

Effects of user experience in live marketing on consumer purchase intention

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Abstract. Live-streaming marketing has become an important marketing mode in the online environment and has become one of the important marketing modes for enterprises to obtain sales revenue. This research constructs a research model of user experience and intention of purchase in live-streaming marketing based on SOR theory. Through a questionnaire survey, this paper studies the impact of user experience of live marketing on customer trust and intentions of purchase. This research found a positive relationship between customer trust and consumer purchase intention. The user experience of live marketing has a firsthand impact on consumer's intention to purchase. In addition, as a mediating variable, customer trust indirectly affects consumers' purchase intention. This research enriches the research in the field of user experience in live-streaming marketing and proposes ways to enhance user experience in live-streaming marketing. It has a certain guiding significance for the development of enterprise live marketing activities.

Keywords: SOR; user experience; live marketing; consumer trust; purchase intention.

1. Introduction

Live-streaming marketing is an important online marketing model that has emerged and become popular in the Internet era. In line with a survey by the China Internet Network Information Center, the quantity of e-commerce live-streaming users increased by 44.3 million from March to June 2020 [1]. Interestingly, Quest Mobile's survey during this period showed that the average conversion rate of short video software was less than 10% [2]. Some scholars have studied live-streaming marketing and found that many problems, such as product homogeneity, high transaction risk, and poor user experience, seriously affect the development of live-streaming marketing [3]. However, the existing research on live-streaming marketing mainly discusses the impact of consumers' motivation and perceived value on consumer behavior, as well as the development of live-streaming e-commerce marketing strategies [4-6]. It ignores the impact of user experience felt by consumers in live-streaming marketing on consumer's intention to purchase. As a consequence, this research mainly explores the constituent factors of user experience of live marketing and its relationship with consumer's intention to purchase.

SOR theory is among the important theories to explain the mechanism of human behavior, which was first proposed by environmental psychologists [7]. The SOR model consists of three constructs: stimulus, organism, and response. Therefore, based on SOR as the theoretical basis, from the perspective of user experience of live broadcast marketing, this paper explores the impact factors of user experience of live marketing on consumers' intention of purchase. In the broadcast room, customer trust is one of the key factors affecting consumers' behavior of purchase [8]. On this basis, this study proposes that customer trust can explain the internal causes of the impact of user experience of live-streaming marketing on consumers' intention to purchase. This answers the key research question of this paper. It is used to discuss the internal mechanism between the user experience of live broadcast marketing and consumers' intention to purchase. Empirical analysis shows that this research determines the impact of user experience of live-streaming marketing on consumers' intention of purchase and its internal mechanism from the perspective of consumers. So as to help enterprises take effective measures to improve the user experience effect of live marketing. To provide ideas for the smooth development of enterprise live marketing activities. In this paper, based on the SOR framework, the results of the questionnaire were analyzed for relevance.

2. Theoretical basis and research hypothesis

2.1 live marketing user experience

In this research, the user experience of live marketing is defined as the total subjective feeling of the virtual face-to-face interaction between the user and the caster during live marketing. Up to now, there is no unified standard that affects user experience. The researchers discussed this on the basis of research background and demand. From a review of the literature, the user experience is divided into feelings experience Information experience Interactive experience and functional experience from psychological viewpoints [9].

Live marketing is different from other traditional network marketing, its own virtual facade and real-time interaction make users feel a unique shopping experience. In the process of live marketing, the main purpose of the user entering and working in entertainment and relaxation, thereby fulfilling the demand for internal entertainment. Thus, the paper selected emotional experience, interactive experience and present experience as independent variables of live marketing user experience.

2.2 Live marketing user experience and purchase intention

In previous studies, consumers' desire to buy goods on live platforms has proven to be associated with consumers' perceived risks and emotional confidence [10]. The higher the sense of customer's product price, the greater the willingness to buy it. In other words, the factors that affect the purchase motivation include customer confidence, risk perception, transaction cost, and value recognition [11].

In addition, consumers are not interested in the value of goods in shopping, but are more interested in the value of experience gained in the shopping process. A good shopping experience is an advantageous factor to boost consumer's viscosity, and at the same time it can boost consumer confidence in consumers and brands, thereby increasing the willingness to buy consumers. Some scholars have studied the cross-border e-commerce virtual community, and it has become clear that the user experience has a direct significance in influencing consumers' willingness to buy. The interaction between marketers and consumers can effectively improve consumer buying experience and stimulate consumer's willingness to invest [12]. Therefore, this study proposes the following hypothesis:

H1: User experience of live-streaming marketing has a significantly positive influence on consumers' intention of purchase;

H1a: Emotional experience has a significantly positive influence on consumers' intention of purchase;

H1b: Interactive experience has a significantly positive influence on consumers' intention of purchase;

H1c: Presence experience has a significantly positive influence on consumers' intention of purchase.

