



The Factors Influencing Chinese Consumer Purchase Intention through Webcast Transaction

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ABSTRACT

Although live webcast transactions have only emerged for a few years, they have rapidly grown from obscurity to near-ubiquity. Webcast transactions have significantly influenced the economy and society in a very short period. E-commerce platforms are the root of live webcast transactions, and as the leader of live webcast transactions, e-commerce anchors are undoubtedly the most influential. Since 2020, live webcast transactions have become the choice of many merchants. The influx of diversified funds and entities has led to the explosion of the "live streaming with goods" industry, but many problems and loopholes have also emerged. The e-commerce platform bears the brunt of the problem and deserves special attention due to its essential and critical position in live trading. This paper aims to investigate the factors influencing Chinese consumer purchase intention based on three aspects: demographic factors, consumer behavioral factors, and marketing mix 7ps factors. The quantitative method based on questionnaires is applied. Descriptive statistics such as frequency, percent frequency, mean, and standard deviation are introduced. Various inferential statistical methods are used to test the hypothesis, particularly the Independent Sample t-test, the One-way ANOVA, the Two-way ANOVA, and the Multiple Regression analysis. The results obtained from the study indicate that differences in Age, Educational Level, and Monthly Income generate differences in Consumer Purchase Intention when the Two-way ANOVA Statistics are applied. Regarding Consumer Behavior, it is evident that differences in Money Spent, Purchasing Reasons, and Terms of Payment generate differences in Consumer Purchase Intention, confirmed by the One-way ANOVA statistics. The results of the Multiple Semi-Log Linear Regression Analyses show that there is a significant positive impact of Marketing Mix 7Ps (Product Feature, Price Feature, Place Feature, Promotion, People Feature, Process Feature, and Physical Evidence) on Consumer Purchase Intention. The recommendation is that webcast transactions should continue to be developed and grow, bringing consumers more convenience and benefits and creating many opportunities for more e-commerce businesses. With the continuous innovation of technology, webcast transactions will become more and more intelligent, and there will be more industries to carry out webcasts, providing consumers with more kinds of products to choose from.

Keywords: Consumer purchase intention, E-commerce platforms, Webcast transactions

1. INTRODUCTION

In the current era of network development, people's lifestyles and consumption patterns have been changing, and the webcasting and shopping industries have also been rapidly developing. People interact frequently on the Internet, effectively relieving the inconvenience of people's lives and improving their real-time. In the context of the rapid development of the Internet, which has led to the development of live e-commerce, "live broadcasting," as a new information interaction and business model, is the most prominent feature of media operation and transformation. At the same time, with its great authority, unique interactivity, and rich live programs, webcasting has sown a vigorous fire in various fields and has rapidly taken root. With the emergence of new media, people's ability to perceive and get in touch with information has surprisingly increased. This tendency has helped improve the development of communication concepts such as games, programs, and shopping. As a result of the rapid development of the Internet, consumer behavior will no longer be bound by traditional media because people's habits and lifestyles have changed dramatically, among which the most affected by the Internet is the traditional way of consumption and marketing while the network television industry is developing rapidly. Network communication through the Internet can reduce people's inconvenience in the network and realize instant communication. The rapid development of the

Internet is a new way of developing information interaction and business operation, which is also the biggest feature of media operation and change. With its vivid thinking, distinctive interaction, and diverse live broadcasts, Internet information inhales and exhales new vitality for all walks of life and rapidly occupies a place in society.

Xie (2022) pointed out that the total scale of China's live broadcasting e-commerce industry reached RMB 433.8 billion in 2019. The scale of China's online live broadcasting users was as high as 526 million in 2020, the scale of the live broadcasting e-commerce industry is close to the trillion-dollar volume, and the scale of live broadcasting e-commerce has already reached two trillion dollars in 2021. The live broadcasting era in China has already arrived, and a new turnaround for the physical industry has already appeared. The live streaming fever started in China, not only in its own country to use live broadcasting to make product sales more extensively, but also this fever has spread worldwide. In this era of Internet popularity, more and more people choose to watch live broadcasts and buy goods through this channel. What are the factors that influence consumers' willingness to buy? The research objectives of this paper are (1) to study the impact of Demographics on Consumer Purchase Intention. (2) To study the impact of Consumer Behavior on Consumer Purchase Intention. (3) To study the impact of the Marketing Mix 7Ps on Consumer Purchase Intention. The limitation of this paper is that it investigates the impact of webcasting transactions on Chinese consumers and does not study global consumers.

