

Research on the Current Situation of the Industry and Audience Development Trend based on Live Broadcasting

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Abstract

Influenced by the 2020 COVID-19, live streaming, as a more interactive marketing model, has become a booster for the rapid outbreak of the live banding industry. With the rapid outbreak of the live banding industry, live banding chaos has occurred repeatedly. In this paper, we conducted qualitative and quantitative analysis through secondary data method, interview method and questionnaire method, and launched an empirical analysis with the help of IBM SPSS statistical software tool, and found that the persona trait of anchor is the inducement of impulsive consumption for some consumers; the positive influence of hunger marketing, customer perception, vendor marketing and anchor trait on impulsive consumption is significant. From a marketing professional perspective, we investigate the current industry goals and audience development trends related to live-streaming with goods, and explore the triggers of impulsive consumption behavior of live-streaming with goods and the consumer behavior patterns of live-streaming orders. This will lead to a more comprehensive and in-depth understanding of the live-streaming industry, and hopefully lead to recommendations for improving industry regulations, properly guiding live e-commerce, ensuring consumer rights and interests, and returning to consumer rationality.

Keywords

Live-streaming with Goods; Fast Consumption; Anchor; New Marketing Channels; Post-epidemic Era.

1. Introduction

The year 2020 is undoubtedly the first year of the explosion of live-streaming e-commerce. Live e-commerce has transformed from a sales aid in the past to the core play of e-commerce. When the outbreak of the epidemic caused offline consumption to stop, live with goods this emerging no contact, more interactive sales model. It has become a "lifesaver" for all industries, attracting all things to embrace.

The epidemic has become a booster for the rapid outbreak of the live-streaming industry, but with the gradual recovery of the offline economy, live-streaming has gradually returned to rationality after a chaotic "you sing, I'm on stage" farce. Recently, the frequent exposure of counterfeit news has opened up a corner of the chaos of live-streaming with goods, so it is necessary to investigate and study the consumption behavior of fast-consuming users in this paper.

2. Current situation of live web cast with goods in the consumer society

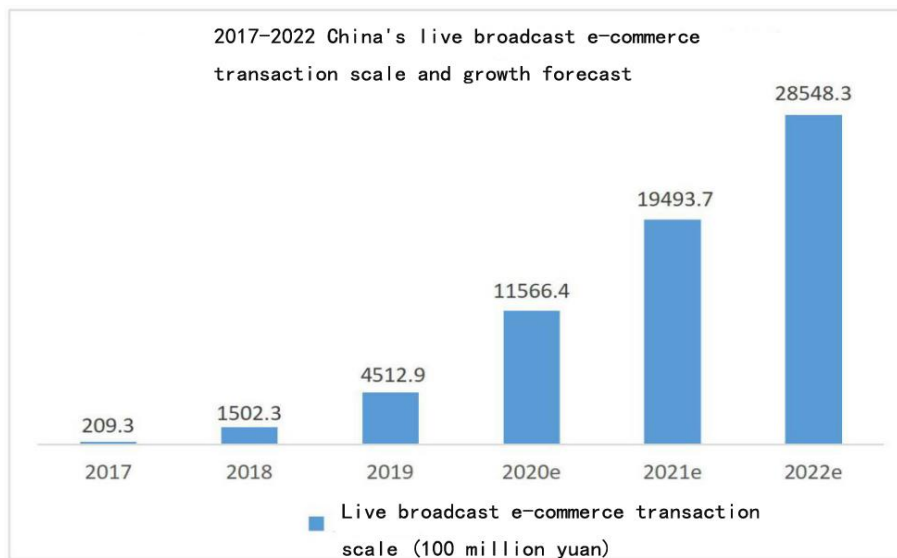
In recent years, with the popularity and penetration of mobile Internet, the online live streaming platform has gradually evolved from the traditional client to the mobile end. in the first half of 2020, affected by the epidemic, the physical retail industry was restricted by the demand for epidemic prevention and control, and the turnover shrank significantly; while the live e-commerce, with its many advantages such as no contact, all-round and strong interaction, shone during the epidemic prevention and control.

2.1 Economic aspects

Under the influence of the new epidemic, people chose to shop online due to the need for epidemic prevention and control, and the demand has seen unprecedented explosive growth, and the "home

economy" has become the windfall of the times. Now, the situation of domestic epidemic prevention and control is gradually clearing up, and the offline economy is restarting. How to improve the user retention rate has become an inevitable issue in the relevant new industry sectors.

In recent years, "Internet +", "one belt and one road", supply-side reform and other related policies were launched one after another, the e-commerce industry has also become a key development object, with China's "Internet + "action continues to deepen, the e-commerce market has also continued to advance to the segment. At present, China has become the world's largest and fastest-growing e-commerce market. In the future, "Internet + e-commerce" will become the top priority of Internet development, and the live e-commerce industry, as the windfall industry of e-commerce, has a huge development trend.



Source: Avery, AVIC Securities Research Institute

Figure 1. China's live e-commerce transaction scale and growth rate forecast, 2017-2022

2.2 Social and cultural aspects

Compared with physical shopping, live e-commerce can reduce the space rental cost brought by offline layout while fully developing, and return goods to consumers at a lower price; with the gradual improvement of China's courier industry infrastructure, consumers can enjoy the service of online ordering and offline fast receiving at a more favorable price without going out of home. The epidemic has prompted more consumers to experience the shopping model, thus expanding the penetration of online consumption.

