

Relationships between Live-streaming e-Commerce and Consumers' Purchase Intentions and Corporate Brand Marketing: A Survey Based on China

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Abstract—Live-streaming is growing rapidly and contributes to digital marketing. Aiming to find out the relationships between live-streaming e-commerce and consumers' purchase intentions, as well as corporate brand marketing and the influencing factors behind the associations, this research, from the standpoint of customers, adopted an online survey to collect 342 samples in China. The author finds that live-streaming can increase consumers' purchase intentions and improve corporate brand marketing. On the one hand, customers are found to pay more attention to discounts, coupons, and gifts offered in live-streaming rooms before purchasing through live-streaming and buying new brands, compared with other factors. On the other hand, brands related to public welfare are more likely to be remembered by audiences, which is conducive to corporate brand marketing. More interestingly, this research also indicates that consumers have a positive attitude towards purchasing through live-streaming during Chinese shopping festivals. Besides, customers' age is also found to have a significantly negative relationship with their attitudes on the purchase intentions through live-streaming. Overall, this study has theoretical and practical implications. Not only does it enrich the existing literature regarding live-streaming, but also it provides some useful suggestions to suppliers, live-streamers, and companies.

Index Terms—Live-streaming e-commerce, purchase intention, brand marketing, discount.

I. INTRODUCTION

Live-streaming e-commerce allows e-vendors to introduce their products in real-time and provides consumers with an area to ask questions, which makes the audience see the products and enjoy the interactions with live-streamers [1–4]. It is the development of online shopping and digital marketing that makes live-streaming e-commerce more prevalent [5]. Fig. 1 shows the proliferating market share of Chinese live-streaming e-commerce, implying the increasing popularity of live-streaming shopping [6]. Thus, live-streaming e-commerce is a new topic worth studying. Existing studies have concluded that live-streaming e-commerce positively affects customers' purchase intentions and is important for corporate brand marketing [7]. Some factors that affect the relationships between live-streaming e-commerce and consumers' purchase intentions, as well as corporate brand marketing, were proved in previous papers. Hence, although purchase intentions and brand marketing are popular in marketing literature,

live-streaming e-commerce is a fresh marketing method, which offers a new research direction.

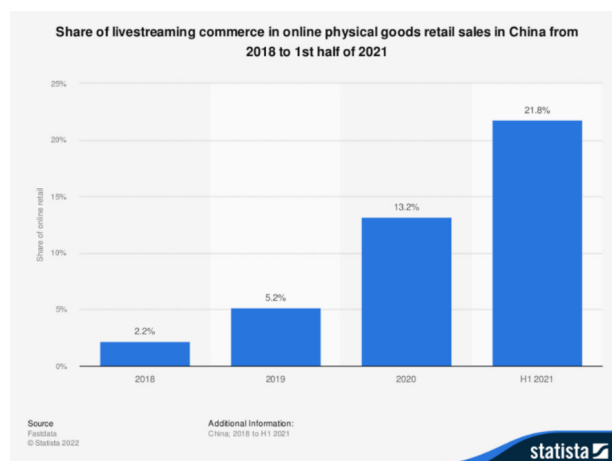


Fig. 1. Share of livestreaming e-commerce in China from 2018 to 1st half of 2021.

Preceding researchers illustrated the factors that affect the positive relationships between live-streaming e-commerce and consumers' purchase intentions, as well as corporate brand marketing, but they did not rank these influencing factors, which provides an opportunity for the author to find out the most significant influencing factors of these two associations. Furthermore, no extant studies mentioned consumers' purchasing intentions through live-streaming during shopping festivals, which is another research gap for the author to fill [8]. As for corporate brand marketing, a few researchers mentioned the influence of live-streaming e-commerce on corporate brand marketing, while none of them included new brand marketing through live-streaming. Besides, the existing papers rarely combined customers' attitudes toward live-streaming e-commerce with their demographic variables, which also provides an opportunity for the researcher.

To find out whether live-streaming has positive influences on consumers' purchase intentions and corporate brand marketing, and to fill the research gaps mentioned above, the researcher, from consumers' perspectives, adopted an online survey which includes 342 samples to find out the relationships between live-streaming e-commerce and consumers' purchase intentions, as well as corporate brand marketing. Furthermore, the researcher also tried to solve another research questions regarding the most indispensable factors of the two relationships mentioned above and the association between live-streaming e-commerce and new brand marketing.

