research by Xu X and other scholars (2019) shows that online live shopping will produce more impulsive purchases due to its special interaction methods, anchor characteristics, and anchor interaction. In addition, a study by Dey D K and Srivastava A (2017) pointed out that consumer emotions are related to impulsive buying behavior. Pleasant emotions will positively affect impulsive purchase intentions, and then produce impulsive purchases. Scholars such as Gong Xiaoxiao (2019) believe that consumers' hedonic needs and emotional needs are the intrinsic characteristics of individuals that prompt them to produce impulsive thoughts or behaviors. Consumers' hedonic motivation and emotional needs have a good explanation in enhancing impulsive behavior.

In summary, although many scholars at home and abroad have put forward online shopping's influencing factors on consumers' impulsive consumption, there are insufficient researches on e-commerce live broadcasts. Consumers' impulsive buying behaviors and influencing factors in e-commerce live broadcasts The number of relevant research documents is small, lack of comprehensive empirical analysis and research, insufficient depth of research on influencing factors, and a certain degree of one-sidedness.

3 The concept of impulse buying

Impulse buying is a sudden but hedonic complex buying behavior difficult to be suppressed. In the impulse buying process, buyers make decisions quickly, without careful and in-depth consideration of all relevant information and other possible choices (Rook, 1987). When making impulsive purchases, consumers are often driven by a sudden and unexpected impulsive force, which is often strong, persistent, and even irresistible.

Impulsive buying behavior is very complicated, and it is a relatively special consumption behavior, which cannot be fully explained by the existing behavioral decision-making models. This behavior is not only inconsistent with the rational choice model, but also difficult to explain within the framework of the subjective expected utility model; it is neither possible to use Fish-ben and Ajzen's theory of reasoned action (TRA), nor planned behavior theory (theory of planned behavior, TPB) for a good explanation. In addition, it is difficult to use the popular dichotomy of consumer behavior research to classify, that is, the impulsive buying process cannot be simply classified as an analytical or heuristic process, or impulsive buying The behavior is classified as high-involvement or low-involvement purchase behavior.

In the online environment, because live broadcast is highly entertaining, the buying environment of consumers is different from the offline shopping environment. Consumers' personal emotions will also reach a state of excitement and happiness during the shopping process. Coupled with marketing stimulus, host interaction, product visualization and dynamics and other factors and the good feelings they bring, live broadcasts will cause consumers to appear unplanned purchase intentions and behaviors.

4 Analysis of impulse buying in live broadcast and its influencing factors

Based on different research perspectives, it is found that there are many influencing factors that trigger impulsive buying in live broadcasts. After combing the previous research results and literature materials, this article divides the influencing factors into three aspects, including marketing incentives (promotion discounts), scenarios (anchor interaction) and individual characteristics (positive emotions), respectively, to study the influence mechanism of these three factors on consumer impulsive buying behavior. Among them, marketing stimulus is a commonly used marketing method for merchants to attract consumers, including commodity price changes and discounts, contextual factors specifically refer to the interaction with the host when watching the live broadcast, the live broadcast atmosphere; individual characteristics specifically refer to the consumer's impulsive traits generated in the live broadcast, such as positive, excited, and pleasant

emotions, etc.

5 Promotion discount

Promotional discounts, as the most common means of promotion, are used by companies to increase turnover, open up new markets and respond to a marketing strategy made by a competitor. Promotional discount activities are not limited to the original price of the goods intuitively reduce the price to make profit, return the package, including some bonuses, cash rebates, lottery, large quantity discounts, shipping discounts and other forms. Xuexin Li (2018) conducted a research on consumer impulse buying from the perspective of transaction utility and found that price promotion significantly affects consumer impulse buying. As shown in Figure 2, in the 2020 Chinese live e-commerce user survey, 50.53% of users choose live shopping mainly because the price is cheap, which accounts for the highest proportion. It can be seen that consumers are the most price-sensitive, and promotional discount activities are all marketing incentives. The most likely cause for consumers is price-sensitive. Consumers' benchmarking of commodity prices is usually based on historical life experience and other sales platform prices. As long as the live broadcast promotional discounts are sufficiently competitive, they can stimulate consumers' desire to shop.

