

Factors that Affect Purchase Intention and the Effects of Livestream Influencers: Basis for Strategic Plan

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Abstract. The ability of online influencers in e-commerce livestreams to provide clear and intuitive insights into merchandise significantly shapes and drives consumer spending intentions. This study explored factors affecting purchase intention and the impact of livestream influencers on consumers in Guangzhou, Guangdong Province, China, using a quantitative approach. The sample included consumers who watched livestreams on various social media platforms. Data analysis involved tables and weighted means to assess factors influencing purchase intention, the effects of livestream influencers, and the relationship between consumer profiles and purchase intention. Key findings indicated that factors such as social networking opportunities, efficiency of methods, and popularity significantly influenced purchase intentions, with social networking opportunities having the highest impact. The study also found that livestream influencers most strongly affected purchase decisions, followed by purchase intention and customer engagement. Additionally, there was a significant relationship between consumer profiles—specifically age, income, years of e-commerce usage, and frequency of platform use—and purchase intention, with educational attainment showing the strongest correlation. However, sex and the specific e-commerce platform used were not significant factors. The study's strategic plan provided recommendations for improving sales and consumer engagement on livestream platforms. The study concluded that livestream platforms significantly influence consumer purchases and contribute to increased sales and profits for enterprises, with recommendations directed at consumers, influencers, businesses, and the government.

Keywords: Consumer Purchase; E-commerce Usage; Livestreams; Sales; Profits

1. Introduction

The study focused on the rapid rise of e-commerce livestreaming, particularly in China, where platforms like TikTok and Kuaishou gained significant traction, especially

during the COVID-19 pandemic. By late 2020, 617 million users, or 62.4% of China's internet population, were watching livestreams, with the e-commerce livestreaming sector alone boasting 388 million users. Approximately two-thirds of these viewers made purchases after watching, demonstrating the sector's immense influence. The e-commerce livestreaming market is expected to surpass 4.9 trillion yuan by 2023 (IResearch, 2021). The development of the mobile internet and the widespread use of smartphones, coupled with declining data rates and the rise of contactless shopping due to the pandemic, have significantly contributed to this growth.

Online influencers, often celebrities with large fan bases, have become key players in this industry, leveraging the immediacy and real-time interaction of livestreaming to build consumer trust and drive sales (Liu, 2020; Haimson, 2017). Their ability to influence consumer purchases is evident in events like Double Eleven, where influencers like Zhang Dayi and Li Jiaqi generated sales in the billions of yuan. However, the effectiveness of these influencers can vary widely, raising questions about the specific characteristics that make some more successful than others in driving consumer behavior. This study aimed to analyze these characteristics, understand how they are perceived by consumers, and explore the broader impact of influencers on purchasing behavior. The findings are intended to guide merchants and enterprises in harnessing the power of online influencers for sustainable business growth and greater commercial value within a comprehensive marketing strategy.

Methodology

The study utilized a quantitative-descriptive research design to analyze how celebrity endorsers influence consumer purchase intentions, focusing on e-commerce apps like Douyin and Taobao. Surveys, observations, and secondary data analysis provided insights, particularly in Guangzhou, to inform a marketing plan aimed at enhancing consumer purchase decisions.

2.1. Sampling Procedure

This study used random sampling techniques for purposeful sampling, randomly selecting 400 consumers within Guangzhou city as the research subjects and sampling relevant data.

2.2. Respondents

This study examines how livestreaming influencers impact consumer purchase behavior in Guangzhou City, Guangdong Province, China. The feedback from consumers provides insights for improving marketing strategies and

promoting sustainable consumption patterns in enterprises using livestream platforms.

Table 1 Distribution of Respondents

Respondents	Total number of Population	Total number of Sample	Percentage
Consumers	More than 100,000	400	100%
Total	100,000	400	100%

Table 1 shows the distribution of the respondents.

2.2.1 Research Site

The study was conducted at Guangzhou, the third-largest city in China and the capital of Guangdong Province, with a population of approximately 15 million people. Guangzhou, known for the collision of old and new China, has a rich history, making it a prime location for exploration.