2. LITERATURE REVIEW

Liu (2018) finds out that the fit of information tasks can positively affect users' perceived usefulness. Visual performance will positively affect users' perceived pleasure. Visual performance will positively affect users' social presence. Social presence and perceived usefulness can positively affect users' perceived pleasure. Perceived usefulness can positively affect users' willingness to shop online. Perceived and pleasure can positively affect users' online shopping willingness. Users' adjustment orientation type regulates the impact of perceived pleasure of mobile webcasts on users' online shopping willingness.

Liu (2022) finds that interaction is the main factor affecting consumers' purchase intention. (1) The three dimensions of personalized recommendation, entertainment, and perceptual control in interaction positively influence consumers' purchase intention. (2) Personalized recommendation, entertainment, and perceptual control positively affect the rapid relationship between anchors and consumers. (3) Rapid relationship positively affects consumers' purchase intention. (4) Rapid relationship is an intermediary in influencing personalized recommendations, entertainment, and perceived control on consumers' purchase intention. (5) Consumers' impulsive purchase tendency regulates the influence of rapid relationships on purchase intention.

Nan (2022) finds out that the webcast of entertainment, interactive, and professional characteristics significantly influence the immersive experience in the process of some mediation effect. Upward expected regret in immersion influences impulsive purchase behavior in negative regulation, and downward expected regret has a positive adjustment for Sichuan. Yuan (2023) discovered that in proprietary live marketing problems, the L wine company only pays attention to brand promotion. The advantage of price positioning industry bidding is slight and only in a single platform live marketing. Moreover, lack of powder promotion, personalization, live style curing, and commodity display are the main problems. Zhu (2022) conducted a study revealing several significant findings. Personal charm, product characteristics, price incentives, transaction quantity, live broadcast interaction, and service integrity were identified as influential factors impacting the sense of value. Additionally, personal charm, professionalism, product characteristics, number of transactions, and service integrity were found to significantly affect trust. Furthermore, the study demonstrated that consumers' internal sense of value and trust positively influenced their purchase intention. Moreover, the sense of value was shown to act as an intermediary, mediating the impact of personal charm, product characteristics, price incentives, transaction quantity, live broadcast interaction, and service integrity on purchase intention. Similarly, trust played an intermediary role in influencing the relationship between personal charm, professionalism, product characteristics, transaction quantity, and service integrity on purchase intention.

3. METHODOLOGY

As the population in this study is unlimited, the sample size was calculated to be 400 units. The sampling method is based on non-probability sampling, specifically convenience sampling. The reliability of the questionnaires in terms of marketing mix 7Ps and consumer purchase intention is higher than 0.8. The descriptive statistics are presented, i.e., frequencies, percent frequencies, means, and standard deviations. Inferential statistics such as Independent Samples t-tests, One-way ANOVA, and Multiple Regression Analysis are also applied to test the hypothesis. However, if the variable is not significant when using One-way ANOVA, then Two-way ANOVA is furthered.

4. RESULT AND DISCUSSIONS

4.1 Descriptive Statistics

4.1.1 Demographic Factors

Based on Table 1, it can be seen that 50.83% of respondents were male and 49.17% were female. The majority of the respondents were in the age group of 25-35 years, about 44.44 %, followed by 18-25 years, about 35.9%, then 35-50 years, about 12.29%, and finally 50 and more, about 7.33%. Regarding marital status, most respondents were married (about 56.74%), followed by single (about 34.52%), and finally divorced (about 8.75%). Most respondents have a Bachelor's Degree level with about 38.77%, followed by High School level with about 28.37%, below junior School level with about 20.33%, and lastly, a Master's Degree with about 12.53%. According to the monthly income, most respondents earn 5,000 but less than 10,000 RMB, which accounts for about 45.63%, followed by 10,000 RMB but less than 30,000 RMB, which accounts for about 37.83%, followed by less than 5,000 RMB, which accounts for about 11.11%, and lastly, 30,000 RMB and more, accounting for about 5.44%. According to the work experience, most of the respondents are working for less than 3 years, accounting for about 35.93%, followed by 3 but less than 5, accounting for about 33.57%, then 10 years and more, accounting for about 19.62%, and finally, 5 but less than 10, accounting for about 10.87%.

