

# Douyin Made Me Buy It: Examining the User Impulsive-Buying Response in Live-Streaming Shopping Scenarios from An Emotional Attachment Perspective

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**Abstract.** The explosion of the global disaster and the ongoing e-shopping improvements have fueled China's fast growth in the live shopping industry. This new business paradigm enables merchants to communicate with consumers in a direct way. The goal of this study, which is based on the SOR theory, is to explore critical variables of consumers' emotional attachment, along with their influence on consumer impulsive buying response within the live streaming scenario. The link between impulse buying behaviour and emotional attachment, moderated by trust, is also examined. A total of 154 usable surveys with "Oriental Selection" purchasing experience are collected. This research uses correlation analysis, ANOVA, and regression analysis to analyse the data. After empirical investigation, the results confirm that content-based sales approach and attractiveness have a significant impact on users' emotional attachment, which in turn positively affects impulse buying. However, trust is not significantly related to impulse buying behaviour. The research also demonstrates that trust acts as a moderator in the relation between emotional attachment and online impulsive purchasing. Based on the analysis, managerial implications such as providing consumers with eye-opening experiences and adding more entertainment activities are proposed.

**Keywords:** Live streaming e-commerce; Impulse buying; Emotional attachment; SOR model; Content-based approach.

## 1. Introduction

As the 5G, the Internet, and some other telecommunications advance by leaps and bounds, live streaming and live commerce are on the cusp. This new e-commerce paradigm, which mixes online purchasing and video engagement, has grown rapidly in China. China owns the world's leading live marketing, with \$4.4B in revenue in 2018 [1]. In particular, one of China's e-shopping behemoths – Taobao – earned over \$15B in GMV from its live-streaming operation in 2018 [2]. These figures suggest that consumers have generally embraced the live shopping concept. Due to the combination of government intervention and industrialisation, live online shopping has become increasingly popular since 2020 amidst the isolation brought about by the pandemic, as it functions as a digital tool that links suppliers and buyers all over the world. Broadcasters can generate and transmit real-time video to viewers in a typical live e-commerce scenario. Subsequently, the hosts entice potentially interested viewers to join the room and absorb the information. On the one hand, live e-commerce allows customers to get closer to the goods; on the other hand, users can hear the hosts describing how it feels and watch the broadcasters put it on. In this sense, many viewers cannot resist purchasing products while watching live streams. The term "impulse buying" (IB) refers to spontaneous purchases incurred on account of exposure to a trigger and an attempt to make a purchasing decision immediately [3]. Live scenarios, as opposed to platform e-commerce, can facilitate greater vividness and involvement in the e-shopping experience, allowing for IB by users. More recently, Oriental Selection, a live-streaming studio of New Oriental Education, amassed over 4M followers on June

14, making live bilingual streaming a hotly debated topic among Chinese netizens and indeed a manner of economic stability for education companies that were placed under policy regulation last year for creating inequity in public education [4]. Their huge knowledge base has grown in popularity, with many referring to them as the “highest ceiling” for broadcast rooms. On Saturday, Oriental Selection reached 12M viewers and had a GMV of 21M yuan for the day, making it the sixth largest cash-generating live streamer on Douyin [4]. In this case, the present article is aimed at determining what variables can influence audience IB on the Oriental Selection experience.

Although there is sufficient literature to show that scholars are increasingly interested in customers' IB, there is still a gap in explaining the relationship between the characteristics of live streamers and IB. Therefore, this paper's goals are as follows:

RO1: To examine the effects of live broadcaster characteristics on IB on Oriental Selection.

RO2: To analyse the critical factors affecting customer IB.

To address this gap, this study conceptualises the theoretical model adopting the stimulus-organism-response model (SOR), since this framework gives an appropriate perspective for understanding the IB mechanism induced by live broadcaster characteristics. Based on this paradigm, the research empirically tests a structural model of IB as a behavioural reaction in live streaming commerce utilising data from 154 users of Oriental Selection in China. This study not only complements existing research regarding the theory of host characteristics and live-streaming shopping but also delivers platform operators with insights on how to improve the actionability of IB in virtual shopping. The remaining parts of the research have the following structure. First, this study examines the relevant theories and literature. In light of the specific article setting, second, the conceptual framework and hypotheses are presented. The third part describes the current study setting, data collection procedures, and measurement items. Fourth, the hypotheses and paradigm in the paper are empirically tested, and the findings are presented. Ultimately, this article summarises practical suggestions and limitations that call for further directions.