2.3 User education

Decades of user education on e-commerce platforms have made online shopping a habit for some users, and live e-commerce has not changed the basic process of online shopping. Thus, live e-commerce has become a new choice favored by consumers. The live broadcast with goods can not only obtain considerable income with the platform traffic, but also enrich the selling mode of the e-commerce platform to a certain extent, providing consumers with new shopping mode options.

2.4 Consumer psychology

Live e-commerce is easy to get a more detailed explanation of the goods, compared to the use of graphics, video and other display methods is obviously more intuitive. In the process of live-streaming, consumers can interact with the anchor, which is closer to the offline shopping mode, which is not possible to achieve the traditional online shopping mode. In addition, live e-commerce is a component of the living scene, focusing on creating an online "shopping" atmosphere. During the epidemic, in support of the national epidemic prevention policy, live e-commerce is a "shopping" scenario that makes up for people's inability to shop offline.

Today, live e-commerce is committed to reconstructing the logic of e-commerce operations, more and more businesses will live e-commerce as standard. According to the research data, the scale and penetration rate of live e-commerce continues to expand, and the live e-commerce industry will usher in its own big stage.

3. Data collection and result analysis

3.1 Theoretical basis and model construction

3.1.1 Theoretical basis

SOR theory, that is, "stimulus-organism-response" theory, is a general model of human behavior. It is a general model of human behavior, in which consumers are motivated by various factors and make purchase decisions driven by motivation, which confirms the influence of mobile shopping scenarios on consumers' emotions and impulse purchases. Therefore, this paper applies SOR theory to the field of live-streaming with goods to explore what factors stimulate impulsive consumption behavior of young consumers in the context of live-streaming with goods in e-commerce. Given that the characteristics of e-commerce live-streaming with goods as an emerging shopping model significantly affect consumers' purchasing behavior, this paper classifies the influencing factors of e-commerce live-streaming with goods into five dimensions: hunger marketing, customer perception, vendor marketing, anchor traits, and impulsive consumption.

3.1.2 Theoretical analysis and research hypothesis

H1: Hunger marketing positively influences consumers' impulsive consumption behavior

In promotional decision making, time pressure is explained as consumers' perception of available pair time when making purchase decisions based on product or promotional information. In the context of live e-commerce bandwagon, time pressure and consumers' perception of opportunity cost tend to make consumers willing to purchase without much consideration in decision making, and sometimes even produce immediate purchase behavior.

H2: Customer perception positively influences consumers' impulsive consumption behavior

Customer perception mainly includes consumers' value perception, emotional perception and risk perception. Value perception refers to the way of live e-commerce with goods can more intuitively show the main functions of the product to consumers. Emotional perception refers to the form of live e-commerce with goods can be more attractive to consumers and bring emotional impact to consumers. Risk perception refers to the consumer's concerns about shopping through live e-commerce with goods. The anchor's comprehensive display of the product, the good atmosphere created by the anchor in the live broadcast, and the perfect guarantee mechanism in the live broadcast can cause consumers' immediate purchase behavior.

H3: Manufacturer marketing positively influences consumers' impulsive consumption behavior

Manufacturer marketing mainly covers the price promotion of manufacturers as well as additional gifts. Du et al [1] argue that price is an important variable for consumer behavior. Shi Feng et al [2] used price discount rate as a realm stimulus variable and verified the positive effect of price discount on consumers' purchase intention. Xiong Suhong et al [3] argued that price stimulation is most likely to trigger impulse purchases by consumers. The free gifts offered by merchants can enhance the attractiveness of the products and satisfy the "cheap" mentality of some consumers.

H4: Anchor traits positively influence consumers' impulsive consumption behavior

For consumers, recommendations from opinion leaders are more convincing than mass marketing. Shuguang Zhang [4] argues that opinion leaders have certain influence and can sway the public's perception and cognition. Jing Sun et al [5] argued that the net popularity economy is essentially a targeted marketing approach that uses the influence and popularity of net celebrities to achieve economic aspects. Tingting Lin et al [6] verified that Netflix marketing would have a positive impact on clothing consumers. The superb personal charisma of the anchor in e-commerce live-streaming with goods may have great influence on consumers to engage in impulsive consumption behavior.

3.1.3 Logic model construction

Based on SOR theory, this paper constructs a research model of the influence of consumers' impulsive consumption behavior in the context of e-commerce live-streaming with goods, and the research model is shown in Figure 6.

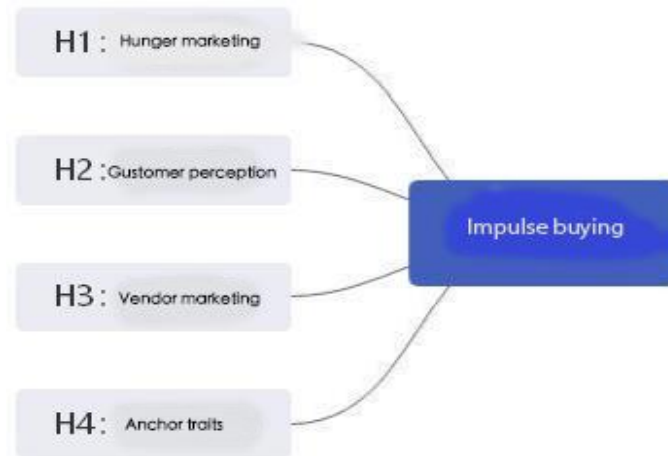


Figure 6. Geographical distribution of users (Source: This project research)

Table 1. Descriptive statistics (Source: This study collated)

