

A Study of Influencing Factors on Consumer Purchase Decisions in DOU YIN Live Streaming with Goods

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Abstract. Driven by the wave of digitalisation, e-commerce is undergoing unprecedented changes. the official launch of Jitterbug in September 2016 not only marked the arrival of the short video era, but also an important milestone in the transformation of e-commerce to social e-commerce. Thanks to its unique algorithm and user stickiness, DOU YIN has risen to become a leader in China's short video industry in just a few years. The innovative journey of the platform business model built behind it provides new ideas for the transformation and modernisation of traditional e-commerce enterprises. Interactions and connections between users have become more frequent, and live streaming with goods as a new e-commerce model has risen rapidly to become an important force in the e-commerce industry. It has impacted the lifestyle and shopping style of modern people, bringing consumers a new shopping experience, especially on China's social media platforms, and live streaming has become a new trend in the development of e-commerce. This study intends to explore the main factors influencing consumers' purchase decisions and consumer psychology in DOU YIN's live-streaming bandwagon. Finally, it is hoped that this study can provide useful reference and inspiration for the development of live e-commerce, and it is also hoped that consumers can pay more attention to their own consumer rights and shopping experience while enjoying the convenience and fun brought by live shopping.

Keywords: E-commerce; Live streaming; Bandwagon; Consumer Purchase Decision; Consumer Psychology.

1. Introduction

1.1. Research Background

As the global digitisation process continues to advance, the penetration rate of the Internet and electronic devices has increased significantly, driving the rapid development of the digital economy. According to data published by the International Telecommunication Union (ITU), by the end of 2022, there will be more than 5 billion Internet users worldwide, and the Internet penetration rate will reach 65 percent. This digital wave has not only changed the way people access information and communicate but also profoundly affected the business models of various industries, especially e-commerce. The rise and development of e-commerce has greatly changed the way consumers shop, and online shopping has become the norm.

In China, the development of the digital economy is particularly rapid. According to a report released by the China Internet Network Information Centre (CNNIC), as of June 2023, the number of Internet users in China will reach 1.051 billion, and the Internet penetration rate will reach 75.6%, with e-commerce, as an important part of the digital economy, showing strong growth momentum. According to the China E-Commerce Market Data Report 2023, the transaction value of live streaming with goods for commodities reached more than 1 trillion yuan in 2022, showing great market potential and development prospects.

Although DOU YIN's live streaming with goods model is popular with consumers, the specific factors that influence consumers' purchasing decisions have not been fully studied. Consumers' purchase decisions is a complex social behavioural process influenced by a variety of factors.



In DOU YIN's live-streaming environment, these factors may include the personal influence and credibility of the live stream, the atmosphere of the live stream, the pricing strategy of the product, the design of promotional activities, and the personal preferences and psychological characteristics of consumers. Examining how these factors influence consumers' purchasing decisions is crucial to optimising the effectiveness and strategy of live streaming, improving consumers' buying experience, and increasing sales.

This study focuses on the influencing factors of consumers' purchase decisions in a live commodity broadcasting environment and analyses the effects of the anchor's personal influence, live broadcasting atmosphere, pricing strategy, and consumers' personal preferences on the purchase decision mechanism through a literature review and empirical research.

1.2. Research Purpose and Significance

(1) Identify key influencing factors: Identify and analyse the key factors that influence consumers' purchasing decisions in the live streaming environment of DOU YIN, including but not limited to the personal influence of the live streaming, the atmosphere of the live streaming, the pricing strategy as well as consumers' personal preferences and psychological characteristics.

(2) Understanding consumer psychology, exploring how consumers' psychological activities in watching live broadcasts, such as trust, satisfaction, and attraction to the live broadcasts, and other psychological factors influence their purchase decisions.

(3) Optimisation strategy recommendations: Based on the research results, provide practical consumer strategy optimisation recommendations for enterprises and retailers to help them improve the efficiency and effectiveness of live streaming, and promote sales growth and consumer satisfaction.

1.3. Research methods

Synthesis Research

Firstly this paper uses the methodology of review research by systematically reviewing and analysing the existing literature, we will identify relevant studies in the field of e-commerce and clarify the theoretical basis and current status of the research. Always will help us to identify the potential factors affecting consumers' purchasing decisions and provide theoretical support and guidance for the empirical part of the study.