Table 1: The Frequency and Percent Frequency Classified by Demographic Factor

Items	Classification	Frequency	% Frequency
Gender	Male	215	50.83
	Female	208	49.17
Marital Status	Single	146	34.52
	Divorced	37	8.75
Age	Married	240	56.74
	18 but less than 25	152	35.93
	25 but less than 35	188	44.44
	35 but less than 50	52	12.29
Educational Level	50 and more	31	7.33
	Master Degree	53	12.53
	Bachelor Degree	164	38.77
	Junior College	120	28.37
Monthly Income	Below Junior College	86	20.33
	Less than 5,000 RMB	47	11.11
	5,000 but less than 10,000 RMB	193	45.63
	10,000 but less than 30,000 RMB	160	37.83
Working Experiences	30,000 RMB and more	23	5.44
	Less than 3 years	152	35.93
	3 but less than 5 years	142	33.57
	5 but less than 10 years	46	10.87
	10 years and more	83	19.62
	Total	423	100.00

4.1.2 Consumer Behavior

From the categorization of watching live streaming in Table 2, the average share several times a week is 33.10%, the average share every day is 29.08%, the average share several times a month is 20.33%, and the average share once a month is 17.49%. In terms of money spent per

Time, the group of 2,000 but less than 5,000 RMB accounted for about 33.57%, 5,000 but less than 10,000 RMB accounted for about 23.40%, less than 2,000 RMB accounted for about 22.46%, and 10,000 RMB and more accounted for about 20.57%. Concerning the product classification, Clothing accounts for 35.93%, Articles for daily use 25.53%, Electronics and electrical appliances 18.91%, Beauty products 13.95%, and Others 5.67%. From the classification of purchase reason, can easily understand that the product accounted for about 35.93%, Low price accounted for about 33.33%, No scene restrictions accounted for about 16.55%, and Daily life needs accounted for about 14.18%. Regarding the classification of mode of payment, WeChat accounts for about 45.63%, Alipay accounts for about 35.70%, Credit Card accounts for about 10.64%, and Hire purchase accounts for about 8.04%. From the classification of purchase channels, friends account for about 40.90%, family account for about 23.40%, stars account for about 21.28%, and advertisements account for about 14.42%.

Table 2: The Frequency and Percent Frequency Classified by Consumer Behavior

Consumer Behavior	Classification	Frequency	Total (%)
Watch live streaming	Every Day	123	29.08
	Several times a week	140	33.10
	Several times a Month	86	20.33
	Once a Month	74	17.49
Money Spent per online shopping	Less than 2000 RMB	95	22.46
	2000 - 5000 RMB	142	33.57
	5000 but less than 10000 RMB	99	23.40
Product Classification	10000 RMB and more	87	20.57
	Beauty products	59	13.95
	Articles for daily use	108	25.53
Purchase reason	Clothing	152	35.93
	Electronics and electrical appliances	80	18.91
	Others	24	5.67
	Daily life needs	60	14.18
Mode of payment	Low price	141	33.33
	Can effortlessly understand the product	152	35.93
	No scene restrictions	70	16.55
	WeChat	193	45.63
Purchase channel	Alipay	151	35.70
	Credit Card	45	10.64
	Hire purchase	34	8.04
	Family	99	23.40
Purchase channel	Friend	173	40.90
	Star	90	21.28
	advertisement	61	14.42
Total		423	100.00