2. Results and Discussion

2.1. Profile of the Consumers

Based on a survey of 400 Guangzhou consumers, the findings reveal detailed demographics and behavioral characteristics of the respondents: the majority are young (21–25 years old) and slightly more female respondents (51.75%) participate in live shopping, with most holding university degrees (48.75%) and belonging to middle-income groups (32.5% earn 2001–5000 yuan monthly). Douyin is the most popular e-commerce platform (30.75%), and the majority of consumers have been using e-commerce platforms for 8–10 years (48.5%) and use them 16–20 times per month (40.75%), indicating that live shopping has become a regular activity.

3.2 Factors that Influence the Consumers’ Livestream Purchase Intention

The following were the results of the study based on the factors that influence the consumers’ live stream intention.

Table 2 Overall Result on the Factors that influence the Consumers’ Livestream Purchase Intention

Indicator/s	Overall Weighted Mean	Verbal Description
Popularity	3.03	Influential
Ease of Access	2.94	Influential
Efficiency of Method and Approach	3.08	Influential
Other Perceived Benefits	2.91	Influential
Social Networking Opportunities	3.09	Influential
Grand Mean	3.01	Influential

Legend: 4.00–3.26–Extremely influential, 3.25–2.52–Influential, 2.50–1.76–Slightly influential, 1.75–1.00–Not influential

Table 2 shows the overall result on the factors that influence the consumers’ livestream purchase intention in terms of popularity, easy of access. Efficiency of method and approach, other perceived benefits, and social networking opportunities.

3.2.1 Popularity

The study's findings reveal that the popularity of livestreaming influencers significantly impacts consumer purchase intentions, with a weighted average score of 3.03, categorized as "Influential." This influence stems from consumers' recognition and affection for popular anchors, who tend to have higher trust and credibility, making their recommendations more easily accepted by consumers, thereby driving purchase decisions. Key indicators of popularity, such as the influencer's leading position in the industry, a large and active fan base, and being iconic or idolized by consumers, strongly influence purchasing behavior. Overall, the results indicate that the popularity of livestreaming influencers directly affects consumer behavior, emphasizing the significant role of celebrity status in online consumer decisions (Wongkitrungrueng, 2020).

3.2.2 Ease of Access

The study found that the "ease of access" provided by livestream influencers significantly influences consumer purchase intentions, with an average weighted mean of 2.94, classified as "Influential." Indicators such as prompt replies, constant availability, and a friendly demeanor are particularly impactful, highlighting the importance consumers place on quick responses, accessibility,

and a positive interaction with anchors. The results indicate that easy access to information and a positive interactive experience with the influencer play a crucial role in consumers' decision-making processes when shopping online (Wongkitrungrueng, 2020).

3.2.3 Efficiency of Method or Approach

The study found that the "efficiency of method or approach" in livestreaming significantly impacts consumer purchase intentions, with an average weighted mean of 3.08, categorized as "Influential." Key factors include the real-time performance of livestreaming, which enables quick understanding of product information and reduces decision-making time, as well as the wide coverage that exposes consumers to more products, thereby increasing purchase likelihood. While livestreaming's global reach and cost-effectiveness are also noted, the disruption caused by unrelated advertisements is a concern, emphasizing the need for improvements to enhance user experience (Zhou et al., 2022).

3.2.4 Other Perceived Benefits

The study shows that the "other perceived benefits" of livestreaming significantly impact consumers' purchase intentions, with an average weighted mean of 2.91, described as "Influential." The most impactful indicator is the real-time audience feedback during livestreaming, which enhances consumer engagement. Other notable indicators include the authenticity of interactions, the human element in digital marketing, the availability of a content library for future viewing or repurposing, and direct product story communication from experts. These benefits contribute to building consumer loyalty and awareness, encouraging regular purchases through features like "add to cart," which streamline the buying process (Zhou et al., 2022).