The remainder of this research is distributed as follows.

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Section II reviews the extant literature and Section III develops the methodology. The author illustrates the result in Section IV and the discussion in Section V. Finally, Section VI concludes.

II. LITERATURE REVIEW

A. *Live-streaming e-Commerce*

Developed from TV shopping, live-streaming, a platform making e-vendors introduce their products in real-time, reduces consumers' uncertainty by offering more stereoscopic and virtual consumption scenes, and more detailed information about the goods [2, 4, 9]. Moreover, live-streaming also shortens the distance between e-vendors and consumers by deepening their interactions. Particularly, customers can directly question or comment on the "bullet screen", which is real-time and can be seen by the streamers and others in the same live-streaming room. Then, live-streamers simply answer the questions verbally once they have seen the questions [10]. Additionally, consumers in the live-streaming room voluntarily send some virtual gifts to the live-streamer to show their support or pursue higher social status among other audiences, exploiting a new monetization product and drastically increases the value of the live-streaming market [11].

As a new type of e-commerce, not only does live-streaming enhance the trust between sellers and consumers because of the face-to-face communications, but also it makes the lives of e-vendors and customers more convenient [3]. On the one hand, from consumers' perspectives, the multiple sensory stimuli and immediate reactions of streamers enrich their shopping experience, making them more immersed in live-streaming shopping [12], [4]. Furthermore, other audiences may discuss the question that consumers asked in the live-streaming room, which reduces the psychological distance between them because it makes consumers feel as if they are shopping with their friends [13]. Besides, since live-streaming is so popular, potential customers may yearn to participate in the live-streaming community [14, 15]. On the other hand, firstly, it is the live-streaming with multiple audiences that help the e-vendors publicize their goods and reduce their publicity expenses [16]. Secondly, since live-streaming may let customers addicted, e-vendors are likely to attract some loyal consumers [9]. Hence, live-streaming not only updates consumers' shopping methods but also offers a new channel for e-retailers to sell their goods.

B. *Live-streaming and Consumers Purchase Intentions*

Apart from product fitness [16], price and trust [17], standardized advertising [18], consumers' hedonic and utilitarian attitudes [19] and even sellers' beauty [20] are proved to impact purchase intentions of customers.

According to the existing literature, the synchronous interactions in live-streaming reduce consumers' product uncertainty, build trust in e-retailers and increase consumers' social presence, resulting in higher purchase intentions [3, 16, 21]. What's more, swift guanxi, defined as a mutual understanding, reciprocal and harmonious relationship

between purchasers and e-vendors, is also likely to enhance customers' purchase intentions [9, 12]. Consumers may acquire discounts or some gifts if they have developed swift guanxi with e-retailers [10]. Specifically, regarding the discount given in the live-streaming room, price discounts were proved to attract customers more, especially university students to buy, compared with another two factors: communication and professionalism [22]. Additionally, some researchers also considered that popular shopping festivals such as "Double 11" and "618" in China, could stimulate consumers' impulsive purchasing because the atmosphere it provided generated hedonism, and the discount it offered reduced self-control ability [8, 23]. Besides, other factors including online celebrity in the live-streaming room [7], sex appeal [12] and the number of visits and likes of the live-streaming room [21], vicarious and virtual product trials [16] are also proved to be associated with customers' purchase intentions.

Previous studies suggested that live-streaming positively impacted consumers' purchase intentions but rare researcher ranked the factors of why customers adopt live-streaming shopping. Therefore, hypotheses pertinent with live-streaming and consumers' purchase intention are illustrated below.

H1: Live-streaming e-commerce is positively related to consumers' purchase intentions.

H2: The positive relationship between live-streaming e-commerce and consumers' purchase intention is mostly attributed to the discount offered by live-streamers.

C. *Live-Streaming and Corporate Brand Marketing*

Concerning corporate brand marketing, advertisement standardization and the satisfaction of customers' informational and emotional value appeals, influence corporate brand marketing [18, 24]. The promotions by online celebrities with numerous followers benefit brand marketing in that these celebrities who are more trustworthy, and appealing than other unknown internet activists, can generate more effective electronic word-of-mouth and attract more followers to spread the products [25].