Textual analysis method

Secondly, this paper uses the text analysis method to understand the interaction between the anchor and the audience during the live broadcast, consumer comments and feedback, and the characteristics of the live broadcast content by analysing the text of the content related to Jitterbug's live broadcasting with goods. This will help to reflect the influence of the live broadcast atmosphere on consumer purchase decisions. Representative Jieyin live banding videos and comments can be selected as analysis samples to analyse the impact of different live content and interaction methods on viewers' emotions and purchase intentions.

Case Study Method

Finally, this paper applies the case analysis method to select multiple types of Shake Shack live carry cases and analyse in depth the reasons for their success or failure, paying special attention to the influence of the anchor's personal influence, the live atmosphere, the pricing strategy, and other factors on the consumer's purchasing decision. Successful or failed live cases can be selected to ensure the representativeness and diversity of the cases. The cases are then analysed in detail, including live content, communication style and sales data

1.4. Research Structure and Framework

The paper begins with a discussion of the background, purpose, and significance of the study, an explanation of the research questions, and an introduction to the research methodology and structural organisation. The theory of consumer behaviour, the current state of e-commerce development of live streaming, and related research on live streaming with goods are reviewed, highlighting the gaps and shortcomings in the research. The research methodology section describes the research design, data sources, data collection methods, and analysis methods, and explains the research hypotheses and analysis stages. The empirical analysis section describes and statistically analyses the data in order to investigate the main influencing factors and their mechanisms, and to test the research hypotheses. Then, combining the literature review and empirical analyses, the research findings are discussed and practical recommendations are made for companies and industries. Finally, the key findings of the study are summarised, limitations of the study are pointed out, and future research directions are proposed. Using the above structure and framework, the factors influencing consumer purchase decisions in live banding are systematically explored to provide a comprehensive and in-depth analysis and discussion.

2. Literature Review

2.1. Theory of Consumer Behavior and Psychology

According to a recent study by Gong Xiaoying and Jin Yulan in 2023, marketing wording in Taobao live streaming has a significant impact on consumers' purchase intention [1]. This finding coincides with the ABC attitude model, a classic theory in consumer behaviour. Proposed by Luxemburg and Hovland in 1960, the model describes how consumer attitudes consist of three core elements: affect, behavioural tendencies and cognition. Within this framework, cognition represents consumers' understanding and perception of an object, affect reflects their subjective feelings about that object, and behavioural tendencies reveal the actions or intentions they are likely to take towards that object. Further studies have supported the importance of the ABC attitude model in explaining consumer behaviour. For example, Kang Juan et al. explored consumers' willingness to purchase traceable agricultural products in Urumqi, Xinjiang, and found that consumers' perceptions had a positive impact on their emotions, which in turn significantly influenced their purchasing tendencies [2]. This influence is particularly significant in the context of live banding. Based on the ABC attitude model, Liang Ling and other scholars deeply analysed the purchasing behaviour of users in the live streaming bandwagon environment and constructed a comprehensive model covering users' cognition, emotion and purchasing behaviour [3]. Their study shows that the product information displayed in the live broadcast can deepen consumers' product knowledge, while the interactive links in the live broadcast can enhance consumers' product perception and thus stimulate their purchase intention. Li Qi et al.'s study, on the other hand, empirically analysed how consumers' attitudes affect their willingness to make repeat purchases in a C2C environment from the complete chain of cognition, emotion to behaviour, and this study provides a new perspective for enhancing consumers' loyalty to platforms and sellers [4].

In summary, the ABC attitude model is an important theoretical framework for explaining the relationship between consumer attitudes and purchasing behaviours, and the interaction of the three elements of cognition, emotion, and behaviour is particularly evident in the live bandwagon environment. By strengthening consumers' cognitive attitudes and emotional experiences, it can effectively promote consumers' purchasing behaviours and further increase the loyalty of platforms and suppliers. In the environment of live streaming with goods, anchors can effectively enhance users' cognitive and emotional experiences by providing detailed product information and live interaction. Liang Ling et al.'s study shows that during the process of live streaming of goods, users' cognitive attitudes are strengthened by the information provided in the live broadcast, and users' emotional attitudes are enhanced by the interactive questions in the live broadcast, which plays an important role in users' purchasing behaviours. These findings provide strong theoretical support and empirical

evidence for a comprehensive understanding of consumer behaviour in the live streaming with goods environment.

