

Analysis of Consumer Behavior and Purchase Intentions Based On the "Oriental Selection Live" Phenomenon

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Abstract. The explosion of live webcasting on Shake Sound has opened up a nationwide craze in which everything can be broadcast, preceded by the live streaming craze of Veva, Li Jiaqi, and Simba, and followed by the new model of live streaming of Oriental Selection. There has been little research into the specific behavioral factors of the live-streaming craze, so this paper uses questionnaires and empirical analysis to investigate the impact of the recent explosion of the Oriental Selection live-streaming craze on consumer behavior and purchase intentions. The paper conducts statistical analysis of the sample data and ultimately concludes that the professionalism, attractiveness, and interactivity of the anchors positively influence perceived value and that the mediating role of perceived value holds. Based on the analysis results, the recommendations are that the platform improves the professionalism of the anchor with the product, strengthens the promotion of the product, and invites writers and bigwigs from various industries into the live broadcast for the live broadcast interviews and conversations, etc.

Keywords: live streaming explosion; anchor characteristics; consumer purchase intentions; S-O-R model.

1. Introduction

1.1 Research Background

Webcast shopping is a new online sales model based on a live streaming platform with features that promote consumer engagement and purchase, and has advantages over traditional online shopping such as high interactivity and high sales conversion rates. Social interaction through live streaming can enhance the shopping experience, reduce consumer uncertainty and increase trust in the seller [1]. According to the "2022 (Previous) China Live Streaming E-Commerce Market Data Report" released by the E-Commerce Research Centre, it is estimated that the domestic live streaming e-commerce transaction scale could reach 348.79 billion yuan in 2022, an increase of 47.69% year-on-year. And according to data revealed by the Ministry of Commerce, the first half of the year-on-year growth in e-tailing was 3.1%, of which live-streaming with goods grew 58.2%, becoming a new highlight of consumer growth. With 1.051 billion internet users in China, the powerful traffic generates huge consumption, and live-streaming with goods is growing at a high speed in such an environment, and its scale and growth rate are maintaining a good level. By October 12, 2022, in the last 30 days of live sales, Oriental Selection reached a peak of 750 million yuan, far exceeding the 250 million sales of the "Make a friend" live broadcast, which was the first in the first half of the sales chart, showing that Oriental Selection is a rising star in the live streaming boom [2]. Unlike the traditional mode of bringing goods, Oriental Selection is based on the marketing concept of "helping the farmers" and "helping the farmers", sell freshly produced agricultural products from the farmers' homes, with a light-hearted and humorous atmosphere in the live broadcast room, and simple but genuine authentic and special farming food, which has repeatedly It has occupied the first place in the Jitterbug hot selling list. This phenomenal way of live-streaming is of great research value, as it explores user needs, satisfies consumer demands, and explores the factors that influence consumer behavior in different live-streaming modes, to help companies better develop marketing strategies and marketing models for their products.