The live-streaming platform makes corporate brand marketing more developed. Firstly, on the one hand, if companies choose celebrity live-streamers to advertise their products, the number of potential consumers and corporate brand awareness will be increased due to the reputation and numerous-fans base of celebrities [1, 7]. Meanwhile, sponsoring celebrity live-streamers with a company's product can be another effective brand marketing because customers may pursue the same brand as the celebrity live-streamers [26]. On the other hand, regarding those consumers who value trustworthy product information, branded live-streamers with professional training in reliable product information are more possible to satisfy them [24]. Secondly, corporate brand promotion was the primary intention of live-streaming e-commerce [5]. Not only does live-streaming grasp the attention and increase consumers' engagements through open transactions and intuitive shopping experience, but also it records customers' preference data and actual sales compared to the traffic number [27]. Thirdly, Alibaba Group was devoted to

facilitating the rural economy in China by recommending local people to promote their local products through live-streaming [28]. Gradually, local live-streamers established their brands and were known to more consumers. For instance, online celebrity Li Ziqi, beginning at live-broadcasting cooking procedures of delicious cuisines, had formed her brand of agricultural products [29].

It can be summarized from previous papers that live-streaming e-commerce may contribute to corporate brand marketing, but no research included the impact of live-streaming e-commerce on new brand marketing. Considering some customers may not purchase new brands online for unfamiliarity and lack of confidence unless someone they trusted recommends the new brands to them [30], the author also studied the influencing factors of consumers' purchasing willingness of new brands through live-streaming. Similarly, rare research indicated the most significant factor in the association of live-streaming e-commerce and corporate brand marketing. Consequently, hypotheses related to this part are distributed as follows.

H3: Live-streaming e-commerce is positively related to corporate brand marketing.

H4: The positive relationship between live-streaming e-commerce and corporate brand marketing is mostly attributed to consumers' love and trust of live-streamers.

H5: The most attributable factor of consumers purchasing new brands, is consumers' love and trust of live-streamers.

III. METHODOLOGY

A. Research Design and Data Collection

It is much easier to gather data in China since more and more people choose live-streaming shopping. Therefore, the research was conducted in China and the online survey was designed and distributed through Wenjuanxing [www.wjx.cn], which is the largest platform for sending and receiving questionnaires in China [16]. To get more general and less biased results, the author used purposive sampling technique offered by Wenjuanxing, 324 questionnaires in total were gathered from the customers with live-streaming shopping experiences from various industries and 21 out of 34 provinces in China.

The questionnaire can be divided into two parts, including consumers' demographic information and their experience and attitudes toward live-streaming shopping. Likert 5 scales, sequencing questions, fill-in-the-blanks and multiple questions are adopted. Concerning the basic information, respondents were asked about their gender, age, city, and industry. To better measure the impact of live-streaming on consumers' purchase intention and corporate brand marketing, not only were the live-streaming platforms that respondents used, product types and brands that they bought, comprised in the survey but also their attitudes toward live-streaming shopping were asked. For example, respondents were required to choose some brands that they often saw in live-streaming rooms, which makes them more aware of further questions regarding the influence of live-streaming on their successful identification of brands.

B. Research Tools

After collecting the questionnaires, SPSSAU software was utilized to analyze the results. Particularly, demographic analysis was firstly used to integrate participants' gender, age, city, industry, and so forth. Secondly, Chi-square analysis was also adopted to find the potential relationship of respondents' demographic information. Thirdly, the researcher used descriptive analysis to compare different influencing factors of live-streaming on consumers' purchase intention and corporate brand marketing. Fourthly, this research also included Brown-Forsythe ANOVA analysis to reflect different attitudes toward live-streaming of customers from different ages and industries. Fifthly, Cronbach Alpha was calculated to test the reliability of the Likert 5 scales. Finally, a linear regression analysis of consumers' purchase intentions was also carried out. Besides, tables and graphs were also added to the following analyses.