## 2. Literature Review

### 2.1 Douyin Live Shopping Situations from China

In China, live shopping is basically categorised into three types. According to Zhang (2021), the first type requires the integration of live broadcasting functionality within traditional e-shopping platforms – Taobao Live; a shopping guide community platform represented by Red Book [5]. With the continuous development of short video applications, another type of live e-commerce is started to flourish – Douyin. Based on Zhang's work (2020), Douyin is expanded into commerce by connecting to third-party websites or building its own e-commerce platform [5]. According to data from Business of Apps (2022), it has over 600M daily active users in China [6]. Driven by the global crisis, the scale of live shopping on Douyin has been skyrocketing growth. From Ma's (2022) study, Douyin's GMV from live business grew rapidly after the explosion of COVID-19 and is expected to reach 2.1 trillion yuan this year [7]. The data from TikTok for Business (2021) illustrated that 71% of Douyin users are inspired to shop without a plan [8]. Rook (1987) described this purchasing act as IB, which involves a lack of intent or need prior to purchasing a specific product and a sudden urge to make an immediate purchase [3]. Apparently, Douyin's entertaining, traffic, algorithm-powered curation, and creator-centric content create new opportunities for live streaming commerce to build moments of discovery and awareness as well as buzz. This particular electronic word-of-mouth marketing driven by Douyin creators allows the products to take off overnight.

#### 2.1.1 Fashion beauty type representative - Kaiyi Zhang

Unlike other beauty accounts such as Jiaqi Li, Kaiyi Zhang gained a large number of fans with her irascible voice style and refreshing "impatience", and she was called "Eldest Brother" by her fans. According to a report by DayDayNews (2021), she once sold 35,300 sets of mask products [9]. On another occasion, DayDayNews (2021) indicated that she earned 10M yuan in just 78 minutes [9]. In

most cases, she employed product-related content, which was mainly for explanation in live streaming. In the process, she began to introduce beauty products, provide product information and pricing, show product tips, and explain the relevance of the products. Considering the needs of her audience, she also taught them by hand how to apply makeup, using a universal formula. In this regard, the brain achieves a subjective sense of enjoyment through preferences, needs, and learning, which gives consumers the intention to make an impulse purchase.

### 2.1.2 3C Digital type representative - Yonghao Luo

According to Lu and Siegfried (2021), Yonghao Luo, a first-generation Internet celebrity, utilised his influence and popularity to draw more than 48M viewers and a GMV of over 110M yuan in three hours, setting a new record for Douyin live e-commerce [10]. Different from other hosts, Luo's main fans are male, hence he concentrates somewhat on electronic items when choosing goods. As a former talk show actor in China, Luo is popular for his humorous speaking style and highly idealistic temperament. As demonstrated by Hou, Guan, Li, and Chong (2020), it is worth noticing that humorous messages have higher persuasive power because people like the source and feel it more reliable [11]. Through humour and laughter, audiences have enhanced interpersonal relationships and tend to experience pleasure and release, which in turn leads them to impulsively purchase products.

## 2.2 SOR

The SOR paradigm applying the psychological science, as Mehrabian and Russell (1974) claimed, was proposed by them for the first time [12]. Mehrabian and Russell (1974) indicated that this framework refers to the fact that environmental stimulus affects individuals' cognitive and affective responses, which are mediated by the organism [12]. Previous studies by Chopdar and Balakrishnan (2020) and Yu, Klongthong, Thavorn, and Ngamkroekjoti (2021) have applied the SOR model to many areas of consumer behaviour, including mobile commerce and brand loyalty [13, 14]. The present study draws on this model to structure its examination of IB in a live-streaming environment.

