



# META Analysis Matrix of the Study about the Influence of Online Live Streaming On Consumers' Purchase Intention

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## Abstract

With the advancements in information technology, the emergence of webcasting as a new form of social media has brought about significant attention. Webcasting has bridged the gap between real-life experiences and the digital screen, offering entertainment, interaction, and real-time engagement. As the live streaming industry continues to evolve, live streaming marketing, particularly in the realm of e-commerce, has gained widespread commercial applications.

E-commerce live streaming has unlocked the immense economic potential of the industry, leveraging its rapid liquidity to enhance commercial value. This paper will do the Meta analysis matrix of the above study area which aims to explore the e-commerce live streaming marketing model and its distinctive characteristics.

**Key words:** live streaming marketing, e-commerce platforms, consumer behavior

## I. Reviewed relevant research literature:

### 1. Investigation on the development of e-commerce live broadcasting.

Zhang Shuo (2019) believes that e-commerce + live broadcasting has become one of the mature marketing models. Taobao live broadcasting has its own "transaction attribute", and the star online Red drainage has achieved ultra-high purchase conversion rate. Wang Yunchang and Yang Liu (2018) believes that there are three main types of the live broadcast on on mainstream e-commerce platforms: the first type is PGC live broadcast planned by the platform; the second type is to invite stars to live broadcast by using the celebrity effect; the third type is the live broadcast initiated by the merchant. Among them, the merchant live broadcast mode is most commonly used in major e-commerce platforms.

The investigation on the collision of e-commerce live broadcasting on consumer behavior examines the impact of this marketing approach on consumer decision-making processes and behaviors. It involves analyzing how e-commerce live broadcasting influences consumer perceptions, attitudes, and purchasing decisions.

The investigation delves into the factors that shape consumer behavior in the context of e-commerce live broadcasting, such as the credibility of influencers, the level of interactivity, the availability of product information, and the use of social proof. It aims to understand how these factors affect consumer trust, engagement, and willingness to make purchases during live streaming events.

Furthermore, the investigation may explore the psychological and sociological aspects of consumer behavior in relation to e-commerce live broadcasting. This includes examining concepts such as social influence, impulse buying, perceived value, and the role of emotions in consumer decision-making.

The findings from this investigation can be used to inform businesses and marketers about the opportunities and challenges in utilizing e-commerce live broadcasting as a marketing tool. It can help businesses understand the best practices, strategies, and optimization techniques to effectively engage with consumers and drive sales through this platform.



## **2. The collision of e-commerce live broadcasting on consumer behavior.**

Wang Xiujun (2019) constructed the SOR model of the impact of e-commerce live broadcasting on consumer behavior, and pointed out that the entertainment, interaction and alternation of e-commerce live broadcasting has a significant impact on consumer behavior. Dong Fang (2019) established an impact model of e-commerce live broadcasting on consumers' purchase intention from the psychological perspective of users, indicating that four factors in e-commerce live broadcasting, including price, commodity, social networking and platform, jointly affect consumers' purchase intention.

The collision of e-commerce live broadcasting on consumer behavior refers to the impact and influence that this marketing approach has on how consumers behave and make purchasing decisions. It involves studying how e-commerce live broadcasting affects consumers' attitudes, preferences, and decision-making processes when it comes to making purchases.

This collision can be examined from various angles. Firstly, it explores how the interactive and real-time nature of e-commerce live broadcasting influences consumer engagement and involvement. The ability to interact with streamers and other viewers during live streams can create a sense of community and social interaction, which may impact consumers' perceptions and purchasing decisions.

Additionally, the collision of e-commerce live broadcasting on consumer behavior can also be explored by examining the influence of social proof and peer recommendations. Consumer testimonials, comments, and reviews shared during live broadcasts can significantly shape consumers' perceptions of products and brands, influencing their purchase decisions.

Furthermore, the collision may also involve studying the role of limited-time promotions and exclusive offers in e-commerce live broadcasting. The sense of urgency and exclusivity created by time-limited deals can impact consumers' decision-making processes, prompting them to make impulsive purchases during live streams.

Overall, understanding the collision of e-commerce live broadcasting on consumer behavior is crucial for businesses to effectively

leverage this marketing approach and tailor their strategies to meet consumer needs and preferences. By considering the various factors that influence consumer behavior during live streams, businesses can optimize their efforts to engage consumers, build trust, and drive conversions.

Secondly, the collision examines the role of influential streamers and their impact on consumer behavior. Influencers have the ability to shape consumer opinions and preferences through their endorsements and recommendations during live streams. Consumers may be more likely to trust and be influenced by streamers who have established credibility and expertise in specific product categories.