1.2 Literature Review

Existing research on live-streaming with goods mainly revolves around purchase decisions and influencing factors in traditional marketing models, live-streaming marketing, the live-streaming process and the characteristics of weblebrities, the role of weblebrities in live-streaming marketing, and economic effects [3]. For the study of anchor characteristics and consumers' purchase intention, Wei Jianfeng et al. (2022), in exploring the influence of anchor characteristics on consumers' impulse purchase intention in e-commerce live streaming, assumed four dimensions of professionalism, attractiveness, interactivity, and popularity in anchor characteristics [4]. Liu Fengjun (2020), who studied the influence of live webcasts on consumers' purchase intention and its mechanism, classified the characteristics of webcasters into four characteristics, namely, credibility, professionalism, attractiveness, and interactivity, and its conclusion proved that professionalism, credibility, and interactivity of webcasters could all play a positive role in influencing purchase intention through consumers' cognitive path utility purchase value perception [5]. This viewpoint is another discovery in the field of live-streaming with goods for exploring the characteristics of anchors, but the model is only established in a virtual scenario to measure consumers' purchase intention for products recommended by weblebrities in live-streaming, and no research has been conducted for specific segmentation with goods based on the characteristics of anchors, so the generalizability of the study may be affected. In a study of the effects of e-commerce live-streaming on consumer purchase intentions, Hu Shaoying (2022) analyzed the effects of e-commerce live-streaming platform traits (popularity and credibility), product traits (quality and price), and anchor traits (professionalism and interactivity) on consumer perceptions and purchase intentions. This finding demonstrated that platform credibility, product quality, and price influence consumer perceptions and purchase intentions. The effect of platform reputation, product quality, and product pricing on consumers' purchase intentions is significant, however the effect of platform popularity and anchor qualities is minimal [6]. Liu, Wenxia (2022) explored the impact of short video content marketing on consumers' purchase intention from the consumers' perspective in her study on the impact of short video content marketing on consumers' purchase intention [7]. Both studies researched live or short-video banding in the banding category, but both did not investigate in detail the characteristics of the anchor as a research object, which has certain limitations. Throughout the academic research on live streaming, there are few case studies on the reality of live streaming, and there is a lack of relevant cases for reference. Therefore, it is worthwhile to investigate the "Oriental Selection Live" phenomenon to analyze consumer behavior and purchase intention. To find out the behavioral motivation of the purchase decision of Oriental selection consumers, for the live broadcast with goods, marketing means certain practical significance.

1.3 Content and Significance

Live e-commerce specifically refers to the new form of e-commerce in which anchors (celebrities, weblebrities, creators, etc.) use short live videos to recommend and sell goods and achieve "product efficiency" [8]. The characteristics of different anchors, attract consumers to purchase motivation, to complete the purchase behavior. Using the S-O-R model, the study classifies the characteristics of the independent variable anchors into three dimensions, namely professionalism, attractiveness, and interactivity. The mediating variable is perceived value and explores whether each impacts the purchase intention of the dependent variable consumers. The analysis of specific real-life pop-up cases allows the theory to be tested and has a strong spirit of scientific inquiry and testing. Exploring the influence of anchor characteristics factors leading to changes in consumers' purchase intentions can be useful for our analysis of relevant cases.

2. Theoretical Basis and Research Hypothesis

2.1 Theoretical Foundations

The SOR model, also known as the stimulus-organism-response model, is used to explain the effects of the environment on human behavior and consists of an antecedent variable S (stimulus), a mediating variable O (organism), and an outcome variable R (response).

Many scholars have used the SOR model, for example, Ji Man and Zhuo Xiangzhi, in their SOR model-based study on the factors influencing consumers' purchase intention in the e-commerce webcast environment, explored that both product characteristic factors and situational characteristic factors positively affect consumers' perceived value and perceived pleasure [9].

In summary: the different consumption environments and scenarios chosen by scholars to study, and the different S-O-R models developed, are all relevant to this study.

2.2 Research Hypothesis

2.2.1 Professional quality and perceived value of anchors

During the live broadcast, the anchor will provide a professional explanation and appraisal of the product, as well as purchase advice, thereby enhancing the viewer's excitement and interest in the goods. Consequently, the more professional the anchor, the more professional information the consumer knows about the product and the less expense and effort it takes to look for the target product, thereby enhancing the consumer's experience, enjoyment, and attention on the product and live viewing. People have an innate desire to comprehend the unknown, and the anchor's specialist explanations will captivate the viewer and immerse them in a specific scenario, so producing a good emotional experience for the customer. Consequently, the more specialized the anchor, the greater the likelihood that the viewer will perceive value.

H1: In Oriental Selection Live, the professionalism of Oriental Selection's anchors positively impacts consumer perceived value.

Oriental Selection provides clients with a number of psychological benefits, including a joyful shopping experience that makes them eager to purchase, completely immersed, and forgetting. During the live broadcast, the regular interaction between the anchor and the viewer will help the viewer to briefly detach from reality, forget their problems, and feel immersed.