This framework is comprised of three main components: Stimulus (S), Organism (O), and Response (R). First, Manthiou, Ayadi, Lee, Chiang, and Tang (2017) defined stimulus as "triggers" that people perceive and subsequently respond to [15]. In the broadcasting situation, where the live streamer is an integral part of the broadcast, Li and Peng (2021) found that the personal characteristics of the live streamer may influence the viewers' cognitive and affective perceptions [16]. Hence, this study operationalises live streamer characteristics, including content-based sales approach and attractiveness, as the stimulus.

Second, Li and Peng (2021) claimed that the organism is an inner feeling of people, reflected by affective and cognitive reactions [16]; Manthiou et al. (2017) saw it as a mediating condition between the stimulus and reactions [15]. According to Manthiou et al. (2017), the affective response depicts people's sentiments or emotions [15]. Chiu, Huang, Cheng, and Hsu (2019) used the bond attachment as an emotional reaction to explain how relational signals promote citizenship behaviour in virtual scenarios [17]. Given the stimulus provided by hosts, the present study thus contends that the users' organism comprises emotional attachment being employed as an affective reaction.

Third, Manthiou et al. (2017) considered the element of response as the result of consumers' reactions to the IB stimulus and their internal evaluations [15]. A prior study by Manthiou et al. (2017) proved the avoidance or approaching behaviour following the cognitive and affective states [15]. Specifically, Manthiou et al. (2017) mentioned that approach behaviours include positive actions such as purchase intentions and patronage intentions [15]. In this article, IB is viewed as the final reaction to the host characteristics.

## 2.3 Emotional Attachment Theory

Emotional attachment (EA), as stated by Dwivedi, Johnson, Wilkie, and De Araujo-Gil (2018), is a psychological term referring to such a highly emotional tie that arises between a person and the certain item of person [18]. Based on Bowlby's (1988) paper, EA was first studied in the context of

parent-child relationships [19]. In this context, Bowlby (1988) described attachment as an intrinsic reaction, an instinct to seek safety and connection [19]. From recent studies by Song, Daryanto, and Soopramanien (2019) and Sánchez-Fernández and Jiménez-Castillo (2021), people develop EA to places and celebrities [20, 21]. Further, Dwivedi et al. (2018) stated that firms are more frequently pursuing techniques to develop bond connections with their buyers, since those who engage emotionally show stronger brand loyalty, which is beneficial for companies [18]. Hosts in the broadcasting room are essential in building relationships with the audience. Therefore, EA is used in this study and defined as a bonding connection between streamers and users.

### 3. Methodology

#### 3.1 Data Collection

In order to reach the objectives of this research, a quantitative approach was applied. The respondents in this study were Chinese Douyin users who had watched Oriental Selection. Since the responses were obtained from September 8 to September 13, 2022, using a Chinese online questionnaire generated by Wenjuanxing, a snowball sampling method was used to select respondents under the influence of the pandemic. Additionally, the questionnaire measured their buying experience on Oriental Selection employing a 5-point Likert Scale. There were two sections to the questionnaire: (a) demographic information of participants; and (b) respondents' perceptions of live streamer characteristics, EA, trust, and IB. A total of 183 respondents participated in this study by answering a questionnaire. After removing incomplete and duplicate responses, 154 usable responses were collected. To evaluate for data validity and reliability, regression and correlation, all data were analysed using SPSS version 26.0 software.

#### 3.2 Research Model and Hypothesis

Given the nature of EA, the current article employs the SOR theory to explain how IB is constructed by users during live streaming. Figure 1 depicts the proposed framework in this study.