Additionally, the collision considers the effect of limited-time promotions, exclusive deals, and interactive features in e-commerce live broadcasting on consumer behavior. These tactics can create a sense of urgency, exclusivity, and excitement among consumers, influencing their decision-making process and motivating them to make purchases.

The findings from studying the collision of e-commerce live broadcasting on consumer behavior can provide valuable insights into how businesses can effectively leverage this marketing approach to optimize consumer engagement, drive conversions, and increase sales. It can help businesses understand consumer motivations, preferences, and decision-making factors in the context of e-commerce live broadcasting, leading to more targeted and effective marketing strategies.

## **3. The research on the on online Red economy.**

Guo Yawen and Xiao Xiao (2019) believes that e-commerce live broadcasting is one of the principal modes of online red traffic realization, and analyze the development advantages and bottlenecks of e-commerce live broadcasting. Zhang Yuechang (2019) analyzed the relationship between personal IP (intellectual property) and e-commerce live broadcast marketing from the perspective of media communication, taking Internet celebrity weiya on Taobao as an example, she believed that e-commerce network celebrities rely on the development of media technology, which greatly abbreviates the time to attract attention and greatly reduces the cost. Guo Bichong And Lei Zhen (2018) analyzed the process of clothing online celebrities using live streaming to monetize their traffic and pointed out that there is a mutually beneficial and win-win relationship between live streaming



platforms and online celebrity anchors.

The research on the online Red economy focuses on the phenomenon of internet celebrities or influencers leveraging their online presence and social media platforms to generate revenue and create economic value. The term "Red" refers to the color associated with prosperity and good fortune in Chinese culture, symbolizing the potential for economic success.

This area of research examines various aspects of the online Red economy, including the emergence and development of internet celebrities, their monetization strategies, the impact of social media platforms, and the implications for traditional industries and marketing practices.

The research investigates the factors contributing to the rise of the online Red economy, such as the accessibility of social media platforms, the growth of online communities, and the changing dynamics of consumer behavior. It explores how internet celebrities use their personal brand, content creation, and engagement with followers to attract

sponsors, advertisers, and collaborations, thereby generating income.

Furthermore, the research delves into the economic impact of the online Red economy on different sectors. It examines how traditional industries, such as fashion, beauty, and consumer goods, adapt their marketing strategies to leverage the influence of internet celebrities. It also explores the challenges and opportunities for businesses in collaborating with internet celebrities and integrating their influence into their marketing campaigns.

The findings from research on the online Red economy provide insights into the evolving landscape of influencer marketing, consumer engagement, and the intersection of online platforms with traditional industries. It offers valuable knowledge for businesses, marketers, and policymakers seeking to understand and harness the economic potential of online influencers and the changing dynamics of consumer behavior in the digital age.

**META ANALYSIS**

Writer/s or author	Title of Article, Name of Journal, Vol. serial number, pp numbers, Year	Problem statement and research gap	Purpose/RO/RQ	Method used	IV/DV/MV Construct	Summarise Significant findings	Suggestion for Future Research
1. Shen Yan, Zhao Hongmei	Analysis of consumers' impulsive purchase behavior based on situational theory -- Taking the second kill of Taobao live broadcast as an example, Journal of Operation and management, Vol.8, No.6, 124-130, (2018)	Problem statement: Based on the situational theory and the perception of time pressure as the regulating variable, this paper analyzes the impact of network interaction factors on consumers' impulsive purchase behavior in the second kill environment of Taobao live broadcast.  Research gap: The research conclusion may not be universal.	The research conclusion helps to improve the relevant theories of social shopping and has great practical significance for the future development of e-commerce.	Spss21.0 and amos22.0 statistical analysis software were used to analyze the reliability and validity of the initial questionnaire.	DV: Online interactive factors IV: Interaction between users and merchants MV: Self-control	From the perspective of enterprise marketing management, the following suggestions are put forward: 1. Improve user experience. 2. Formulate reasonable promotion plan.	In the future research, we should focus on the impact of consumers' own cognitive ability and other factors on consumers' impulsive purchase.



