

An Analysis of the Characteristics of Live Commerce and Their Impact on Consumer Buying Behaviors

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ABSTRACT

Offline retail has been hit during the pandemic, while live streaming has become increasingly popular due to its low price and convenience. The SOR model can be used to construct the formation mechanism of consumers' purchase behaviors under online celebrity live streaming and explore how the characteristics of live streaming affect consumers' purchase willingness and loyalty through the mediating role of perceived value and flow experience. By collecting and analyzing 139 responses, it is concluded that price and quality are the most important factors consumers consider. At the same time, the interaction in live streaming can improve consumers' purchase intention more than entertainment. Based on the consumption habits of different genders and ages, the formulation of targeted publicity strategies will help to enhance the competitiveness of the industry.

Introduction

In recent years, live streaming has become increasingly popular in people's daily lives because of its convenience and the availability of the 5G network. Live streaming commerce refers to a marketing model in which anchors rely on platforms to carry out online live broadcasts and recommend products to consumers by describing, displaying, and trying products in the live streaming 'room' so as to promote consumers' purchases (Xie et al., 2019). According to CNNIC, by December 2022, the number of online live-streaming users reached 751 million, showing an increase of 47.28 million compared to December 2021, accounting for 70.3% of the total Internet users. This rapid growth in popularity and the growing importance of Live-stream as a distribution channel for goods suggests that further investigation is required to determine how the characteristics of live-streaming impact consumers' buying behaviors. Numerous studies have attempted to explain how various factors influence consumers' purchase willingness based on the SOR model. The Stimulus - organism - Response theory (SOR model) generally means that under the Stimulus environment's Stimulus, consumers' cognition and emotions change, resulting in the use, purchase, and other behaviors (Li et al., 2020). According to the background research, perceived value and flow experience mediate the relationship between the characteristics of live streaming and people's buying willingness. A significant 75.5% of Chinese live-streaming users prefer livestream with entertainment-style content, followed by lifestyle-focused content at 73.6% (iiMedia report). Therefore, it is crucial to discover how the entertainment and interactivity of live streaming affect consumers' purchasing behaviors through the mediating role of perceived value and flow experience. Also, there are few studies about the influence of other factors, such as people's gender and age, affecting their buying behaviors in live streaming 'rooms,' which needs further study.

This study uses literature research to understand the background information of live commerce. A questionnaire is designed to collect people's attitudes, and observation is used to compare different characteristics of live streaming 'rooms.' The findings of this study will provide suggestions to businesses and anchors to improve customers' loyalty and maintain the sustainable development of live commerce.

Literature Review

This research aims to discover how the different characteristics of live commerce influence consumers' buying behaviors and to examine the requirements for its long-term development. Investigating the features of live streaming and comparing them with other shopping methods can explain why more people purchase in a livestream 'room.' Meanwhile, previous works on the factors that influence people's purchasing willingness have also established sufficient theoretical evidence for this study and broadened the scope of the research. This study will also consider the problems encountered in live commerce from the consumers' perspective. It will help to provide some solutions to support the sustainable development of this industry in the future. As this study mainly considers the factors that affect consumers' purchasing behaviors, the results of previous studies are crucial. Therefore, the following review will focus on the study methods and results of previous relevant research.

The Characteristics of Live Streaming

Previous research has investigated several significant characteristics of live commerce, including visibility, interactivity, authenticity, and entertainment (MA & MEI, 2018). Live streaming refers to a new shopping model that recommends products and replies to consumers in real-time video and then completes purchases by live streaming platforms(Tang et al., 2020). More and more people enter the live streaming industry as a career because of the potentially high income. Meanwhile, the Matthew effect plays a significant role in live delivery, which means only the top anchors who are good at attracting fans and implementing marketing strategies can succeed.

Compared with traditional online shopping, live-streaming methods have transformed from pictures to videos, which increases the sense of immediacy and trust by making the products highly visual(Zhu & Yin, 2021). Moreover, with the increasing number of brands in online shopping, consumers can only fully understand various products' information by spending enough time and energy before making purchase decisions, which increases the time cost and search cost(Chong Wang, 2007). However, in the live stream environment, consumers can ask the anchors questions in real-time by sending live chats in the live streaming 'room,' and the anchors can reply to the customers in real-time as well as give purchase suggestions. They can also obtain other consumers' comments on products through the live chat screen, reducing the time and energy cost(Dong & Luo, 2021). In addition to selling goods more efficiently, live commerce is more helpful for enterprises to establish and spread brands; anchors use live-streaming to complete product concept output and brand cognition construction. However, these studies have a common problem in that they only compare the difference between live streaming and online shopping from a theoretical point of view rather than how they affect consumers' purchasing behaviors in the real world. In this paper, the author will investigate how these characteristics influence people's buying behaviors and the extent of their influence.

The Factors That Influence Consumer Buying Behaviors

Many previous research studies investigate how the characteristics of live streaming impact consumers' purchasing behaviors, and many features the mediating effect of 'Flow Experience' and 'Perceived Value.' Based on the SOR model, Zhang et al.(2019) investigated that consumers' perceived value is an intermediary between additional stimulus and purchase behaviors, including perceived usefulness and perceived trust. Perceived usefulness refers to the improvement of consumers' feelings of use or perceived value brought by the product itself and the services in the purchase process, which is a prerequisite for consumers to purchase (Wang & Zhou, 2016). Timely feedback from anchors in live streaming meets consumers' demand for complete information, thus improving consumers' perception of usefulness. Perceived trust refers to the degree of consumers' trust in anchors and products, including cognitive and emotional trust, a long-term accumulation and dynamic process(Yin et al., 2020). The interaction between anchors and consumers can provide consumers with a psychological suggestion of feedback and enhance consumers' trust(Chen et al., 2021). Wei, Li, and Liu(2022) also discovered that anchors' professionalism, interactivity, and popularity positively affect consumers' impulse purchase willingness through perceived trust.

Flow Theory was first proposed by Csikszentmihalyi in 1975 and explained a particular state of mind that occurs when people are fully engaged in a task. As a marketing model of buying while watching, live streaming shows the use effect of products through trial, and improved visual attraction enhances the purchase willingness. Also, the Flow Theory indicates that when the consumers are immersed in the live streaming event and enjoy it, they are more likely to ignore the surrounding things and purchase impulsively when their attention is highly concentrated(Rook D & Fisher R, 1995). The entertainment part of live streaming, such as real-time live chat screen interaction, irregular lottery, and celebrity support, has a significant role in promoting consumers' impulse purchasing. When consumers watch live streaming, anchors rely on their attraction and enthusiastic interaction to engage consumers and generate a flow experience. Therefore, purchase willingness develops under the guidance of anchors (Wei et al., 2022).

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These studies reveal how the characteristics of live streaming and anchors impact consumers' purchasing behaviors through the mediating role of flow experience and perceived value, but they ignore the impact of pre-livestream publicity activity and the effect of after-sales service. Furthermore, they do not consider how to develop consumer loyalty to the same live streaming room.' Therefore, this paper will investigate and focus on these aspects.

The Problems Faced by Live-Streaming

In recent years, lack of regulation and disorderly competition have made the live-streaming industry prone to some negative publicity. Firstly, due to the low barriers to entry, more and more anchors have entered the industry to benefit from reduced costs and high returns but with unproven reliability and professionalism. As reported by Quanzhong Guo (2020), there is a severe problem of differentiation in the live-streaming industry, where a small number of top anchors have the majority of resources. Secondly, Feng & Lu(2020) stated that consumers are more likely to purchase impulsively on the Internet because online shopping has no space and time constraints. Thirdly, consumers face more significant risks, such as product quality problems, because of the virtual nature of online shopping, and people can only use the Internet to obtain relevant information about the product without touching the actual goods. Finally, the brand should clarify that celebrity live-streaming is not equal to brand value and cannot be the primary strategy for building the brand. Businesses should focus on brand building, such as information, word-of-mouth management, and experience marketing (Liu et al., 2020). These studies all show that the uncertainty of live streaming reduces consumers' purchase willingness and hinders the long-term development of this industry.