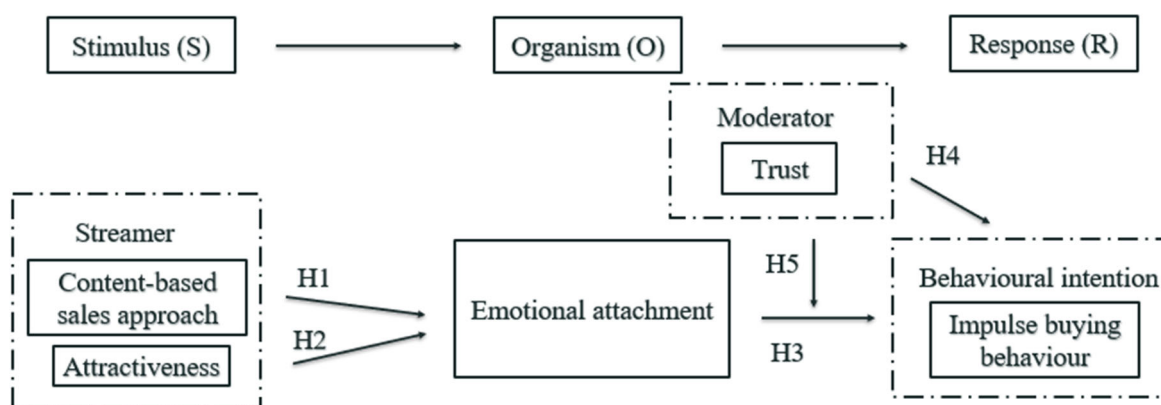


Fig. 1 Proposed present study framework

##### 3.2.1 Live streamer and emotional attachment

This study, based on Self-Determination Theory (SDT), hypothesises that the content-based sales approaches and host attractiveness might improve viewers' psychological connection to streamers by satisfying their autonomy and relatedness needs [22]. Firstly, it is critical to provide the audience with helpful content in order to form a lasting relationship with them. Therefore, content-based broadcasting does not focus on promoting items. In this regard, viewers can take a significant degree of autonomy and actively browse products according to their needs and requirements [22]. Subsequently, consumers' relatedness needs can be fulfilled by the attractiveness of the streamer. Viewers may find the streamer's personality attractive, such as their sense of humour, thereby developing a friendship-like relationship with streamers. Given the inherent human need for

companionship in the social sphere, it is reasonable to assume that the ability to attach with friends and engage virtually via live-streaming scenes promotes the demand for relatedness [22]. Hence, the hypothesis formed as below:

H1: Content-based sales approach is favourably correlated with emotional attachment.

H2: Attractiveness is favourably correlated with emotional attachment.

### 3.2.2 Emotional attachment and impulse buying

According to Self-Expansion Theory (SET), viewers' EA has a substantial attitudinal and behavioural impact [23]. The emotionally charged links and relationships with a host, showing viewers' emotional commitment and desire to strengthen and maintain ties with the host, are characterised as EA to those live broadcasters. Viewers' EA towards a live broadcaster might ignite their self-expansive motivation in the live broadcasting environment, prompting viewers to proactively offer their resources (time and money) to a particular host [23].

Hence, the hypothesis formed as below:

H3: Emotional attachment is favourably correlated with impulse buying.

### 3.2.3 Trust and impulse buying

Previous studies have shown a significant relationship between trust and IB [24]. The absence of face-to-face contact in live broadcast commerce causes social uncertainty, thus making trust a crucial factor. This further explains why the more potentially interested individuals perceive trustworthiness, the less suspicion and anxiety they absorb, and hence, IB is more likely to be motivated [24].

Hence, the hypothesis formed as below:

H4: Trust is favourably correlated with impulse buying.

### 3.2.4 Trust as moderator

In the study of the streamer-viewer relationship, affective trust involving subjective evaluations, based on emotions, can explain viewers' behaviour [25]. Viewers who form an emotional connection to streamers in a live-streaming shopping environment will support and pursue the anchor, eventually ordering items mentioned by the host. If the viewers' commitment and trust are positive, it will further lead to the attachment to streamers to carry on impulsive purchasing activities [25].

Hence, the hypothesis formed as below:

H5: Trust has a favourable moderation between emotional attachment and impulse buying.

## 4. Results

Table 1 presents the demographics of the participants in this study. Women account for 89.6% of the 154 respondents, with 65.6% of them being between the ages of 19 and 24. Aside from that, 82.5% of the respondents are students. The majority of respondents have a monthly disposable income between 1001 and 5000 yuan (63%). More than 43.5% of respondents sometimes watch Oriental Selection. According to the respondents of this survey, the Douyin stream (51.9%) is the most important way to learn about Oriental Selection.

