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Factors Influencing College Students' Purchase Intention Under Live Streaming E-Commerce Mode: A Systematic Literature Review

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Abstract

The rise of live streaming media brings the Internet into all things live. Live streaming has brought new development to various industries, especially to e-commerce, which has brought huge traffic and changed the marketing mode of e-commerce. As an emerging business model, e-commerce live streaming has not only e-commerce attributes, but also the unique social interaction attributes of live streaming media. Once it was created, it has been developing rapidly. While the major e-commerce live streaming platforms are expanding rapidly, there are also some problems such as the low purchase conversion rate of e-commerce live streaming in the middle and low levels, low consumer loyalty and imperfect trading system, data fraud, homogeneity of content, difficulty in head anchor, the game of both brands and anchors, the anchor frequently "turning", and uneven product quality. In consideration of this, this study adopts the method of systematic literature review to systematically sort out the existing relevant literature in the field of domestic and foreign live e-commerce and the relevant influencing factors of college students' purchasing intention, in order to construct an integrated research framework on college students' purchasing intention, which will serve as a reference for the later deeper investigation of the pertinent academic study on college students' purchasing intention and the practice of live e-commerce practice.

Keywords: live streaming, e-commerce, live streaming e-commerce, systematic literature review, college students' purchase intention

1 Introduction

Gong, L. X. et al. (2023) pointed out that live e-commerce refers to a new type of marketing method in which the host utilizes the Internet platform to explain the product information to the consumers and interacts with them in real time to promote the transaction of the products. In live e-commerce, live streaming is the means, and e-commerce is the basis for the development of live e-commerce. Compared with traditional e-commerce, live e-commerce is characterized by authenticity, visibility, real-time interaction and entertainment, which enables consumers to have a richer shopping experience. However, the live e-commerce industry in the rapid development of the same time, also shows many problems, such as low-end e-commerce live purchase conversion

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rate is low, consumer loyalty is low, the transaction system is not perfect, data forgery, homogenization of content, the head anchor is difficult to replicate, the game of brands and anchors, anchors frequently "overturned", the quality of the goods varies. Problems such as. Therefore, along with the explosion of live e-commerce, Chinese scholars at home and abroad have conducted research on the topic of live e-commerce from different aspects, such as what is live e-commerce, the industry chain of live e-commerce, the development status of live e-commerce, problems and countermeasures, as well as the study of college students' purchase intention in live e-commerce, etc., in order to provide scientific guidance for the promotion of the benign development of live e-commerce. This study adopts the method of systematic literature review to systematically sort out the existing related literature in the field of live streaming e-commerce at home and abroad, as well as the related influencing factors of college students' purchase intention, in order to construct an integrated research framework on college students' purchase intention, and to provide reference for the further exploration of the related academic research on college students' purchase intention and the practice of live streaming e-commerce.

2 Theoretical Basis

2.1 Stimulus Organism Response (SOR) theory

The SOR model was introduced to the consumer field for the first time in the study of Donovan and Rossiter (1994). The retail environment in the shopping scenario is regarded as an stimulus variable, the customer's perception is regarded as a organism variable, and the customer's behavior is regarded as a response variable. In the current marketing research, the external stimulus variables using the SOR mode mainly include environmental, brand, product characteristics, service, price, experience, after -sales policy, etc. Response variable include consumer emotions, consumer perception, consumer attitude and consumer trust, etc. The response variables are mainly consumer purchase intention, purchase behavior, consumer loyalty, etc. (Li Zihui, 2019). Based on the SOR model, Wang Donghan et al. (2019) when studying the influencing factors of the intention to pay online content, the content value and companion paid tendencies are used as stimulating variables in the model. Explore its influence on the intention to pay for reactors. In marketing, enterprises can synthesize and disseminate the information of goods and services through advertising or other marketing. Consumers will form a view on their products after internalization, and the relevant decision -making factors will affect their purchase behavior. And convert the power of purchases into real consumption behavior.