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2. Tao Jinguo, Zi Yongzhen	Research on the influencing factors of consumers' purchase intention under the model of Internet celebrity. Journal of Nanjing University of Finance and Economics (Bi-monthly), vol 204, no.2, 89-95, (2017)	Internet celebrity economy and fan economy have a continuous connection, so the research results of fan economy can be used for reference in the study of Internet celebrity model.  The model of Internet celebrity has just started, and the quality of some Internet celebrity shops is difficult to protect. It is easy to waste resources by relying only on Internet celebrity drainage.	Empirical research on the influence of Internet celebrities on consumers' behavior through the form of questionnaire, and summarize the main characteristics of consumers' behavior in the model of Internet celebrities.	A total of 315 questionnaires were distributed through online platforms and interviews, and 256 valid questionnaires were received, with an effective rate of 81.3%. The effective sample size was in line with the required sample size for the survey.	DV: Consumers' purchase intention in online Red stores, Product quality, Reticulosis.  IV: Online shop professionalism, Website reputation, MV: Willing to pay attention to or buy products related to	From the variable coefficient of the regression model, product quality has the most significant impact on consumers' purchase intention in online stores, followed by online store professionalism, and then the role of online stores. Among them, the influence of website reputation and brand image on purchase intention is not significant.	Relevant government departments should strengthen supervision and promote the standardized development of the model of Internet celebrity.
					online shopping		
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3. Yang Yanni	Research on the influencing factors of consumer purchasing behavior with goods in network broadcast, vol .35, no.11, 32-34, (2020)	The process of a product with a specific need. This paper adopts the research method of case analysis, by reviewing and summarizing the previous research results and the current situation of live broadcasting, this paper extracts the factors that affect the purchase intention of consumers in the context of e-commerce live broadcasting. Based on the purchase decision of consumers, taking the anchor language as the research center, through the way of questionnaire survey,	Find out the factors that affect consumers' buying intentions and the problems in live broadcast marketing, and propose countermeasures to expand research in this field, hoping to inspire some researchers and operators.	This article uses literature induction and questionnaire survey methods, combining marketing and consumer psychology theories, and systematically analyzes the live marketing process of taobao to find out the factors affecting consumers' purchase intentions and the problems existing in taobao live marketing.	IV: Influencers DV: Intention to Purchase	Through the analysis of the factors influencing the purchase intention of consumers with the live streaming of taobao, the problems of the live streaming of Taobao are pointed out and corresponding countermeasures are put forward to provide reference for the improvement of platform marketing efficiency by Taobao.	At this stage, Internet celebrities have little influence on consumers' purchasing intentions, but as live broadcasts become more mature, consumers may change due to this in the future. Therefore, it is very important to continue to study this issue.



		this paper uses the methods of factor analysis and principal component analysis to analyze the data, draw conclusions and put forward suggestions.					
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4. Li Mannin g, Yu Jingyun , Jiang Zhongz hong, Sun Yanmin g	Advertiseme nt Insertion Mechanisms Based on Sentiment Analysis of Online Video Danmaku Data : An Empirical Study of User Impulse Buying Intention , Journal of Systems & Management , Vol.30, No.6, (2021)	In the environment of online video advertising, different advertising insertion mechanisms will affect users' information processing, which in turn affects users' advertising attitudes, brand awareness and impulse purchase intentions	To explore the intermediary effects of advertising memory, perceived advertising value, perceived intrusiveness and other dimensions on the final advertising effect. It can develop an advertising insertion mechanism for online video platforms to improve user viewing experience and final advertising effects to provide	This article combines user information processing related information system interaction design theory, and compares the real-time "emotion matching" advertising insertion mechanism based on the sentiment analysis of barrage data and the recently emerging "content matching" advertising insertion mechanism in terms of user experience and advertising effects.	IV: Advertising attitude DV: Perceived aggressiveness IV: Advertising content memory DV: brand awareness MV: Perceived boredom MV: Perceived Information Value DV: impulse purchase intention	Emotional matching is more helpful to users' information processing than content matching advertising insertion mechanism, and can form a positive advertising attitude and brand awareness, and promote impulse purchase intention; product type plays a role in the relationship between advertising insertion mechanism and user information processing. Regulating role, practical products are suitable for content matching advertisement insertion mechanism, and hedonic products are	Compared with traditional advertising insertion methods, the emotional matching method can not only reduce the interference to the user's viewing process, but also help users recall the advertising information, enhance their judgment on the value of
			more comprehensive and detailed theoretical guidance .			suitable for emotional matching advertisement insertion mechanism.	advertising information and entertainment, and deepen the user's brand impression , To promote impulse purchase intention. Therefore, future research in this direction is worth continuing research.