Existing literature has laid the fundamental research foundations for this study, including the characteristics of live streaming, the current problems with live streaming commerce, and the mediating role of perceived value and Flow Theory, while effectiveness discussions mainly focus on the characteristics of live streaming commerce and anchors. Thus, based on the S-O-R model, this paper constructs two intermediate paths based on flow experience and perceived value by taking live-streaming characteristics as a variable. Furthermore, the author will discuss the influence of different characteristics on consumers' purchasing behaviors in live streaming and further explore its different effects on different genders and ages.

Methodology

Overview

This dissertation combined primary and secondary research methods. Firstly, through secondary research, background research was conducted on the features of consumer buying behaviors, the characteristics of live streaming, and existing problems in the industry. Secondly, the author also conducted primary research. A questionnaire was designed to investigate consumers' attitudes to live-streaming, and observation was used to determine the differences between various live-streaming 'rooms.'

Literature Research

A comprehensive literature search was conducted from May 2023 to September 2023. Searches were conducted on CNKI net, Google Scholar, and other official websites using the following keywords: live streaming, the Flow Theory, buying behaviors, purchase willingness, the SOR model, perceived value, gender, etc.

The selected articles were restricted to a narrow time frame between 2018-2023. There are two reasons for this: studies about live streaming are time-sensitive because of the rapid development of network technology, and research on it is still updating; secondly, there are many changes in live streaming commerce as an emerging industry, such as anchors' identity and explanatory style, leading to many new factors that affect consumers' purchasing behaviors. However, several early studies were also selected, as they address the basic theoretical models of this paper, such as the SOR model and the flow theory. After comparing them with the literature review of 2018 and 2023, it was confirmed that the basic models are still used today, so this part of the research literature is included.

In addition, sources of intuitive data, such as the number of Chinese netizens and the scale of the live-streaming industry, are searched and filtered in official databases and published reports(relying mainly on the iiMedia Report.

Questionnaire

In order to understand how to maintain the sustainable development of the live-streaming industry, consumers' attitudes and experiences towards it are indispensable. Therefore, the author uses a questionnaire to gather data, which includes questions on different aspects, to discover to what extent the interactivity and entertainment of live streaming affect consumers' purchase behaviors and their differences based on different genders and age groups. As this study focuses on people's consumption experiences: The author wants to get more feedback from people who have bought products in the live streaming 'room,' so the questionnaire is distributed to anchors' fan groups through

an app called Questionnaire Star. Also, question 3 is used to distinguish the crowd, and people who have no live-streaming shopping experience will directly answer question 19 to understand their reasons for this.

The questionnaire consisted of 19 questions, mainly using multiple-choice and scale questions, so the extent of influencing factors can be investigated through a Likert Scale. The first two questions are demographic questions. The principle is anonymous and will not reveal any personal data. Questions 4 to 13 were set to reflect people's purchase habits in live streaming. Among them, the most critical questions in this questionnaire are 14 and 15, all of which prove the main subject of this study concerning how different factors affect peoples' buying behaviors and consumers' loyalty. The remaining questions reveal people's attitudes to after-sales service and product feedback. Meanwhile, they point out the perceived problems in live streaming.

The author selected data based on how well people answered key questions and how long they took to answer the questionnaire. The final sample size of the questionnaire was 150, of which 139 were filled in. Moreover, the author divided the collected data into qualitative and quantitative data, using different graphs to make the results more precise and descriptive statistics, including a comparison of male and female responses to the same factors.

Observation

The observation method was used to compare different characteristics of live streaming 'rooms' and to find existing problems in this industry. The number of products, prices, the number of audiences, and the number of fans of the anchors were recorded. Meanwhile, this data was compared to find relationships and problems.

Results and Discussions

The questionnaire was used to assess people's attitudes and experiences of live-streaming, as well as the extent of influence of different factors on consumers' loyalty and purchase willingness

People's Cognition of Live Streaming

■ Randomly ■ Introduced by friends or colleagues ■ Attracted by short videos

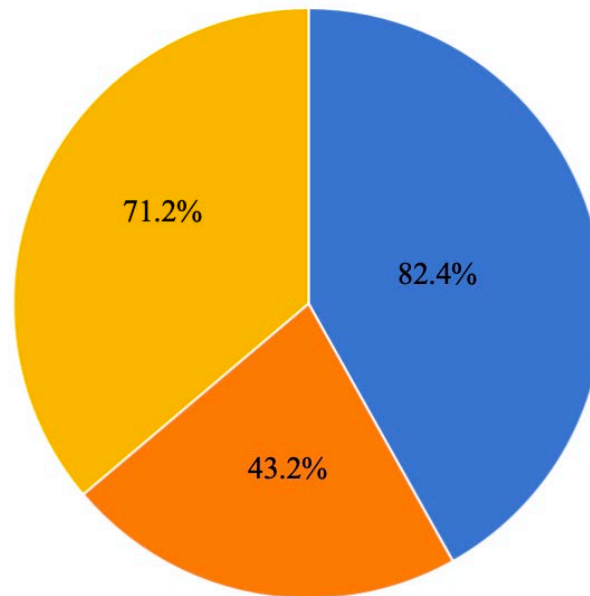


Figure 1. The way people know about live streaming

Figure 1 lists how people know about specific live streaming ‘rooms.’ According to the data from questionnaires, most people enter the live streaming ‘rooms’ randomly without purpose(82.4%), followed by attracted by short videos that preview the content and schedules of live streaming(71.2%) and then introduced by friends or colleagues(43.2%).

■ Short video platforms ■ E-commerce platforms ■ Social platforms

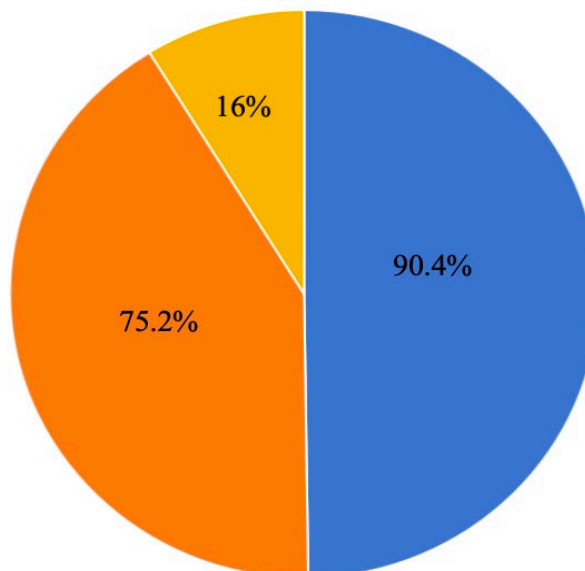


Figure 2. The softwares people used to watch live streaming

According to Figure 2, short video platforms were the most common software people used to watch live streaming, with the relatively highest percentage(90.4%). The e-commerce platforms are also one of the major software for live streaming commerce, which 75.2% of consumers prefer to use. The data for the remaining kind of software, social platforms, is much less prevalent among them(16%).

