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Article

The influencing factors of consumer purchase intention in e-commerce live marketing under the background of green consumption view: A biomechanics-inspired analysis

Xudong Hu

International Business School, Lanzhou Petrochemical University of Vocational Technology, Lanzhou 730060, China; 18993189160@189.cn

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Abstract: The live-streaming e-commerce industry has thrived with the progress of mobile Internet, becoming an integral part of consumers' daily lives. Driven by the green consumption and low-carbon living concepts, online consumption has gained popularity, making e-commerce live marketing a significant platform for consumer spending. Resolving how to heighten consumers' purchase intention and augment sales is a pressing concern for e-commerce live marketing teams and platforms. This research, grounded in grounded theory, dissects the determinants of consumers' purchase intention in e-commerce live streaming. Four main aspects are identified: people, cargo, market, and consumers' internal state. Human aspects encompass personal charm and professionalism; cargo elements comprise product features, price incentives, and transaction volume; venue-related factors involve live streaming interaction and comprehensive service; and consumers' internal state involves a sense of value and trust. Drawing an analogy from biomechanics, the interactions among these factors can be likened to mechanical forces. The influences of people, cargo, and market on consumers' internal state are analogous to external forces exerted on a biological structure, which then triggers a response in the form of consumers' internal state change. This internal state, in turn, acts as a driving force for purchase intention, similar to how a biological entity responds and adapts. The mediating role of value and trust is also vital. The findings of this study furnish a solid foundation for enhancing the sophistication and quality of e-commerce live streaming marketing, strengthening consumers' purchase intention, enriching their purchasing experience, and facilitating the stable and sustainable growth of the e-commerce live streaming sector.

Keywords: e-commerce live streaming marketing; consumer purchasing intention; consumer's internal state; grounded theory; mediating effect; biomechanics

1. Introduction

Since the rapid development of the e-commerce live streaming marketing industry, the marketing of products in e-commerce has gradually shifted from real-time live streaming to live streaming interaction. The e-commerce live streaming marketing industry relies on live streaming e-commerce platforms to provide consumers with real-time interactive platforms. This method not only allows consumers to see the product and understand the details, but also allows them to interact with salespeople in real-time, participate in various activities and lucky draws, greatly increasing the convenience and experience of user interaction. Through e-commerce live streaming marketing, it has a certain effect on enhancing the influence of product brands. Enterprises can use live streaming e-commerce platforms to achieve the purpose of large-scale dissemination, quickly build brand reputation and

reputation, and improve the visibility and image recognition of the enterprise. Every live broadcast is a low-carbon life, and the live e-commerce platform advocates green lifestyle and energy-saving and environmentally friendly consumption habits.

At present, the common live streaming platforms in China include "Douyin" and "Kuaishou", as well as the Internet celebrities of various e-commerce platforms and the "live broadcasting rooms" of stores. Not only China, but also foreign Live streaming platforms with goods, such as Amazon Live, Instagram, YouTube, TikTok, Shoploop, etc., have also set off a boom in e-commerce live streaming marketing. However, in the process of the continuous development of e-commerce live marketing and the continuous increase in the growth rate of live delivery, it is not difficult to find that this development and growth is not sustained at a high speed, but will gradually slow down when it reaches a certain saturation. It is foreseeable that the development of e-commerce live marketing market will be gradually stable, and consumers will be more and more rational to buy goods in live broadcast. For the team and platform of e-commerce live marketing, how to get more traffic, how to improve marketing quality, how to cultivate high-quality anchors, how to create a good purchasing environment and process for consumers, how to show the goods more comprehensively in front of consumers, these are the challenges that e-commerce live marketing must face in the fierce market. It's something that has to be addressed. In the final analysis, the above challenges and problems are important factors affecting the purchase intention of consumers. We can attribute the influencing factors of consumers' purchase intention to two aspects: External and internal factors. Among them, the external factors refer to the brand, price, service, advertising, environment, quality, service attitude and other factors of the product, and the internal factors refer to consumer attitude, consumer trust, consumer sentiment and other aspects. Some scholars also analyze consumers' purchase intention through the perspective of internal and external factors. Mehrabian and Russell once put forward the "stimulus-organism-response" model, namely the S-O-R model, in 1974. From the perspective of this theory, the influencing factors of consumer purchase intention in live marketing ultimately come from the stimulation of external factors, which in turn affect the state of consumers and drive their behavioral response. In this study, the external stimulus of the body is divided into three dimensions of "people, goods and field", the sense of value and trust of consumers are regarded as the internal state of consumers, and the purchase intention is regarded as the behavioral reaction of consumers, so as to explore the mechanism of influencing factors of consumers' purchase intention in e-commerce live marketing. Among them, "human" is the occurrence and recipient of "stimulus-organism-response". In live broadcast marketing, the gestures, language and mouth shape of the anchor are the key to the effect of live broadcast and the purchase intention.

In order to further verify, this study identifies and analyzes the influencing factors of consumers' purchase intention, and provides an effective basis for the re-improvement, re-development and re-upgrading of e-commerce live marketing, which can be regarded as an important attempt of e-commerce live marketing. Then, how to accurately locate the influencing factors of consumers' purchase intention? Based on the scene of e-commerce live marketing, this study applied the grounded theory research method to deeply study the influencing factors of consumers' purchase

intention in e-commerce live marketing. According to the S-O-R model, the external stimulus factors, body factors, and behavioral response factors affecting consumers' purchase intention were determined. And analyze the relationship between the influencing factors, in order to improve the quality of e-commerce live marketing, enhance the sense of consumer value and trust, promote the increase of consumer purchase intention, to provide good evidence. However, this study assumes that e-commerce live marketing products are a unified whole, and does not classify the product categories in live marketing. It only studies the influencing factors of consumers' purchase intention in the context of live marketing. This may lead to different results due to different product categories.

2. Literature review

In recent years, green consumption has gradually become a new trend in the global consumer market. With the improvement of environmental awareness, consumers pay more attention to the environmental attributes of products when purchasing products [1]. This is not only reflected in the production process of products, but also includes packaging, transportation, use and waste. With the continuous development of e-commerce today, this process is also reflected in live marketing. Especially in the field of lifestyle marketing, it focuses on how to guide consumers to form a healthy and environmentally friendly lifestyle through marketing strategies [2]. The study of green consumption and life marketing is helpful to understand the purchase behavior of consumers driven by environmental awareness, and how to promote sustainable consumption through marketing means. In the study of green consumption, scholars have discussed consumers' cognition, attitude and purchase intention of environmentally friendly products. The study found that consumers' awareness of green products, concern for environmental issues, and trust in green brands can significantly affect their willingness to buy green products. The field of lifestyle marketing focuses more on how marketing activities are combined with consumers' lifestyles to promote changes in consumer behavior, especially live marketing [3]. This includes improving consumer awareness and acceptance of a healthy and environmentally friendly lifestyle through education, publicity, and experiential activities. Studies have shown that effective marketing strategies can stimulate consumers' intrinsic motivation to adopt more environmentally friendly living habits [4]. The research on green consumption and life marketing provides us with a new perspective. The interactivity and immediacy of live streaming platforms provide a unique channel for the promotion of products, which helps to enhance consumers' trust in products and purchase intention [5].