	N	Minimum	Maximum	Mean	Standard deviation	Skewness		Kurtosis	
						statistics	Standard error	Statistics	standard error
E1	206	1	5	3.74	0.956	-0.851	0.169	0.746	0.337
E2	206	1	5	3.47	1.085	-0.224	0.169	-0.701	0.337
E3	206	1	5	3.71	0.874	-0.503	0.169	0.07	0.337
E4	206	1	5	3.48	1.067	-0.569	0.169	-0.253	0.337
C1	206	1	5	3.38	1.061	-0.52	0.169	-0.164	0.337
C2	206	1	5	3.32	1.024	-0.18	0.169	-0.375	0.337
C3	206	1	5	3.18	1.034	-0.056	0.169	-0.517	0.337
C4	206	1	5	3.31	1.04	-0.378	0.169	-0.14	0.337
C5	206	1	5	2.97	1.063	-0.064	0.169	-0.778	0.337
C6	206	1	5	3.24	0.996	-0.373	0.169	-0.346	0.337
C7	206	1	5	3.16	1.024	-0.234	0.169	-0.34	0.337
C8	206	1	5	3.16	1.029	-0.262	0.169	-0.416	0.337
C9	206	1	5	3.58	0.911	-0.389	0.169	-0.151	0.337
C10	206	1	5	3.82	0.87	-0.711	0.169	0.647	0.337
C11	206	1	5	3.55	0.985	-0.521	0.169	-0.264	0.337
C12	206	1	5	3.43	0.923	-0.325	0.169	-0.107	0.337
M1	206	1	5	3.66	0.917	-0.486	0.169	0.119	0.337
M2	206	1	5	3.36	0.926	-0.266	0.169	-0.24	0.337
M3	206	1	5	3.37	0.948	-0.222	0.169	-0.035	0.337
A1	206	1	5	3.23	1.118	-0.229	0.169	-0.674	0.337
A2	206	1	5	3.43	0.943	-0.492	0.169	0.005	0.337
A3	206	1	5	3.29	0.938	-0.255	0.169	-0.178	0.337
A4	206	1	5	3.63	0.89	-0.87	0.169	1.071	0.337
A5	206	1	5	3.55	0.94	-0.694	0.169	0.499	0.337
A6	206	1	5	3.64	0.915	-0.717	0.169	0.768	0.337
I1	206	1	5	3.24	0.91	-0.305	0.169	0.193	0.337
I2	206	1	5	3	1.117	-0.042	0.169	-0.674	0.337
I3	206	1	5	3.19	1.055	-0.245	0.169	-0.558	0.337
I4	206	1	5	3.07	0.98	-0.106	0.169	-0.598	0.337
I5	206	1	5	3.12	1.029	-0.1	0.169	-0.643	0.337
I6	206	1	5	3.14	1.097	-0.305	0.169	-0.58	0.337
R1	206	1	2	1.09	0.29	2.839	0.169	6.12	0.337
R3	206	1	2	1.26	0.441	1.09	0.169	-0.821	0.337
R4	206	1	7	4.17	2.216	-0.232	0.169	-1.502	0.337
gender	206	1	2	1.7	0.458	-0.9	0.169	-1.202	0.337
age	206	1	5	2.21	0.601	1.924	0.169	5.449	0.337
area	206	1	5	2.59	1.172	0.088	0.169	-0.896	0.337
Education	206	1	5	3.67	0.788	-1.59	0.169	2.808	0.337
Employment status	206	1	5	1.65	0.793	1.363	0.169	2.415	0.337
Monthly income range	206	1	6	2.65	1.433	0.503	0.169	-0.425	0.337
Number of valid cases	206								

3.2 Descriptive analysis

Firstly, descriptive analysis of the sample was conducted using SPSS software to have a more comprehensive solution to the situation of the survey respondents, and the results are shown in figure 1.

In this research, the total sample is 220, and the valid sample is 206, except for the demographic identification characteristics and demographic variables, the minimum value is 1 and the maximum value is 5. According to the mean statistics of this table, it can be seen that consumers value the quality of goods more when shopping in live streaming; in addition, the time of purchase decision and the limited amount of offers have a significant impact on consumers' impulsive consumption in live streaming. The skewness did not exceed 3 and the kurtosis did not exceed 10, so this descriptive statistic shows a normal distribution.

Table 2. Frequency analysis (Source: Compiled by this study)

variable	project	frequency	percentage	Effective percentage	Gumulative percentage
gender	Male	61	29.6	29.6	29.6
	Female	145	70.4	70.4	100
age	Under 18	7	3.4	3.4	3.4
	13-30 years old	160	77.7	77.7	81.1
	31-40 years old	30	14.6	14.6	95.6
	41-50 years old	7	3.4	3.4	99
	Over 50 years old	2	1	1	100
area	Tier 1 cities	51	24.8	24.8	24.8
	New first-tier cities	37	18	18	42.7
	Second-tier cities	73	35.4	35.4	78.2
	third-tier cities	35	17	17	95.1
	Fourth-tier cities or towns	10	4.9	4.9	100
Education	Junior high school and below	6	2.9	2.9	2.9
	High school	13	6.3	6.3	9.2
	Specialist	33	16	16	25.2
	Undergraduate	144	69.9	69.9	95.1
	Master degree and above	10	4.9	4.9	100
Employment status	student	104	50.5	50.5	50.5
	On-the-job	77	37.4	37.4	87.9
	Unemployed	20	9.7	9.7	97.6
	unemployment	3	1.5	1.5	99
	Start a business	2	1	1	100
Monthly income range	No fixed income	64	31.1	31.1	31.1
	Below2000yuan	27	13.1	13.1	44.2
	2000-5000yuan	61	29.6	29.6	73.8
	50001-10000yuan	36	17.5	17.5	91.3
	10000-12000yuan	7	3.4	3.4	94.7
	12,000yuan or more	11	5.3	5.3	100
	total	206	100	100	

In this research, women accounted for 70% and men accounted for 30%, and the main respondents were women, aged 18-30, mostly with bachelor's degree and from first- and second-tier cities; among them, students accounted for the most, followed by working people; those with no fixed income were the majority, followed by 2000-5000 yuan. As a group of the younger generation, although their own income level is not high, but can quickly accept new things, can truly and objectively reflect the needs

of the research. The sample as a whole is more in line with expectations and can be analyzed for subsequent data.