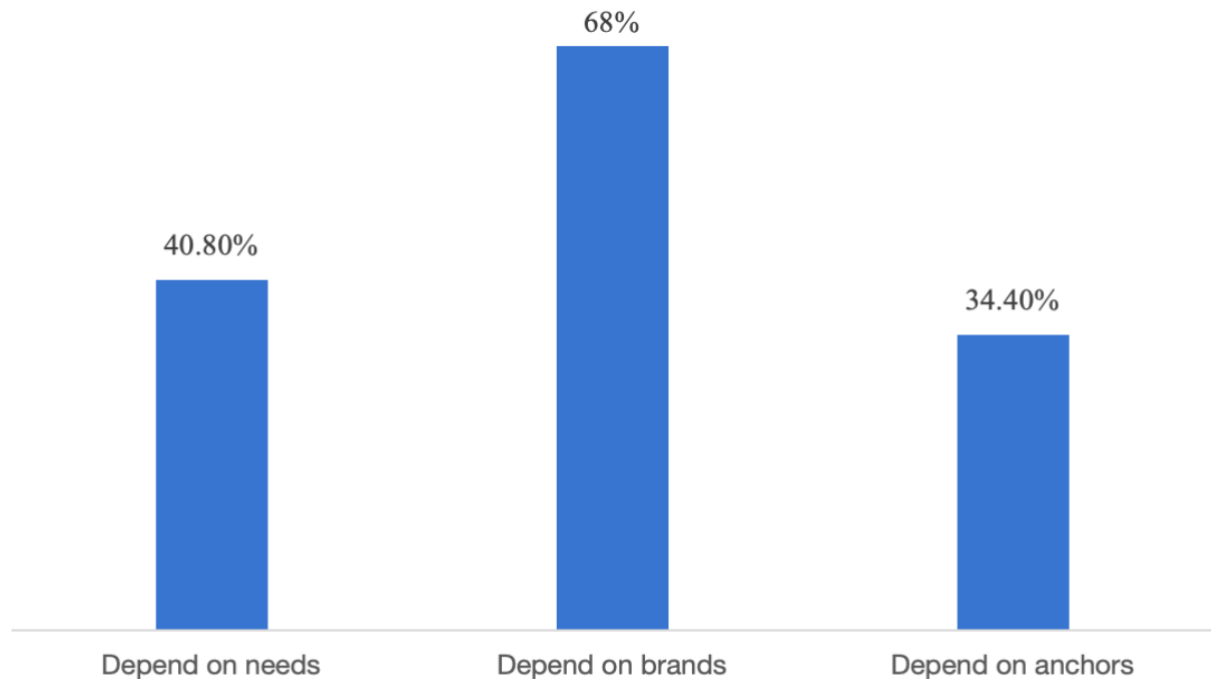


Figure 3. The reason why people enter the live streaming 'rooms'

In addition, figure 3 illustrates why people choose different live streaming 'rooms,' depending on anchors, needs, or brands. The results show that most people, nearly 70%, prefer to enter live streaming rooms that sell products with their favorite brands. 40.8% of participants indicated that they only access certain live streaming 'rooms' according to their needs. The most striking result to emerge from the data is that the number of people who choose live streaming 'rooms' because of the characteristics of anchors is the lowest, accounting for only 34.4%, which is half of that with famous brands.

The data on the cognition of people for live streaming commerce in the results shows that people are more likely to enter the live streaming 'rooms' without purchase purpose. This is supported by Wang & Liu(2019); the leading causes of live streaming are entertainment decompression to escape from reality and virtual companionship to resolve group loneliness. Thus, the short video platforms that combine entertainment and purchase functions have become the most popular live-streaming software. The popularity of the brand is an essential factor for people to consider which live streaming 'room' to enter, which is found by Li et al.(2017); the study shows that the perceived value of a virtual brand community has a direct and positive impact on consumers' willingness to buy new products. The finding has important implications for businesses.

To develop marketing approaches, like publicity through short videos before the live stream takes place and focusing more on improving the quality of the products rather than paying high commissions to hire anchors.

The Factors Affecting the Willingness and Loyalty of Consumption Behavior in Live Streaming

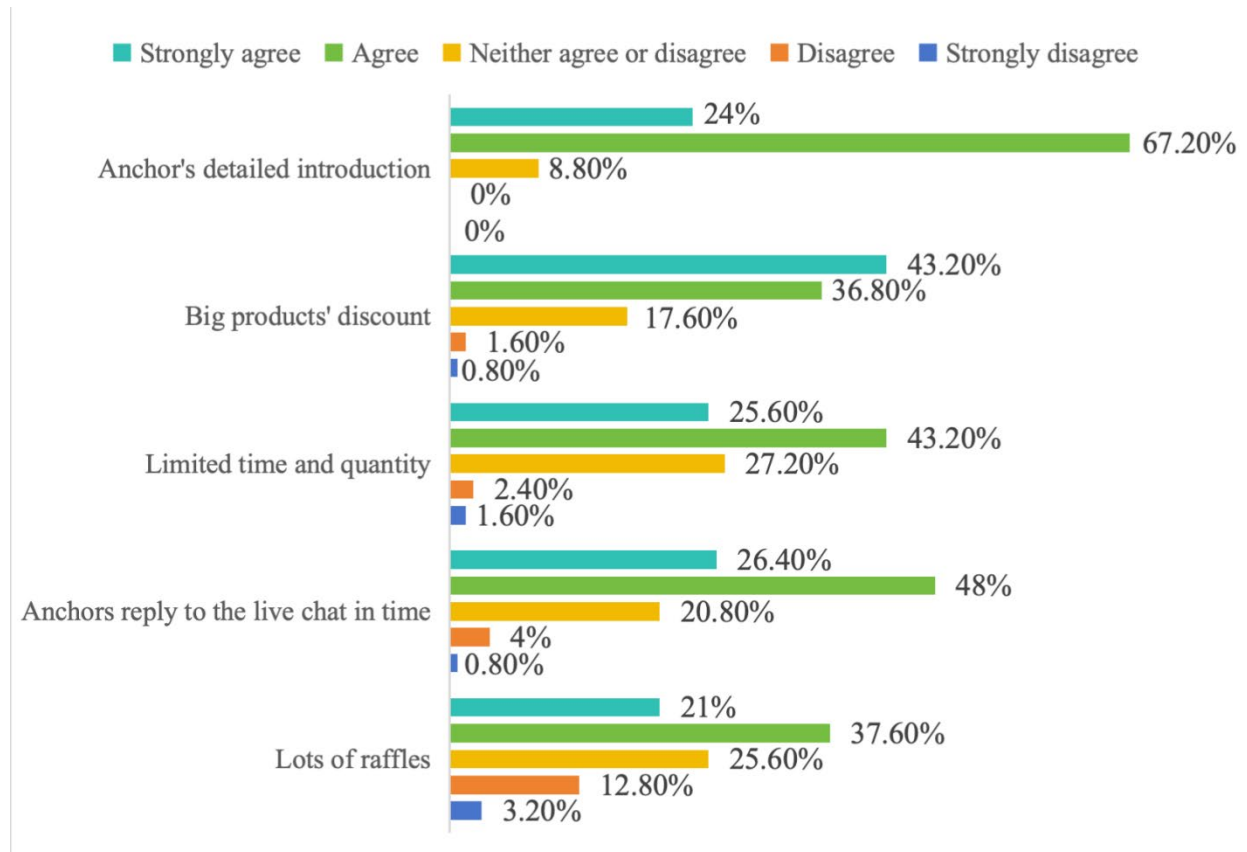


Figure 4. The factors affecting people's willingness

Turning to the evidence on how interactivity and entertainment in live streaming impact consumers' buying behaviors. Figure 4 shows that price is the most critical factor affecting consumers' willingness to buy, and over 40% of people totally agree with it. Meanwhile, there is a significant positive correlation between interactivity and purchase willingness, with about 91.2% of people preferring to buy products in a live streaming 'room' when anchors explain product functions or features in detail and 74.4% of people are more willing to buy when the anchors can reply to the live chat in time. However, some recreational activities of live streaming seem to have little effect on consumers' purchase intention, such as limited time and amount of products to sell or lucky draw; nearly 30% of people gave this assessment.