4.1.3 Marketing Mix 7Ps

Table 3: The Mean and Standard Deviation of Marketing Mix 7p

Marketing Mix 7P	N	Mean	Standard Deviation	Mean Rank
Product Feature	423	3.877	0.870	4
Price Feature	423	3.928	0.870	2
Place Feature	423	3.917	0.903	3
Promotion	423	3.942	0.867	1
People Feature	423	3.826	0.907	7
Process Feature	423	3.828	0.906	6
Physical Evidence	423	3.841	0.901	5
Overall	423	3.879	0.889	

With respect to Table 3, Promotion is the essential characteristic with a mean value of approximately 3.942, followed by Price Feature with a mean value of 3.928, Place Feature with a mean value of 3.917, Product Feature with a mean value of 3.877, Physical Evidence with a mean value of 3.841, Process Feature with a mean value of 3.828, and the last one is People Feature with

a mean value of 3.826. The overall Marketing Mix 7Ps is recorded as about 3.879 in the level of agreement.

The data in Table 4 shows that "discounts on live streams make me buy more items" is the most essential aspect, with a mean value of about 2.40, followed by "I expect to purchase products I really need as soon as possible," with mean values of about 2.38. Intending to purchase products while watching good live streams has the lowest rank, with a mean value of 2.36. Overall, its score is approximately 2.38, recorded in the disagree level.

4.1.4 Consumer Purchase Intention

Table 4: The Descriptive Statistics of Consumer Purchase Intention

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANK
Purchase products while watching good live streams	118 (27.9%)	155 (36.6%)	75 (17.7%)	31 (7.3%)	44 (10.4%)	2.36	1.250	3
Discounts on live streams make buy more items	97 (22.9%)	172 (40.7%)	85 (20.1%)	27 (6.4%)	42 (9.9%)	2.40	1.194	1
Purchase products I need	114 (27.0%)	156 (36.9%)	75 (17.7%)	33 (7.8%)	45 (10.6%)	2.38	1.254	2
Overall						2.38	1.233	

4.2 Inferential Statistics

4.2.1 Differences in Demographic Factors Generate Differences in Consumer Purchase Intention

1. Differences in demographic factors generate differences in consumer purchase intention

$$H_0: \mu_1 = \mu_2$$

$$H_a: \mu_1 \neq \mu_2$$

Based on Table 5, it can be seen that the p-value of consumer purchase intention is about 0.616, greater than the critical value of 0.05. Therefore, H₀ is accepted, which implies that gender differences do not produce differences in consumer purchase intention.

Table 5: The Independent Samples t-test of the Gender Factor

Items	Gender	N	Mean	SD.	t-value	p-value
Purchase	Male	215	2.4031	.99885	.502	.616
Intension	Female	208	2.3542	1.00567		

2. Differences in marital status, age, educational level, monthly income, and working experiences generate differences in consumer purchase intention

$$H_0: \mu_i = \mu_j$$

$$H_a: \mu_i \neq \mu_j \text{ at last one Pair where } i \neq j.$$

Table 6: The One-Way ANOVA of Marital Status, Age, Educational Level, Monthly Income and Working Experiences

Factor	Items	SS	Df.	MS	F=value	p-value
Marital Status	Between Groups	.425	2	.713	1.714	.181
	Within Groups	19.691	20	.999		
	Total	423.116	422			
Age	Between Groups	6.187	3	2.062	2.073	.103
	Within Groups	416.929	419	.995		
	Total	423.116	422			
Educational Level	Between Groups	.835	3	.278	.276	.843
	Within Groups	422.281	419	1.008		
	Total	423.116	422			
Monthly Income	Between Groups	4.672	3	1.557	1.559	.199
	Within Groups	418.445	419	.999		
	Total	423.116	422			
Working Experiences	Between Groups	7.086	3	2.362	2.379	.069
	Within Groups	416.031	419	.993		
	Total	423.116	422			

It can be seen from Table 6 that the p-values of marital status, age, educational level, monthly income, and working experience factors are higher than the critical value of 0.05. Therefore, the H_0 is not rejected, meaning that differences in marital status, age, educational level, monthly income, and working experience factors generate no differences in consumer purchase intention.