3.3 Reliability and validity analysis

This paper mainly selects the Cronbach coefficient to test the reliability test. Generally speaking, the value of Cronbach coefficient is between 0 and 1, and the higher the value, the stronger the multiplicity. The variables in this study were measured separately and the results are shown in table 3.

Table 3. Reliability analysis (Source: Compiled from this study)

Variable	Kronbach
Hunger marketing	0.793
Customer perception	0.845
Vendor marketing	0.795
Anchor traits	0.887
General questionnaire	0.924

Reliability tests were conducted on the data to ensure the reliability of the questionnaire, and the results are shown in Table 3. Table 3 shows that the alpha coefficient of the overall questionnaire is 0.924, which indicates that the reliability coefficient of this questionnaire is excellent, indicating the reliability and inherent stability of consistency between the content and questionnaire items. The Alpha coefficients of Clonbach for each dimension are: hunger marketing (0.793), customer perception (0.845), vendor marketing (0.795), and anchor trait (0.887), and the alpha value of each dimension is above 0.75, and the deletion of the current item will cause the alpha value to decrease, so it has high reliability. Based on the above information, it shows that the reliability coefficients of each variable in this research are reliable and have desirable determination values, which can be further studied and can be further analyzed.

In this paper, exploratory factor analysis was used to examine the structural validity. kmo test and Bartlett's spherical test were used as a prerequisite for factor analysis, and only when the data passed the kmo test and Bartlett's spherical test could be guaranteed to be suitable for factor analysis. The KMO and Bartlett's sphericity tests for the five variables were conducted using SPSS and the results are shown in table 4.

Table 4. KMO and Bartlett's test (Source: collated from this study)

KMO sampling appropriateness quantity	0.922
Bartlett sphericity test Approximate chi-square	4060.927
Degree of freedom	465
Significance	0

The KMO value of this questionnaire is 0.922, which is close to 1, so it is suitable to continue extracting the common factor, and the Bartlett's sphericity test yielded a chi-square value of approximately 4060.927 with a degree of freedom of 465, while the significance is less than 0.001, so there is a good correlation between these four dimensions, indicating that further factor analysis can be performed.

From table 5, it can be obtained that five public factors were extracted and the public factors explained 63.39% of the independent variables, which is more than 60%, so it is with a more desirable construct validity, so the validity of this questionnaire is ideal.

Table 5. Total variance explained (Source: collated from this study)

ingredient	Initial eigenvalue			Extract the sum of squares of the load		
	total	variance percentage	Cumulative percentage	total	Variance percentage	Cumulative
1	12.63	40.743	40.743	12.63	40.743	40.743
2	2.84	9.16	49.903	2.84	9.16	49.903
3	1.766	5.698	55.601	1.766	5.698	55.601
4	1.404	4.53	60.131	1.404	4.53	60.131
5	1.009	3.255	63.386	1.009	3.255	63.386
6	0.93	3	66.386			
7	0.9	2.904	69.29			
8	0.808	2.608	71.898			
9	0.746	2.408	74.305			
10	0.686	2.215	76.52			
11	0.617	1.989	78.509			
12	0.61	1.968	80.477			
13	0.547	1.763	82.24			
14	0.531	1.713	83.953			
15	0.5	1.614	85.567			
16	0.45	1.45	87.017			
17	0.447	1.441	88.458			
18	0.396	1.278	89.735			
19	0.377	1.215	90.95			
20	0.348	1.121	92.071			
21	0.326	1.051	93.122			
22	0.321	1.034	94.156			
23	0.274	0.885	95.041			
24	0.243	0.783	95.823			
25	0.238	0.767	96.59			
26	0.224	0.722	97.312			
27	0.193	0.623	97.935			
28	0.189	0.609	98.544			
29	0.172	0.556	99.101			
30	0.148	0.477	99.578			
31	0.131	0.422	100			

Extraction method:principal component analysis

Table 6. Correlation analysis (Source: Compiled by this study)

	average value	standard deviation	gender	age	area	Education	Employment status	Monthly income range	Hunger marketing	customer perception	vendor marketing	Anchor traits	Impulse buying
gender	1.70	0.458	1										
age	2.21	0.601	-.147*	1									
area	2.59	1.172	0.128	0.101	1								
Education	3.67	0.788	.259**	-.268**	-0.070	1							
Employment status	1.65	0.793	-.206**	.307**	0.056	-.292**	1						
Monthly income range	2.65	1.433	-.218**	.357**	-0.091	-0.049	.373**	1					
Hunger marketing	3.5995	0.78464	0.127	.152*	-0.025	-0.011	-0.005	-0.054	1				
customer percepyion	3.3410	0.60702	0.005	.223**	0.022	-.162*	.137*	0.055	.651**	1			
vendor marketing	3.4644	0.78369	0.118	0.087	-0.003	-0.086	0.103	0.002	.554**	.689**	1		
Anchor trais	3.4595	0.75168	0.038	.157*	0.006	-0.075	0.023	0.007	.565**	.725**	.706**	1	
Impulse buying	3.1270	0.82667	-0.085	.182**	-0.008	-.230**	.139*	-0.025	.480**	.740**	.610**	.663**	1

At 0.05 level(two-tailed),the correlation is significant
 At 0.01 level(two-tailed),the correlation is significant

3.4 Correlation analysis

Before conducting the regression analysis, the correlation analysis was used to study the correlation between impulsive consumption and hunger marketing, customer perception, vendor marketing, and anchor traits, and the results are shown in table 6. It can be seen that all the correlations between impulsive consumption and hunger marketing, customer perception, vendor marketing, and anchor traits are significant, and the correlation coefficients are greater than 0. This means that there is a positive correlation between impulsive consumption and hunger marketing, customer perception, vendor marketing, and anchor traits.