**Table 1.** Participants' demographic data (N = 154)

Measure	Items	Frequency	Percent
Sex	Male	16	10.4
	Female	138	89.6
Age	≤18	25	16.2
	19-24	101	65.6
	25-30	27	17.5
	31-40	1	0.6
Occupation	Company Employees	11	7.1
	Others	1	0.6
	Student	127	82.5

	Corporate or government	6	3.9
	Freelancers or self-employed	9	5.8
Monthly disposable income (in yuan)	≤1000	23	14.9
	1001-2000	59	38.3
	2001-5000	38	24.7
	≥5001	15	9.7
Watching frequency on “Oriental Selection”	No	19	12.3
	Always	13	8.4
	Seldom	33	21.4
	Usually	41	26.6
Way of understanding	Sometimes	67	43.5
	Douyin Stream	80	51.9
	Friends’ recommendations	28	18.2
	Others	3	1.9
	Weibo trending	38	24.7
	News report	5	3.2

#### 4.1 Reliability and Validity Analysis

Table 2 illustrates the findings of this study’s reliability and validity analysis. The  $\alpha$  of each variable is larger than 0.7, suggesting that the survey’s inherent reliability is adequate. Meanwhile, each indicator is well applicable to the appropriate variable, and each indicator’s loading value on the attributed factor is larger than 0.4, ensuring that the validity of all categories differs significantly.

**Table 2.** The findings of the reliability and validity analysis

Scale	Item	Loading	$\alpha$
Content-based sales approach (CON)	CON1	0.665	0.817
	CON2	0.772	
	CON3	0.722	
	CON4	0.734	
Attractiveness (ATT)	ATT1	0.726	0.756
	ATT2	0.788	
	ATT3	Deleted	
	ATT4	0.663	
	ATT5	0.625	
	ATT6	Deleted	
Emotional attachment (EA)	EA1	0.474	0.845
	EA2	0.675	
	EA3	Deleted	
	EA4	0.626	
	EA5	0.733	
	EA6	0.702	
Impulse buying (IB)	IB1	0.588	0.842
	IB2	0.610	
	IB3	0.748	
	IB4	0.858	
	IB5	0.765	
	IB6	0.596	
Trust (TRU)	TRU1	0.732	0.881
	TRU2	0.688	
	TRU3	0.740	
	TRU4	0.634	
	TRU5	0.780	
	TRU6	0.824	

Principal component analysis yields five elements. The cumulative variance contribution rate reaches 64.786%, which is larger than 60%, as indicated in Table 3, demonstrating that the extracted components can interpret the vast majority of the data in the samples.

**Table 3.** The results of the variance interpretation

Factor	Eigenvalue	%	Cumulative %
1	8.950	35.800%	35.800%
2	2.524	10.097%	45.897%
3	1.693	6.772%	52.669%
4	1.646	6.586%	59.255%
5	1.383	5.531%	64.786%

#### 4.2 Correlation Analysis

This research employed Pearson’s correlation in Table 4 to determine the direction and extent of the link that occurs between two parameters. The p-value for CON, ATT, EA, and TRU are all less than 0.01, which means that they explain the IB. Table 4 shows that there is a substantial relationship between these factors with values of 0.367, 0.370, 0.538, and 0.387; while the most closed and strong relationship among variables can be found between EA and IB which is 0.538.

**Table 4.** The results of correlation of all variables

	IB	CON	ATT	EA	TRU
IB	1				
CON	.367**	1			
ATT	.370**	.396**	1		
EA	.538**	.565**	.450**	1	
TRU	.387**	.512**	.433**	.578**	1

\*\*p < 0.01

#### 4.3 Hypothesis Testing

In order to examine the association between the aforementioned variables, regression analysis is utilised. The adjusted R2 in the H1 and H2 tests (Tables 5 and 6) is 0.371, showing that the model can illustrate 37.1% of the residual; the F value is 46.177, p = 0.000 (< 0.05), suggesting that CON and ATT impact EA. There is a considerable linear association between both CON and ATT and EA, allowing for the establishment of additional regression equations.