2.2 Technology Acceptance Model (TAM)

TAM is a theory that being developed to find out how ease of use and usefulness of a system can affect someone's intention and behavior to use the system (Davis et al., 1989). Ease of use describes how a system does not require excessive effort when being used and usefulness describes how a system can improve the performance of the system (Davis et al., 1989; Davis, 1989); Hanjaya, S. M. et al.(2019) demonstrated that the context of ecommerce, websites which are easy to use and can provide useful information will be able to increase the purchase intention.

3 College students' purchase intention

For college student consumer groups, purchase intention is the subjective purchase tendency of consumers in the context of e-commerce live streaming.

According to Zhuang, W. et al.(2021), a meta-analysis to examine the factors that influenced consumers' green purchase intention based on previous studies. It proposed three categories of factors that affected green purchase intention: cognitive factors, consumer individual characteristics, and social factors, and combined the TPB model and ABC theory to create a theoretical framework. The results of the meta-analysis indicated that green perceived value, attitude, and green trust had the strongest positive correlation with green purchase intention, while perceived behavioral control, perceived consumer effectiveness, subjective norm, green perceived quality, and environmental concern showed moderate correlations. Environmental knowledge and collectivism had a relatively weak effect, while green perceived risk was negatively correlated with green purchase intention. The study's findings enriched the theoretical understanding of consumers' green purchase intention and offered new methods to explore influencing factors. It suggested that marketers could use these results to formulate effective strategies, and governments could promote green products for environmental protection. However, the paper had some limitations, including the exclusion of factors due to insufficient data, a lack of analysis on the causes of heterogeneity, and no testing for moderating effects. Future research should address these issues by including more variables, investigating other factors, and exploring reasons for heterogeneity.

Based on the college student group, Chen Yanqing(2022) through analysis of the awareness of college students in the network, constructs the influence mechanism of the barrage in the online live streaming on the purchase of college students' consumer groups, and uses scientific data analysis to make marketing suggestions for the company's live streaming. He believes that the live streaming barrage affects college students 'perception value of the product, and the professionalism of the barrage content affects the perception of college students' shopping. The entertainment of the barrage content does not affect the perception value of college students' shopping, and there are differences in the influence of different types of products of different types of product college students. Xu Jingyi(2021) concluded in the research. Among the online celebrities and live streaming characteristics, live streaming fun, live streaming knowledge, and product attraction can significantly improve the inner satisfaction of college students. And live streaming fun has the strongest effect on satisfaction, live streaming is followed by second, and the most attractive product. It can be seen that the stars are invited to visit the live streaming room, and the variety show of the online live streaming and cargo helps to attract college students to watch the live streaming. Consumers of college students can see the quality, materials, and appearance of the goods intuitively, clearly, and accurately, and they are also important factor for their choice of shopping room shopping. Whether commodities keep up with the trend and whether it is suitable for college students to buy, and then attracts college consumers, it is also a factor worth considering. In the characteristics of webcasting with goods, live streaming fun and product attraction can significantly improve the credibility of college students and consumers, and the impact of live streaming fun on perception is higher than the attractiveness of the product.It can be seen that college students will be more trustworthy and interesting live streaming rooms and products to attract their live streaming rooms.

4 Preferential price

Preferential price refers to the consumers receive when shopping on e-commerce live streaming, including low pricing, discounts, coupons, red envelopes, allowances, rebates, etc. Price is one of the decisive factors of consumers ' purchase intention. The commodity with large discount and cheaper price can cause consumers ' purchase intention.

The study by Lee Weisstein et al.(2014) demonstrated that price presentation significantly affects consumers' green purchase intentions. Integrating the price of green products with non-green alternatives can lead to higher intentions to purchase, mainly due to improved perceptions of product quality. The study contributes valuable insights to the field of sustainable marketing and provides guidance for businesses aiming to encourage environmentally responsible consumer choices.