3. Differences in Demographic Factor Generate Differences in Consumer Purchase Intention (Two-Way ANOVA)

First Hypothesis

$H_0: \mu_{Ai} = \mu_{Aj}$

$H_a: \mu_{Ai} \neq \mu_{Aj}$ at last one Pair where $i \neq j$.

Second Hypothesis

$H_0: \mu_{Bi} = \mu_{Bj}$

$H_a: \mu_{Bi} \neq \mu_{Bj}$ at last one Pair where $i \neq j$.

Third Hypothesis

$H_0: \mu_{ABi} = \mu_{ABj}$

$H_a: \mu_{ABi} \neq \mu_{ABj}$ at last one Pair where $i \neq j$.

In this study, there are 5 aspects of demographic factors, namely, gender (X_1), marital status (X_2), age (X_3), educational level (X_4), monthly income (X_5), and working experiences (X_6). Therefore in order to apply Two-Way ANOVA, fifteen combinations according to the combination theory that is, X_1X_2 , X_1X_3 , X_1X_4 , X_1X_5 , X_1X_6 , X_2X_3 , X_2X_4 , X_2X_5 , X_2X_6 , X_3X_4 , X_3X_5 , X_3X_6 , X_4X_5 , X_4X_6 , and X_5X_6 , have to be done. However, after testing all these 15 combinations, it can be found that only 2 combinations (X_3X_4 or age and educational level) and (X_3X_5 age and monthly income) are found to be significant, as seen in Table 7 and Table 8, respectively.

Table 7: The Two-way ANOVA of the Age and Educational Level

Source	SS	Df	MS	F-value	p-value
Corrected Model	20.444 ^a	11	1.859	1.897	.038
Intercept	1234.814	1	1234.814	1260.350	.000
Age (X3)	2.503	2	1.251	1.277	.280
Educational Level (X4)	3.624	3	1.208	1.233	.297
X3 * X4	16.219	6	2.703	2.759	.012
Error	402.673	411	.980		
Total	2817.222	423			
Corrected Total	423.116	422			

It is evident from Table 7 that the p-value of Age combined with Educational Level is about 0.012, which is less than the critical value of 0.05. Therefore, the H_0 is rejected, meaning that differences in Age and Educational Level generate differences in consumer purchase intention.

Table 8: The Two-way ANOVA of the Age and City Live

Source	SS	Df	MS	F-value	p-value
Corrected Model	27.004 ^a	11	2.455	2.547	.004
Intercept	925.938	1	925.938	960.739	.000
Age (Q3)	6.780	2	3.390	3.517	.031
City Live (Q5)	9.480	3	3.160	3.279	.021
Q3 * Q5	19.040	6	3.173	3.293	.004
Error	396.112	411	.964		
Total	2817.222	423			
Corrected Total	423.116	422			
R Squared	.064				
Adjusted R Squared	.039				

It is evident from Table 8 that the p-value of Age combined with City Live is approximately 0.004, less than the critical value of 0.05. Therefore, the H_0 is rejected, meaning that age and city life differences generate differences in consumer purchase intention.

4.2.2 Differences in Consumer Behavior Generate Differences in Consumer Purchase Intention

$$H_0: \mu_i = \mu_j$$

$$H_a: \mu_i \neq \mu_j \text{ at last one Pair where } i \neq j.$$

Table 9: The One-Way ANOVA of Consumer Behavior Factor

Items	Items	SS	Df	MS	F-value	p-value
Frequency Watch	Between Groups	5.303	3	1.768	1.773	.152
	Within Groups	417.813	419	.997		
	Total	423.116	422			
Money Spent	Between Groups	9.231	3	3.077	3.115	.026*
	Within Groups	413.886	419	.988		
	Total	423.116	422			
Product Classification	Between Groups	4.365	4	1.091	1.089	.361
	Within Groups	418.752	418	1.002		
	Total	423.116	422			
Purchasing Reasons	Between Groups	8.915	3	2.972	3.006	.030*
	Within Groups	414.202	419	.989		
	Total	423.116	422			
Terms of Payment	Between Groups	24.121	3	8.040	8.443	.000*
	Within Groups	398.996	419	.952		
	Total	423.116	422			
Knowledge Channel	Between Groups	5.074	3	1.691	1.695	.167
	Within Groups	418.042	419	.998		
	Total	423.116	422			