**Table 5.** Model summary <sup>b</sup>.

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	SEE	DW
1	0.616 <sup>a</sup>	0.380	0.371	0.56043	1.939

<sup>a</sup> Predictor variables: (Constant), CON, ATT.

<sup>b</sup> Dependent variable: EA.

**Table 6.** ANOVA <sup>a</sup>.

Model	SS	df	MS	F	Sig.	
1	Return	29.007	2	14.504	46.177	0.000 <sup>b</sup>
	Residual	47.427	151	0.314		
	Total	76.434	153			

<sup>a</sup> Due to variable: EA; <sup>b</sup> Predictor variables: (Constant), CON, ATT.

Following the analytical results in Table 7, the coefficient of the influence of the CON on EA is 0.516 (> 0), p = 0.000 (< 0.05), indicating a significant positive effect of CON on EA. H1 is confirmed. The coefficient of ATT impact on EA is 0.312 (> 0), p = 0.000 (< 0.05). H2 is confirmed.

**Table 7.** Regression coefficient <sup>a</sup>.

Model		Unstand. coeff.		Sta. coeff.	t	Sig.
		B	SE	Beta		
1	(Constant)	0.430	0.340		1.262	0.209
	CON	0.516	0.079	0.458	6.562	0.000
	ATT	0.312	0.081	0.269	3.846	0.000

<sup>a</sup> Dependent variable: EA.

Tables 8-10 reveal the findings of the analysis of the H3 and H4 tests. The adjusted R<sup>2</sup> is 0.288, indicating that the model accounts for 28.8% of the residual; the F value is 32.006, p = 0.000 (< 0.05), demonstrating that EA and TRU influence IB. Both EA and TRU and IB have substantial linear relationships, and the regression equation is likely to be additionally constructed.

**Table 8.** Model summary <sup>b</sup>.

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	SEE	DW
1	0.546 <sup>a</sup>	0.298	0.288	0.60036	2.083

<sup>a</sup> Predictor variables: (Constant), EA and TRU.

**Table 9.** ANOVA <sup>a</sup>.

Model		SS	df	MS	F	Sig.
1	Return	23.072	2	11.536	32.006	0.000 <sup>b</sup>
	Residual	54.425	151	0.360		
	Total	77.497	153			

<sup>a</sup> Due to variable: IB; <sup>b</sup> Predictor variables: (Constant), TRU, EA.

Table 10 shows that the coefficient of the influence of the EA on IB is 0.475 (> 0), p = 0.000 (< 0.05), indicating a significant positive effect of EA on IB. H3 is accepted. The coefficient of the influence of TRU on IB is 0.138 (> 0), p = 0.175 (> 0.05). H4 is rejected.

**Table 10.** Regression coefficient <sup>a</sup>.

Model		Unstand. coeff.		Sta. coeff.	t	Sig.
		B	SE	Beta		
1	(Constant)	1.245	0.333		3.736	0.000
	EA	0.475	0.084	0.472	5.644	0.000
	TRU	0.138	0.101	0.114	1.362	0.175

<sup>a</sup> Dependent variable: IB.

Moderated linear regression analysis is used to test H5 (Table 11). Step 1 shows the effect of not taking moderation, indicating a strong association of EA with IB at 47.2% (p < 0.01), while TRU is not associated with IB (p > 0.05). Step 2 shows the effect of the product (EA\*TRU) of the predictor variable (EA) and the moderator (TRU) on the due to variable (IB). The moderating effect of TRU is significant (p < 0.05). As the results show (β = 0.147, ns), this leads to the approval of H5 and also indicates an explanatory variable of 0.021, demonstrating a small change in the relationship between EA and IB due to the inclusion of TRU as a moderator.

**Table 11.** Moderation analyses of trust

Step	Impulse buying behaviour		
	Variable	Beta	ΔR <sup>2</sup>
Step 1	EA	0.472**	0.298
	TRU	0.114	
Step 2	EA	0.448**	0.021
	TRU	0.111	
	EA*TRU	0.147*	

\*p < 0.05. \*\*p < 0.01

## 5. Discussion

The work, based on the SOR framework, examined the impact of live streamer characteristics (content-based sales approach and attractiveness) on EA and the subsequent effect of IB. It additionally attempted to determine whether trust acts as a moderator between EA and IB. Four of five hypotheses were validated empirically, namely, H1, H2, H3, and H5. However, H4 was rejected.