Therefore, the more interactive the anchor is, and the more frequently he or she interacts, the stronger the perceived value to the viewer.

H2: In Oriental Selection Live, the interactive power of Oriental Selection's anchor positively impacts consumer perceived value.

Consumers have a tendency to acquire good feelings toward appealing anchors and transfer these feelings to the product. The more attractive the anchor, the easier it is to establish a good interpersonal rapport with the people watching the program, allowing viewers to acquire a sense of affection for the presenter and the items they carry.

H3: In Oriental Selection Live, the attractiveness of Oriental Selection's anchor positively impacts consumer perceived value.

2.2.2 Perceived value and willingness to buy

In this study, consumer perceived value is defined as a reflection of the customer's evaluation of and attitude towards the goods or the services attached to them.

H4: In Oriental Selection Live, consumer perceived value positively impacts consumer purchase intentions.

2.2.3 The mediating role of perceptual mechanisms

H5: In live streaming, consumer-perceived value mediates the relationship between the anchor's expertise and the consumer's willingness to buy.

H6: In live streaming, consumer perceived value mediates the relationship between anchor interactivity and consumer purchase intentions.

H7: In live streaming, consumer perceived value mediates the relationship between anchor attractiveness and consumer purchase intentions.

3. Study Design

There are six variables in this investigation: (1) antecedent variables: anchor professionalism, interactivity, and attractiveness; (2) mediating variable: perceived value (3) outcome variable: purchase intention. Drawing on established scales from previous studies and taking into account the characteristics of the e-commerce live streaming environment, this paper refers to the form of a seven-point Likert scale and uses a five-point scale in conjunction with practical needs. The formal questionnaire was released in the form of an online survey, and the data was collected with the help of Questionnaire Star. 269 questionnaires were collected, of which 266 were valid

Table 1. Research Hypothesis

Dimensionality	No.	Questions
Professionalism (P)	Q5.1	Hosts have relevant knowledge of the product area
	Q5.2	The anchor has a solid humanities knowledge base that is beneficial to sell the product
	Q5.3	The anchor has experience in the relevant area of the product
	Q5.4	Hosts can make valid assessments of the products they recommend
Interactivity (I)	Q6.1	I think I was able to participate effectively when the anchor was live with the goods
	Q6.2	I can communicate with the anchor promptly
	Q6.3	I can communicate with other audience members promptly manner
	Q6.4	I can send comments to express my opinion as much as I like
Attractiveness (A)	Q7.1	I think the appearance of the anchor appeals to me
	Q7.2	I think anchors have a specific personal touch
	Q7.3	I think the anchor was able to share his experience with real emotion and resonate with people
	Q7.4	I think the anchor creates a light and humorous atmosphere on air
	Q7.5	I think it's attractive for anchors to have writer friends over for a chat
Perceived value (CPV)	Q10.1	I think I got good value for money from Oriental Selection
	Q10.2	I think I am satisfied with my purchase from Oriental Selection
	Q10.3	I think there is a guarantee of after-sales service when I buy from Oriental Selection
	Q10.4	I felt that the anchor and other consumers were sincere in their interactions with me
	Q10.5	All things considered, I think the live items are worth buying
Willingness to buy (PI)	Q11.1	Willing to buy directly from Oriental Selection Live when required
	Q11.2	After watching the live stream, there is a high probability that I will purchase a product that is not on the plan
	Q11.3	Oriental Selection Live is an important reference for purchasing decisions
	Q11.4	Live streaming has a significant impact on buying behavior
	Q11.5	Future purchases will be prioritized at Oriental Selection Live
	Q11.6	I would recommend Oriental Selection Live to others

4. Data Analysis and Results

4.1 Confidence Analysis

Table 2. Reliability statistics

Cronbach Alpha	Number of items
.999	24

This study used reliability analysis to verify the consistency of the results of the sample data collected by the questionnaire. SPSS.26 was used for the reliability coefficients of each dimension in this study. Based on the results of the reliability analysis of the sample data, it was assumed that

Cronbach's alpha coefficient for each variable in the model reached 0.9 and the alpha coefficient for the question items in each variable also reached 0.9, which is very credible. The above data demonstrates the good reliability of the sample data.