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5. Mo Zan, Zhao Qizhi, Luo Minyao	Research on the Influence of Online Reviews on Consumers' Purchase Decision, Journal of Nanning Normal University(Philosophy and Social Sciences Edition), Vol . 4 2 , No. 3 ,36-44.(2021)	As an important form of word-of-mouth communication, online reviews have an important impact on consumers' decision-making behavior. Good reviews will prompt consumers to consume, and negative reviews will weaken consumers' desire to consume.	Online reviews are a channel for e-commerce platforms to communicate with consumers. This article hopes to provide merchants and manufacturers with suggestions on product design and sales to a certain extent.	Based on the detailed as possible model, the four factors of review quality, review timeliness, number of reviews, and reviewer's seniority are selected as independent variables. The combined method explores the influence mechanism of online review review quality, review timeliness, number of reviews, and reviewers' seniority on consumer decision-making behavior.	IV: Review quality, Comment timeliness, Number of comments, Reviewer's seniority DV: Comment credibility MV: Price promotion	On the basis of relevant research, this study explores the moderating role of price promotion in the relationship between online reviews and consumer purchase decisions from the perspective of review content, reviewers' review readers' feelings, environmental factors (price promotions) and sellers. Later, scholars can use web crawler technology to obtain real data on consumer purchase decisions, and at the same time, starting from the consumer psychology level, add	In future research, we can focus on one platform, such as Douyin, to diagnose whether this research is applicable to the Douyin platform.
						psychological influence factors for research and analysis to further reveal the consumer decision-making influence mechanism.	



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6. Sun Jin, Chen Jing	Research on the Impact of Ordinary Consumers' Word of Mouth and Expert Reviews on Consumers' Purchase Decisions , Journal of Business Economics , vol 339, no. 1 , (2020)	As a new element in marketing information, online reviews have become an important factor when consumers buy products or services. Based on the acquired diagnostic model and the theory of adjustment orientation, the article introduces self-adjustment orientation as a moderating variable to explore the influence of online review information sources on brand evaluation and purchase intention.	To explore the relationship between online reviews from different sources and consumers' brand evaluations and purchase intentions.	Based on the diagnostic theory of information, starting from the perspectives of common consumers' word-of-mouth and expert reviews, experimental research is used to explore the relationship between online reviews from different sources and consumers' brand evaluations and purchase intentions.	IV: Self-regulation orientation: promotion vs. prevention IV: Online information source: common consumer word of mouth vs. expert comment DV: Brand Evaluation DV: Intention to Purchase	The interaction between consumers' long-term adjustment orientation and context-induced adjustment orientation and online reviews from different sources significantly affects consumers' brand evaluation and purchase intentions. Expert reviews are easier for consumers to generate good brand evaluation/purchasing intentions; on the contrary, when consumers are in a preventive adjustment orientation, expert reviews are easier for consumers to generate good brand	In the future, you can add positive and negative reviews and picture and video information. Secondly, the factors that affect consumer behavior are complex, and purchase motivation and values can also be taken into consideration in the future. In addition, consumers with certain
						evaluation/purchasing intentions than ordinary consumers.	professional knowledge are also a new kind of Information sources can also explore the impact on purchase intentions.
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7. Liu Yang ,Li Qi , Yin Meng ,	Research on the Influence of Webcast Shopping Features on Consumer Buying Behavior, Soft Science,vol 34, no. 6 , 108-114,(2020 )	Based on SOR theory, the characteristics of online live broadcast shopping are divided into interactivity, authenticity, entertainment and visibility, and the characteristics of online live broadcast shopping are constructed for consumers The research model of	Empirical analysis verifies the impact of online live shopping characteristics on consumers' purposeful purchase and impulsive purchase. The research results are of great significance to the planning of live	testes hypotheses by SPSS and Smart PLS based on collecting the online questionnaires	IV: interactive MV: Trust DV:Impulsive purchase	The empirical study found that the characteristics of online live shopping include interactivity, authenticity, and entertainment and visibility. It breaks through the single shopping mode of traditional online shopping by browsing shopping websites or mobile shopping	The research results are of great significance to the planning of live shopping and the improvement of marketing strategy for e-commerce platforms and businesses.



		<p>the influence of purchase behavior studies the influence mechanism of the characteristics of live broadcast shopping on consumers' impulsive purchase and purposeful purchase behavior.</p> <p>Most of the questionnaires were distributed in the experiment Urban residents, school students and middle-aged and young workers in future research</p> <p>The survey can be further expanded to include rural consumers</p>	shopping and the improvement of marketing strategy			platforms, and has stimulated consumers' awakening, pleasure and perceived trust to varying degrees, It also has a positive impact on consumers' impulsive purchase behavior and purposeful purchase behavior.	