First, on the basis of the characteristics of live broadcasters, the content-based sales approach and attractiveness had a positive effect on the EA of the audience (H1, H2). The impacts of these two variables on EA corresponded with the results of Wongkitrungrueng, Dehouche, and Assarut (2020) and Li and Peng (2021), respectively [26, 16]. In Oriental Selection, the host adopts a bilingual format to combine the product and English knowledge for the live broadcast, which is novel and unique and arouses the curiosity of most users. Since English knowledge is provided for free, users may be appreciative and willing to make a purchase to support the host. Reciprocity is thus seen as a crucial mediator that may occur when users obtain valuable information or services and feel obligated to reciprocate [26]. In this way, the audience regards the host as a friend rather than a product vendor. As a result, it is more probable that bonding will be reinforced. Subsequently, streamers in Oriental Selection also demonstrate their high attractiveness. MingMing, for example, is popular for her genuinely humorous communication style, which attracts a large number of users to watch her streams. Live streaming will make the virtual community environment real. MingMing's personality allows consumers to create an emotional bond with her, and the positive emotions make consumers feel good about the products she recommends. By that, such a bond is possible if live streamers share some characteristics (personality, appearance, and style) with viewers, and viewers perceive that they identify with streamers. Such social values have been found to have a powerful role in influencing customer engagement as well as commitment and loyalty [26]. In order to attain these results, the connection process necessitates not only the input of hosts but also the engagement of viewers (both time and money). In conclusion, content-based sales approach and streamer attractiveness are crucial elements that enhance the viewers' EA.

Second, EA influenced audiences' IB positively (H3), which was identical to the outcomes of Li and Peng (2021) [16]. Considering the nature of live broadcasting, viewers of Oriental Selection are encouraged to interact with streamers, which helps to increase intimacy and enhance reciprocity between streamers and viewers [16]. This simultaneous and instantaneous contact results in emotional connections and behaviours, which has a significant influence on the streamer-user relationship. When audiences feel a stronger relationship with the streamers, they may feel more satisfied, which boosts their interest in the specific host. This may also foster the possibility of viewer commitment and thus elicit IB from users. Eventually, in live broadcasting audiences' EA is a strong determinant for IB.

Third, trust moderated the relationship between EA and IB (H5) but had no significant effect on IB (H4). On the one hand, the moderating function of trust between EA and IB echoed the findings of Chen et al. (2019) [25]. In the live context, viewers' confidence in streamers is crucial for the establishment and maintenance of attachment, as trust is mostly tied to judgments about the future expectations of the broadcaster. If consumers believe that a streamer is reliable and honest, they will maintain their relationship with that streamer and hence provide financial support. In most cases, individuals appear to deal with their security requirements through trust mechanisms in economic and social activities, and the presence of trust seems to directly satisfy their need for security and psychological well-being [27]. On the other hand, however, the trust did not directly influence IB, which contradicted Kazi et al.'s (2019) findings [24]. The reasons for this result may lie in the product attributes. Because developing trust is a gradual process that takes more time, while the nature of IB can be spontaneous, the path may be such a constraint. Price may represent a financial risk as a constraint to purchasing the product [28]. Within these thoughts, the increase in price could increase the perceived risk to the consumer. In this sense, Oriental Selection may mostly sell low-risk products, so consumers' trust in the streamers might not need to be strong for IB. If the monetary

value of the purchase is higher, the trust might play a more important role in the IB process. Accordingly, trust in live streaming may not directly contribute to IB.