IV. RESULTS

Table I indicates the demographic information of 324 valid samples, among which more than half are female. Most participants are aged from 18 to 25 (30.12%) and the first-tier city in China (37.72%). Nearly half of the respondents are students (43.86%) and the rest of them largely come from the industry of Information transmission, software, and information technology services (9.94%). As for the live-streaming platforms, Taobao (36.84%), Douyin (33.33%), and Mogujie (33.33%) are the top three favorite platforms. Likewise, Food (68.13%), Cosmetics (67.84%), Clothing and accessories (66.37%), and Daily necessities (61.99%) are prevalent product categories that customers buy through live streaming.

TABLE I: DEMOGRAPHICS OF PARTICIPANTS

| Items | | Frequency | Percentage |
|------------|---|-----------|------------|
| Gender | Male | 143 | 41.81 |
| | Female | 199 | 58.19 |
| Age | Under 18 | 49 | 14.33 |
| | 18-25 | 103 | 30.12 |
| | 26-30 | 53 | 15.5 |
| | 31-40 | 68 | 19.88 |
| | 41 or older | 69 | 20.18 |
| | 1st tier | 129 | 37.72 |
| City tier | 2nd tier | 76 | 22.22 |
| | 3rd tier | 61 | 17.84 |
| | 4th tier or above | 76 | 22.22 |
| | Students | 150 | 43.86 |
| Industries | Agriculture, forestry, animal husbandry, and fishery | 15 | 4.39 |
| | Mining | 22 | 6.43 |
| | Manufacturing | 12 | 3.51 |
| | Electricity, heat, gas, and water production and supply | 11 | 3.22 |
| | Construction | 19 | 5.56 |
| | Wholesale and retail | 14 | 4.09 |
| | Transportation, storage, and postal services | 7 | 2.05 |
| | Accommodation and catering | 9 | 2.63 |
| | Information transmission, software, and information | 34 | 9.94 |

| | | | |
|--|--|-----|-------|
| | technology services | | |
| | Finance | 9 | 2.63 |
| | Real estate | 20 | 5.85 |
| | Scientific research and technology services | 2 | 0.58 |
| | Water conservancy, environment, and public facilities management | 2 | 0.58 |
| | Residential services, repair, and other services | 3 | 0.88 |
| | Education | 7 | 2.05 |
| | Culture, sports, and entertainment | 6 | 1.75 |
| | Taobao | 126 | 36.84 |
| | Douyin | 114 | 33.33 |
| | Jingdong | 42 | 12.28 |
| Live-streaming Platforms | Mogujie | 114 | 33.33 |
| | Pinduoduo | 74 | 21.64 |
| | Xiaohongshu | 97 | 28.36 |
| | Alibaba | 56 | 16.37 |
| | WeChat | 53 | 15.5 |
| Types of products purchased through live-streaming | Clothing and accessories | 226 | 66.37 |
| | Cosmetics | 232 | 67.84 |
| | Daily Necessities | 212 | 61.99 |
| | Electronics | 118 | 34.5 |
| | Office Supplies | 103 | 30.12 |
| | Maternal and infant products | 192 | 56.14 |

The result of the Chi-square analysis in Fig. 2 shows that consumers who bought different goods through live-streaming significantly differ in age. Specifically,

regarding the clothing and accessories, respondents under 18 are more likely to buy, which is much higher than the average. As for food and cosmetics, it is customers aged from 26 to 30 who cover the largest part. Consumers who are 26-year-old and above are the three largest groups that may buy daily necessities and maternal and infant products through live-streaming, while these older consumers tend to buy fewer electronics. For office supplies, participants aged 41 or above show a higher buying possibility.

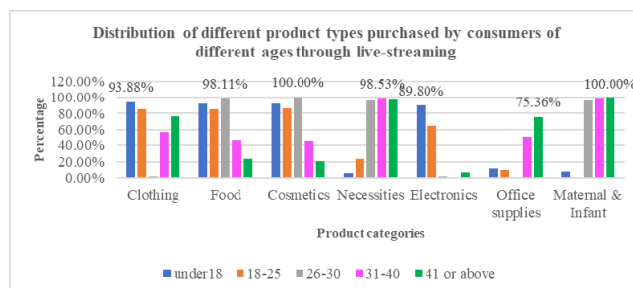


Fig. 2. Different product types purchased by consumers of different ages through live-streaming.