2.3 The mediating role of customer trust

Living marketing is also trust marketing to a certain extent. During the live marketing, anchors make use of the face-to-face advantage of the live-streaming room to try out products and explain functions to consumers on the spot, so that consumers have a feeling of being on the spot, as if anchors and products are in front of them, and consumers will have emotional resonance when interacting with anchors in real time [13]. Promote consumers to gradually form dependence and trust on anchors. According to SOR theory, consumers need to experience a set of complex psychological processes to help them respond when they are stimulated by external stimuli as shown in Fig. 1 and Fig. 2. It indicates that customer trust plays an important role between the unique experience consumers get in live marketing and the generation of consumers intention of purchase. Therefore, in live-streaming marketing, the user experience obtained by consumers directly affects the degree of consumer trust, and then affects the generation of consumers' purchase intention.

H2: Customer trust plays an intermediary role between user experience of live-streaming marketing and consumers intentions of purchase.

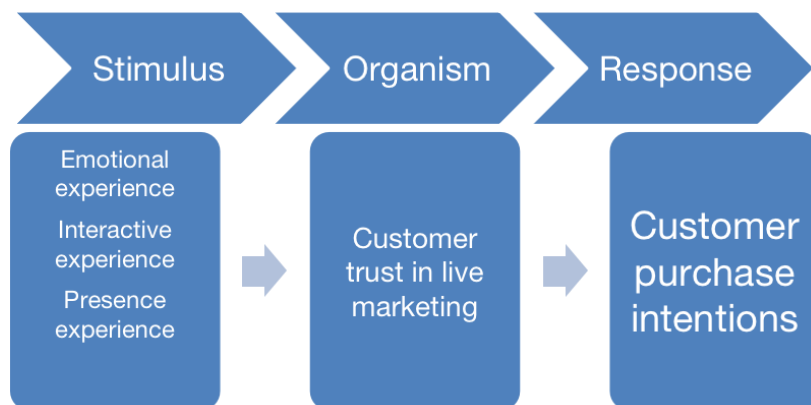


Figure 1. The conceptual framework SOR

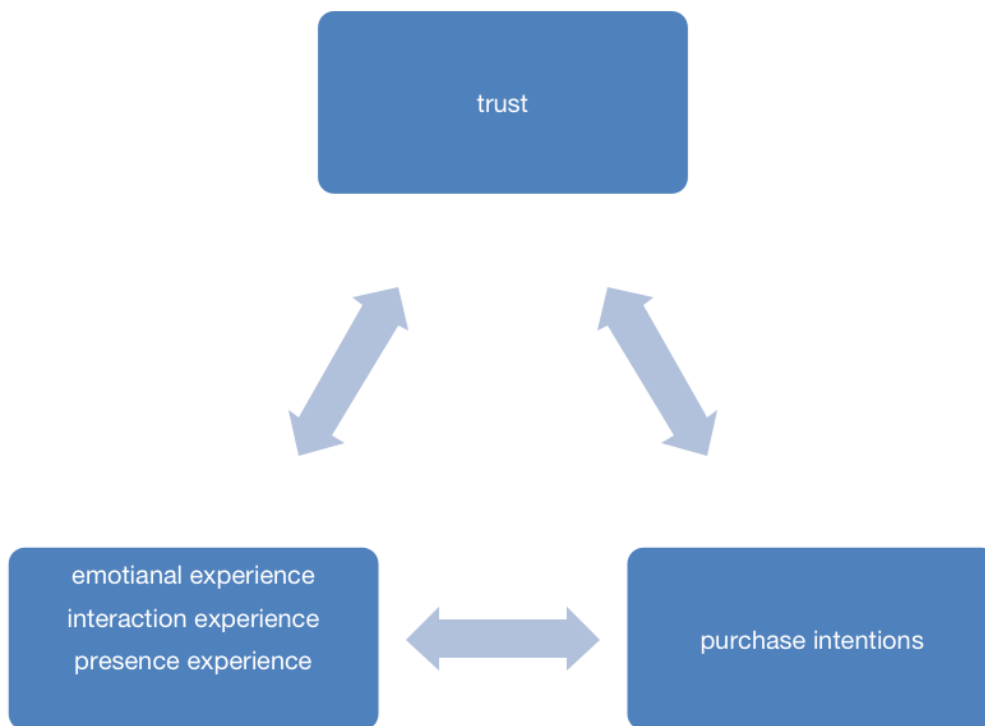


Figure 2. The conceptual frame relationship

3. Method

3.1 Design of the questionnaire

Prior to the formal investigation, 60 questionnaires were distributed and the preliminary investigation was carried out. The questionnaire consists mainly of four parts: the first part is the introduction, and the purpose and contents of the questionnaire are mainly introduced. The second is a list of options to see if the subject has seen live shopping within the past six months or whether they purchased the product in live marketing. The third is the basic information of the respondent. The fourth is the argument of this study.