## 6. Conclusion

### Key Findings

In this paper, an IB model under Oriental Selection based on the SOR framework was constructed. The framework of streamers' characteristics that influence audience EA and IB was explored. The 154 available surveys gathered were analysed quantitatively using SPSS techniques. The empirical analysis revealed that content-based sales approach and attractiveness exerted a significant impact on EA; this emotion positively affected subsequent IB. However, the trust did not positively affect IB. Furthermore, trust was discovered to have an important moderating function between users' EA and IB. The present research proved the suitability of the SOR in live broadcasting scenarios, which was in accordance with previous contexts. Besides, the findings contributed to a deeper comprehension of the complexities of IB in the live broadcasting setting. Ultimately, the current work launched several innovative approaches for the operational management of platforms and broadcasters.

### Future Directions

#### 6.2.1 Limitations

The research's deficiencies could also provide some opportunities for further investigation. One apparent weakness would be that all related information was obtained from Chinese audiences, which might limit the validity and reliability of cross-cultural outcomes. In order to evaluate the model of this study, future research should investigate different cultural contexts. Secondly, in this study, 154 reliable survey data were obtained. This sample size is statistically adequate, but not optimal. To boost the precision and appropriateness of the results, future investigations should indeed increase the number of participants. Thirdly, an examination of the statistical features of the sample reveals that the gender of participants was predominantly female. Therefore, the sample size of each sex category ought to be increased in future work based on the gender distribution of the online shopping grouping. Finally, the effects of various crucial parameters on IB were accounted for in this study; however, it could not investigate all possible antecedents of behavioural intentions. To fully understand the consumer online IB, it is thus recommended that future studies consider more live streamer characteristics and other organic variables in the research model.

#### 6.2.2 Practical implications

This research presents practitioners with actionable insights. First, there has been a tremendous increase in the amount of money invested in live e-commerce throughout the crisis. Live broadcasting allows company owners to digitally promote their business in-person to potential audiences, which results in significant IB in the process. From the abovementioned findings, live broadcasters' characteristics, namely their content-based sales approach and attractiveness, can effectively increase consumer EA, thereby stimulating online IB in Oriental Selection. Consequently, a practical implication for live streaming platform operators is to strive to produce and supply effective services and content some of which are pertinent to viewers' preferences, worthy of attention, and challenging to duplicate. These convey viewers with cognitive value, which is elicited when a product provides sophistication or meets a knowledge need, in turn enhancing users' attachment to the host [29]. Towards this direction, it can be accomplished by streamers through the understanding of user interests, the development of user knowledge, and the enhancement of sophisticated technical and consulting capabilities. When offering unique selling points that are not readily available to other streamers, the customer may appreciate, trust, and reliance upon them more. In addition, while working with various live broadcasters, platform operators may favour individuals who showcase uniqueness (appearance, personality, talent). Not only does this encourage the platform to attract additional audiences and maintain more existing ones, but also it promotes profitability.

Second, the findings show that EA mediates between the two dimensions of streamer characteristics and IB in live streaming. As a consequence, platform managers could take certain tactical initiatives to strengthen the streamer-viewer connection, which can assist in maintaining the audience and facilitating more transactions [30]. In line with these results, streaming platforms should offer social possibilities for audiences and hosts, and hosts ought to take care to build close connections with audiences in the process. Live broadcasters, for example, might enhance their expertise and incorporate certain organised entertainment in their broadcasts in order to raise the audience's attention and generate a pleasant feeling. Streamers can also deliver timely reactions to promote engagement with viewers.

Finally, while trust appears to be a weaker predictor for IB, this does not mean that trust is not important for both EA and IB. Since watching a live broadcast normally requires more time than viewing a static image of a product, broadcasters should then keep audiences involved and avoid boredom by adding more enjoyable activities that are inextricably linked to the product [31]. These actions can evoke enthusiasm, which leads to subjective trust in the items and, ultimately, in the streamers. Viewers' affinity for streamers and a sense of belonging to them, on the other hand, is more likely to be enhanced by delivering substantial experiences that inspire a sense of companionship. For example, streamers can recognise customers and recall their desires by recording and evaluating feedback from the audience. During the live broadcast, they can approach individual audiences via name and promote products that correspond to their specific preferences and requirements. Meanwhile, viewers may be invited to offer feedback and vote on prizes or prospective items. Such a tactic develops symbolic power, which has a strong favourable influence on host trust, leading to viewers making spontaneous purchases.

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