Research on e-commerce live broadcast marketing is generally conducted from both macro and micro aspects. In the macro aspect, the research mainly focuses on the development status quo, development trend and development problems of e-commerce live broadcast marketing. For example, Jiwat points out that the development of e-commerce live broadcast marketing is influenced by many factors such as display content, platform technology and legal regulation [6]. And Prince pointed out that despite the natural advantages of e-commerce live broadcast marketing, there are still some problems such as unbalanced distribution of live

streaming traffic and incomplete commodity display pages [7]. In addition, Jenny analyzed the problems existing in e-commerce live streaming marketing from the technical level, including the low conversion rate and technical obstacles. In the current era of intelligent technology development, innovate live broadcast content and display innovative technology on the basis of content, improve the quality of e-commerce live broadcast marketing, so as to improve the conversion rate [8]. At present, the domestic and foreign e-commerce live broadcast marketing is gradually developing, and the Chinese market is developing more rapidly. In the micro aspect, it mostly focuses on the research of consumer purchasing behavior in e-commerce live broadcast marketing. Cai analyzed the reasons why consumers like to shop live through e-commerce, and some consumers even give up the traditional e-commerce shopping. For example, the common reasons include lower commodity prices in live broadcast marketing, higher trust of anchors, larger trading volume, better platform security and personal charm of anchors [9]. Therefore, it is not difficult to see that anchors are the key factors affecting the effect of e-commerce live broadcast marketing. Among them, they include the charm attributes, interactive attributes, display attributes and recommendation attributes of anchors, which affect the internal state of consumers to a large extent. Xiaoyi Han believes that the internal state of consumers becomes the intermediary variable between the attributes of e-commerce anchors and the purchase intention [10]. Ma in the study of the electricity live marketing consumer buying behavior, think consumer purchase intention by its own perceived value and perceived risk factors, and the two factors are affected by the host attribute, shows that consumers' own factors is affecting the electricity anchor attribute and purchase intention between the intermediary variable [11].

As for the study of consumers' purchase intention, some scholars first clarified the same concept of consumers' purchase. For example, Fishben believes that consumers' purchase intention is the probability of a specific purchase behavior [12], and Dodds believes that consumers' purchase intention is the possibility of purchasing a specific product or service [13]. In terms of consumers' purchase intention, Ha believes that consumers' purchase intention in the network environment is affected by their perceived ease of use, standardization and perceived usefulness [14]. Oh also believes that users' perceived value and trust enhance consumers' willingness to consume [15]. Wandebori pointed out that consumers' purchase intention is also affected by the product consumption environment [16]. Martins pointed out that consumers' purchase intention is also related to product popularity, product push design and price situation [17]. It is not difficult to see that consumers' purchase intention is affected by the products themselves, consumers' perception and trust, consumer environment, price and other factors.

There are not many studies on the purchase intention of consumers in e-commerce live broadcast marketing at present. For the purchase intention of consumers in e-commerce live broadcast marketing, it is easily affected by the attribute of anchors. For example, anchor expression, marketing, and personal charm. The influence of consumers' internal state and perceived value will also affect their purchase intention. In addition, the purchase intention of consumers in e-commerce live marketing is also related to e-commerce live broadcasting platforms. Mfa believe that the purchase intention of consumers in e-commerce live broadcast marketing is

influenced by the information clues such as dynamic information and barrage interaction in the interface of e-commerce live broadcast platform [18]. Yufan Lu studied the impact of the availability of e-commerce live streaming on consumers' gift-giving and purchase intention. This study shows that the purchase intention of consumers in e-commerce live broadcast marketing is greatly influenced by the visualization, expression and guiding shopping availability of e-commerce live broadcast [19]. Xiaoxu Dong also studied the influence of live streaming e-commerce on consumers' purchase intention, and pointed out that product quality, product expectation and product preference significantly affected consumers' purchase intention, and showed a positive correlation [20]. In live marketing, different product categories will also have an impact on consumers' purchase intention [21]. For example, clothing and beauty products are often easier to stimulate consumers' desire to buy in the live broadcast due to their intuitive and trial nature. In addition, the interactivity of the live broadcast is also a factor that cannot be ignored. The real-time interaction between the audience and the host in the live broadcast can immediately answer consumers' questions, increase the sense of trust, and thus increase the purchase intention.

From the above research, we can see that the current research on the influencing factors of consumer purchase intention in live broadcast marketing mainly focuses on "external stimulation", including anchor attributes, shopping environment, live broadcast interaction, product expression, shopping service, product quality, etc. However, in fact, consumers' purchase intention is also affected by their own emotions, including the sense of trust generated by live marketing and the sense of value reflected by the product. The formation of consumer purchase intention is not influenced by a single factor, but by the cross influence of many factors, which is a relatively complex influence mechanism.

To sum up, the research on e-commerce live streaming marketing involves both macro and micro aspects. In view of the fact that the development of e-commerce live streaming marketing is still in its infancy, the research on consumer purchase behavior and intention in e-commerce live streaming marketing is not deep and specific enough, and there are not many relevant empirical studies. However, generally speaking, consumers' purchase intention is affected by marketers (anchors), products themselves, consumer trust, perceived value, marketing scenarios and platforms. Especially from the biological point of view, the gestures, speech and mouth shape of the anchor are also one of the important influencing factors. Therefore, this study considers the "stimulus" received by consumers in live marketing and the influence of their own "body" as factors. The innovation of this study lies in the integration of the "stimulus-organism-response" model, in-depth exploration of the influencing factors of consumer purchase intention through grounded theory, and further expansion of the existing theory on the influence of consumer purchase intention in e-commerce live marketing. More importantly, it constructs a new model of the influencing factors of consumer purchase intention in e-commerce live marketing, and conducts empirical analysis, which also provides a new basis for the development of live e-commerce.

3. Study design

3.1. Research questions

This paper mainly discusses the purchase intention of consumers in the context of e-commerce live marketing, in order to find the specific factors that affect the purchase intention of consumers, and discuss the relationship between these factors. In view of this research problem, combined with previous research, from the perspective of e-commerce live marketing, combined with the actual situation of current live marketing, mainly around the following two questions are discussed:

(1) In e-commerce live marketing, what factors affect consumers' purchase intention?

(2) In e-commerce live marketing, what is the relationship between the factors that affect consumers' purchase intention?

3.2. Study method

Rooted theory is a scientific qualitative research method, proposed in 1967 by the University of Chicago scholar Glaser and Columbia University scholar Strauss, with a wide range of applications. The application of grounded theory is very rigorous and is a dynamic and recurring process. Researchers constantly collect and analyze the information obtained to extract new categories. Specifically, the procedural process of rooted theoretical method includes the three-level coding process of open coding, spindle coding and selective coding, so as to gradually extract a small amount of clear conceptual structure until the data reaches theoretical saturation, as shown in **Figure 1** below.

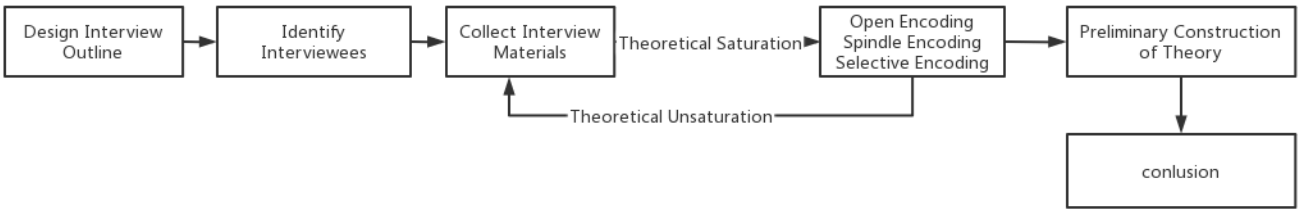

Figure 1. Analytical steps of grounded theory.