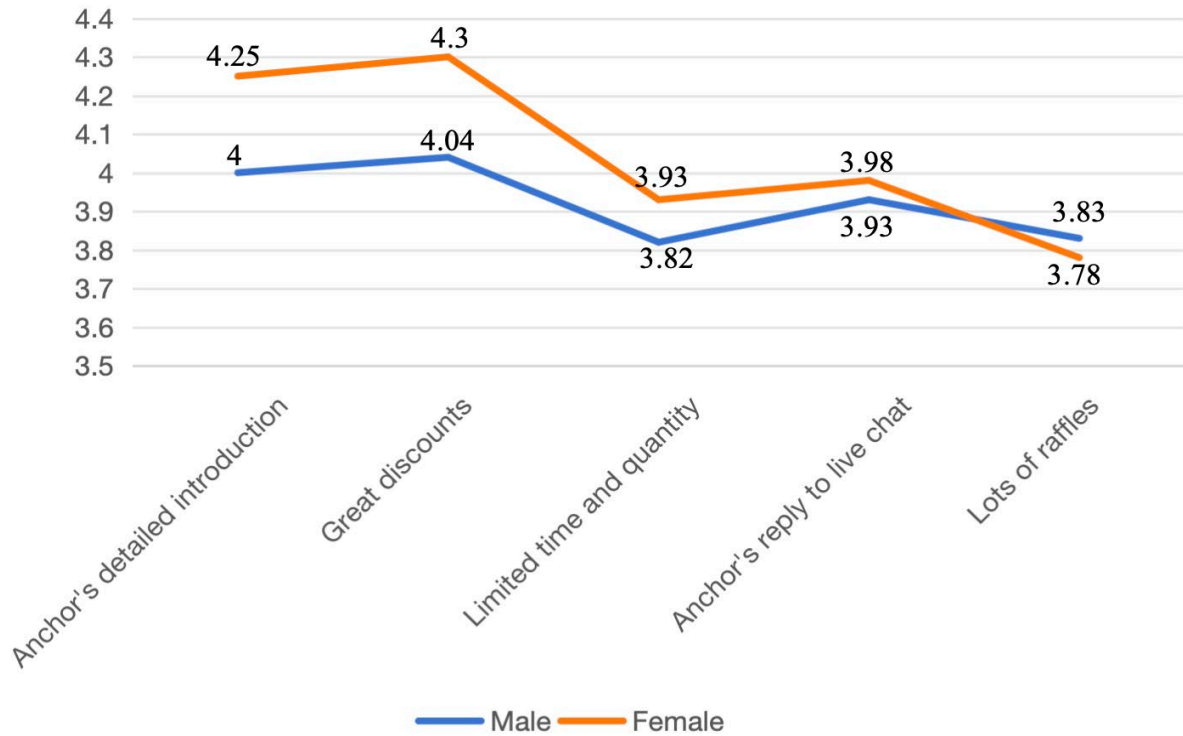


Figure 5. The factors affecting people's willingness by gender

The strength of the influence on different genders is obtained by calculating the average value; comparing the two results, it can be generally seen that various factors are more sensitive to the perception of women than men, with a relatively higher mean value. Despite men paying more attention to the interaction of anchors than women (3.98), limited time and amount are more likely to increase women's purchase willingness, at 3.93.

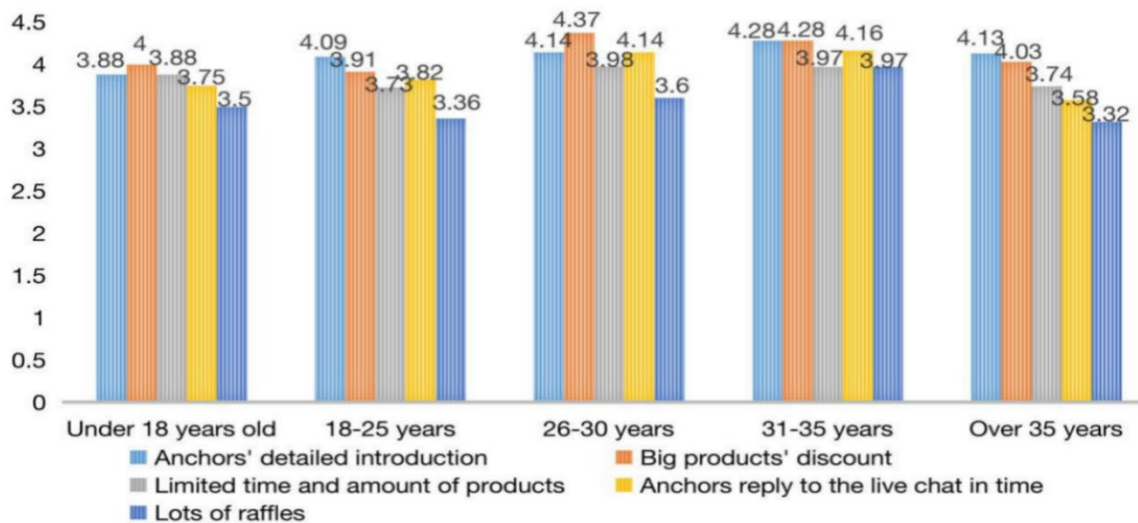


Figure 6. The factors affecting people's willingness by age

Figure 6 displays the responses from different age groups, indicating that the limited time and amount significantly influenced teenagers' purchase willingness, with the highest mean value of 3.88. Surprisingly, anchors' detailed descriptions of products are more likely to motivate people between 18 and 25 to order in the live streaming 'rooms' than price, with a relatively higher mean value of 4.09, while 26 to 35-year-old people pay the most attention to price among all age groups. Furthermore, people between the ages of 31 and 35 had similar perceptions of different factors; in contrast, people prefer anchors to explain more product information as they age.