It can be seen from Table 9 that the p-value of Frequency Watch, Product Classification, and Product Channel are higher than the critical value of 0.05. Therefore, the H_0 is not rejected; differences in these 3 items, namely, Frequency Watch, Product Classification, and Product Channel, generate no differences in Consumer Purchase Intention. On the contrary, the p-value of Money Spent, Purchasing Reasons, and Terms of Payment are less than the critical value of 0.05. Therefore, the H_0 is rejected; differences in Money Spent, Purchasing Reasons, and Terms of Payment generate differences in Consumer Purchase Intention. As far as the Money Spent is concerned, the mean differences of its members based on the Least Significant Difference Method (LSD) show that there are statistically significant between the group "less than 2,000 RMB" and the group "10,000 and higher" the group "2,000 RMB but less than 5,000 RMB" and the group "10,000 and higher", and the group "5,000 RMB but less than 10,000 RMB" and the group "10,000 and higher". For the group "10,000 and higher", it is statistically different from the other 3 groups.

Concerning the Purchasing Reasons, it can be seen from the Least Significant Difference Method (LSD) that the mean of Daily Life Needs is not different from the other 3 items, namely, Low Price, Easily Understanding the Product, and No Scene Restrictions. Low Price's mean is different from No Scene Restrictions, while the mean of Easily Understand the Product is also different from No Scene Restrictions. For No Scene Restrictions is concerned, its mean differs from Low Price and Easily Understand the Product. Pursuant to the Terms of Payment, it is evident from the Least Significant Difference Method (LSD) that there are statistically significant between WeChat and Hire Purchase, Alipay and Hire Purchase, and Credit Card and Hire Purchase. This means that Hire Purchase is statistically different from the other 3 items: WeChat, Alipay, and Credit Card.

4.2.3 Marketing Mix 7Ps Influence on Consumer Purchase Intention

In order to find out the impact of Marketing Mix7p on consumer purchase intention, the Multiple Semi-Log Linear Regression Analysis is applied in this study, the details of which can be seen as follows.

$$Y = a + bLn(X_1) + cLn(X_2) + dLn(X_3) + eLn(X_4) + fLn(X_5) + gLn(X_6) + hLn(X_7)$$

Where Y = Consumer purchase intention; X1=Product Feature; X2=Price Feature, X3=Place Feature; X4=Promotion; X5=People Feature; X6=Process Feature; X7=Physical Evidence

The result obtained from the study can be seen in equation (1) and Table 10.

$$Y = .302 + .438\text{Ln}(X_1) + .532\text{Ln}(X_2) + .347\text{Ln}(X_3) + .338\text{Ln}(X_4) + .402\text{Ln}(X_5) + .257\text{Ln}(X_6) + .345\text{Ln}(X_7) \dots (1)$$

(.000) (.001) (.000) (.004) (.010) (.001) (.032) (.005)

Adjusted R-square = 0.715

Table 10: The Multiple Semi-Log Linear Regression Analysis of Consumer Purchase Intention based on Marketing Mix 7Ps

Model	Coefficient ^a			t	p-value
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
Constant	.302	.069		4.374	.000
Ln(X ₁)=Product Feature	.438	.131	.151	3.352	.001
Ln(X ₂)=Price Feature	.532	.121	.199	4.414	.000
Ln(X ₃)=Place Feature	.347	.121	.132	2.866	.004
Ln(X ₄)=Promotion	.338	.131	.125	2.577	.010
Ln(X ₅)=People Feature	.402	.122	.145	3.310	.001
Ln(X ₆)=Process	.257	.119	.093	2.153	.032
Ln(X ₇)=Physical Evidence	.345	.123	.126	2.800	.005

a. Dependent Variable: Y= Consumer Purchase Intention

According to the above equation (1) and Table 10, it can be seen that price is the most important factor affecting consumer purchase intention with a coefficient of about 0.532, followed by product, people, place, physical evidence, promotion, and process the coefficients of which are about 0.438, 0.402, 0.347, 0.345, 0.338, and 0.257, respectively. The Adjust R-square of this multiple regression is approximately 0.715, which is very high.