3.5 Regression analysis

Using hunger marketing, customer perception, vendor marketing, and anchor traits as independent variables and impulsive consumption as dependent variables, regression analysis was conducted by using SPSS software to derive the table. As shown in the table. Among them, the regression results of hunger marketing and impulsive consumption are: $\beta=0.477$, $P<0.001$, $R^2=0.299$, Adjust- $R^2=0.274$, $F=60.510$; the regression results of customer perception and impulsive consumption are: $\beta=0.725$, $P<0.001$, $R^2=0.574$, Adjust- $R^2=0.558$, $F=226.792$; regression results for vendor marketing and impulsive consumption were: $\beta=0.603$, $P<0.001$, $R^2=0.432$, Adjust- $R^2=0.412$, $F=121.199$; regression results for anchor traits and impulsive consumption were: $\beta=0.647$, $P<0.001$, $R^2=0.490$, Adjust- $R^2=0.472$, $F=157.034$. Among them, the p-values in the regression tests of hunger marketing, customer perception, vendor marketing, anchor traits and impulsive consumption are all less than 0.001, indicating that the positive effects of hunger marketing, customer perception, vendor marketing and anchor traits on impulsive consumption are significant at the 0.1% significance level, i.e., hypotheses H1~H4 are valid.

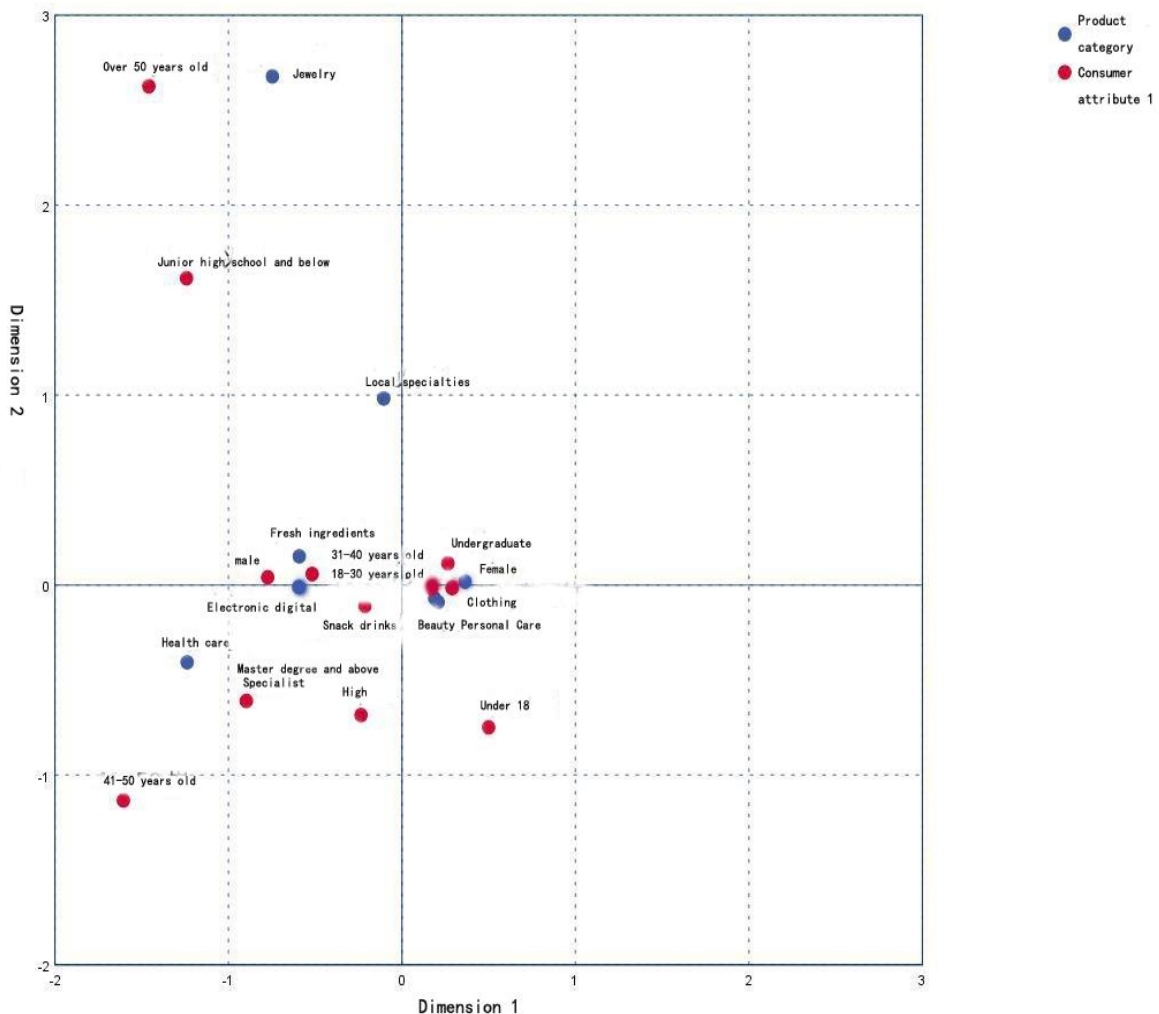
Table 7. Stratified regression analysis (Source: Compiled by this study)