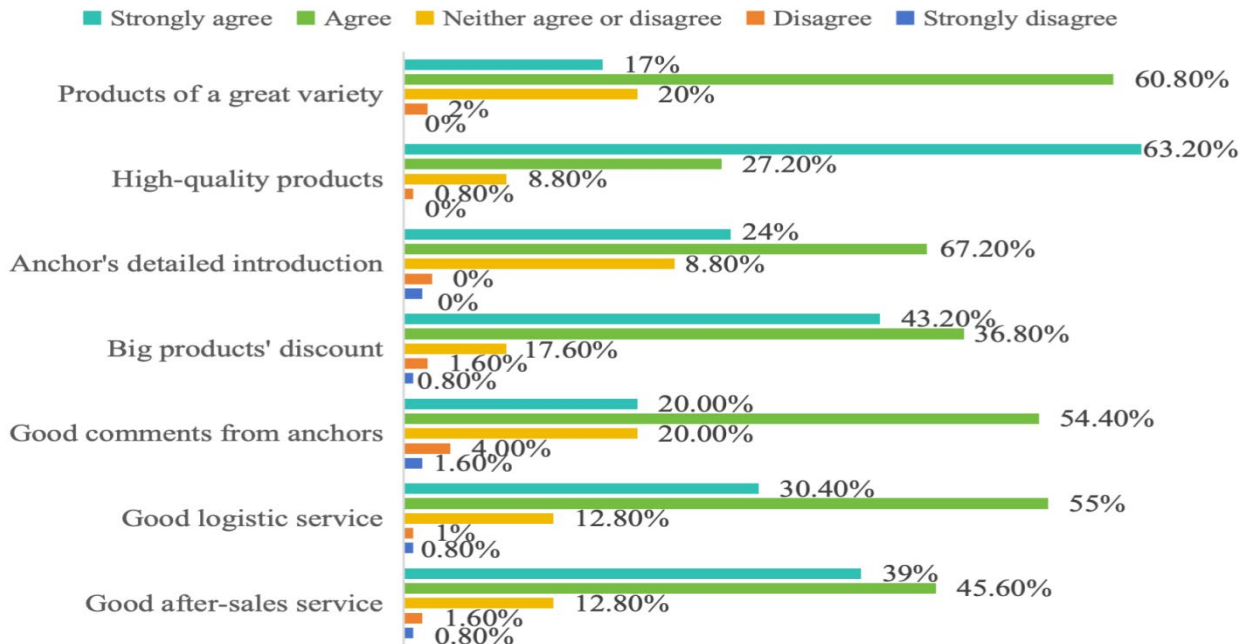


Figure 7. The factors affecting consumers' loyalty

Meanwhile, figure 7 provides people's response of loyalty to the characteristics of live streaming. There was a significant positive correlation between the high quality of products and consumers' loyalty, where 63.2% agreed with it. 40.8% of people argued that they prefer repurchasing in the same live-streaming 'rooms' with lower prices. According to the results, only 20% of participants agree that the feedback from others encourages them to purchase in the same live streaming 'rooms.'

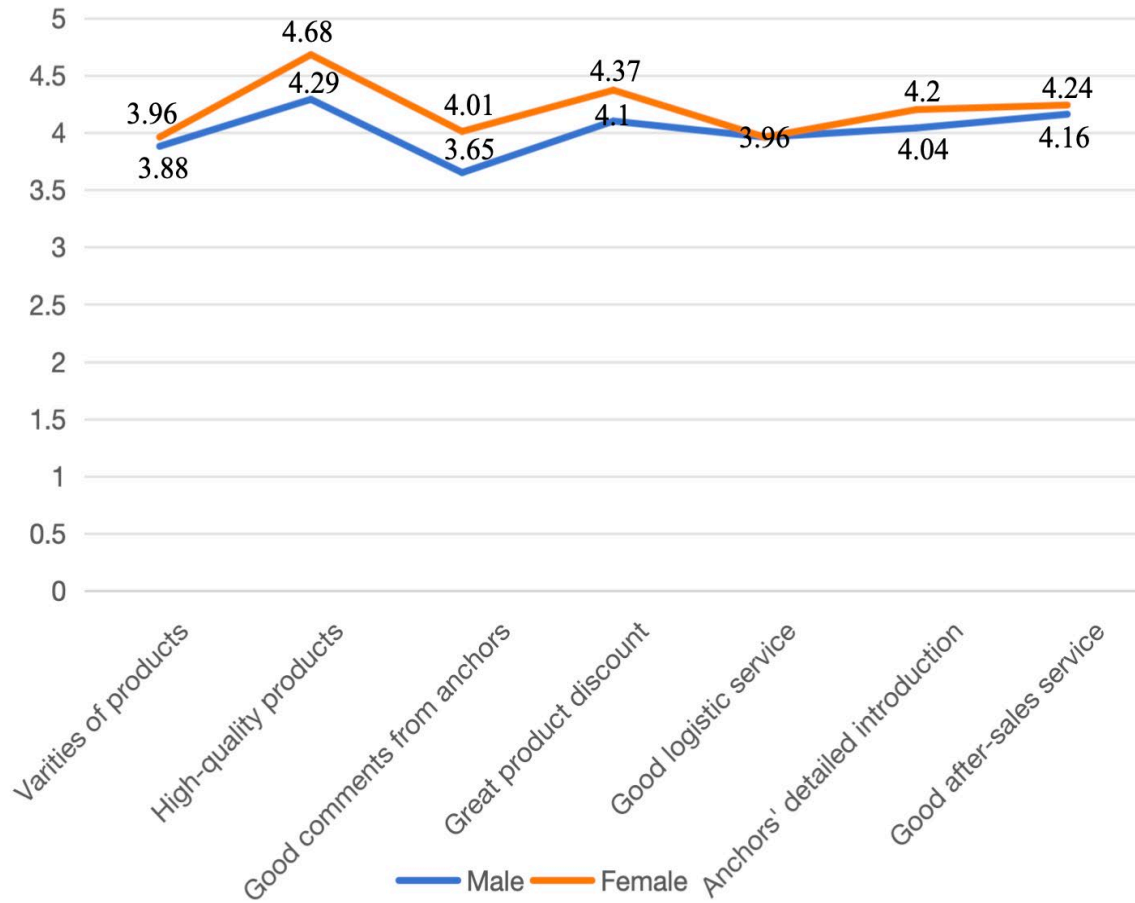


Figure 8. The factors affecting consumers' loyalty by gender

In general, there is no significant difference in the influence of different factors on consumers' loyalty between men and women, which can be seen as the two lines had similar trends in Figure 8. Although women focus more on price while men focus more on after-sales service, they rank second (4.37 & 4.16).

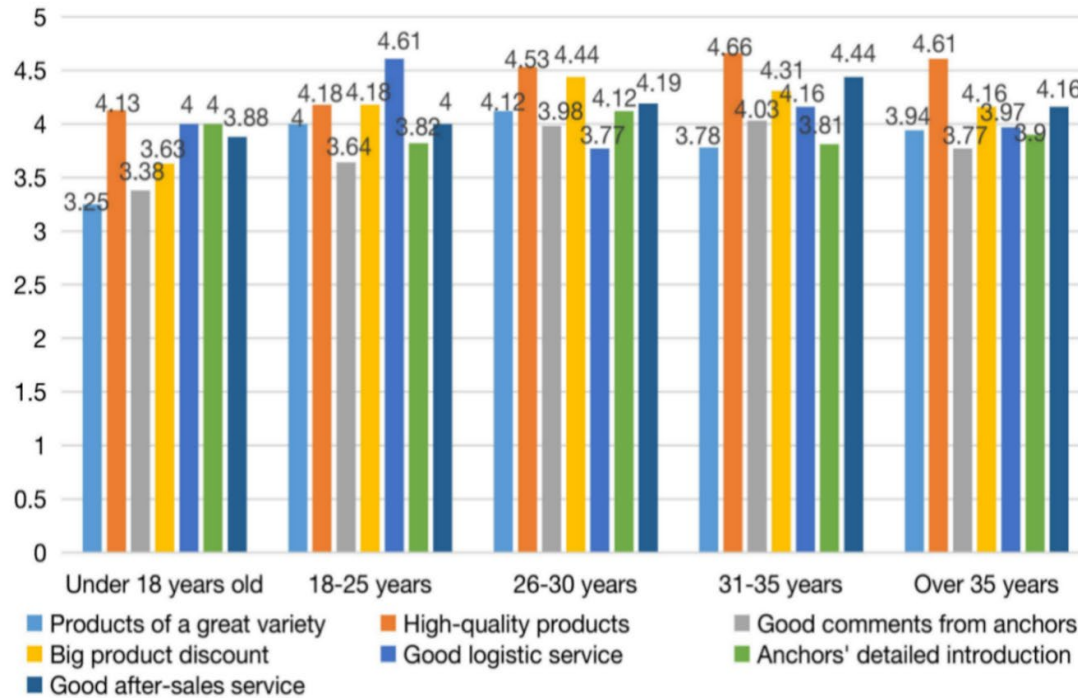


Figure 9. The factors affecting consumers' loyalty by age

According to Figure 9, the results of different age groups are compared, indicating that most consumers would repurchase in the same live streaming 'rooms' when the products' quality is high, with the highest mean value. However, 18 to 25-year-olds think good logistics services are indispensable, with a mean value of 4.61, higher than any other age group. The influence of product prices on consumer loyalty increases with age, becoming the most obvious at the age of 26 to 30(4.44), and then gradually decreases. Instead, some after-sales services significantly impact customer loyalty, with a mean value above 4.