4.2.4 The Summary Results of the Hypothesis Testing

The results of findings from the above hypothesis testing can be summarized in Table 11 as follows.

Table 11: The Summary Results of Hypothesis Testing

	Not Reject H ₀	Reject H ₀
Hypothesis 1		
1.1 Gender	√	
1.2 Marital Status	√	
1.3 Age		√
1.4 Educational Level		√
1.5 Monthly Income		√
1.6 Working Experiences	√	
Hypothesis 2		
2.1 Frequency Watch	√	
2.2 Money Spent		√
2.3 Product Classification	√	
2.4 Purchasing Reason		√
2.5 Terms of Payment		√
2.6 Knowledge Channel	√	
Hypothesis 3		
3.1 Product		√
3.2 Price		√
3.3 Place		√
3.4 Promotion		√
3.5 People		√
3.6 Process		√
3.7 Physical Evidence		√

Regarding the demographic factor, most of the respondents are male and married, aged 25 but less than 35 years old, with an income of 5,000 RMB but less than 10,000 RMB. Most of them enjoy a bachelor's degree and have work experience of less than 3 years. Regarding consumer behavior, most respondents spend several times a week watching live streaming while

concentrating on clothing with a budget of about 2,000 to 5,000 RMB and pay through WeChat. The most essential person recommended in this activity is friends, while the most important reason for purchasing is easily understanding the product. Concerning the marketing mix 7Ps, it is evident that the promotion feature is the most important factor, followed by price, place, product, physical evidence, process, and people, respectively.

With regard to the Inferential Statistics, differences in demographic factors, namely, gender, marital status, age, educational level, monthly income, and working experiences, generate no differences in consumer purchase intention in One-way ANOVA. However, differences in (age and educational level) and (age and monthly income) generate differences in consumer purchase intention in Two-way ANOVA. Regarding consumer behavior, differences in Frequency Watch, Product Classification, and Knowledge Channel generate no differences in consumer purchase intention. On the other hand, differences in Money Spent, Purchasing Reasons, and Terms of Payment generate differences in consumer purchase intention. All of the Marketing Mix 7Ps, namely, Product Feature, Price Feature, Place Feature, Promotion Feature, People Feature, Process Feature, and Physical Evidence Feature, play an essential role in consumer purchase intention evidenced by the Multiple Semi-Log Linear Regression Analysis. Price Feature is the most important factor affecting consumer purchase intention, followed by product, people, place, physical evidence, promotion, and process.

4.3. Discussion

4.3.1 Demographic Factor

The study shows that gender does not significantly affect consumer purchase intention. This is inconsistent with Huang et al. (2021), who found that women and men positively influence consumers' webcasting purchase intentions. The study showed that age has no significant effect on consumers' purchase intention, which is inconsistent with Yang et al. (2020), who found that the e-commerce consumption of the elderly group has increased in recent years, which has a positive effect on consumers' webcasting purchase intention. The study shows that the effect of education on consumer purchase intention is not significant, and this result is inconsistent with Ma's (2021) finding that education positively affects consumer purchase intention. The study shows that the effect of income on consumer purchase intention is not significant, which is inconsistent with Jiang et al. (2021), who found that income positively affects consumer purchase intention.

4.3.2 Consumer Behavior Factor

Regarding consumer behavior, the study results show that the Time spent watching live-streaming transactions has no significant effect on consumer purchase intentions. This result is inconsistent with Sjoblom (2017), who found that the Time spent watching live webcasts positively affects consumer purchase intention. The results of the study show that spending money while watching live streams has a significant effect on consumers' purchase intention. This result is consistent with Zheng. (2019) found that spending on watching live streams has a positive effect on consumer purchase intention. The study results show that product type does not significantly affect consumer purchase intention. This result is inconsistent with Rastgar (2018), who found that product type positively affects consumer purchase intention. The results of the study show that the reason for purchasing in the webcast room has a significant effect on consumer purchase intention. This result is consistent with Mfa (2020) found that the reason for buying in the webcast room positively affects consumer purchase intention. The results of the study show that the mode of payment has a significant effect on consumer purchase intention. This result is consistent with Abu-Shanab et al. (2016), who found that payment methods positively affect consumer purchase intention. The study results show that knowing the channel of live webcasting transactions has no significant effect on consumer purchase intention. This result is inconsistent with Lu et al. (2018), who found that knowing the channel of webcasting transactions positively affects consumer purchase intention.