Predictor variable	Impulse buying				
	model1	model2	model3	model4	model5
gender	-0.023	-0.092	-0.076	(-0.126*	-0.068
area	0.160*	0.055	0.018	0.115	0.047
Education	-0.049	-0.013	-0.033	-0.020	-0.032
Employment status	(-0.165*	(-0.165*	-0.085	-0.114	(-0.130*
Monthly income range	0.089	0.088	0.036	0.025	0.100
Hunger marketing	-0.133	-0.082	(-0.108*	-0.112	-0.108
customer perception		0.477***			
vendor marketing			0.725***		
Anchor traits				0.603***	
Impulse buying					0.647***
R ²	0.085***	0.299***	0.574***	0.432***	0.490***
Adjust-R ²	0.057***	0.274***	0.558***	0.412***	0.472***
F	3.083***	60.510***	226.792***	121.199***	157.034***

3.6 Correspondence analysis

From Figure 7, the main consumer characteristics of the jewelry category are more prominent: adult males over 50 years old and with less than junior high school education; the consumer attributes of local specialty products are 31-40 years old and males with less than junior high school education. The consumer attributes of snacks and beverages, beauty and personal care, and clothing and apparel are more overlapping, all of them are women aged 18-30 with bachelor's degree; the attributes of the main audience of health and wellness products are: men aged 41-50 with specialist education; the main consumers of fresh food and digital products are similar, mostly adult men aged 31-40 with specialist education. This shows that snacks and beverages, beauty and personal care, and clothing and apparel are the main consumer product categories for consumers, and there are significant group characteristics of the categories that consumers over 40 years old purchase online. This paper suggests that the three categories of snacks and beverages, beauty and personal care, and clothing can be sold

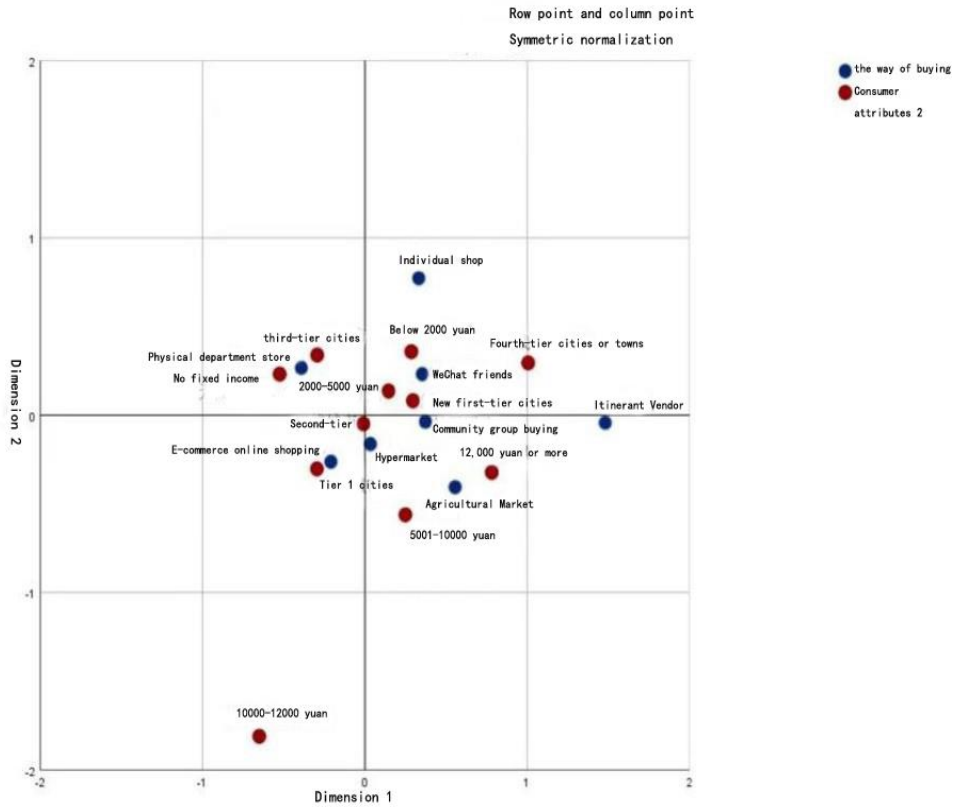
in a unified manner. In addition, the market for consumers under 18 years old is relatively vacant, and merchants can use it as an entry point for market segmentation.