Table II reflect the reliability of Likert 5 scales in the survey, including consumers' attitudes toward their purchase intentions during shopping festivals, as well as the influence of live-streaming on their purchase intention and corporate brand marketing, and purchase intention of unfamiliar or new brands. The Cronbach alpha is 0.864, implying that these scales are reliable. Meanwhile, KMO is equal to 0.829, indicating the high validity of these scales.

TABLE II: RELIABILITY STATISTICS [CRONBACH ALPHA]

| Items | Corrected Item-Total Correlation [CITC] | Cronbach Alpha if Item Deleted |
|--|---|--------------------------------|
| Influence of live-streaming on consumers purchase intention | 0.751 | 0.81 |
| Influence of shopping festivals on consumer's purchase intention | 0.709 | 0.827 |
| Influence of live-streaming on corporate brand marketing | 0.682 | 0.838 |
| Possibility of purchasing unfamiliar or new brands | 0.707 | 0.829 |

Cronbach α (Standardized): 0.864

TABLE III: BROWN-FORSYTHE ANOVA OF AGE

| | Age [Mean \pm Std. Deviation] | | | | | Brown F | p |
|------------|---------------------------------|-----------------|-----------------|-----------------|-----------------|---------|---------|
| | 1.0[n=49] | 2.0[n=103] | 3.0[n=53] | 4.0[n=68] | 5.0[n=69] | | |
| purchase | 3.92 \pm 0.84 | 4.08 \pm 0.74 | 4.04 \pm 0.76 | 2.94 \pm 1.34 | 2.23 \pm 1.15 | 47.9 | 0.000** |
| festival | 4.16 \pm 0.92 | 3.98 \pm 0.85 | 4.06 \pm 0.72 | 2.79 \pm 1.31 | 2.38 \pm 1.14 | 44.626 | 0.000** |
| brand | 3.92 \pm 0.91 | 4.08 \pm 0.72 | 4.11 \pm 0.75 | 2.96 \pm 1.37 | 2.43 \pm 1.17 | 39.01 | 0.000** |
| unfamiliar | 4.12 \pm 0.93 | 3.81 \pm 1.00 | 3.94 \pm 0.93 | 2.90 \pm 1.47 | 2.39 \pm 1.26 | 28.198 | 0.000** |

* $p < 0.05$ ** $p < 0.01$

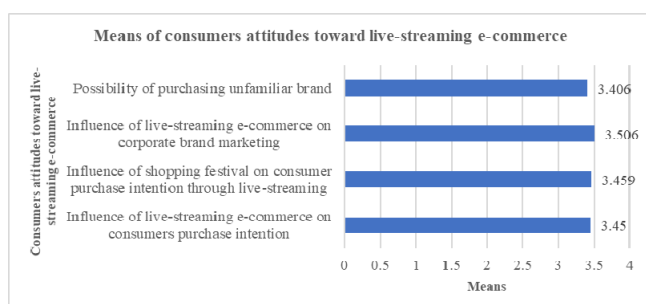


Fig. 3. Means of consumers' attitudes toward live-streaming.

Fig. 3 illustrates the results of the four Likert 5-scales at the average level. Regarding the influence of live-streaming on consumers' purchase intention and corporate brand

marketing, respondents' average scores are 3.45 and 3.506, respectively, showing their positive attitudes on these two questions. Accordingly, hypotheses 1 and 3 are verified. Similarly, participants also have positive purchasing intention of unfamiliar or new brands and during shopping festivals.

To find out whether respondents' attitudes about live-streaming are related to their demographic information, Brown-Forsythe ANOVA analysis was adopted. The results in Table III demonstrate that participants from different ages behave differently regarding the influence of live-streaming on their purchase intention. Specifically, Fig. 4 suggests that respondents under 18 are more likely to consume during shopping festivals and purchase unfamiliar or new brands

through live streaming. Moreover, participants aged from 18 to 25 show the most positive attitudes toward the influence of live-streaming on their purchase intentions. Besides, 26 to 30-year-old consumers score at the highest in the grey line, implying their positive attitudes regarding the influence of live-streaming on corporate brand marketing.