Through the collating and analyzing of interview data and information, this theoretical approach undergoes top-down spiral iterations, gradually conceptualizes and classifies, and constructs a theoretical framework in accordance with the hierarchy, which shows a high degree of compatibility with this study. The reasons for the adoption of grounded theory in this study are mainly manifested in the following two aspects: On the one hand, e-commerce live streaming marketing is a new industry field and a new concept with a short development period. Currently, there are relatively few relevant literatures on consumer purchase intention in e-commerce live streaming marketing. The influencing factors and paths of consumer purchase intention under the scenario of e-commerce live marketing, as well as how to further promote the development of live marketing, cannot be explained by the existing literature. On the other hand, the aim of this study is not only to explore the influencing factors of consumer purchase intention in e-commerce live streaming marketing but

also to explain the specific formation process of the improvement of consumer purchase intention in e-commerce live streaming marketing. Grounded theory is an effective method to explain the formation process and to refine the concepts and theories within the process.

3.3. Data sources

The use of rooted theory method should pay attention to the representativeness of samples and the richness of data sources. In this process, in order to achieve the above purpose, we can conduct semi-structured interviews with the first respondents by objective sampling and differential sampling. After the interview, we collated and summarized the obtained texts, from which some useful concepts were extracted. Similarly, the second and third batch of respondents were selected according to the principle of purpose relevance adjustment. And follow-up confirmation during each phase of the collection process until no new concepts were generated, thus selecting suitable respondents. This study explores the influencing factors of consumers' purchase intention in e-commerce live broadcast marketing, requiring respondents to have certain understanding and cognition of live streaming e-commerce, and have more than half a year of live streaming e-commerce viewing experience; respondents should have certain differences in gender, education, occupation, and certain consumption ability. Therefore, we finally determined 48 respondents, who have experience in live shopping, have a certain understanding of various live e-commerce platforms, and watched live e-commerce more times. The interviews of each respondent were conducted on the online social platform for about 20–30 min each time. The basic information of the interviewees is shown in **Table 1** below. This study interview yielded about 500,000 words of textual materials. In order to further determine the saturation and validity of the research process and content, 40 samples of them were selected to determine the factors influencing consumers' purchase intention in e-commerce live broadcast marketing. The remaining 8 samples were used to test the theoretical saturation and validity data, and the research process and content met the saturation requirements of rooted theory construction.

Table 1. Basic information of the respondents.

	Sample category	**number of people**	**proportion**
sex	Male	29	60.42%
	Female	19	39.58%
age	18–30 Years old	24	50.00%
	31–40 Years old	15	31.25%
	Over 40 years old	9	18.75%
record of formal schooling	senior middle school	0	0
	junior college education	0	0
	undergraduate course	15	31.25%
	Master's degree or above	33	68.75%

Table 1. (*Continued*).

	Sample category	number of people	proportion
occupation	Shopping mall sales	8	16.67%
	Reading students	8	16.67%
	Enterprise staff	10	20.83%
	teacher	8	16.67%
	public functionary	10	20.83%
	liberal professions	4	8.33%

4. Category refinement and research hypothesis

4.1. Category refinement

4.1.1. Open encoding

Open coding is a process of splitting and recollecting original data and producing new initial concepts and categories. In the process of coding, the original data is first scattered, and the initial concept is analyzed word by word, and the initial concept is added to the login. In the process of concept category between the concepts of the comparison, extract the initial concept of repetition frequency less than three times, and retain the frequency in three and above the initial concept, and the inconsistent, inconsistent with actual concept, combining similar or the same concept, eventually form 28 specific category, part of the coding process is shown in **Table 2**.

Table 2. Open coding examples of interview materials (partial).

The conceptual category of the category composition	Concept belonging	Categorization
The first impression of A6 anchor is very good, I am willing to continue to watch; A9 anchor is funny and looks very friendly; A13 anchor is very popular, we trust him very much, her products are carefully selected, I bought several times very satisfied.	A1 appearance and temperament transmission, A2 personality characteristics, A3 famous degree	AA1 personal charm
In A15 live broadcast, the anchor introduces the products very well, can display the products from multiple angles and try out the products on the spot, paying great attention to every detail; A23 anchors evaluate the product objectively, and will inform us about the use features, advantages and disadvantages of the product. Anchors are also personally trial, explain the correct way to use; A25 anchor product introduction is very clear, the explanation is also very good, very smooth expression.	A4 comprehensive explanation, A5 recommended objective, A6 language expression	AA2 professionalism
The product brands marketed in A42 live broadcast are all well-known brands, which I often use; A36 after the introduction of the anchor, I think the function and performance of the product are very good; A41 I understand the use of the product, the product looks very good quality, I can not help but buy.	A7 product image, A8 product performance, A9 product use	AA4 product characteristics
A63 Sometimes, after watching the live broadcast, I will feel that this product is exactly what I need, and I will definitely use it in my daily life. E-commerce live very well understand what I need; A71 every time I see the needed cargo, will think of the use of the cargo, such as I see some gifts, I will think of give to my mother; A75 live will see some cargo have never seen, I learned the use and use of these cargo, let me increase a lot of knowledge.	A20 perceived useful, A21 commodity value and A22 added value	AA5 sense of value
A141 I see some products in the live broadcast is very characteristic, I will directly online purchase; A136 I sometimes see some products I like, but not use recently, I may use in the future, I will choose to put in the shopping cart or favorites.	A27 online purchase, A28 plus purchase collection	AA10 purchase intention
……	……	……

4.1.2. Spindle code

Based on the actual situation of in-depth interviews and the S-O-R theoretical model, this paper constructs the theoretical model of this paper, as shown in **Figure 2**. The independent variable is a stimulating factor, which is divided into three aspects: People, goods and markets. Personal charm and professionalism can be summarized as "people" factors, and product characteristics, price incentives and transaction quantities can be summarized as "goods" factors. Live interaction and service integrity can be summarized as the factors of "field", and the sense of value and trust can be summarized as the "internal state of consumers", which ultimately affects the "purchase intention" of consumers. The intermediary variable is the internal state of consumers, mainly including the sense of value and trust of consumers. The dependent variable is the purchase intention of consumption. Based on this theoretical model, combined with the empirical analysis data below, the specific influencing mechanism of consumer purchase intention in live e-commerce is explored (See **Table 3** for details).