Source: Collated from this study

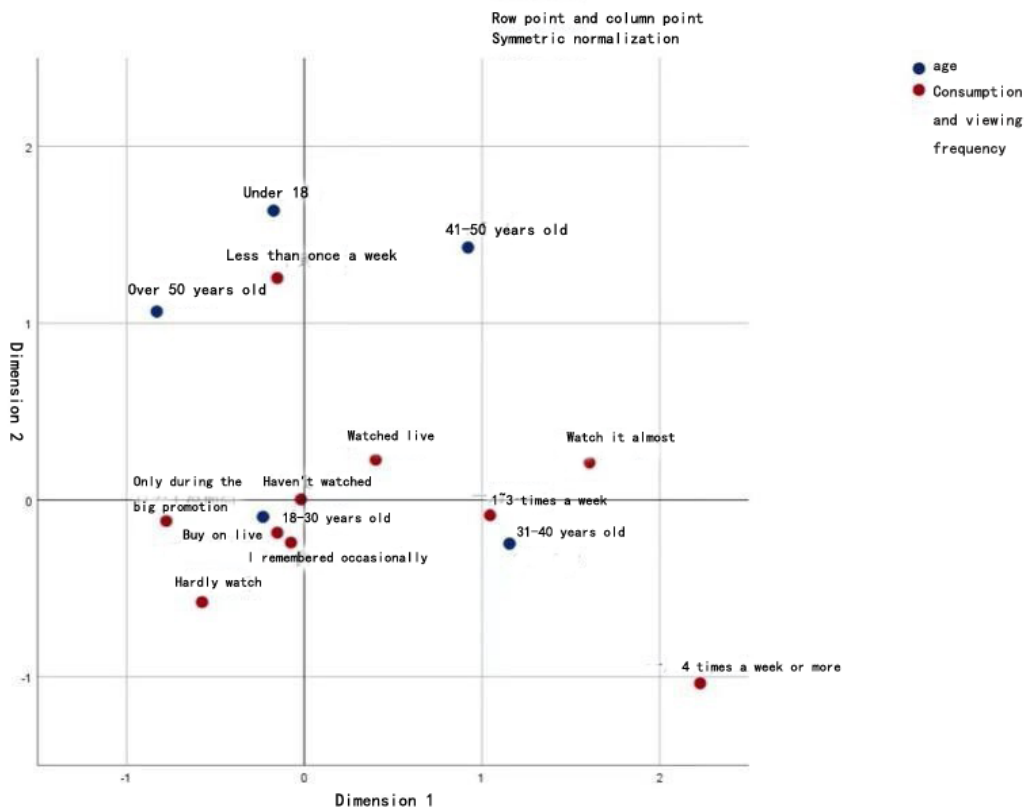
Figure 7. Correspondence analysis of product categories with gender, age and education

From Figure 8, the main consumer attributes of physical department stores are residents with no fixed income and located in Tier 3 cities; those who use e-commerce to purchase online are characterized by a monthly income of RMB 5001-10,000 and live in Tier 1 cities; those who live in Tier 4 cities or townships and have a monthly income of less than RMB 2,000 mostly choose individual stores for consumption; those who consume through micro-businesses and friends and relatives are characterized by a monthly income of RMB 2,000 Most of those who live in fourth-tier cities or townships with a monthly income of RMB 12,000 or more choose mobile vendors; the income attributes of consumers of community group purchase and farmers' markets are both in the range of RMB 5001-10,000 per month, with the former mostly in new first-tier cities and the latter mostly in fourth-tier cities or townships; the main consumer groups of hypermarkets are characterized by a monthly income of RMB 2,000-5,000 and are located in second-tier cities. 5000 yuan, located in second-tier cities. This concludes that micro-business friends and relatives are popular among low and middle income groups, and high income groups are more likely to accept emerging purchase methods, and the acceptance of emerging purchase channels is related to the degree of development of the city. This paper thus suggests that emerging purchase channels can be considered to penetrate into the sinking market.



Source: This study

Figure 8. Correspondence analysis of purchase channels with income and location



Source: Compiled by this study

Figure 9. Correspondence analysis of age and viewing situation

From Figure 9, most consumers under the age of 18 have watched live streaming but less frequently than once a week; most consumers between the ages of 18 and 30 have not watched live streaming, and those who have are more likely to watch only occasionally when they think of it; most consumers between the ages of 31 and 40 have watched live streaming, and most of them watch it once or three times a week; consumers between the ages of 41 and 50 Consumers aged 41-50 tend to have watched live streaming, but the frequency is less than once a week; middle-aged and older consumers aged 50 and above have hardly watched live streaming, and among those who have, the frequency is less than once. From the above analysis, we can see that the middle-aged and old-aged group has a lower acceptance level of live banding; consumers in the age group of 31-50 years old have a higher acceptance level of live banding and a higher viewing frequency; consumers in the age group of 18-30 years old do not have as high a participation level of live banding as we envisioned, but most consumers tend to have no contact with live banding. Since consumers over 50 years old have limited acceptance of electronic technology products, the cost for merchants to attract this group is too high, so we suggest that merchants should consider adjusting the live-streaming mode to attract this consumer group according to the preferences of consumers aged 18-30.

3.7 Research conclusion

This paper explores the relationship between hunger marketing, customer perception, vendor marketing, anchor traits and impulsive buying behavior based on the SOR model. Through factor analysis and regression analysis, we can conclude that hunger marketing, customer perception, vendor marketing and anchor traits have a significant positive impact on impulsive consumption.

4. Problems

4.1 Low entry threshold leads to mixed fish and dragon, and the horse-trust effect is increasing day by day

As a new model in the retail industry, the platform of live broadcast with goods has not yet formed a monopoly, and various e-commerce platforms and Internet giants are still exploring. In order to seize the market, each platform accelerated the layout of live e-commerce, the formation of anchor matrix, anchor identity gradually diversified, low age. Because the threshold of the industry is relatively low, the salary package of anchors is relatively lucrative, stimulating a large number of young people to flock to the industry. The steep increase in the number of live broadcast booths has led to an increase in the difficulty for consumers to purchase sincere goods, while the head anchors of each platform have their huge traffic as backing, and are subject to public opinion regulation and their own internal censorship significantly stronger than the waist anchors, as can be seen from the relevant qualitative research, due to the high commercial reputation of the head anchors of each platform, consumers will be more inclined to choose the head anchor live broadcast booths out of aversion to risk. The spontaneous traffic tilt leads to the increasing horse effect of the head anchors. If the waist anchors cannot enhance their competitiveness, they will face the dilemma of shrinking living space.