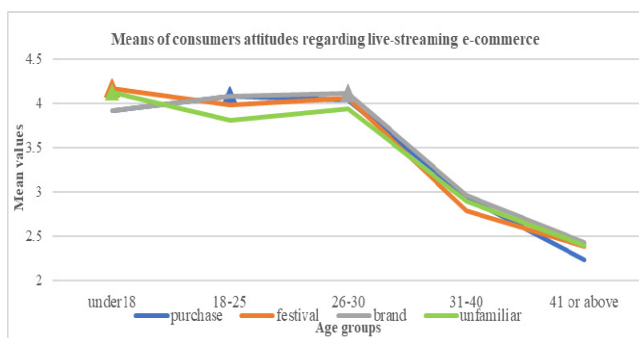


Fig. 4. Means of consumers' attitudes regarding live-streaming.

Based on the significant result of Brown-Forsythe ANOVA of age in respondents' attitudes toward the influence of live-streaming on customers' purchase intentions, further regression analysis was taken and the

results were displayed in Table IV. Among seven independent variables, age has a significantly negative relationship with the influence of live-streaming on consumers' purchase intentions, which indicates that the older customers tend to consider less positive or even negative influences of live-streaming on their purchase intentions. Furthermore, festival, brand, and unfamiliar are positively correlated with the influence of live-streaming on consumers' purchase intentions, which implies that if consumers are more likely to purchase during shopping festivals, or if they are more positive about the effect of live-streaming on brand marketing, or if they show positive attitudes toward buying unfamiliar or new brands, they are possible to be more positive about the influence of live-streaming on their purchase intentions. R square is equal to 0.584, which means that these seven independent variables can explain 58.4% of changes in purchase. The regression model is approved by F-test since the p-value is smaller than 0.05. Moreover, the numbers in the column of VIF are lower than 5, implying that collinearity does not exist in this model. Besides, autocorrelation is not found because the Durbin-Watson value is around 2.

TABLE IV. REGRESSION ANALYSIS OF THE INFLUENCE OF LIVE-STREAMING ON CONSUMERS' PURCHASE INTENTION

| | Unstandardized Coefficients | | Standardized Coefficients | t | p | VIF | R ² | Adj R ² | F |
|------------|-----------------------------|------------|---------------------------|--------|---------|-------|----------------|--------------------|----------|
| | B | Std. Error | Beta | | | | | | |
| Constant | 1.255 | 0.317 | - | 3.962 | 0.000** | - | | | |
| gender | -0.085 | 0.089 | -0.034 | -0.959 | 0.338 | 1.012 | | | |
| age | -0.156 | 0.066 | -0.174 | -2.355 | 0.019* | 4.398 | | | |
| city | 0.054 | 0.037 | 0.051 | 1.451 | 0.148 | 1.006 | 0.584 | 0.576 | F(7,334) |
| student | 0.049 | 0.166 | 0.02 | 0.294 | 0.769 | 3.607 | | | =67.071 |
| festival | 0.25 | 0.049 | 0.252 | 5.063 | 0.000** | 1.987 | | | p=0.000 |
| brand | 0.214 | 0.048 | 0.21 | 4.418 | 0.000** | 1.824 | | | |
| unfamiliar | 0.291 | 0.045 | 0.309 | 6.507 | 0.000** | 1.813 | | | |

Dependent Variable: purchase

D-W: 1.863

* p<0.05 ** p<0.01

TABLE V: DESCRIPTIVE STATISTICS OF INFLUENCING FACTORS OF LIVE-STREAMING ON CONSUMERS' PURCHASE INTENTION

| Factors | Number of Observations | Mini | Max | Mean | Std. Dev. | Medium |
|---|------------------------|------|-----|------|-----------|--------|
| Real-time interaction with live-streamers | 342 | 1 | 6 | 3.11 | 1.31 | 3 |
| Discounts, coupons, and gifts offered in live-streaming rooms | 342 | 1 | 6 | 4.38 | 1.53 | 5 |
| Love and trust toward live-streamers | 342 | 1 | 6 | 4.31 | 1.92 | 5 |
| Vicarious try of live-streamers | 342 | 1 | 6 | 3.19 | 1.52 | 3 |
| Price of products | 342 | 1 | 6 | 3.77 | 1.63 | 4 |
| Number of audiences in the live-streaming room | 342 | 1 | 6 | 2.24 | 1.22 | 2 |

Table V illustrates the descriptive statistics of the sequencing questions about the influencing factors of live-streaming on consumers' purchase intention. The larger the mean, the factor is regarded as more important for influencing respondents' purchase intentions through live-streaming. Hence, discounts, coupons, and gifts offered in live-streaming rooms, together with love and trust toward live-streamers are the first two significant influencing factors of live-streaming on customers' purchase intention, which verifies the hypothesis 2. Similarly, it can be seen from Fig. 5 that customers successfully identifying a brand is mostly attributed to its commonweal feature, implying that hypothesis 4 is invalid.