2.2. The Global Development of DOU YIN

According to Song Qifan's research, the dissemination status and development strategy of academic journals on the DOU YIN platform is of great significance [5]. With the continuous progress of 5G technology, the amount of global information and data is growing rapidly, from 40ZB in 2019 is expected to reach a staggering 180ZB in 2025. This surge in data signals a huge growth in video content, which is gradually changing the way of acquiring knowledge due to its informative and intuitive characteristics. In recent years, emerging new media platforms, such as DOU YIN, have gained momentum. With more than 400 million daily active users, Jittery Voice is firmly seated as the largest short video platform in China and continues to lead the market. These new media pose unprecedented challenges to traditional media and even social platforms such as WeChat in terms of communication content and forms, user habits and interest stimulation mechanisms. Unlike WeChat, which emphasises social contact and communication, DOU YIN focuses more on user engagement and creativity (Table 1). In this context, science and technology journals also need to flexibly adjust their communication strategies, optimise the layout of each platform, and strengthen the communication effect of the mobile terminal. The practice of the Journal of Surveying and Mapping on the DOU YIN platform is a successful case. Only seven months after its launch, it has attracted 18,000 fans and more than 150,000 video plays. Through the DOU YIN platform, the journal has successfully opened a window for authors and readers to learn about the academic content, and at the same time strengthened the connection between them and the journal, effectively enhancing the journal's dissemination and academic influence.

Song Qifan's study discusses how academic journals can make use of short video platforms such as DOU YIN for effective communication in the context of the new media era. The study points out that with the rapid development of 5G technology and the rapid growth of global data volume, short video content has gradually become an important way for people to disseminate information and obtain information. In this context, new media platforms represented by DOU YIN pose a great challenge to traditional media with their large user groups, efficient interactivity and innovative communication mechanisms. Compared with the social function of WeChat, DOU YIN places more emphasis on user participation and content creativity, which provides new communication ideas for traditional media such as academic journals. The results of this research are of great theoretical and practical significance in guiding academic journals on how to adjust their communication strategies, optimise their platform design, and enhance the influence of mobile communication in the era of new media. In conclusion, Song Qifan's research provides useful pointers and inspiration for the communication strategy of academic journals in the new media environment, highlighting the importance of innovative and diversified communication.

Table 1. MihoYo of Bilibili's UP

Year	Asia Pacific	North America	Europe	LatAm	MENA
2018	88	12	8	5	6
2019	185	49	59	33	28
2020	300	82	104	61	55
2021	404	110	138	97	82
2022	590	169	199	168	129
2023	682	192	238	207	171

3. The Concept and Development of DOU YIN Live Streaming

3.1. Analysis of the Business Model of Live Streaming

The business model of Internet short video can achieve the improvement of business value through value capture and value creation [6]. Through detailed analysis, the article extracts four key elements: content, traffic, operation and realisation, which follow the business logic of "value proposition - value creation - value capture". Short video platforms provide differentiated content to meet the diverse needs of users and continuously optimise the user experience. On this basis, the platform uses various operational strategies to attract and reasonably allocate user traffic to maximise value creation. Eventually, through multiple channels, the traffic is converted into actual revenue, completing the final capture of value. In the whole process, the network effect plays an indispensable role in promoting.

Their research identifies four key elements of a short video platform's business model: content, traffic, operations, and monetization. The article highlights how these elements interact to form sustainable business models and highlights the important role of online influence in this. In terms of content, the platform provides differentiated content to meet the needs of different users and continuously optimizes the user experience. At the activity level, the platform adopts different strategies to reasonably attract and distribute user traffic to maximize value creation. Ultimately, DOU YIN transformed traffic into actual revenue through advertising and e-commerce channels to achieve value capture, thus achieving explosive growth in monthly active users.

The "content is king" business model takes media-oriented content as the core, and gathers public traffic through centralized operations to achieve value creation. Under this model, the platform controls the traffic distribution, and the content quality attracts users to participate, forming a positive feedback effect, and promoting the revenue growth of the platform and creators. Taking DOU YIN as an example, Early by introducing high-quality creators and adopting centralized operations, quickly met user needs and achieved monthly active number growth. In terms of realization, DOU YIN relies on traffic dominance and mainly relies on advertising and traffic procurement, especially information flow advertising and e-commerce diversion, to effectively achieve value capture. Overall, the research of Wang Fengquan and Jiang Jihai provides important theoretical and practical guidance for understanding the business model of short video.