4.3.3 Marketing Mix7Ps Factors

Regarding marketing 7Ps, the study's results show that product significantly affects consumer purchase intention. This result is consistent with Song et al. (2018), who found that products positively affect consumer purchase intention. In this study, price significantly affects consumer purchase intention, consistent with Hu et al. (2022), who found that price positively affects consumer purchase intention. The study results showed that place significantly affects consumer purchase intention, consistent with Cui et al. (2021), who found that place positively affects consumer purchase intention. The study results showed that promotion has a significant effect on consumer purchase intention, which is consistent with Meng et al. (2020), who found that promotion has a positive effect on consumer purchase intention. The study results show that people significantly affect consumer purchase intention, consistent with Han et al. (2020), who found that people positively affect consumer purchase intention. The study results show that process has a significant effect on consumer purchase intention, which is consistent with Kim et al. (2020), who found that process has a positive effect on consumer purchase intention. The study results show that physical evidence significantly affects consumer purchase intention, consistent with Zhang et al. (2021), who found that physical evidence positively affects consumer purchase intention.

5. CONCLUSION

Regarding demographic factors, the study's results showed that most respondents were male, married, and aged. Most of them enjoy a bachelor's degree with an income level of 5,000 but less than 10,000 RMB, having work experience of less than 3 years. Concerning consumer behavior factors, most respondents enjoy watching live streaming with goods several times a week. They spend 2,000-5,000 RMB each Time they watch live streaming. Most of them like to watch clothes live-streaming and choose to buy simple and easy-to-understand goods in the live-streaming room. Most respondents know about live banding through their friends and choose to pay through WeChat. According to consumer behavior, from the classification of watching live broadcasts, the most for more than one week accounted for an average of 33.10%; from the point of view of the amount of money spent each Time, the most for more than 2,000 yuan 5,000 yuan or less accounted for about 33.57%, from the classification of commodities, the most for clothing accounted for 35.93%, from the classification of the reasons for purchasing, the most for the easy to understand accounted for about 35.93%, from the classification of purchasing channels, the most popular category is friends, which accounts for about 40.90%.

Regarding marketing, 7p promotion is the essential feature, with a mean value of about 3.942 and an overall marketing mix of 7p with an agreement level of about 3.879. Regarding consumer purchase intention, "live discounting to make me buy more items" is the most essential aspect, with a mean value of about 2.40 and an overall score of about 2.38, which is at the disagreement level. In terms of inferential statistics, differences in all aspects of demographic factors do not lead to differences in consumer purchase intention, as evidenced by one-way ANOVA statistics. However, when the Two-way ANOVA Statistics are applied, differences in Age, Educational Level, and Monthly Income generate differences in Consumer Purchase Intention. Regarding Consumer Behavior, it is evident that differences in Money Spent, Purchasing Reasons, and Terms of Payment generate differences in Consumer Purchase Intention, while differences in Frequency Watch, Product Classification, and Knowledge channel generate no differences in Consumer Purchase Intention. Regarding Marketing Mix 7Ps, all of the characteristics, namely, Product Feature, Price Feature, Place Feature, Promotion Feature, People Feature, Process, and Physical evidence, influence Consumer Purchase Intention. The results of Multiple Semi-Log Linear Regression Analyses show that there is a significant positive impact of Marketing Mix 7Ps (Product Feature, Price Feature, Place Feature, Promotion, People Feature, Process Feature, and Physical Evidence) on Consumer Purchase Intention. The price Feature is the most important factor. The Adjusted r square is approximately 0.715.

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