3.2 Data collection and sample description

Based on the SOR concept framework, in this research, the data of the important variables are collected using the questionnaire as shown in Table 3. The structure is:

Table 1. Questionnaire question

Part	Questions	Type	Variables	Image sources
1	Agree to permit	Single choice question	Consent to information	N/A
2	Basic Information Question 1-5	Extension question	Gender, age, income, purchase habits	N/A
3	Question 6	2 Extension question	Emotional experience	Zhou, B. (2017)
4	Question 7	2 Extension question	Interactive experience	Zhou, B. (2017)
5	Question 8	2 Extension question	Presence experience	Assarut, N. (2018)
6	Question 9	2 Extension question	Customer trust	Ming & Wu (2020).
7	Question 10	2 Extension question	Customer purchase intention	Russell, J. A. (2021)

In particular, this study adopts an online method for contacting target participants. In short, the time and distance restrictions do not affect the respondent.

3.3 Data analysis method

In this study, SPSS software was used for correlation analysis of the collected data. Correlation analysis is to study whether there is a dependency relationship between phenomena and to explore the correlation direction and correlation degree of the specific phenomenon with a dependency relationship, which is a statistical method to study the correlation between random variables. Correlation analysis can be performed only if there is any relation or probability between the correlation elements.

4. Results

4.1 Sample consumption results

This study was conducted by distributing questionnaires online. In this study, 158 questionnaires were distributed, 122 of which were effective questionnaires, and the effective rate was 77.2%. The main purpose of this study is to investigate the effect of user experience in consumer marketing on consumer motivation. This age group is mainly between the ages of 18 and 30 years. The proportion for 65.6%. Average monthly income is concentrated between \$5000 and \$7000 and accounts for 45% of the sample. 45 people watching live broadcasting for two to three days. The time for watching live broadcasting is concentrated within 1 hour and accounts for 81.34%. Live average expenditures primarily concentrate between \$0 and \$200 and account for 54% of samples. The data are shown in Table 2.

Table 2. Questionnaire data

Questions	Options	Number	Percentage
Age	18-30	80	65.6%
	31-40	15	12.2%
	41-50	12	9.8%
	51-60	9	7.4%
	61-70	3	2.4%
	71+	3	2.4%
Gender	Male	48	39.33%
	Female	74	60.67%
	Others	N/A	N/A
Average monthly income(\$)	0-3000	25	20.4%
	3000-5000	27	22.1%
	5000-7000	45	36.8%
	7000-9000	14	11.5%
	9000+	11	9.1%
Average number of views(day)	<1	12	9.8%
	1-2	15	12.3%
	2-3	45	36.9%
	3-4	26	21.3%
	4+	24	19.7%
Average viewing time(hour)	<1	55	45%
	1-2	25	20.5%
	2-3	14	11.5%
	3-4	16	13.1%
	4+	2	1.6%
Average cost during live(\$)	0	19	15.6%
	0-200	66	54%
	200-500	13	10.7%
	500-1000	10	8.1%
	1000+	4	3.2%

4.2 Analysis of correlation

This section mainly examines the correlation between variable relationships in the SOR conceptual framework. The results are shown in Tables 5 to 8. Sig (2-tail) (P) is less than 0.05 when there is a significant correlation between the variables. Pearson correlation coefficient (P) indicates the degree of correlation.

Table 3. The relationship between emotional experience and customer trust

Correlations				
		IV 1	IV2	IV3
CT1	P	.561**	.562**	.612**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122
CT2	P	.334**	.511**	.363**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122
CT3	P	.533**	.472**	.441**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122

Table 3 shows that the p value between arguments with Constant Team variables is greater than 0 and less than 0.05. This means that there is a positive correlation between the independent variable

and the Constant Team variables. In other words, there is a correlation between the emotional experience and customer trust.

Table 4. The relationship between interactive experience and customer trust

Correlations				
		IV1	IV2	IV3
CT1	P	.576**	.551**	.567**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122
CT2	P	.431**	.432**	.446**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122
CT3	P	.410**	.460**	.466**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122

Table 4 shows that the p value between arguments with Constant Team variables is greater than 0 and less than 0.05. This means that there is a positive correlation between the independent variable and the Constant Team variables. There is a correlation between an interactive experience and customer trust.

Table 5. The relationship between presence experience and customer trust

Correlations				
		IV1	IV2	IV3
CT1	P	.561**	.553**	.603**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122
CT2	P	.424**	.501**	.453**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122
CT3	P	.583**	.532**	.551**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122

Table 5 shows that the p value between arguments with Constant Team variables is greater than 0 and less than 0.05. This means that there is a positive correlation between the independent variable and the Constant Team variables. There is a correlation between the present experience and customer trust.