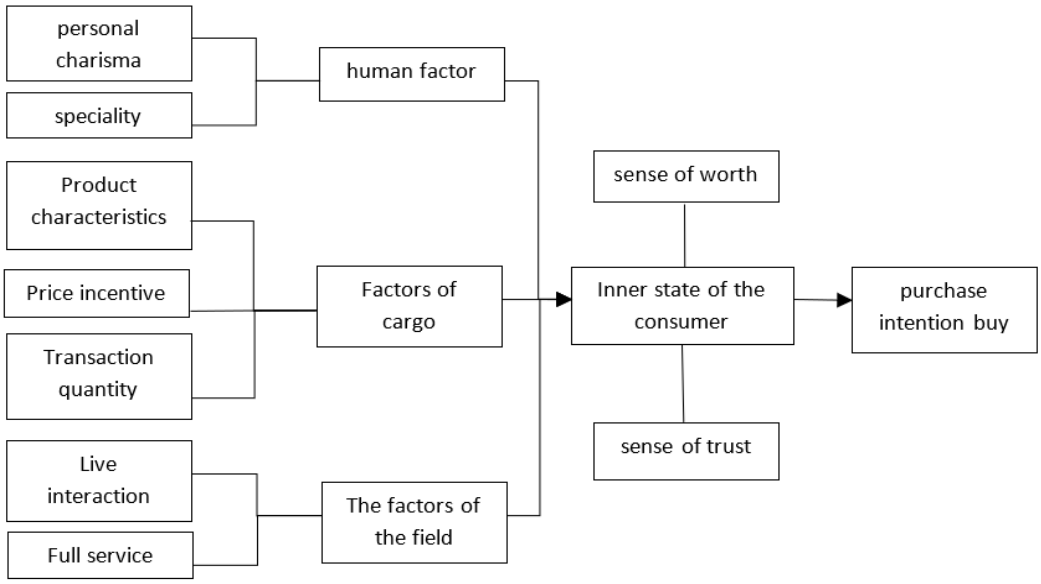

Figure 2. Factors influencing consumers' buying intention and relationship model in e-commerce live broadcast.

Table 3. Main categories and connotations formed by spindle coding.

number	fundamental category	Deputy category	intension
1	personal charisma	Appearance temperament characteristics of personality Well-known degree	The appearance and appearance characteristics of the anchor The temperament and character of the anchor Its popularity, social status, etc
	speciality	Recommend objective Comprehensive explanation language performance	Anchors can objectively introduce and recommend products to consumers Anchors can explain the product professionally and comprehensively The anchor is clear and logical in the product explanation
2	Product characteristics	Product image product property Product use	Product appearance, packaging, shape, brand image The function and function of the products Use method, duration and application of the product
	Price incentive	sales promotion flash sale	Product promotion activities, such as discounts, coupons, gifts, lottery, etc Product promotions are limited in time
	Transaction quantity	The number of payment Limited buy	Number of consumers who buy the product There is a limit on the number of product offers

Table 3. (*Continued*).

number	fundamental category	Deputy category	intension
3	Live interaction	Bullet communication Reply in time Atmosphere regulation	Anchors communicate with consumers through bullet screens Anchors can respond to consumers' questions in time Anchors can actively activate the atmosphere of live broadcasting through diversified performance ways
	Full service	After-sales guarantee Delivery in time Platform guarantee	The relevant after-sales service of the products is perfect, including customer service consultation, return and exchange, etc The product can be delivered at the earliest time or within the time promised by the anchor The platform supervises the merchants of live broadcast marketing to ensure that they have qualifications and business licenses
4	sense of worth	Perceived useful Commodity value added value	Consumers can find the useful information for the product in the live broadcast, and they can buy the product they need After watching the live broadcast of e-commerce, consumers can perceive the value of commodity quality and price Consumers watch live streaming of e-commerce and have more knowledge of cargo
5	sense of trust	Anchor trust Words trust Action trust Product trust	Consumers trust them because of the identity of their anchors Consumers trust the anchors because of their professional, comprehensive and objective explanation and expression Consumers trust the anchors because of the anchors' introduction and display of the products in the live broadcast Consumers trust them because they know the product
6	purchase intention	Buy online Add purchase collection	Consumers buy products after watching live e-commerce broadcasts After watching the live broadcast of e-commerce, consumers will collect the products or put the products into the shopping cart

4.1.3. Selective encoding

Table 4. Selective coding and relationship structure of the factors influencing consumers' purchase intention in e-commerce live broadcast marketing.

Typical relationship structure	Connotation of relationship structure
Consumer internal state (sense of value, trust) purchase intention	The sense of value and trust perceived by consumers in e-commerce live streaming marketing will affect their purchase intention
People (personal charm, professional) the internal state of consumers	The personal charm and professionalism of anchors in e-commerce live broadcast marketing will affect the internal state of consumers, that is, the sense of value and trust of consumers
cargo (product characteristics, price incentive, transaction quantity) in the internal state of consumers	The characteristics of products, value incentives and the number of transactions in e-commerce live broadcast will affect the internal state of consumers, that is, it will affect consumers' sense of value and trust
Field (live broadcast interaction, complete service) in the internal state of consumers	The interaction and service integrity of live broadcasting in e-commerce live broadcast will affect the internal state of consumers, that is, their sense of value and trust
People (personal charm, professional) consumers' internal state of the purchase intention	The personal charm and professionalism of anchors in e-commerce live broadcast will influence the purchase intention of consumers through consumers' internal professionalism (sense of value and trust)
cargo (product characteristics, price incentive, transaction quantity) consumers' internal state purchase intention	Product characteristics, price incentives and transaction quantity in e-commerce live broadcast will influence consumers' purchase intention through their internal professionalism (sense of value and trust)
Field (live interaction, complete service) consumers' intrinsic purchase intention	The live broadcast interaction and service integrity in e-commerce live broadcast will affect consumers' purchase intention through consumers' internal professionalism (sense of value and trust)

To extract and cluster concepts and categories again based on spindle coding, further improve the level of concepts, clarify the content of core categories, and

construct the connection between them and the main category. This higher level coding mode is called selective coding. According to the research topic and purpose, through the literature and interview data analysis found that personal charm, professional can be summarized as "people", product characteristics, price incentive, transaction quantity can be summarized as "cargo", live interaction, complete service can be summarized as "field", value and trust can be summarized as "consumer inner state", eventually affect the consumer "purchase intention". According to the above analysis, this study finally obtained the selective coding results of the factors influencing consumer purchase intention in e-commerce live broadcast marketing as shown in **Table 4**.

4.2. Study hypotheses

After clarifying the main category and sub-category, initial concepts, and the relationship between them, this research has obtained 10 main categories: Personal charm, professionalism, product quality, price incentive, transaction quantity, live broadcast interaction, service integrity, sense of value, trust and purchase intention. Personal charm, professional, can be summarized as "people" factors, product characteristics, price incentive, transaction quantity can be summarized as "cargo" factors, live interaction, service complete can be summarized as "field" factors, value and trust can be summarized as "consumer inner state", eventually affect the consumer "purchase intention". Therefore, based on the selective coding based on grounded theory and the relationship structure between main categories, the following assumptions:

H1: The personal charm of anchors in e-commerce live broadcast marketing positively affects consumers' sense of value/trust;

H2: The professionalism of anchors in e-commerce live broadcast marketing has a positive impact on consumers' sense of value/trust;

H3: The product characteristics of anchors in e-commerce live broadcast marketing positively affect consumers' sense of value/trust;

H4: The price incentive of products in e-commerce live broadcast marketing positively affects consumers' sense of value/trust;

H5: The number of transactions of products in e-commerce live broadcast marketing positively affects consumers' sense of value/trust;

H6: The live broadcast interaction of products in e-commerce live broadcast marketing positively affects consumers' sense of value/trust;

H7: The service integrity of the products in the e-commerce live broadcast positively affects the consumers' sense of value/trust;

H8: The sense of value/trust of products in e-commerce live broadcast positively affects consumers' purchase intention;

H9: The sense of value/trust plays an intermediary role between the factors of people, cargo and field and consumers' purchase intention.