Table 3. Other item statistics

Indicators	Category	Frequency	Percentage/%
Gender	Male	97	36.47
	Female	169	63.53
Age	Under 18 years old	5	1.88
	Between 18 and 25 years old	100	37.59
	Between 26 and 35 years old	124	46.62
	Between 36-45 years old	35	13.16
	45+ years	2	0.75
Have you watched the Oriental Selection live stream with	Yes	179	67.29
	No	87	32.71
Have you purchased any products from Oriental Selection Live?	Yes	140	78.21
	No	39	21.79

Among the 266 valid questionnaires, the proportion of women watching live-streaming with goods is greater than that of men. Compared with men, women are more lifestyle-oriented and have a greater need for online shopping. Women like to buy clothes, makeup supplies, home supplies, and so on. People between 18 and 45 years old account for 97.37% of the statistics. Among them, 37.59% are between 18 and 25 years old, who are curious, have a great desire to buy, and have more free time, so they are more likely to spend money on the Internet and watch live in the Oriental Selection. 46.62% are between 26 and 45 years old, have a certain life experience and savings, and have a more sensible choice for shopping. Buying on the Internet can save time and money. 67.29% of the respondents have watched the live broadcast of Oriental Selection, and 78.21% of them choose to make purchases in the live broadcast.

4.2 Validity Analysis

4.2.1 Exploratory factor analysis

To determine the number of factors affecting the observed variables, the degree of correlation between each factor and each observed variable, and to determine the validity of the questionnaire, exploratory factor analysis was used in this study. The KMO value of the sample data was 0.989, and the sample data met the criteria for suitable factor analysis. The sample data were subjected to exploratory factor analysis using principal component analysis. A total of one principal component factor was obtained from the sample data through principal component analysis, with an explained variance of 97.299%. It was concluded that the one factor extracted was representative and that the question items of the questionnaire survey did not need to be removed.

Table 4. KMO and Bartlett's test

KMO Sampling suitability number		.988
Bartlett Sphericity Test	Approximate cardinality	20808.292
	Freedom	276
	Significance	.000

Table 5. Total variance explained

Initial Eigenvalue				Extraction of the sum of squares of loads		
Ingredients	Total	Percentage variance	Cumulative %	Total	Percentage variance	Cumulative %
1	23.336	97.235	97.235	23.336	97.235	97.235
2	0.064	0.268	97.502			
3	0.051	0.213	97.715			
4	0.048	0.199	97.915			
5	0.045	0.187	98.102			
6	0.042	0.175	98.277			
7	0.04	0.167	98.444			
8	0.036	0.151	98.596			
9	0.034	0.14	98.736			
10	0.033	0.137	98.873			
11	0.03	0.126	98.999			
12	0.028	0.115	99.114			
13	0.027	0.111	99.224			
14	0.024	0.101	99.325			
15	0.023	0.095	99.42			
16	0.02	0.085	99.505			
17	0.02	0.082	99.586			
18	0.018	0.076	99.662			
19	0.017	0.073	99.735			
20	0.016	0.069	99.803			
21	0.014	0.059	99.862			
22	0.013	0.052	99.914			
23	0.011	0.044	99.959			
24	0.01	0.041	100			

4.2.2 Convergent validity and discriminant validity

As shown in Table 6, one factor is representative and does not yield convergent validity.