Based on the UTAUT model theory, Xu Dawu(2018) established the online shopping promotion season consumer purchase intention to influence the factors, which comes from the key factor in its influence on purchasing intention. Research results show that: performance expectations, promotional activities, and price discounts have a significant impact on the purchase intention online promotion season. Consumers are very concerned about the promotion of online shopping promotion activities, performance expectations, and product prices. First of all, e-commerce companies will increase reasonable promotional publicity during the promotion season to avoid false publicity, especially false prices; Secondly, it provides consumers with a product that provides real preferential prices without being fraudulent to consumers' prices, and is cheap and good. Finally, it can improve customers' performance expectations, etc., in order to promote consumers' purchase intention. Research conclusions have reference and actual reference value for the subsequent development of the online shopping promotion season of e-commerce enterprises.

Through empirical analysis, Chen Yongqi(2020) believes that in the live e -commerce live environment, ① product content quality, price preferential strength, entertainment, attractiveness and popularity have a significant positive impact on consumer perception value value. ② Except for price preferential intensity on the risk of perception, the quality, entertainment, attractiveness and popular factors of other products have no significant impact on consumers' perception risks. ③ Perception value has a significant positive impact on consumer purchase intention, and has no significant impact on perception risks. ④ Perception risk has no significant impact on consumer purchase intention. ⑤ Perceive value has a significant intermediary effect on the impact of product content quality, price preferential strength, entertainment, attractiveness and popularity on the intention of consumers; ⑥ Perception risk does not have the effect of intermediary effects in the quality of product content quality, price preferential strength, entertainment, attractiveness and popularity, and consumers' intention to purchase.

Dong Fang(2020) believes in the study of the factors of consumer purchase intention to purchase the intention of the e -commerce live streaming platform that the intermediary effect of perception and trust is tested, the impact of perception risks and trust on the purchase intention is weaker. According to the results of the research, specific suggestions for maintaining the price

advantage to the e -commerce live streaming platform to maintain the price advantage and improve the consumer shopping experience.

5 Perceived ease of use

Perceived ease of use refers to the degree of difficulty consumers feel when using the e-commerce live streaming platforms, including entering the live streaming room, watching the live streaming, obtaining product information, and completing payment transactions.

Hanjaya, S. M., Kenny, S. K., and Gunawan, S. F. (2019) found that ease of use, usefulness, system quality, information quality, and service quality have a significant positive influence on online purchase intention via mobile app. The findings in Indonesia showed that information quality and usefulness have a significant impact towards the consumers behavior in having the online purchase intention. It indicates that perceived usefulness of the mobile app has a significant influence towards purchase intention via mobile app. The findings in Singapore showed that ease of use, usefulness, and service quality have a substantial influence on consumer behavior in having the online purchase intention.

Perceived ease of use is one of the important influencing factors of TAM model. Many studies have proved that perceived ease of use plays an important role in determining intention. Juchun Miao(2018) and Xu Rui(2021) proposed and verified the significant positive impact of perceived ease of use on consumer purchase intention. When consumers can feel very easy and convenient to learn to use the platform for registration and landing, commodity browsing, commodity search, interactive payment and receipt on the shopping platforms, consumers will be more willing to use the platform and even trust the platform to recommend to friends around them to use the platform for shopping. The platform is simple and easy to learn for users to save a lot of time and learning costs so that consumers perceive that the platform is useful for their shopping goals is suitable for consumers.

E-commerce live streaming platforms is embedded in live streaming media to mix live interaction and e-commerce process together, and then add red packet lottery and other marketing activities. It is difficult to balance the function realization and use of consumers, which brings challenges to consumers. Therefore, perceived ease of use is an important factor in consumer perception of e-commerce live streaming platforms.

Cui Na(2020) believes that perception is easy to use on consumer's purchase intention a positive impact. The regulating third -party online comment interaction in the variable variable is significant. The results of the simple slope analysis prove that the online review high group is higher than the low group. In the end, according to the empirical research conclusions, the recommendations of merchants and third -party online review websites are as follows, including how to operate online reviews related to the brand, how to deal with negative evaluations, how to optimize the comment mechanism, etc.