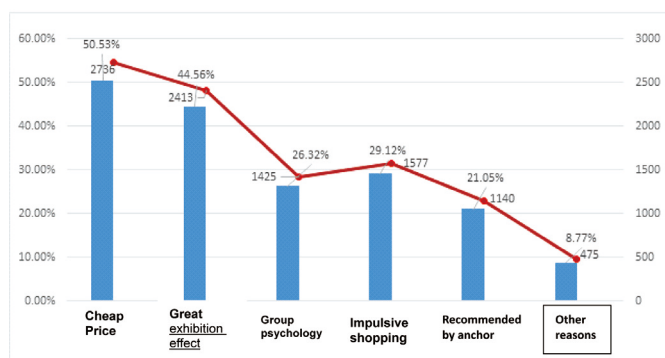


Figure 2. 2020 China Live Streaming E-commerce User Survey: Main reasons for choosing live streaming shopping

The anchor will issue limited-time coupons when displaying products to directly promote the price of the products. Price reduction promotions will increase consumers' impulsive buying behaviors. Explained from the perspective of economics, when merchants adopt promotional discounts, when the sales price is less than the price that consumers are willing to pay,

consumer surplus will be generated, which in turn will encourage consumers to produce impulsive buying behavior. In addition, the economic savings of zero-cost browsing and intuitive experience have formed the motivation of consumers to shop impulsively. As long as promotional discounts can attract consumers' attention, they have the opportunity to inspire consumers to shop impulsively.

6 Host interaction

During the Taobao shopping live broadcast, the interaction between the anchor and the consumer has always existed during the live broadcast. Whether it is a consumer who accidentally enters the live broadcast room or a consumer with a fan title, they can use the barrage to communicate with the anchor. The anchor sees the message and barrage can more accurately know the actual needs of consumers. Scholars such as Liu Yang (2020) have proved through research that the personalized service provided by service personnel can improve customer satisfaction. This kind of personalized buying experience can help consumers block out some uninteresting product information and reduce the waste of time and cost on unnecessary products. Compared with the traditional shopping model, online shopping live broadcast is more targeted and interactive, and the sales model has changed from passive to active. The anchor actively displays the products and demonstrates the behaviors such as how to use them, which allows consumers to perceive products more realistically, with stronger intuitiveness, and truly seeing is believing, which enhances the sense of presence for consumers.

In addition, during the live shopping process, the anchor will also throw interesting entertainment topics and a series of other interactive and entertaining activities, such as lottery draws, red envelopes, etc. At the same time, the anchor can interact with consumers in real-time through barrage to obtain consumer demand in time, pay attention to real-time barrage speeches, guide consumers to actively communicate and discuss, identify and affirm the displayed products, and stimulate consumers' desire to buy. Based on the analysis of situational theory, it can be explained that the host interaction of the live broadcast is one of the reasons that trigger consumers to purchase impulsively.

7 Positive emotions

Emotion is a diffuse emotional state. Emotion during shopping not only affects the final shopping behavior, but also affects other unexpected consumption behaviors in the shopping process. Impulsive buying is the escalation of strong emotional reactions in consumer shopping activities. In his early research, Rook (1985) pointed out that consumers who are affected by mobile contextual factors have a strong emotional response. They will rely on their own emotional response to make certain assessments and judgments, and then produce the desire to buy products impulsely.

When watching a live broadcast, consumers' emotions will fluctuate due to many factors. During the shopping process, some consumers will express a pleasant feeling due to the secretion of dopamine in the brain, and consumers will become excited, and will have the idea of wanting to own the goods they see, thinking that only buying can stabilize the emotions and produce impulsive purchases. If they do not buy, they will miss the very regretful thoughts. Perceptual cognition surpasses rational cognition, leading to impulsive purchase behavior of consumers, even though the purchased product is not a necessity that is urgently needed. Therefore, emotional changes will form the driving force of consumption and increase consumers' desire to buy. The degree of emotional arousal has a positive impact on consumers' impulsive buying behaviors.

8 Conclusions and countermeasures

8.1 Optimize promotion strategy

Promotional discounts in live online shopping platforms are positively affecting consumers' impulsive purchase intentions. Under normal circumstances, clearly marked products attract more consumers' attention, and the marked discount prompts can further induce consumers' desire to buy. Promotions can enable consumers to obtain products at low prices, cultivate consumer interest in products, create potential consumers for stores, and help stores cultivate brand loyalty and increase consumer recognition of products.