Table 6. Relevance

		Professionalism	Interactivity	Attractiveness	Perceived value	Willingness to buy
Total Professional	Pearson Correlation	1	.990**	.991**	.992**	.992**
	Sig. (bortail)		.000	.000	.000	.000
	Number of cases	266	266	266	266	266
Total interaction	Pearson Correlation	.990**	1	.992**	.993**	.994**
	Sig. (bortail)	.000		.000	.000	.000
	Number of cases	266	266	266	266	266
Total attraction	Pearson Correlation	.991**	.992**	1	.996**	.995**
	Sig. (bortail)	.000	.000		.000	.000
	Number of cases	266	266	266	266	266
Total Perception	Pearson Correlation	.992**	.993**	.996**	1	.995**
	Sig. (bortail)	.000	.000	.000		.000
	Number of cases	266	266	266	266	266
Total purchase	Pearson Correlation	.992**	.994**	.995**	.995**	1
	Sig. (bortail)	.000	.000	.000	.000	
	Number of cases	266	266	266	266	266

4.3 Regression Analysis

After correlation tests and reliability tests were conducted on the sample data, this study used multiple regression analysis to further validate the influence relationships between the variables.

4.3.1 Perceived value and core anchor characteristics

A linear regression analysis was conducted on the sample data, with the professionalism, interactivity, attractiveness, and popularity of the anchors selected as independent variables and the perceived value selected as the dependent variable.

The results are as follows.

The variance inflation factors and tolerances are eligible and the sample is available. The F-value of the ANOVA is less than 0.01 and valid.

Table 7. Factors

	Unstandardized factor		Standardisation factor	t	Significance	95.0% confidence interval for B		Relevance			Covariance analysis	
	B	Standard errors	Beta			Lower limit	Upper limit	Zero Order	bias	Part	tolerance	VIF
Constants	0.002	0.017		0.103	0.918	-0.032	0.036					
Total Professional	0.181	0.038	0.181	4.765	0	0.106	0.256	0.992	0.282	0.022	0.015	67.129
Total interaction	0.241	0.041	0.241	5.9	0	0.161	0.321	0.993	0.342	0.027	0.013	77.986
Total attraction	0.577	0.043	0.577	13.336	0	0.491	0.662	0.996	0.636	0.062	0.011	87.378

(a. Dependent variable: Total perception)

The results of the above analysis proved that the regression results of the sample data were significant, that there was no co-linearity in the variables in the sample, and that the variables of professionalism, interactivity, and attractiveness explained 99.4% of the variation in perceived value. The results of the regression analysis are as follows: there is a significant positive relationship between the professionalism, interactivity, y, and attractiveness line of the anchor and the perceived value.

That is, the formula is

Perceived value = 0.002 + 0.181 x anchor professionalism + 0.241 x interactivity + 0.577 x anchor attractiveness

4.3.2 Perceived value and willingness to buy

A linear regression analysis was conducted on the sample data, with the perceived value selected as the independent variable and purchase intention selected as the dependent variable.

Table 8. Factors

	Unstandardized factor		Standardisation factor	t	Significance	95.0% confidence interval for B		Relevance			Covariance analysis	
	B	Standard errors	Beta			Lower limit	Upper limit	Zero Order	bias	Part	tolerance	VIF
Constants	0.001	0.022		0.043	0.965	-0.043	0.045					
Total Perception	0.993	0.006	0.995	165.654	0	0.981	1.005	0.995	0.995	0.995	1	1

(a. Dependent variable: Total purchases)

The results of the above analysis prove that the regression results for the sample data are significant and that perceived value explains 99.0% of the variation in perceived value. The results of the regression analysis are as follows: there is a significant positive relationship between perceived value and purchase intention.