Firstly, based on the data shown in Figures 4 & 7, people's purchase willingness and loyalty are highest when the products' quality is high and the price is low. Lower prices could reduce perceived costs, and higher quality could increase perceived returns, making people perceive a higher value of buying in live streaming 'rooms.' As shown by Figure 4.1, the interactivity of live streaming has more influence on people's purchase willingness than the entertainment part, which is consistent with the findings of Ji & Zhou(2020), who discovered that the stronger the interaction, the more consumers would have fun, and this is more conducive to eliminating consumers' perceived risk to enhance their purchase confidence. Thus, the detailed introduction and interaction of anchors can enhance people's perceived trust and value and their purchase intention. By contrast, another research study by Novak(2011) showed that online entertainment activities make people more easily enter the flow experience and increase their purchase willingness. However, as reported by Li et al.(2021), consumers judge the professionalism of the anchors by their familiarity with the products and how they answer the live chat, therefore, the interaction of live streaming has a more significant impact on the purchase willingness.

Secondly, from the results, it is clear that women are more susceptible to various marketing methods. Limited-time promotions encourage women to spend money in the live-streaming ‘rooms,’ while men expect anchors to respond to their comments. The research conducted by Shuguang Shi(2007) stated that men tend to be rational when shopping. Hence, they understand the product's performance through the explanation of anchors, while women are more emotional and are more likely to be affected by external stimulants to purchase impulsively. In the long term, the price factor can improve the loyalty of female customers; by contrast, good after-sales service can avoid the loss of male customers. The findings of the current study are consistent with those of Wang & Wu(2007), who found that in the aspect of sports consumption, women pay more attention to price factors than the actual needs of life; Men, on the other hand, start from their personal status and pay more attention to brand advantages.

Thirdly, the data on the different age groups shows that people’s attention to after-sales service gradually exceeds the price as they age, which is supported by consumer psychology. According to Zhao Dandan(2019), teenagers are fickle and more prone to impulse purchasing; thus, limiting the time and amount of products could significantly increase young people’s likeliness to purchase. Meanwhile, middle-aged people tend to have more realistic and rational consumption, hence, these results are consistent with those of related studies, suggesting that anchors’ detailed introduction to a product is more likely to increase consumers’ willingness to buy than the price factor among older consumers.

The Perceived Problems in Live Streaming

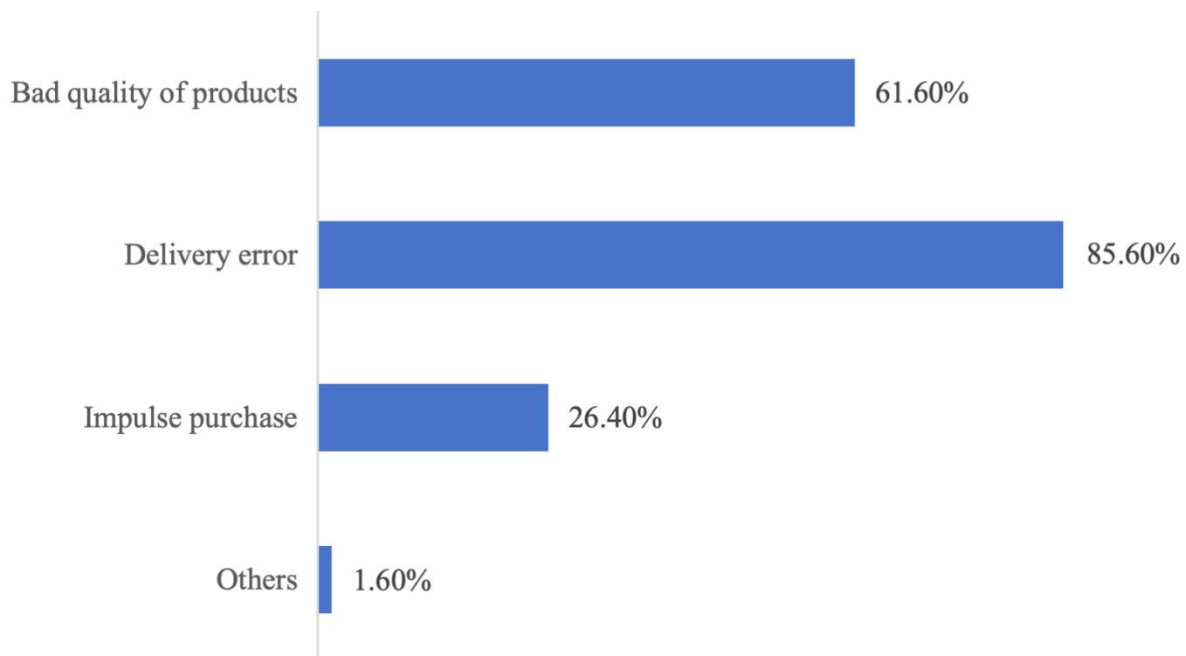


Figure 10. Reasons for return and exchange

According to the results, the percentage of people who return and exchange products because they received the wrong one is the highest (85.6%), such as the mistakes of color, size, and type. 61.6% of people encountered product quality problems, which differs from the description in the live streaming 'room,' indicating that there is a severe problem of 'Mis-selling in live streaming. In addition, many consumers purchase impulsively and then return products since they do not need them 26.4%. This data shows the three primary reasons people return and exchange purchased products.