5. Interpretation of influencing factors and hypothesis testing

Through a series of processing methods such as selective coding, a theoretical model of the influencing factors of consumers' purchase intention in e-commerce live

broadcast marketing is constructed, as shown in **Figure 1** above. These factors are human factors, cargo factors, field factors and consumer internal state factors. This part, combined with the interview content, to further determine the influencing factors analysis (**Figure 3**).

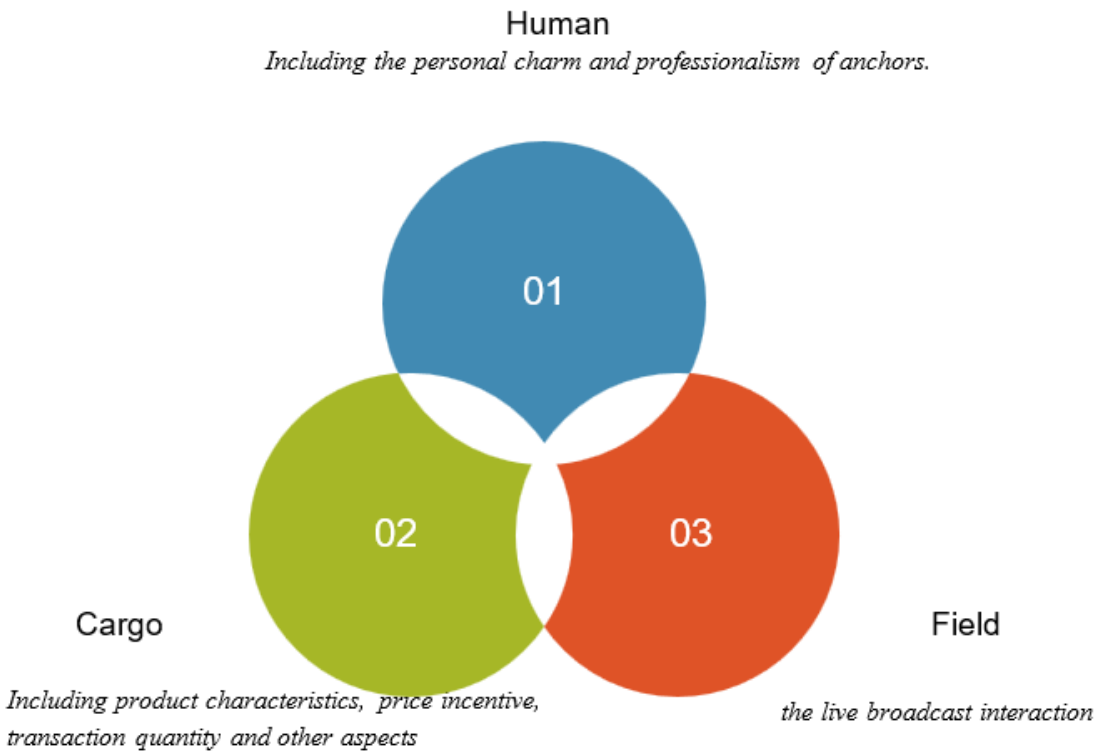

Figure 3. Interpretation of influencing factors.

5.1. Interpretation of influencing factors

5.1.1. Human factor

The human factor refers to the influence on consumers' purchase intention of anchors in e-commerce live broadcast marketing, including the personal charm and professionalism of anchors.

Personal charm refers to the attraction and influence formed by the appearance, personality characteristics and popularity of the anchor. In e-commerce live broadcast marketing, the first thing consumers are exposed to is the personal image of anchors. Especially for some well-known anchors, their marketing will be favored by more consumers [22]. As the interviewees pointed out: "The image of anchors brings people a kind of affinity, especially when I see those beautiful and distinctive anchors, I will watch them for A while (A1-1)". Some interviewees pointed out: "I buy things in the live broadcast marketing just for the anchor. Her clothes are very consistent with my figure. As long as it is recommended by the anchor, I am willing to try, and I know more and more about the products and content of the live broadcast (A1-2)". It can be seen that the personal charm of anchors will have an impact on the internal state of consumers. Under the influence of anchors' personal charm, consumers' perception of product value will change positively, thus affecting their purchase intention. In addition, the personal charm of anchors will also affect consumers' sense of trust and their purchase intentions. As the interviewees pointed out, "Some of the anchors I

follow are very highly trusted, and what they recommend is not fake. Generally, I will go to the anchor's studio in advance. If so, I will buy it directly (A1-3)". Another interviewee pointed out: "Many of the anchors I follow, they are very sincere, I believe in them very much, they sell things that are of good quality. Because many anchors are celebrities, they don't damage their reputation to make money and sell fake cargo (A1-4)". For example, "Dong Yuhui", the anchor of "Go With Hui", has successfully attracted a large number of fans with his own language charm, personality charm, and in-depth understanding of products, and the products promoted in the live broadcast often sell out quickly. His success illustrates the importance of professionalism in live marketing.

Professionalism refers to the professional ability of anchors in e-commerce live broadcast marketing. For example, anchors' ability to explain products, recommendation ability, language expression ability and so on. In live broadcast marketing, consumers all hope that anchors can explain the performance and use methods of products as carefully as possible. After fully understanding the live broadcast products, it is helpful to make consumers feel the practicality of the cargo, thus increasing consumers' perception of the value of the cargo. As some interviewees pointed out: "Many anchors praise the cargo very well, but how to use the cargo is not very clear. This makes me very disgusted. I won't buy it (A1-5)". Some interviewees pointed out: "Some anchors product introduction is very comprehensive, will also try out on the spot, such anchors I will feel very professional. Accordingly, I will also feel that the use of the cargo effect is very good. I might just buy it (A1-6)". The professionalism of the anchors will also have an impact on consumers' trust. The professional explanation and display of the anchors will increase the trust of the consumers. Professional information can make consumers feel a certain reliability, and there will be the possibility of information reception, so as to increase consumers' recognition of product quality. For example, some interviewees said: "The anchor expresses smoothly, logically and very confident. I know that the introduction of this product is objective, and I will believe that this product is really good (A1-7)".

5.1.2. Cargo factors

The factor of cargo refers to the product situation displayed in the live broadcast marketing of e-commerce, including product characteristics, price incentive, transaction quantity and other aspects.

Product characteristics, namely, the product image, function, efficacy, quality, brand and other conditions shown in the e-commerce live broadcast marketing. This is the most concerned factor in the process of generating purchase intention. The more consumers know about the characteristics of a product, the more willing they are to buy the product. Generally speaking, the reasons why consumers have the purchase intention are mainly concentrated in two aspects, one is the value of the product is positive, the other is the quality of the product is trust. One interviewee pointed out: "I usually buy some brand products that I know about myself. Many anchors sell some unknown brands, and although they say it very well, I will struggle to buy them (A2-8)". Another interviewee said: "Although I can't use some products now, after the explanation of the anchor, the functions and efficacy of the products are very good. I

may use them in the future, so I will choose to buy them". Thus, product characteristics can have a positive impact on consumers' perceived value and trust (A2-9).

Price incentive, namely product promotion, price discount and other activities in e-commerce live broadcast marketing, encourages consumers to participate and improve their purchase intention. Generally speaking, price incentives include discounts, coupons, lottery, and gifts in live marketing. As we all know, price incentive has a significant positive impact on the formation of consumers' purchase intention. One interviewee pointed out: "I usually see if there are any discount in the studio. If there is a discount, I may buy it (A2-10)". And some consumers, when watching the live broadcast, some limited time and limited buying activities will also stimulate consumers' purchase intention. For example, some interviewees pointed out: "There are often some limited sale of cargo in the broadcast room, and the price is very favorable. Although most of them are the cargo that they cannot temporarily use, they will buy them first and keep them for later use (A2-11)". It can be seen from this that the price incentive measures in e-commerce live broadcast marketing will have a positive impact on the sense of value and trust perceived by consumers.