3.2. The Current Situation of DOU YIN Live Streaming in China

In recent years, social platforms like DOU YIN have captured the opportunity of market change, and they have successfully constructed a diversified sales model, in which e-commerce sales dominate, supplemented by the elements of life and entertainment, which in turn promotes progress and improvement of China's e-commerce system, and brings about a new atmosphere in the industry [7]. Especially in the context of the new crown epidemic in 2020, the real economy suffered a heavy blow, and the rise of the new sales model of live streaming with goods injected new vitality into the economic recovery and the resumption of work and production. This year, "live e-commerce" has become a hotly debated phenomenon in the country. At the same time, in order to promote the development of new consumer models, the General Office of the State Council also issued a relevant policy document, advocating the integration of online and offline, and encouraging brick-and-mortar businesses to adopt live e-commerce as a new model to enhance brand impact.

This change shows that live streaming with goods, as a new industry, plays a key role in promoting the combination of digital technology and the real economy, and has a far-reaching impact on the transformation of the e-commerce economy and the high-quality development of the digital economy. In addition, live streaming with goods has also injected new momentum into rural revitalisation, which has transformed the traditional production, sales and service processes, enabling operators to more directly understand and meet consumer demand, and promoting the continued upgrading of the e-commerce model. It is worth noting that compared with the traditional e-commerce model, live e-

commerce is characterised by the importance of the anchor with goods, which becomes a key guide for consumers to choose goods. Against this backdrop, the DOU YIN platform, which has a huge user base, has a significant market share in the field of live streaming with goods, and thus it can be regarded as an important reference for assessing the level of development of live streaming with goods in China.

Live streaming with goods as a new business model is profoundly affecting the transformation of the e-commerce economy and the development of the digital economy, in addition to live streaming with goods as a new impetus for rural revitalisation, through online live broadcasting to change the traditional mode of production, sales and service, so that merchants can more directly meet the needs of consumers, and to promote the innovation of e-commerce model. DOU YIN, as China's leading social media platform, occupies a prominent position in the field of live streaming with goods by virtue of its huge number of daily active users. This new e-commerce model not only enriches the e-commerce system, but also promotes the deep integration of digital technology and the real economy.

4. Analysis of the Impact of Live Broadcasting on Consumer Decision-Making

Different online bandwagons have a significant impact on consumer adoption of new products . The advantage of online celebrities' live banding is that they are able to control the quality from the product source, recommend cost-effective products for consumers, and bring novel and enjoyable shopping experience, thus increasing consumers' trust and recognition. At the same time, the professionalism and authority of netroots also increase the added value of purchase for consumers, and they can provide consumers with more benefits through multi-channel integration [8].

Compared to live streaming with goods, personalised recommendation of shopping platforms obtains user preferences and objectively displays product information through technical means. The study shows that for products with different complexity, shopping platform recommendations have different impacts on the amount of consumer information searched. For products with low complexity, recommendations reduce the amount of searches, while for products with high complexity, recommendations increase the amount of searches instead. This means that for innovative products, consumers are more inclined to actively search for information to gain a deeper understanding.

Through scene marketing, high-frequency interaction and other ways, so that consumers feel novel and interesting at the same time, enhance the identity and trust of anchors and products. However, consumers may be more cautious when it comes to innovative products, especially new and innovative products. Because the marketing strategies commonly used by the network celebrity anchors in the live broadcast, such as hunger marketing, coupons, etc., although they can stimulate the desire to buy, as consumers' ability to identify marketing strategies increases, they may have doubts about these strategies, thus reducing the purchase intention. Especially for new and innovative products, the level of consumer skepticism may be higher because their promotional information is more difficult to verify. Online celebrities may be more effective in promoting consumers' willingness to adopt continuously innovative products, while consumers may be more cautious about new innovative products. It can be understood that there are advantages and disadvantages of live delivery recommendation. Anchors increase their contact with consumers through real-time interaction, and it is easier to gain consumers' trust, thus improving consumers' participation and shopping experience. In particular, live streaming of online celebrities with goods is favored by consumers because it can provide consumers with more cost-effective goods and attractive shopping experience. In contrast, personalised recommendation on DOU YIN captures user preferences through information technology, which can objectively display product information and help consumers refine their information. For products with low complexity, personalised recommendations can reduce the amount of information searched, but for products with high complexity, personalised recommendations can increase the amount of information searched, thus affecting consumers' decision-making. The unique advantages and potential challenges of this new marketing approach are highlighted through an in-depth discussion of the impact of live web video streaming on

consumers' product adoption intentions. It is possible to further explore how live streaming strategies can be optimised to increase consumer adoption intentions for different products.