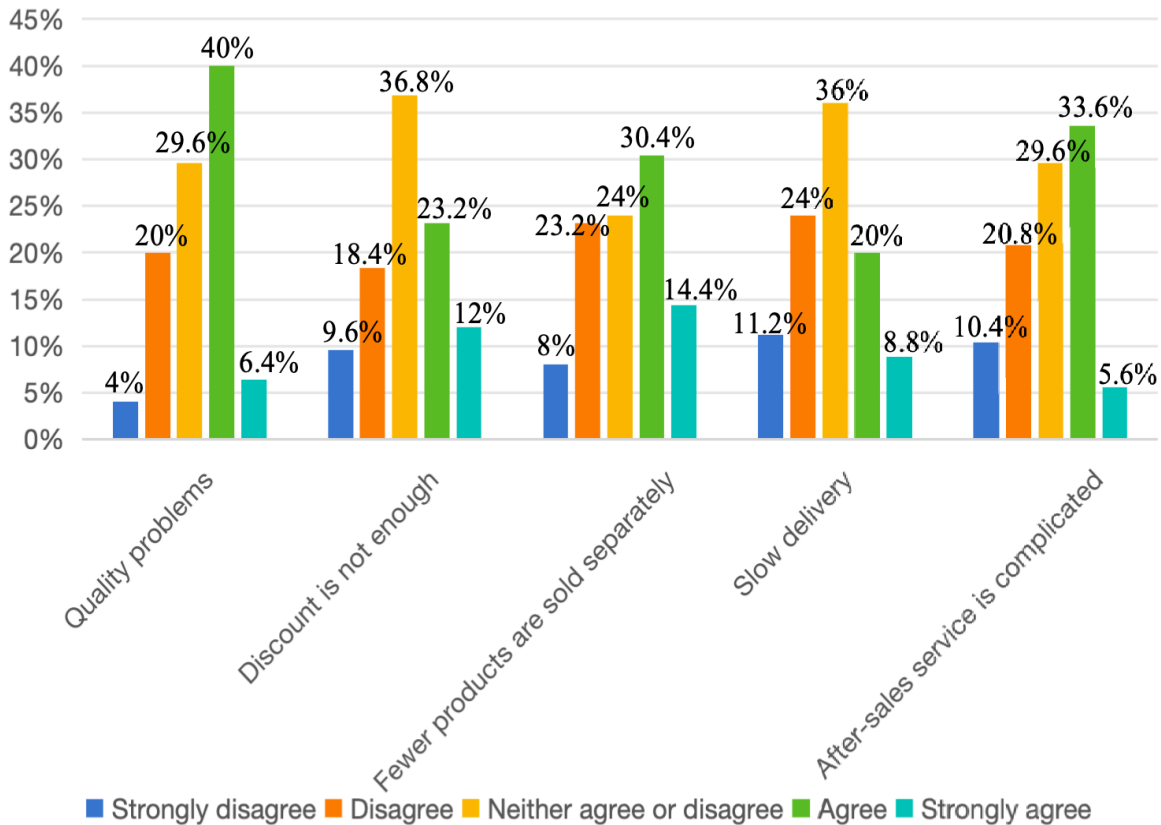


Figure 11. The perceived problems in live streaming commerce

In terms of perceived problems in live streaming commerce, figure 11 depicts the actual percentage accounted for by each category. Quality problem was regarded as the most common problem (40%). The results of no single item and complex return process are similar, both with nearly 30%. By contrast, unreasonable prices and slow logistics seem unusual in live streaming 'rooms.'

The present study was designed to determine people's perceived problems in live streaming commerce, giving suggestions to solve them. Delivery errors and quality problems were the primary reasons people returned and exchanged products. An explanation for this might be that anchors choose products with high commissions to make money, but the product quality is poor. According to Gresham's Law, the decline in quality induced by high commissions is inevitable. What is surprising is that relatively few products have been returned or exchanged due to impulse purchases, and this data is inconsistent with previous findings. As Wei et al.(2022) reported, live streaming stimulates consumers to generate flow experience through scenario-oriented marketing and to increase perceived trust in anchors, thus encouraging consumers to make impulsive purchases. However, this finding is not encouraging since the current study only examined how impulsive purchase occurs, and its consequences are not further investigated. More information on the effect of impulsive purchasing would help to establish a better online buying environment.

The Consumption Preference in Live Streaming

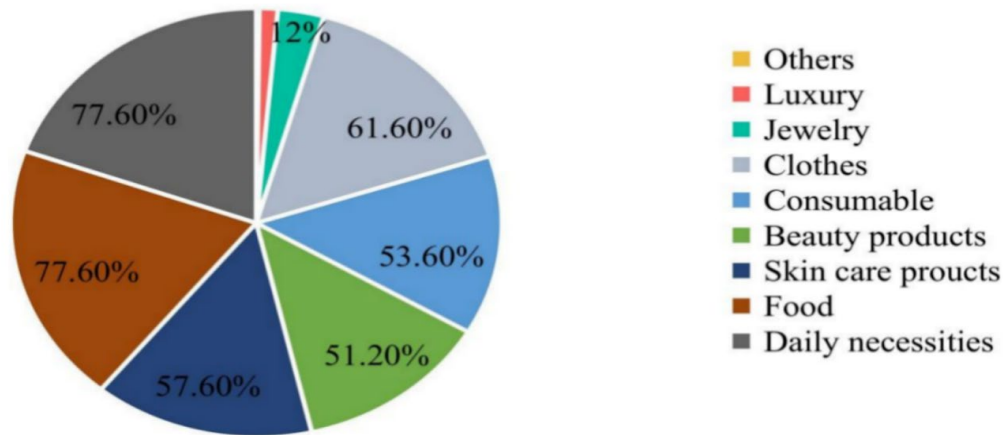


Figure 12. The kinds of products people buy in live streaming

Looking at the information about the kinds of products people buy in live streaming, daily necessities and food account for the highest proportion, at 77.6%. The expenditure on clothing is one of the primary consumption in live streaming (61.6%), while 57.6% of consumers prefer to buy skin care products, followed by cosmetics and consumables, at 51.2% and 53.6%, respectively. The data for the remaining two products, jewelry and luxuries, are relatively lower. Therefore, people prefer buying something practical and cost-effective in live streaming.

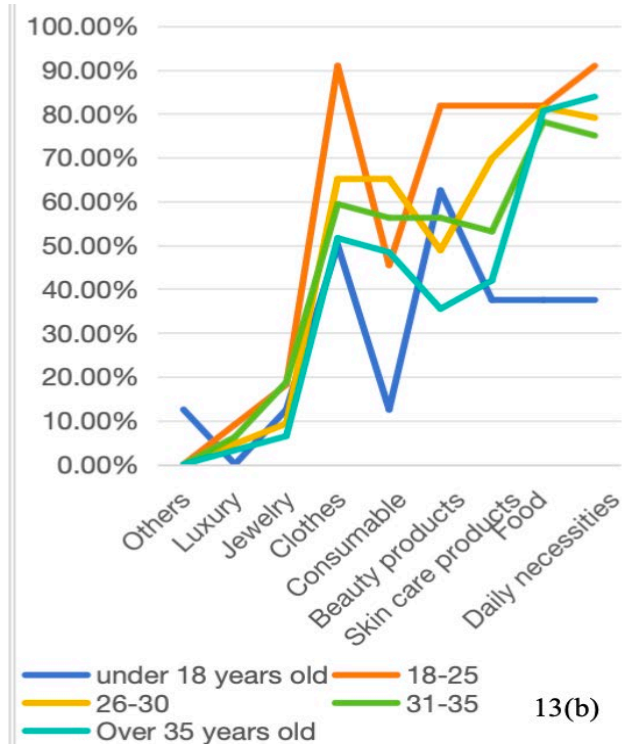
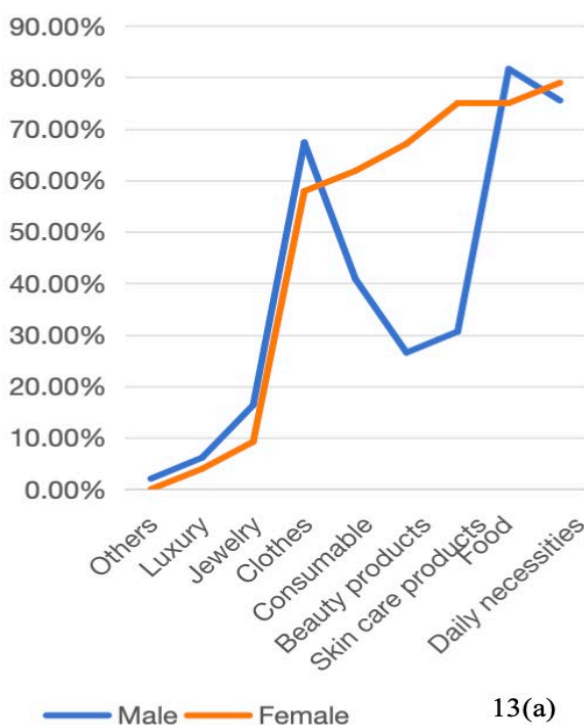


Figure 13.

The distinction between products people buy in live streaming ‘rooms’ between men and women is shown in Figure 8.1. A significant gap can be seen in beauty products and skincare products, where the percentage of women is nearly 40% higher than men. Also, women are more likely to buy consumables than men. Clothes and food have relatively higher male consumers. Considering age as a variable, young people between 18 and 25 are less willing to buy consumables, with only 12.5% of teenagers saying they would buy them. Meanwhile, they prefer to buy products that boost a sense of contentment, such as clothes and beauty products. 90.91% of people would buy clothes in live-streaming ‘rooms,’ the highest among all age groups. People over 26 have similar purchase habits, buying more daily necessities and food, with around 80%.