4.2 Product quality and after-sales problems emerge, and consumer rights are damaged

In the live e-commerce industry chain, suppliers, brands and distributors, as the upstream of the industry chain, control the quality of products and after-sales service. Most live e-commerce to lower than other sales channels as a gimmick to attract consumers, including a lot of low-cost live room, suppliers in cooperation with the anchor to reduce costs and increase profits, reduce product quality. As the selling price is much lower than the regular channel price of the product, there are some suppliers of after-sales issues ambiguous, damaging the due rights and interests of consumers. Such as a head anchor live blatant sales of shoddy products, was a large recall after apologizing for the vicious incident, the merchants, anchors, consumers, the platform have caused serious adverse effects.

4.3 Inadequate supervision, breeding live with the chaos of goods

The absence of a regulatory system and the lack of effective supervision, coupled with the low entry threshold, the live-streaming industry is like a mushroom, unbridled growth, explosive growth while breeding a variety of chaos, false propaganda, data falsification and consumer rights issues. Such as

"over the star" anchor to the business after charging an astronomical price pit fee organization brush single, buy first and then return the live "fraudulent" operation. Under the dual supervision of the government and the platform, live with the legal construction of the regulation of goods gradually improved, anchor with goods into the scope of market supervision. Now the government has issued the relevant norms, so that there is a law to follow, but how to implement, and refine the relevant norms, to achieve effective and more comprehensive protection of consumer rights and interests still need to work.

4.4 Live with goods to promote irrational consumption, the impact of the younger audience more

According to the results of the study, students with immature minds and no fixed income are more susceptible to impulsive consumption due to live streaming. This is also evident from the massive amount of information seeking live goods transfer on various second-hand platforms. Especially during the epidemic, the new model of live banding significantly promotes consumption, but to a certain extent plays a role in fueling irrational consumption, and along with the penetration of straight banding to lower tier cities, the related negative effects will be magnified, affecting consumer groups and numbers will expand. How to balance the commercial value and consumer rights, is the live e-commerce with goods practitioners and relevant regulatory bodies need to think about the problem.

5. Summary

Conclusions and Recommendations

As a new economic situation, live-streaming with goods can bring about industrial transformation and upgrading, create new jobs, and from the premise of enhancing double circulation and encouraging internal circulation in the new era of economic development policy, the live-streaming with goods industry is worth encouraging the development. However, there are unavoidable irrational behaviors of consumers in live banding. Therefore, this paper puts forward the following suggestions.

5.1 Platform: create standardized and institutionalized standards to protect the live broadcast

Live marketing platform should establish and improve the relevant mechanisms, equipped with professional managers to monitor the content of live sales in real time, and constantly improve the technology to maintain the safety of live Internet content; unified real-name certification for live operators; establish and improve the protection mechanism for minors, remind the live marketing content that is not suitable for minors to watch, and focus on protecting the physical and mental health of minors; appropriately improve the access to live Threshold, effectively guide the wind direction of the live broadcast room, and do a good job of live with the first line of defense of access.

5.2 Anchor: comply with the law, honest and trustworthy, and do a good job of green goods

Some anchors are suspected to have exaggerated propaganda or use of extreme words and other illegal propaganda problems in the process of live broadcast with goods. After inducing consumers to buy products, after-sales service is difficult to guarantee, such as the failure to implement the seven-day no-reason return system and the failure to comply with the three-pack regulations, which eventually led to consumer disputes and infringement of consumer rights. Anchors should strengthen their own knowledge and skills learning, and business real, reasonable determination of prices and promotional means, to promote the actual function of the product, and effectively provide consumers with rational consumption of reference value, to create a positive, healthy, warm live.

5.3 The supplier: comply with relevant laws and regulations, to protect the rights and interests of consumers

The supplier should strictly comply with laws and regulations, reasonable publicity, clear price, strengthen the quality of goods and sales service control, to ensure the quality of goods, to protect the pre-sale and after-sales service. Always pay attention to consumer purchases and feedback, such as problems, should be properly handled in a timely manner, for the development of China's new industry of live with goods to make the source of protection.

5.4 Regulatory departments: strict requirements and strong means to purge the bad culture

Relevant departments should, from the legal level, separate the concept of the live-streaming industry from the traditional sales channels, clearly regulate the upstream and downstream responsibilities of the relevant industry chain and the division of platform responsibilities, standardize and professionally shape the live-streaming industry in all aspects, improve the relevant business environment, ensure that the live-streaming industry can become the third pole of the sales channels in addition to physical retail and traditional e-commerce, create a more To create a more standardized industrial environment and ensure the sustainable development of the live goods industry.

5.5 Users: Improve their own judgment and truly achieve rational and healthy consumption

Consumers should have a correct and rational concept of consumption, and improve the ability to distinguish the real from the fake. When buying goods, they should choose regular platforms and head anchors with professional selection teams, and businesses with good reputation and after-sales guarantee as much as possible. You should stay awake to the "rush" atmosphere created by the live broadcast, reasonably analyze the value of the purchased goods, and avoid impulsive and blind consumption. In the face of various promotions, especially perishable fresh products and food with a short shelf life, determine whether there is an actual consumer demand, and avoid waste caused by hoarding goods. Be sure to retain proof of purchase and seek complaints from the relevant authorities if you suffer from infringement.

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