5. Suggestions for the Development of Live Streaming Mode

5.1. Building consumer trust

The survey shows that about 43.4% of people believe that the credibility of live banding is between 20% and 50%. As a new shopping mode, it takes longer for live banding to gain strong consumer acceptance than already established and secure shopping platforms such as Taobao and Jingdong [9]. Consumers are accustomed to using these already established trust and security platforms to shop and satisfy their shopping needs. Live streaming with goods enters the market in a novel mode, and although a large portion of consumers are attracted to it, there are also many who maintain a wait-and-see or resistant attitude, and they are unwilling to change their original habits to try this new way of shopping.

5.2. Simplify the shopping process

The live banding market is still facing a lot of problems. Buyers who want to purchase satisfactory goods through the live streaming bandwagon platform need to go through several links such as anchors and sellers, which increases the complexity of the shopping process. It can be seen that the rich knowledge as well as professionalism shown by the anchor in the specific product field can strengthen the audience's trust in the anchor. In the live broadcast process, the anchor should use some professional terminology and further explain in easy-to-understand words, so that consumers have more trust in the anchor, and then only purchase products. At the same time live should enhance their ability to select products, really for consumers to select some good products at a good price, have a good product and excellent sales expertise, in order to really go to capture the love of consumers.

5.3. Strengthen interaction with consumers

In the live broadcast, the anchor should actively interact with consumers, such as liking, lottery, handing out coupons and other ways to interact with consumers, in addition, it is also necessary to enhance the anchor's attractiveness, for the DOU YIN anchor, the external beauty is very important, but the inner beauty is also equally important, the good-looking skin is the same, and the interesting soul of the ten thousand miles to pick one. At the same time should also stand in the consumer's point of view to bring goods, the interests of consumers in the first place.

6. Conclusion

Through an in-depth study of consumer behaviour and psychological theories, as well as an examination of the global development trend of DOU YIN, this paper analyses in detail the business model of live streaming with goods and its impact on consumers' purchasing decisions, thus highlighting the prominence of live streaming with goods in today's e-commerce field. The results of the study show that live streaming has greatly stimulated consumers' desire to buy and enhanced their shopping experience by virtue of its interactivity and timely feedback. Especially in helping consumers understand the products and enhance emotional communication, live streaming demonstrates its incomparable advantages.

However, this study also has certain limitations. First, due to time and resource constraints, this study mainly focuses on the live broadcasting phenomenon on the DOU YIN platform, and lacks in-depth comparisons and analyses of the live broadcasting modes of other short-video platforms; second, this study lacks an in-depth study of the live broadcasting mode on the DOU YIN platform, as well as on other short-video platforms; and lastly, although quantitative analyses of the influencing factors of consumers' purchasing decisions are carried out, it fails to comprehensively consider the social issues in the live broadcasting of carry-alls.

Looking into its future, we can predict its trends and phenomena. First of all, live streaming with goods is more personalised. As consumers' demand for shopping experience increases, live streaming will receive more attention in order to meet consumers' personalised needs. Live streaming and merchants can use big data and artificial intelligence technology to gain a deeper understanding of consumer preferences and provide more accurate product recommendations and tailored shopping experiences. This not only improves consumer purchase satisfaction, but also drives sales growth and brand awareness.

Secondly, live streaming with goods will incorporate more innovative technologies and elements. Due to the continuous maturity and popularity of virtual reality (VR), augmented reality (AR), and other technologies, live broadcasting can provide consumers with a more participatory and interactive experience, where consumers can freely browse, try on and try out goods in a virtual shopping experience and interact with the anchor in a more realistic and natural way, which will greatly enhance consumers' shopping experience and engagement, and further stimulate the purchase intention.

In addition, the new short video platform represented by DOU YIN, with its huge user base and its information dissemination method, breaks the limitations of traditional media and injects new vitality into the change of the e-commerce industry.

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