The number of transactions, that is, the number of cargo transactions in e-commerce live marketing, includes the number of successful purchases and the number of limited purchase of cargo. When consumers see the sales data displayed on the product page, it will also have an impact on their internal state. After getting the number of transactions, consumers will have a basic understanding of the value of the product [23]. For example, some interviewees pointed out: "I see a lot of cargo sales, such a large sales, this product must be very good". There will also be some consumers to see less sales, to dispel their purchase intention. As the interviewee pointed out: "Since most people will not buy some cargo, will I not buy them, so as not to buy bad things (A2-12)". In addition, for some limited purchase of products, to see the remaining number of products, some consumers will be very excited, improve consumers' sense of value and trust in the product. As some consumers pointed out: "Every time I see the limited special price in the broadcast room just sold out on the shelves, I think I must grab it next time (A2-13)". It is not difficult to conclude that the number of product transactions in the e-commerce live broadcast will affect consumers' sense of value and trust, thus affecting their purchase intention.

5.1.3. Field factors

The field factor refers to the live broadcast interaction in the e-commerce live broadcast marketing and the complete shopping services provided for consumers.

Live broadcast interaction, namely the interaction and communication between consumers and anchors, as well as with other consumers and staff in e-commerce live broadcast marketing. Good live broadcast interaction can increase consumers' purchasing experience in live broadcast marketing. On the one hand, consumers increase their understanding of cargo, so as to improve their perception of the value of cargo. Consumers get professional explanation of cargo through the interaction with anchors. As some interviewees pointed out: "When I was watching the live broadcast, I would ask the anchor. The anchor will reply to my message, more efficient than reading the details page of the product myself (A3-14)". On the other hand, it has narrowed the relationship between consumers and anchors, making consumers more

enjoy the fun of shopping in the broadcast room. For example, some consumers pointed out: "The anchor can answer my questions in time, and will actively introduce the details of the cargo, which makes me feel very good, and also makes me trust the anchor more (A3-15)". It can be concluded that the live broadcast interaction will increase the consumers' live broadcast watching experience, have a more detailed understanding of the products, and the trust of the anchors will also be improved, which will have a positive impact on the consumers' sense of value and trust.

Complete service, that is, the shopping services provided by e-commerce platforms and merchants in e-commerce live broadcast marketing, including safe shopping environment, platform merchant access system, platform supervision, product after-sales guarantee, etc. In terms of after-sales guarantee, perfect after-sales service is helpful to improve consumers' perception and trust [24]. As the interviewee pointed out: "The cargo I buy can be returned for exchange, so that I will be at ease. The customer service will also provide the use instructions and use videos of the cargo, and the after-sales service is very guaranteed (A3-16)". For consumers, after buying the cargo, the delivery time of the cargo is also very concerned about by them. Some respondents said: "If the delivery time is so slow that I can't stand it, I will return it (A3-17)". In addition, the supervision and review provided by the platform can eliminate some dangerous factors for consumers and ensure their shopping safety. Overall, it can be seen that the complete services in e-commerce live broadcast marketing will have a positive impact on consumers' sense of value and trust.

5.1.4. Factors of consumers

The internal state of consumers is the sense of value and trust in products in the process of e-commerce live broadcast marketing. On the one hand, the sense of value is a kind of value perception generated by consumers under the influence of various stimulus factors, such as whether the cargo can meet their own needs, and whether the cargo can broaden their vision and increase their knowledge. On the other hand, trust is the degree of trust that consumers have in the anchors and their recommended products in the e-commerce live broadcast marketing.

The increase of consumers' sense of value will increase their purchase intention. According to behaviorist theory, consumers will evaluate the value of goods based on their personal needs, expectations and past experience. Consumers are more likely to generate purchase behavior when they perceive that the goods can meet their needs or that they can provide additional value, such as knowledge growth or emotional satisfaction.

Consumers' increased sense of value will increase their purchase intention. The way of e-commerce live broadcast marketing is a very convenient way of shopping for consumers. Some respondents pointed out: "Even if there is nothing to buy, I am used to visit the studio and see the right one (A4-18)". The value of the cargo themselves will also enhance the sense of value of consumers to a certain extent, so that consumers think it is value for money. Some interviewees pointed out: "When watching the live broadcast, they see the right cargo and can use them. The quality of the cargo is good and the price is right, so they buy them (A4-19)". Consumers' sense of value will also be affected by the value information in live streaming marketing. By watching the live broadcast, consumers will learn some new and valuable information,

improve their knowledge level, and also have a certain purchase intention. As some interviewees pointed out: "Some products have not seen before, I did not expect such high-end things, I will choose to buy (A4-20)". To sum up, the improvement of consumers' sense of value in e-commerce live broadcast marketing will increase their purchase intention.

Consumers' increased trust will also increase their purchase intention. Consumers will increase their trust in anchors and products, which increases their purchase intention. When consumers' trust in anchors increases, they will also improve their trust in cargo, and eventually have a strong purchase intention [25]. As some interviewees pointed out, "My favorite anchor recently pushed a product with good quality and very good effect, so I wanted to buy it to try (A4-21)". In addition to the trust from the product trust, but also to the trust of independent broadcast. For example, consumers' trust in the anchor himself, the verbal trust generated by consumers in the process of explaining the anchor, and consumers' action trust in the process of product display. One interviewee pointed out: "I trust my celebrity anchors, I am very comfortable about the products they recommend, and I am willing to buy these products (A4-22)". To sum up, the increase of consumers' trust in e-commerce live broadcast marketing will increase their purchase intention.

5.2. Hypothesis test

5.2.1. Method of hypothesis testing

In order to explore the e-commerce live marketing mechanism of influencing factors, this study through the design of the consumer purchase intention questionnaire, including personal charm, professional, product quality, price incentive, transaction quantity, live interaction, service integrity, value, trust and purchase intention the 10 dimensions. By measuring each dimension, consumers' perception of these 10 dimensions is obtained. The reliability validity analysis was conducted through pre-survey and the results show that the questionnaire design meets the reliability validity requirements. Then, the structural validity and convergent validity of the questionnaire were analyzed, and all met the requirements. Therefore, the correlation between the factors can be analyzed, and then the hypothesis of the mechanism of action can be tested. Regarding the correlation analysis, this study was performed using the Pearson's correlation coefficient method. Regarding the test of the mediation role, the hierarchical regression analysis was used in this study.

Hierarchical regression analysis is a common method of mediation effect testing. By testing the regression coefficient of independent variable to dependent variable, and the regression coefficient of mediation variable, each step is significant, and when all the results are significant, the mediation effect is significant. However, if one is not significant in the test process, the Bootstrap test or Sobel test is continued to further judge the significant situation of the mediation effect [26].

In this study, direct and mediated effects were tested according to the hierarchical regression method. The regression equations were constructed as follows in Equations (1)–(3). The relationship between them is shown in **Figure 4**.

$$Y = cX + e1 \tag{1}$$

$$Me = aX + e2 \tag{2}$$

$$Y = c'X + bMe + e3 \tag{3}$$

Then, the mediation effect in this study is shown in the diagram below.