Gao Xueqian(2021) conducted research on the intention of college students to purchase under VR marketing methods, added factors such as personal preferences based on previous scholars' research, supplemented the relevant research of online shopping models, and provided suggestions for merchants using VR marketing. Based on the theory of technical acceptance, from

the perspective of consumers' personal and social perspectives, build the intention model to buy the purchase intention the intention of college students when shopping online, and use SPSS and AMOS to test the models, there is a significant positive impact on perception of pleasant and social norms on perception of ease of use. There is a significant positive relationship between perception of ease of buying when purchasing when shopping in college students. Credit preferences and things are concerned about the significant positive impact on the purchase intention of college students' online shopping, and the conclusion that perception risks have significant positive impact on the purchase intention.

6 Perceived usefulness

Perceived usefulness refers to the sum of what consumers perceive on the e-commerce live streaming platforms to help their shopping purposes. According to Harrigan et al.(2021),The specific factors on social media that help drive the intention to purchase fashion-related products, focusing on the central role of trust. Using the TAM, the study investigated how trust mediates the relationship between perceived usefulness and purchase intention.

Perceptual usefulness is the core of TAM model, which is the essence of studying the development of any information technology application of information system. Whether users can accept all kinds of Internet application platforms to obtain users is the first step to make users feel that the application is useful. The perceived usefulness of this article refers to the sum of shopping decisions perceived by consumers when shopping on the e-commerce live platforms. Shao Hua(2020) proposed and verified the significant positive impact of perceived usefulness on consumer purchase intention. The combination of live streaming on e-commerce platforms and e-commerce has greatly changed the user interface, consulting interaction and online payment compared with traditional e-commerce. Users accept the change of usage habits and consider this change to be a key step for a useful e-commerce live platform to gain potential users and turn users into actual buyers.

Zhou Jingru(2021) put forward in the study of the factors affecting the factors of cosmetics purchases in 2020. First, based on the combination of in -depth interviews combined with relevant literature, the product services and information services of the online shopping platform are used as the two dimensions that affect the sense of perception, the introduction of perceptual risk as a regulatory variable, using the exploratory factor to verify the items in it, and further verify the questions and structures based on verification factor analysis. The new quantity table was opened in conjunction with the in -depth interviews of the product services of the online shopping platform, and the volume table was supplemented. Second, this article combines and summarizes the current status of the cosmetics industry, and has built the product services of online shopping platforms, information services for online shopping platforms, perception of ease of use, perception of usefulness, and attitude as variables, performing risks, as the concept model of regulating variables, study the impact of its variables on consumers' purchase intention cosmetics online. Third, this article proposes relevant assumptions based on the concept model, and passes the empirical results to test the concept model and assumption. The influence of product services, information services, perception of perception, perception of perception, perception of usefulness, and usefulness of online shopping platforms have the effects of the regulation of perception risks.

The results of the research are obtained from the following practical revelation and suggestions: Under the increasingly rational consumption concept and increasingly fierce market competition, online shopping platforms need to start with user thinking in the underlying logical design of the platform system, and fully consider product services and information services. Improve the service quality of the online shopping platform, help consumers can truly understand product information, but also find their favorite cosmetics in time, reduce transaction costs, and are more willing to buy online shopping. The design of the online shopping platform system needs to strengthen perception and ease of use, pay more attention to the design of the platform's design to consumers, optimize the consumer purchase experience, which will affect consumers' purchase behavior and enhance their purchase intention. At the same time, online shopping platforms should always pay attention to consumers' subjective risk perception, and avoid the design and services of online shopping platforms, strengthen consumer online shopping confidence, and stabilize the stickiness of the online shopping platform.