An important reason for most consumers to choose online shopping is that it has more favorable prices and more diverse choices than physical store

shopping. Therefore, increasing the promotion of online shopping live broadcast can attract more consumers' attention. In addition to providing discounted prices when broadcasting live broadcasts at a fixed daily time period, enterprises can also adopt activities such as giving small gifts, sending premium coupons, and full discounts. In addition, centralized promotional activities are carried out in conjunction with specific festivals, such as Double Eleven, Double Twelve Shopping Carnival, Spring Festival, Christmas, etc. On the other hand, combined with the characteristics of online shopping live broadcast, visual marketing stimulation is increased, so that consumers have a sense of integration and experience. The live broadcast background should be concise, matched with warm colors, to make people feel comfortable and generate more positive emotions.

8.2 Improving the interactive effect of anchors

Anchor interaction has a positive impact on consumers' impulsive buying behavior. The good interaction between the anchor and the consumption is the value-added content of live shopping. The addition of value-added content not only increases consumers' understanding of products, but also increases the fun of watching live broadcasts and promotes the generation of positive emotions for consumers. While shopping, the live broadcast also realizes the function of companionship, attracting consumers to watch the live broadcast continuously, thereby increasing consumer purchases.

When consumers interact with shopping anchors, anchors should respond quickly to form an effective interactive environment. The host should pay attention to the real-time interactive feedback of consumers, improve the service quality of the host, let consumers experience a sense of existence, compensate for the shortcomings of not being able to directly perceive the product through the senses, and enhance the activity of the live broadcast platform and the host interface, and attract more consumers jointly. At the same time, the anchor should have a enthusiastic attitude and sincere expressions to enhance consumers' goodwill. The live broadcast platform can also be designed with embedded experiential elements, providing an easy-to-operate, personalized, and interesting platform interface from the consumer's perspective, deepening consumers' pleasure and immersion, and optimizing interactive

effects.

8.3 Leading positive emotions

Consumers' positive emotions have a positive impact on their impulsive buying behavior. The stronger the positive emotions of consumers are, the more likely they are to have impulsive buying behavior. When consumers perceive that their emotions are awakened, they usually have feelings of excitement, stimulation, etc. It is easy for consumers to ignore their original purchase goals and produce impulsive purchase intentions that are not planned. In addition, when consumers perceive emotional pleasure, they are prone to self-rewarding behaviors, while ignoring product prices and their own economic capacity, resulting in impulsive purchase intentions and purchase behaviors.

Companies should grasp the dynamics of consumer emotions, create multiple mobile marketing stimuli, and promote the realization of impulsive purchase desires. Although the use of each situational factor can play a role, the combined effect is more prominent. Therefore, after consumers enter the live broadcast room, different types of marketing stimuli can be set to jointly promote the generation of consumer positive emotions. Through the combined effect of various marketing stimuli, consumers can always remain in the mood of excitement and joy. At the same time, to avoid causing negative emotions and disgusting emotions of consumers, consumers will gradually have an impulse to buy in the continuous positive emotions, and this desire to buy may be beyond the original purchase plan, or even beyond the needs of consumers, that can not only meet the potential needs of consumers, but also promote product sales .

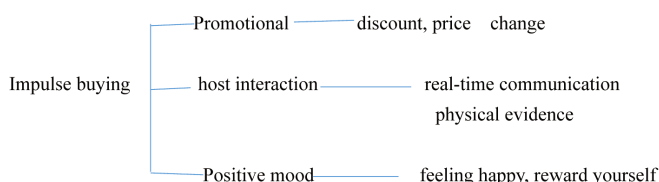


Figure 3. Model of impulsive buying behavior in the live broadcast scenario

As shown in Figure 3, this article explains consumer impulsive buying behavior from the perspective of live broadcast, analyzes the factors and influencing mechanisms that trigger consumer impulsive buying behavior in the live-stream shopping scenario, and constructs an impulsive

buying behavior model in the live-stream scenario. Help consumers appropriately reduce impulsive consumption behavior, combine actual needs, advocate rational consumption, and at the same time help e-commerce companies have a deep understanding of impulsive buying theory, and put forward effective countermeasures and suggestions for their live broadcast marketing and corporate competitive advantage.

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