Writer/s or author	Title of Article, Name of Journal, Vol. serial number, pp numbers, Year	Problem statement and research gap	Purpose/RO/RQ	Method used	IV/DV/MV Construct	Summarise Significant findings	Suggestion for Future Research
8. Zhang Shuo	Research on the development status and improvement strategy of e-commerce + live broadcast marketing model -- Taking Taobao live broadcast as an example, Shehuijijiao, Vol. 8, No.6 ,81-104 ,(2018)	<p>Problem statement: Based on the situational theory and the perception of time pressure as the regulating variable, this paper analyzes the impact of network interaction factors on consumers' impulsive purchase behavior in the second kill environment of Taobao live broadcast.</p> <p>Research gap: The research conclusion may not be universal.</p>	As one of the most popular e-commerce + livestreaming marketing platforms, Taobao Livestreaming has attracted much attention and affection from consumers, and is also a competitive place for many businesses. It has advantages that traditional TV sales and traditional e-commerce cannot match. Although such services have been online for three years, there are still some	This paper takes 23 listed companies in diversified financial sector as the research object and selects 10 important financial indicators for investment analysis. Firstly, four common factors are extracted by factor analysis, which are profitability factor, equity expansion factor, operation ability factor and growth ability factor. Then the Ward coupling method was used for systematic cluster analysis, and 23 listed companies were divided into three categories according to the pedigree cluster diagram.	DV:Profitability IV: development ability MV: Self-control	The first type of companies are securities companies and special equipment manufacturing companies, which have great potential for development and strong competitiveness and are worth investing in. The second type of companies are securities brokerages and leasing companies, which are under pressure from business development and profit growth. Investors are advised to invest cautiously.	Taobao live studio should not be turned into an online sales booth, only for simple product sales and promotion. In the process of live broadcasting, we should add some truly nutritious and valuable content in combination with products.



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			problems that need to be improved when merchants use Taobao live streaming.				
9. Jewel Lee	Taobao live streaming marketing application and strategy analysis, Propagation force study, Vol.8, No.31, 11-13, (2019)	This paper mainly focuses on taobao live marketing applications and strategies.	Taobao live broadcast should be entertaining to a certain extent, and also have a specific group of people. It should do a good job in the division of customer groups and product positioning, so as to attract more consumers and promote the economic benefits	Case description	IV: Influencers DV: Intention to Purchase	Taobao Live broadcasting itself is positioned as "consumption live broadcasting", which is generally applied to Mobile Taobao. Moreover, Taobao live broadcasting can bring great economic benefits to Taobao stores, attract more consumers and promote the economic benefits of Taobao stores.	In the future, Taobao live will appear in a more new way, which will not only break through the technical bottleneck, but also accurately grasp the customer group, so as to promote the turnover
			of Taobao stores.				of goods. In the future, Taobao live marketing will become the most important part of e-commerce.
10. Feng Jinhua, Chen Chongwu, Xu Qianqian, Chen Jiaxuan, Huo Wenjian	Research on the influence of live broadcasting platform on college students' consumption behavior under the Internet celebrity economy, Sci	Problem statement: With the development of Internet celebrity economy, the information disseminated by the media under network broadcast has a subtle effect on the consumption behavior of college students. The development of network broadcast	Reasonable suggestions and measures are proposed for the influence of college students' consumption behaviors on live streaming platforms under the Internet celebrity economy and for improving	questionnaire	DV: audience psychology IV: Curious psychology MV: bandwagon effect	The development of Internet celebrity economy and live broadcasting platform has unlimited business potential, but also faces the challenge of building a sustainable and standardized industry. College students' consumption behavior is closely related to their	Livestream platforms should fulfill their social responsibilities and correctly guide college students to consume. College students should



	ence and Wealth, No. 1, 12-13, (2020)	platform is more in line with the psychological development stage of college students, who are more susceptible to its influence and appear blind consumption.	the environment of live streaming platforms.			consumer psychology.	develop good consumption concepts on their own, carry forward the thinking and innovation ability of young people in the new era, and realize their own value by taking advantage of business opportunities. We will work together to create a green and healthy Internet environment and promote the development of the Internet in China.
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## II. Conclusion

The study of marketing strategies and tactics in the context of online live broadcasting is still in its early stages in China. Despite the increasing amount of literature on live streaming, there is a lack of research specifically focused on the marketing aspects of online live broadcasting. This field is rapidly expanding, mainly due to the large user base and traffic advantages offered by e-commerce platforms.

To bridge this research gap, a meta-analysis matrix was employed to identify the gaps in previous studies and to prepare for future research. By conducting a comprehensive analysis of existing research, this study aims to identify areas that have not been adequately explored and propose relevant suggestions for further research in this field.

This approach will help in filling the knowledge gaps and providing valuable insights into the marketing strategies and tactics used in online live broadcasting. By addressing these research gaps, researchers can contribute to the advancement of this emerging field and provide practical recommendations for marketers and businesses operating in the e-commerce live broadcasting industry.

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