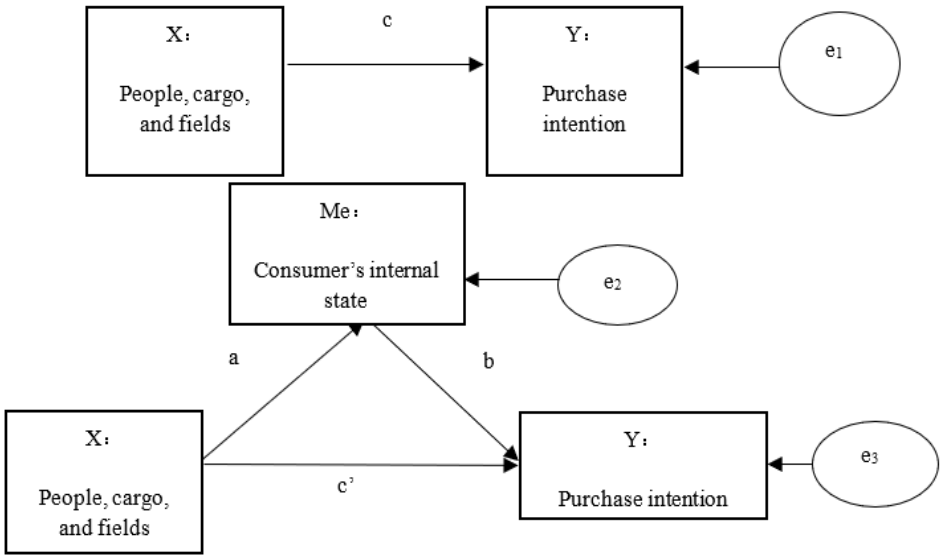

Figure 4. A Schematic representation of the mediation effect.

The coefficient c refers to the total effect of the human, cargo and field factors on the purchase intention; the effect of the human, cargo and field factors on the internal state (values and trust) of the intermediary variable; the coefficient b refers to the direct effect of the internal state (values and trust) on the purchase intention of the consumer after the influence of the intermediary variable; e_1 to e_3 refers to the residual. If there is a mediation effect in this model, then the mediation effect is a × b, then the total effect c = c' + a × b.

5.2.2. Results of hypothesis testing

In this study, the correlation between the factors was analyzed by the Pearson correlation coefficient method, and the results are shown in **Table 5**.

Table 5. Results of the correlation analysis.

	personal charisma	**speciality**	**Product characteristics**	**Price incentive**	**Transaction quantity**	**Live interaction**	**Full service**	**sense of worth**	**sense of trust**	**purchase intention**
personal charisma	**1**									
speciality	0.555**	**1**								
Product characteristics	0.531**	0.661**	**1**							
Price incentive	0.544**	0.571**	0.556**	**1**						
Transaction quantity	0.543**	0.568**	0.518**	0.505**	**1**					
Live interaction	0.515**	0.529**	0.524**	0.596**	0.519**	**1**				

Table 5. (*Continued*).

	personal charisma	speciality	Product characteristics	Price incentive	Transaction quantity	Live interaction	Full service	sense of worth	sense of trust	purchase intention
Full service	0.551**	0.578**	0.573**	0.596**	0.549**	0.536**	**1**			
sense of worth	0.543**	0.537**	0.503**	0.572**	0.539**	0.583**	0.528**	**1**		
sense of trust	0.576**	0.545**	0.687**	0.598**	0.568**	0.622**	0.672**	0.724**	**1**	
purchase intention	0.565**	0.564**	0.523**	.6068**	0.755**	0.702**	0.771**	0.794**	0.738**	**1**

Note: ** indicates significant at the 0.01 level.

As can be seen from the above table, in the live marketing of e-commerce, the correlation coefficient between the factors of people, cargo and field and the internal state of consumers are all above 0.500, and show a significant correlation at the level of 0.01, so there is a positive correlation between the factors. Therefore, the preliminary judgment assumes that H1–H7 is valid. The correlation coefficient between consumer intrinsic state and purchase intention is all above 0.600, and it shows a significant correlation at the level of 0.01, respectively, so there is a positive correlation between consumer intrinsic state and purchase. Therefore, the preliminary judgment assumes that H8 is valid.

To further determine whether the hypothesis is true, the regression analysis was continued, and the results are shown in **Tables 6–8** below.

As can be seen from **Table 6**, the factors of people, cargo and field can explain 67.1% of the changes in value sense. The *p*-value of factors in human, cargo and field is less than 0.01, which indicates that the assumption of H1–H7 is true.

Table 6. Regression analysis of the sense of value for people, cargo and field.

variable	Non-standardized coefficients		Standard coefficient Beta distribution	*t*	*p*
	Estimates of B	standard error			
constant	1.239	0.085	-	14.507	0.000**
personal charisma	0.002	0.002	0.027	1.18	0.008**
speciality	0.026	0.023	0.024	1.146	0.002**
Product characteristics	0.185	0.021	0.233	9.019	0.000**
Price incentive	0.245	0.020	0.321	12.067	0.000**
Transaction quantity	0.230	0.020	0.304	11.491	0.000**
Live interaction	0.663	0.023	0.668	29.044	0.000**
Full service	0.475	0.043	0.443	10.105	0.000**
R^2: 0.671 is adjusted for R^2: 0.664					

Dependent variable: Sense of value, * $p < 0.05$ ** $p < 0.01$.

As can be seen from **Table 7**, the factors of people, cargo and field can explain 70.3% of the change in value sense. The *p*-value of factors in human, cargo and field is less than 0.01, which also indicates that the assumption of H1−H7 is true.

Table 7. Regression analysis of factors on people, cargo and field.

variable	Non-standardized coefficients		Standard coefficient Beta distribution	*t*	*p*
	Estimates of B	standard error			
constant	−1.320	0.162	-	−8.160	0.000***
personal charisma	0.941	0.116	0.206	8.104	0.001**
speciality	0.941	0.116	0.359	8.104	0.001**
Product characteristics	0.941	0.116	0.297	8.105	0.000**
Price incentive	0.282	0.348	0.303	8.105	0.000**
Transaction quantity	0.172	0.000	0.156	1.719	0.001**
Live interaction	0.219	0.000	0.202	2.188	0.000**
Full service	0.297	0.000	0.282	2.969	0.000**
R^2: 0.703 Adjusted R^2: 0.698					

Dependent variable: Trust, *$p < 0.05$ ** $p < 0.01$.

As can be seen from **Table 8**, the internal state of consumers (sense of value and trust) can explain 62.5% of the change in purchase intention. The *p*-value of the intrinsic state (value and trust) is less than 0.01, which indicates that hypothesis H8 is true.

Table 8. Regression analysis of consumer intrinsic state on purchasing intention.

variable	Non-standardized coefficients		Standard coefficient Beta distribution	*t*	*p*
	Estimates of B	standard error			
constant	0.807	0.112	-	7.256	0.000***
sense of worth	0.465	0.000	0.510	9.232	0.000**
sense of trust	0.286	0.000	0.325	7.163	0.000**
R^2: 0.625 Adjusted R^2: 0.605					

As can be seen from **Table 9**, the sense of value and trust have an intermediary role between the factors of people, cargo and field and consumers' purchase intention, indicating that hypothesis H8 is valid. The hypothesis tests are summarized in **Table 10** below.