The formula is

Willingness to buy = 0.001 + 0.993 x perceived value

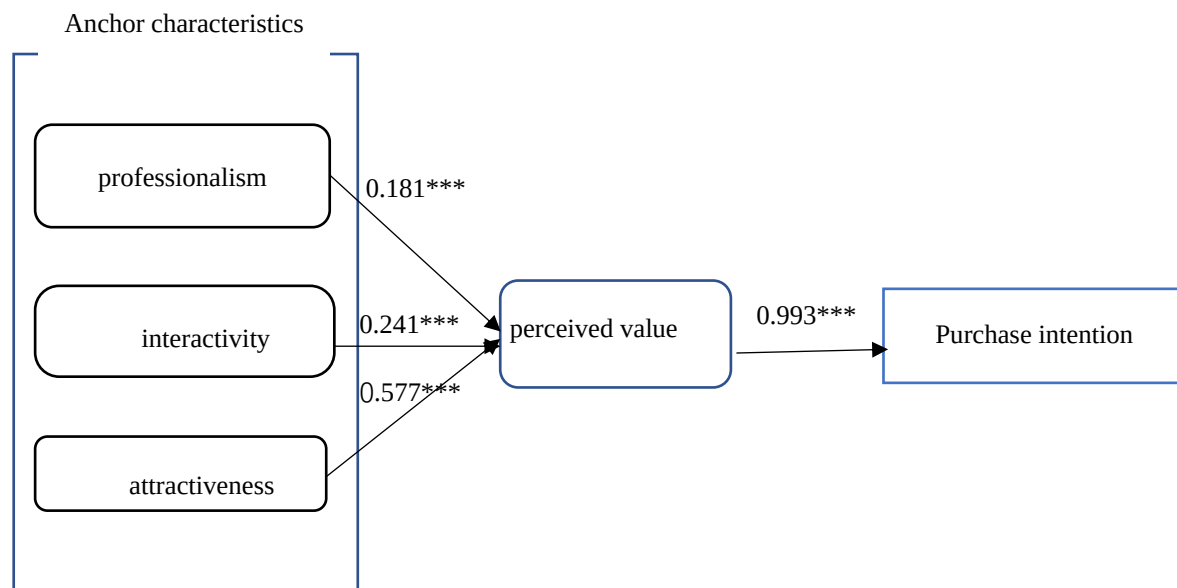


Fig. 1 Model path coefficients and their significance levels

4.4 Analysis of Mediating Effects

Table 9. Regression analysis of the perceived value mediation model acting between professionalism and purchase intention

Predictive variables	Model 1		Model 2		Model 3	
	β	t	β	t	β	t
Professionalism	0.9906	124.6170***	0.993	128.4067***	0.2698	6.0059***
Perceived value					0.7259	16.1752***
R2	0.9833		0.9842		0.9916	
F	15529.3959***		16488.2691***		15561.27***	

As shown in Table 9: Model 1, where the expertise of the anchor predicts the consumer's willingness to buy. Model 2, the anchor's expertise predicts perceived value. Model 3, where the anchor's expertise and perceived value together predict purchase intentions.

Table 10. Regression analysis of the perceived value mediation model acting between interactivity and purchase intention

Predictive variables	Model 1		Model 2		Model 3	
	β	t	β	t	β	t
Interactivity	0.9898	142.7625***	0.9916	140.7988***	0.3731	7.9440***
Perceived value					0.6219	13.2146***
R2	0.9872		0.9869		0.9923	
F	20381.1340***		19824.2925***		16979.8892***	

As shown in Table 10: Model 1, where the interactivity of the anchor predicts the consumer's willingness to buy. Model 2, the interactivity of the anchor predicts perceived value. Model 3, where anchor interactivity and perceived value together predict purchase intention.

Table 11. Regression analysis of the perceived value mediation model acting between attractiveness and purchase intention

Predictive variables	Model 1		Model 2		Model 3	
	β	t	β	t	β	t
Attractiveness	0.9916	163.5705***	0.993	128.4067***	0.4810	7.7800***
Perceived value					0.5134	8.2910***
R2	0.9902		0.9923		0.9923	
F	26755.2935***		34237.9795***		16844.5966***	

As shown in Table 11: Model 1, the attractiveness of the anchor predicts the consumer's purchase intention. Model 2, the attractiveness of the anchor predicts perceived value. Model 3, where anchor attractiveness and perceived value together predict purchase intentions.