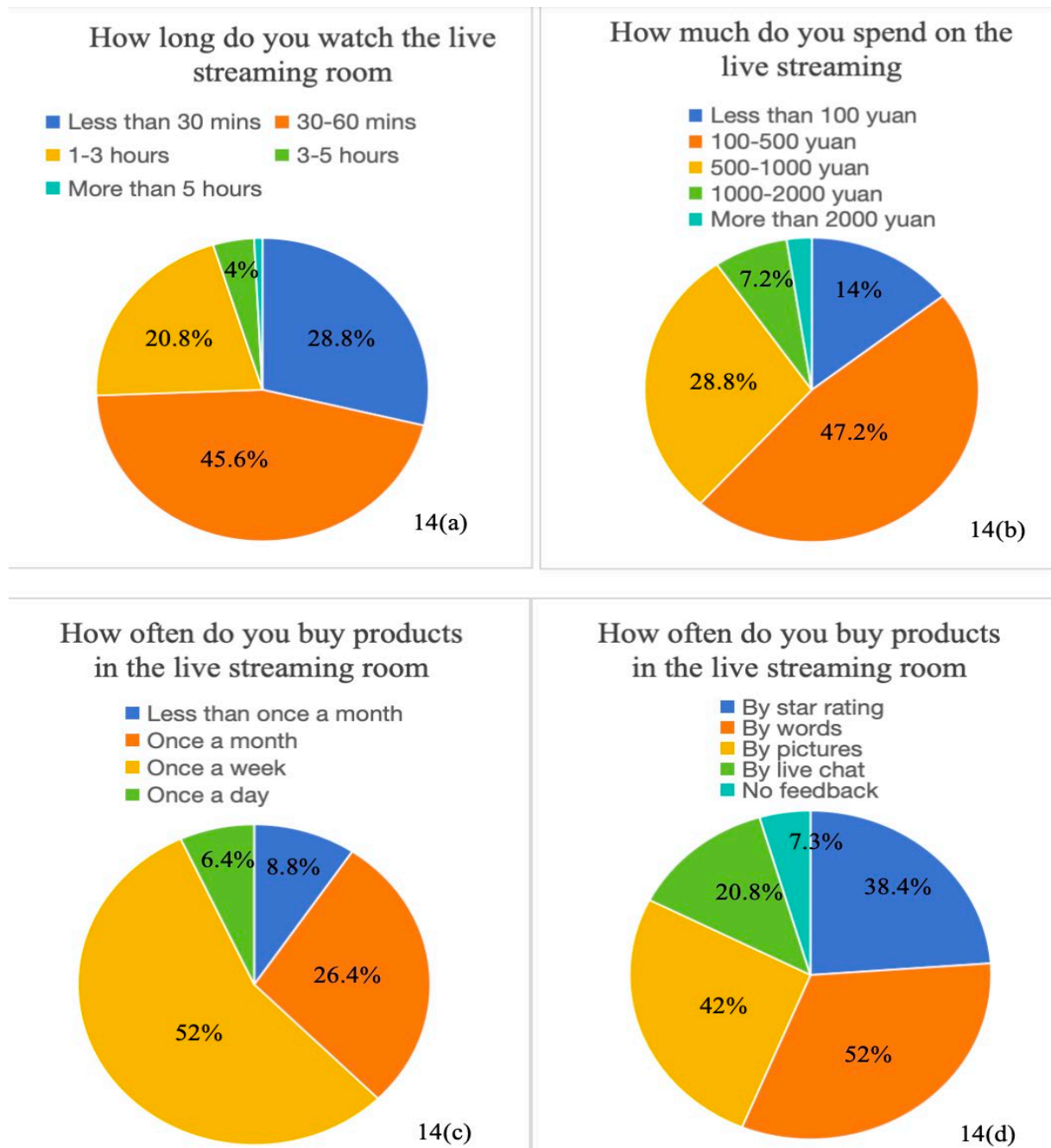


Figure 14.

According to the above four pie charts, we can roughly see the group image of the live consumer group with goods. Most people, 90.4% and 75.2%, affirmed that they watch a live streaming 'room' for less than one hour. Meanwhile, the amount people spend in live streaming rooms is not high, with 75% of people spending less than 1000 yuan a month, even though more than half of people watch the live streaming 'rooms' once a month. Only 7.2% of people do not give feedback after a purchase, and most people are likely to use words for feedback, 52%.

Suggestions

This study has important management implications. First of all, merchants can advertise the time and content of the live-streaming 'room' through short videos before selling goods in order to attract more people to watch. Consumers' perceived value of the product largely depends on the value of the product itself. While using Internet celebrities for commercial marketing, businesses must strictly check the quality of the products and make continuous innovations to enhance customer loyalty and achieve sustainable development. Secondly, the anchors should improve their professionalism, that is, their familiarity with the product, to introduce its products and advantages in detail during the live streaming. At the same time, actively interact with customers and respond to live chat in real-time to build customers' trust and enhance their purchase willingness. Well-known anchors should use their advantages to improve their ability to choose products that provide fans with high-quality products of good value.

By comparing the different age and gender groups to see how the characteristics of live streaming impact their buying behaviors, we see that anchors could use different promotion strategies depending on different target customers. However, since there is no recent large-scale research focused on the consumption habits in live streaming commerce of different age and gender groups, the results of the questionnaire and my suggestions cannot be considered professional advice for businesses and anchors. Also, with a small sample size, it is not enough to draw theoretical conclusions. Further research should be undertaken in areas such as investigating the different consumption habits of different groups and considering appropriate promotional strategies.

Evaluation

Of course, this study has some limitations.

First of all, the sample size in this study was limited and was not evenly distributed across age and gender groups so as to reduce the reliability of results. Secondly, the author thinks people's answers to the questionnaire are based on memory, which may be unreliable. More methodologies, such as interviews, could be used to give more comprehensive feedback. Meanwhile, other factors affecting peoples' buying behaviors are not considered in this study.

However, the study filled a research gap well. The research and discussion on different purchase habits between age and gender provide some references for businesses to promote based on the category of products. Apart from this, this study's starting perspective differs from that of previous related studies. For example, the influence of publicity before the live stream and after-sales service quality on consumers' purchase intention was investigated. All of which makes the research innovative

Conclusion

This paper describes live streaming commerce and the reason for how the characteristics of live streaming impact consumers' buying behaviors, the widespread use of the mediating role of flow experience, and perceived value based on the SOR model. The author hopes to determine the current opportunities and problems in live commerce and assess how to improve consumers' purchase willingness and loyalty, thus giving suggestions to businesses and anchors for sustainable development.

The study shows that the quality and price of products are the main factors for consumers to consider before making purchase decisions. Meanwhile, the interactivity of live streaming has more of an effect on people's purchase willingness than entertainment. The most evident finding from this study is that different age and gender groups have differing consumption habits, such as women paying more attention to the price and promotion of the products. At the same time, men focus more on the professionalism of the anchors and after-sales service. Moreover, people are more concerned about practicality than price as they age. These findings enhance our understanding of live commerce from the consumers' perspective and point out new research directions on the consumption habits of different consumer groups in the live-streaming industry, which is an under-researched area.

Further research should be conducted to investigate how the online consumption habits of different groups and their purchasing behaviors are affected by the characteristics of live streaming; thus, merchants can provide different marketing strategies for different products to maintain long-term development.

Acknowledgments

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