Table 9. Analysis of the mediation effects.

	purchase intention	sense of worth	sense of trust	purchase intention
constant	−0.625** (−3.145)	1.642** (7.559)	1.347** (6.407)	−1.067** (−5.396)
personal charisma	0.119* (2.419)	0.360** (0.659)	0.222** (0.429)	0.111* (2.355)
speciality	0.421** (8.719)	0.144** (2.727)	0.214** (0.274)	0.399** (8.588)
Product characteristics	0.321** (0.836)	0.227** (−0.975)	0.346** (−1.720)	0.029 (1.209)
Price incentive	0.225** (8.063)	0.168** (5.510)	0.213** (7.223)	0.154** (5.540)
Transaction quantity	0.309** (11.258)	0.211** (7.036)	0.257** (8.824)	0.213** (7.579)

Table 9. (*Continued*).

	purchase intention	sense of worth	sense of trust	purchase intention
Live interaction	0.322** (11.885)	0.192** (6.502)	0.222** (7.756)	0.229** (8.281)
Full service	0.172** (5.699)	0.263** (8.866)	0.278** (9.538)	0.093** (3.273)
sense of worth				0.122** (4.147)
sense of trust				0.172** (6.029)
R^2	0.473	0.232	0.307	0.518
adjust R^2	0.467	0.223	0.298	0.510
F price	F (13,1033) = 71.416, p = 0.000	F (13,1033) = 24.036, p = 0.000	F (13,1033) = 35.204, p = 0.000	F (16,1030) = 69.143, p = 0.000

Note: * $p < 0.05$, ** $p < 0.01$. All variables in the table use the mean substitution into the regression equation (t value in parentheses).

Table 10. Hypothesis tests.

NO.	Hypothesis
H1	The personal charm of anchors in e-commerce live broadcast marketing has a positive impact on consumers' sense of value/trust (established)
H2	The professionalism of anchors in e-commerce live broadcast marketing has a positive impact on consumers' sense of value/trust (established)
H3	The product characteristics of anchors in e-commerce live broadcast marketing positively affect consumers' sense of value/trust (established)
H4	The price incentive of products in e-commerce live broadcast marketing has a positive impact on consumers' sense of value/trust (established)
H5	The number of transactions of products in e-commerce live broadcast marketing positively affects consumers' sense of value/trust (established)
H6	The live broadcast interaction of products in e-commerce live broadcast marketing positively affects consumers' sense of value/trust (established)
H7	The service integrity of the products in the e-commerce live broadcast positively affects the consumers' sense of value/trust (established)
H8	The sense of value/trust of products in e-commerce live broadcast positively affects consumers' purchase intention (established)
H9	The sense of value/trust plays an intermediary role between the factors of people, cargo and field and consumers' purchase intention (established)

In conclusion, according to the hypothesis test, the model construction of the influencing factors of consumers' purchase intention in e-commerce live broadcast marketing is shown in **Figure 5** below.

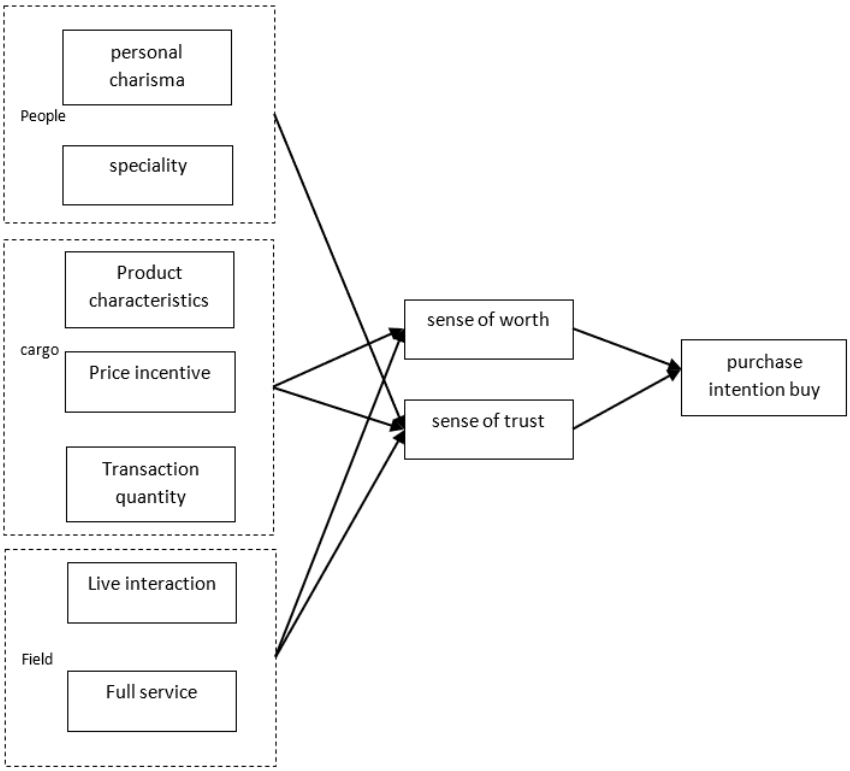

Figure 5. Factors influencing consumers' buying intention and relationship model in e-commerce live broadcast.

6. Conclusion

Based on the root theory, this study extracts and analyzes the influencing factors of consumers' purchase intention, and deeply studies the influencing factors of consumers' purchase intention of e-commerce live broadcast marketing, including four factors: People, cargo, field and consumer internal state. Among them, human factors include personal charm and professionalism; cargo factors include product characteristics, price incentive and transaction quantity, field factors include live broadcast interaction and service integrity; consumer internal state factors include sense of value and trust. This study further clarify the force between various levels of factors, think people, cargo, field factors on the consumer internal state has positive influence relationship, consumer intrinsic state to purchase intention has positive influence relationship, consumer internal relationship value, trust in people, cargo, field factors and the intermediary effect between consumer purchase intention.

Based on the above research results, it shows that by optimizing the e-commerce live marketing team (anchor), improving the quality of anchor and product quality, providing diversified shopping scenarios for live marketing, improving the supervision and audit ability of the e-commerce platform, improving the access and safe shopping system of relevant merchants, improving the supervision strength, and improving the platform and live marketing functions. It can improve the willingness of consumers to buy. E-commerce platforms should pay attention to the selection and training of anchors, provide professional training, and enhance their ability to interact with consumers. Platforms need to ensure product quality, offer competitive pricing strategies, and diversify promotional activities to attract consumers. E-commerce platforms should optimize live broadcast technology and enhance interactive

experience, such as real-time question and answer, bullet screen interaction, etc., to enhance consumers' sense of participation and shopping experience. At the same time, to provide a perfect service system, including after-sales service, logistics tracking, etc., to enhance consumer trust and satisfaction. More importantly, e-commerce platforms should strengthen supervision, improve merchant access and safe shopping systems, and ensure that consumers' rights and interests are not violated. Through these measures, consumers' overall satisfaction with live shopping can be improved, and their purchase intention can be enhanced to promote the healthy development of e-commerce live marketing.

In future research, the dynamic changes of the real-time marketing environment should be considered, such as time series analysis and other methods, to explore the changing trend of influencing factors over time. In addition, various data collection methods such as questionnaire survey, experimental design and big data analysis should be adopted to improve the robustness of the research results. In addition to this, the interaction between different influencing factors and how these factors together influence consumer purchase intention will be explored in depth.

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