Table 12. Analysis of indirect effects

Paths	Effect value	Standard Error (SE)	Confidence interval % of 95			Is it significant
			Lower limit	Upper limit	P-value	
P→CPV→PI	0.7208	0.1184	0.4351	0.8757	0.000	Significant
I→CPV→PI	0.6166	0.0713	0.4847	0.7650	0.000	Significant
A→CPV→PI	0.5106	0.1094	0.2758	0.7092	0.0000	Significant

The results of this paper are shown using the Bootstrap method to test for mediating effects.

H5 test: the mediating effect of professionalism acting on perceived value acting on purchase intention has an effective value of 0.7208 with a 95% confidence interval excluding 0. The mediating effect is significant, i.e. H5 passes the test.

H6 test: The effect value of interactivity acting on purchase intention through the mediating effect of perceived value is 0.6166 with a 95% confidence interval excluding 0. The mediating effect is significant, i.e. hypothesis H6 passes the test.

H7 test: The effect value of attractiveness acting on purchase intention through the mediating effect of perceived value is 0.5106, with a 95% confidence interval excluding 0. The mediating effect is significant, i.e. H7 passes the test.

5. Conclusion

5.1 Research Findings

Based on the results of the above hypothesis testing, it can be concluded that there is a positive influence relationship between professionalism, interactivity, and attractiveness in anchor characteristics and perceived value in Oriental Selection Live, and the perceived value mediation effect holds.

According to the statistical analysis of the sample data, it can be seen that the professionalism of the anchor has a positive impact on the perceived value. The anchor provides a detailed description of the product, the scenario is subdivided, the use of the product is initially effectively evaluated, and reasonable purchase advice is given to the user, which may satisfy the explicit needs and uncover their own potential needs. Interactivity has a positive impact on perceived value. Scholars Li Jiyang and Li Linze have mentioned in the influence of live e-commerce anchor characteristics on consumers' willingness to repurchase that frequent interaction between anchors and consumers during live broadcasts can stimulate consumers' pleasurable emotions and enhance their perceived entertainment, which will increase their willingness to repurchase [10]. Good interactivity can bring the distance between the product, the anchor, and the consumer, increase user motivation and mobilize user demand. Attractiveness has a positive impact on perceived value. In the Oriental Selection live broadcast, there is the brilliant and eloquent Dong Yuhui, the gentle and modest Tonton, the multi-talented Teacher 77, and so on. With their distinctive personalities and widely different "personas", they can appeal to different consumer preferences, thus further increasing the perceived value.

5.2 Recommendations

Based on the results of this hypothesis verification, it can be concluded that, firstly, improve the professionalism of anchors with products, strengthen the promotion of products, conduct a lot of research on the products of the day before starting the broadcast, meet the needs of different consumers and different scenarios, make a reasonable assessment of the products, reduce consumer decision costs, improve user satisfaction and build user loyalty. Secondly, we often invite writers and

bigwigs from various industries to enter the live broadcast room to create a relaxed and comfortable live atmosphere, improve traffic guidance and attract consumers' attention. Invite head anchors to the platform to increase platform traffic. Invite head anchors who bring their fans and traffic to the platform, live with their charisma to draw traffic to the platform, which is also an effective way to quickly attract traffic to the e-commerce platform. Thirdly, to create a grounded and truthful live broadcast, the anchor is honest, the selection is assured and the user is at ease, gaining long-term consumer attention and using long-term thinking to establish contact stickiness with consumers. Fourth, a study found that the spatial distribution pattern of the number of Chinese live e-commerce with goods anchors and the number of fans has some similarity, but the latter's spatial distribution is more decentralized; both show obvious differences with the spatial distribution pattern of life with goods sales [11]. According to the preferences and preference of fans, product segmentation can be carried out, for example, in targeting ethnic minorities, it is possible to wear ethnic minority clothing and speak For example, when targeting ethnic minorities, one can wear ethnic minority clothing and speak ethnic minority languages to draw the distance between the anchor and the fans and create a sense of buying atmosphere.

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