Table 6. The relationship between purchase intention and customer trust

Correlations				
		MD1	MD2	MD3
CT1	P	.638**	.628**	.584**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122
CT2	P	.661**	.656**	.589**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122
CT3	P	.554**	.543**	.663**
	SIG. (2-tailed)	0.000	0.000	0.000
	N	122	122	122

Table 6 shows that the p value between arguments with Constant Team variables is greater than 0 and less than 0.05. This means that there is a positive correlation between the independent variable

and the Constant Team variables. In other words, there is a correlation between customer purchase intention and customer trust.

As shown in Table 3-6, in the case of live marketing, the relationship between emotional experience, interactive experience, and present experience is assumed to be an argument. Customer trust is made a mediation variable, and the correlation analysis is carried out as a causal variable. As a result, it has become clear that the emotional experience, interactive experience, and present experience have a positive correlation with the customer's trust. There is a positive correlation between customer trust and customer intention to purchase. Therefore, both H1 and H2 are assumed to be valid.

5. Discussion

It is assumed that H1a confirms that the emotional experience during live broadcasting has a positive correlation with customer trust. In sig. (2-tail) (P) is less than 0. The Pearson correlation coefficient (P) represents the degree of correlation. From the empirical point of view, in Table 5, the p value between emotional experience and customer trust is superior to 0 and predicts the relationship between emotional experience and customer trust. The value of (2-tail) (P) is less than 0.05 showing that there is a positive relationship between emotional experience and customer trust. Therefore, it is reasonable to make these data support H1a.

Assuming that H1b is proven, a live interactive experience shows a positive correlation with Customer trust. In sig. (2-tail) (P) is less than 0. The value of (P) indicates a correlation. From the empirical point of view, in Table 6, it is predicted that there is a correlation between the interactive experience and customer trust. The value of (2-tail) (P) is less than 0.05 showing a positive relationship between interactive experience and customer trust. Therefore, it is reasonable to support these data for hypothesis H1B.

Assuming that H1C is confirmed, live experience shows a positive correlation with customer trust. In sig. (2-tail) (P) is less than 0. The value of (P) indicates a correlation. From the empirical point of view, in Table 7, the value of Pearson correlation coefficient P between field experience and customer trust is superior to 0, and it is predicted that there is a correlation between presence experience and customer trust. The value of (2-tail) (P) is less than 0.05 showing a positive relationship between presence experience and customer trust. Therefore, it is reasonable to support these data as hypothesis H1c.

H2 assumes that there is a positive correlation between customer trust and consumer intention to purchase. In sig. (2-tail) (P) is less than 0. The value of (P) indicates a correlation. From the empirical point of view, table 8 shows that the Pearson correlation coefficient (P) value of customer trust and consumer purchase willingness is superior to 0, and there is a correlation between customer trust and consumer purchase willingness. Sig. (2-tail) (P) is lower than 0.05 showing a positive correlation between customer trust and consumer willingness to buy. Therefore, it is reasonable to support these data as hypothesis H2.

6. Conclusion

The purpose of this study is to examine the effects of live marketing users' experience on consumers' desire to purchase. Building a research model correlation between questionnaire and correlation analysis. The paper verified the hypothesis proposed through empirical research. Results: 300 effective samples get a relationship between emotional experience, interactive experience, presence experience and consumer's intention to purchase user experience. Therefore, live marketing users' experiences including emotional experience, interactive experience, and present experience are significantly related to consumer trust and consumer willingness to buy. Customer trust plays a role between user experience and consumer purchase intention. It was found that consumer trust has a positive effect on consumer purchase intention. The user experience of live broadcast marketing can

positively affect consumers' purchase intention. As a mediating variable, consumer trust indirectly affects consumers' purchase intention.

In a sense, field marketing is trusting marketing. Customers tend to pay attention to the authenticity of live content. Live marketing can reflect the accuracy of the user group. Compared to traditional television, one of the main advantages of internet marketing is that it can accommodate users' diverse needs. With the rapid development of the Internet, the number of people in daily life is becoming less and less, and especially, there is less emotional exchange. During live marketing, people with the same taste can concentrate on common habits and infect emotionally. The results of this study are academic significance and practical significance. There is a limit to the questionnaire survey in this study. Besides this research is lacking in deep analysis because there is a possibility that it can be disabled for unanswered answers or limited answers. The following proposals are made for future research. Firstly, researchers should study again through qualitative research design or mixed research design. Secondly, researchers must examine the characteristics of consumers carefully and confirm the feasibility of the results. Thirdly, researchers can study what features of consumers affect buying motivation.

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