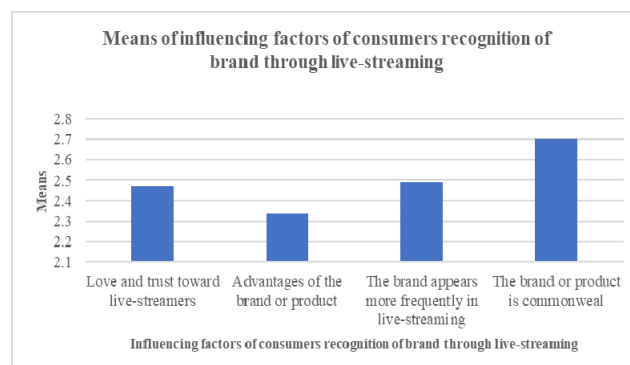


Fig. 5. Means of influencing factors of consumers' recognition of brands through live-streaming

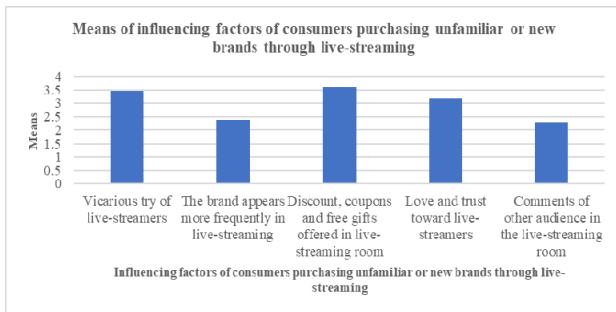


Fig.6. Means of influencing factors of consumers' purchasing unfamiliar or new brands through live-streaming

In terms of the influence of live-streaming on new brand marketing, Fig. 6 reveals that the most important factor in purchasing unfamiliar or new brands is discounts, coupons, and gifts offered in live-streaming rooms, which implies that hypothesis 5 is also rejected.

V. DISCUSSION

Aiming to find out the relationships between live-streaming e-commerce on consumers' purchase intentions and corporate brand marketing, the author originally predicted positive associations and finally proved them. As for the influencing factors regarding these relationships, it is proved in this research that discounts, coupons, and gifts offered in the live-streaming rooms are the most important factor affecting consumers' purchase intentions through live-streaming and their purchase willingness of unfamiliar or new brands. Furthermore, it is the commonweal feature of brands rather than consumers' love and trust of live-streamers that make customers successfully identify a brand.

Apart from these findings, it is documented by the author that consumers who buy different types of products are significantly different in age. Similarly, respondents' attitudes toward their purchase intentions during shopping festivals and three dimensions of live-streaming, including purchase intention, brand marketing and unfamiliar brands, are also significantly different in age. Moreover, consumers' ages are also proved to have a significantly negative association with their attitudes toward the influence of live-streaming on purchase intentions. Additionally, the research also indicates that if customers are more positive about the influence of live-streaming on brand marketing, or if they are more likely to consume during shopping festivals or buy unfamiliar or new brands through live-streaming, they may have a more positive feeling about the influence of live-streaming on purchase intentions.

Hypothesis 1 and 3 are verified, showing consistent results with extant literature [3, 4, 24]. Moreover, previous researchers stated that discount was regarded as the most significant factor affecting university students' purchase intentions, compared with interaction and professionalism [22]. Analogously, the researcher successfully tests hypothesis 2 that the most important influencing factor of live-streaming on purchase intention is discounts, coupons, and gifts offered in live-streaming rooms. Although the importance of celebrity live-streamers is emphasized in

preceding papers, this study concluded that the commonweal feature of the products in live-streaming rooms attracts consumers more [24], [26]. Concerning the new brand, customers were proved to be willing to try new brands under the recommendations of someone they trusted [30]. However, considering live-streaming, the study shows evidence that consumers are inclined to value more on the discount, coupons, and gifts when deciding whether to purchase new brands. Therefore, hypotheses 4 and 5 are rejected.