According to the technical acceptance model in the consumer behavior theory, Zhu Hao(2021) selects domestic consumers using Tmall International Cross -border E -commerce Platform as the research object, and build a research model to analyze the influencing factors of Tmall International Platform consumers. The following research conclusions are obtained: perception of usefulness is significant and positively affect the purchase intention. Perception of usefulness is also affected by the common positive positive of commodity factors, shopping experience and cultural value factors. The influence of product factors on perception and usefulness is the greatest, which shows that the more types of products of cross -border e -commerce platforms, the greater the consumer perception and usefulness, and the stronger the purchase intention. Tmall International's large cross -border e -commerce website shops are diversified and the products are diversified, which can stimulate consumers' desire to buy.

7 Trust

Trust refers to the degree of credibility consumers perceive in the e-commerce live streaming situation, including the authenticity of information and the trust in the anchor. According to Tandon et al.(2020), Partial support for moderating influence of trust on the association between motivations, attitude and buying behavior. The study found trust to only influence the association of introjected regulation and buying behavior when compared to other motivational factors (intrinsic motivation, external regulation & integrated regulation). This insinuates that varying levels of trust can influence consumers’ need to buy organic food if they are driven by the desire to avoid undesirable and negative emotions, including regret, shame or guilt, which reflect the core tenets of the concept of introjected regulation. Future research should further investigate environmental concern and trust influencing on users’ motivations and buying behavior in different research contexts, such as different demographic settings.

Tian et al. (2023)found that perceived trust has an insignificant impact on the relationship between behavioral intention and the use behavior of Malaysian consumers to use Alipay. As this finding is contradictory to past research, future researchers are suggested to carry out further analysis of whether perceived trust, as a moderator, has a significant impact on their relationship.

Wang, Jiabao et al.(2021) based on the perspective of consumer trust, explore the mechanism of the e-commerce anchor attributes on consumers' intention to purchase, and examine the

adjustment effect of the relationship between the consumer trust and the intention of the purchase of the consumer Essence Through the questionnaire survey, the assumptions models are used to use SPSS and AMOS software to check the assumption model. The results of the research show that the attractiveness, affinity, professionalism and interaction of e -commerce anchors are affecting consumer trust, while consumer trust is affecting their purchase intention, the relationship between the negative adjustment of the commodity price and the purchase intention, and the relationship between the platform's reputation is being adjusted between trust and the purchase intention.

Wu Tao(2022) demonstrated that, based on the data of 746 survey samples of dry agricultural products in Anhui Province, a structural equation model was established for path analysis, intermediary and moderating effect test. The results show that perceived value has a positive impact on purchase intention while perceived risk is in the opposite; relationship strength positively affects purchase intention and community trust; trust in virtual community has a positive impact on perceived value and perceived risk and it is also a moderating factor in the impact of relationship strength on purchase intention.

According to Rehman, S. U., Bhatti, A., Mohamed, R., and Ayoup, H. (2019), Moderating role of trust and commitment determined between consumer purchase intention and online shopping behavior. Consumer purchase intention mediates the relationship between TPB and TAM elements and online shopping behavior. The current research attempts to examine the role of perceived usefulness, perceived ease of use, attitude, subjective norms, perceived behavioral control, trust, commitment, and consumer purchase intention in predicting actual behavior of consumers by integrating three pre-established frameworks of TAM and TPB theory. Findings reveal that perceived usefulness, perceived ease of use, attitude, subjective norms, and perceived behavioral control have a positive and significant influence on consumer purchase intention. Consumer purchase intention (CPI) mediates between all five independent constructs and online shopping behavior (OSB). Commitment and trust significantly moderate the relationship between consumer purchase intention and internet shopping behavior also has a direct influence on online shopping behavior.

8 Conclusion

By systematically combing the relevant literature on the influencing factors related to college students' purchase intention under the live e-commerce mode, this study concludes that the variables of preferential price, perceived usefulness, and perceived ease of use all have a significant impact on college students' purchase intention under the live e-commerce mode to different degrees, and trust, as a moderating variable, can regulate the relationship between perceived usefulness and college students' purchase intention. Through the above literature review, it can provide reference for the subsequent further exploration of academic research related to college students' purchase intention and the practice of live e-commerce. At the same time, it can also make suggestions for the physiological consumption of college students.

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