Although several preceding research has studied the relationship between live-streaming and consumers' purchase intentions, this article not only provides evidence of the positive association but also contributes to a more lucid understanding of the most significant factor – discount, coupons, and gifts offered in live-streaming rooms, that influencing the positive relationship. Furthermore, the author also unexpectedly find that customers' age has a significantly negative association with their attitudes toward the influence of live-streaming on purchase intentions. As for the association between live-streaming and corporate brand marketing, this study firstly indicates a positive relationship, which is mostly attributed to the commonweal feature of products. Accordingly, companies are suggested to promote their brands by adding elements regarding public welfare. For instance, they can collaborate with suppliers in rural areas and promise to use part of their profits to improve construction in the countryside or share profits with local people.

The results of the relationships between live-streaming e-commerce and consumers' purchase intentions, as well as corporate brand marketing, however, have some limitations. Firstly, the findings lack generalizability because of a small number of samples. Secondly, reverse causation may exist in the regression analysis of respondents' age and their attitudes toward the influence of live-streaming on purchase intentions. Specifically, if customers are more likely to purchase things during shopping festivals, they may be more positive about the influence of live-streaming on purchase intentions. However, once consumers regard positive association between live-streaming and their purchase intentions, they are more possible to buy things during shopping festivals.

VI. CONCLUSION

To find out the relationships between live-streaming e-commerce and consumers' purchase intentions, as well as corporate brand marketing, this researcher utilize quantitative analysis – an online survey and answer research questions from customers' perspectives.

In summary, the results indicate positive relationships. Furthermore, customers consider discounts, coupons, and gifts largely influence their purchase intention through live-streaming. Meanwhile, when deciding to buy new brands, discount, coupons, and gifts offered in the live-streaming rooms is regarded as the most important influencing factor. Concerning the influencing factors of the positive relationship between live-streaming and corporate brand marketing, the commonweal feature of a brand has a greater effect on consumers' recognition of it, compared with the brand occurring frequency in live-streaming rooms, love,

and trust toward live-streamers and brand's advantages. Apart from these findings, the author also indicates that product categories and customers' attitudes toward live-streaming are significantly different from their ages, based on ANOVA analysis. Additionally, age is also proved to be negatively correlated with customers' purchase intentions through live-streaming, while their purchase intention on shopping festivals and of new brands, and their attitudes toward the influence of live-streaming on brand marketing, have significantly positive associations with it.

However, by collecting data from an online survey rather than crawling statistics from live-streaming platforms, this research just proves the positive relationships between live-streaming and consumers' purchase intentions, as well as corporate brand marketing, from the standpoints of customers, which lacks objectivity, to some extents. Moreover, the small number of samples restricts the generalizability of the findings. Besides, the researcher may not consider other potential factors affecting the relationships.

The author originally tries to find out whether city-tiers that consumers are in can affect their purchase intentions through live-streaming but the result tends to be insignificant. Consequently, further studies are suggested to not only include data from live-streaming platforms but also add some influencing factors in the analyses. Besides, since live-streaming is an emerging topic, further researchers are advised to reveal the importance of live-streaming marketing by measuring its contribution on shopping festivals, or the influence of the virtual gifts, as a new monetization product in live-streaming rooms on the economy, under the increasing number of live-streamers.

Overall, not only does this research contribute to academia, but also it has practical implications. On the one hand, it complements the literature regarding live-streaming by confirming the statement that live-streaming has positive relationships with consumers' purchase intentions and corporate brand marketing. On the other hand, the most significant influencing factors in these two relationships are also identified, which makes live-streamers better understand that discounts, coupons, and gifts can attract consumers more, and makes companies promote their brands through adding public welfare elements and collaborating with local people in rural districts. Besides, this study proves that customers may appeal to the discount, coupons, and gifts of the new brands, which sheds new light on new brand marketing.

CONFLICT OF INTEREST

The author declares no conflict of interest.

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