3.2.5 Social Networking Opportunities

The impact of "social networking opportunities" from livestreaming on consumers' purchase intentions is highly significant, with an average weighted mean of 3.09, labelled as "Influential." This indicates that consumers greatly value the social aspects of livestreaming, particularly its ability to promote engagement and foster relationships, which are crucial in enhancing purchase intentions in the social media era. The data highlights that livestreaming's role in boosting customer engagement and establishing relationships is most impactful, followed closely by its effectiveness in increasing brand visibility. Additionally,

the use of livestreaming platforms for product showcasing and serving as a sales medium also significantly influences consumer purchase desires. Overall, social networking opportunities provided by livestreaming positively affect consumer purchase intentions, demonstrating its value as a multi-functional tool in modern marketing (Zhou et al., 2022).

3.3 Effects to the Respondents of Livestream Influencers

Table 3 Overall Results on the Effects to the Respondents of Livestream Influencers

Indicator/s	WM	VD
Purchase Intention	3.07	Moderate Effect
Purchase Decision	3.07	Moderate Effect
Customer Engagement	2.92	Moderate Effect
Utilization of E-commerce Platform	3.91	Moderate Effect
Average Weighted Mean	3.31	Strongly Agree

****Legend: Major Effect- 3.26 to 4.00; Moderate Effect- 2.52 to 3.25; Minor Effect- 1.76 to 2.50; No Effect- 1.00 to 1.75*

Table 3 shows the overall results on the effects to the respondents of livestream influencers.

3.3.1 Purchase Intention

The analysis revealed that the popularity of livestream influencers significantly impacts consumers' purchase intentions, with an average weighted mean of 3.03, categorized as "Influential." Key factors include the influencer's leading position in the industry, their large and active fan base, and the level of admiration they command from their followers. These findings align with previous research that highlights the importance of influencer credibility and audience engagement in driving consumer behavior (Smith & Anderson, 2021).

3.3.2 Purchase Decision

The analysis indicates that livestream influencers have a moderate impact on purchasing decisions, with an average weighted mean of 3.07. The most significant effect is seen in consumers' decision to buy products after watching livestreams, where the weighted mean is 3.08. This shows that livestream influencers effectively promote purchases by building trust through detailed product information and demonstrations. Overall, livestream influencers play a crucial role in shaping consumer behavior by increasing product knowledge and

trust. Studies have shown that the authenticity and interactive nature of livestreams significantly enhance consumers' purchase intentions.

3.3.3 Customer Engagement

The analysis shows that livestream influencers have a moderate impact on customer engagement, with an average weighted mean of 2.92. Livestream influencers play a significant role in engaging consumers during the purchase process, though there is room for improvement in sustaining engagement after the purchase. Studies indicate that interactive livestreams can enhance consumer engagement and increase the likelihood of purchase

3.3.4 Utilization of E-commerce Platform

The analysis reveals that e-commerce platforms, influenced by livestreaming, have a moderate impact on consumers, with an average weighted mean of 2.91. Livestreaming influencers effectively guide consumers to use e-commerce platforms by integrating purchase links and discount codes into their content. These findings highlight the crucial role of e-commerce platforms in enhancing consumer shopping experiences through livestreaming (Bawack,

3. 4 Significant relationship between profile of respondents and factors that affect purchase intention and the effects of livestream influencers

The findings reveal that age, educational attainment, income, and frequency of using e-commerce platforms significantly influence both purchase intention and the impact of livestream influencers, with p-values indicating strong correlations. In contrast, sex and the specific e-commerce platform used were not significantly related to these factors. The highest level of education showed the strongest relationship with both purchase intention and the influence of livestreaming.

3. 5 Proposed strategic Plan

The proposed strategic plan focuses on the areas of purchase intention, purchase decision, customer engagement, and utilization of e-commerce platforms relative to the impact of livestreaming on the purchase behavior of customers.

4. Conclusions

The study reveals that live shopping is primarily favored by young, educated women with middle incomes, particularly those aged 21–25. Livestreaming

significantly impacts consumers' purchase intentions through the influence of livestreaming influencers, characterized by their reach, responsiveness, and ability to engage audiences. Livestream influencers enhance purchase decisions by providing detailed product information and fostering consumer confidence. There is a significant correlation between purchase intention influenced by livestream influencers and factors such as age, income, and years of e-commerce use. Based on these findings, a strategic plan has been proposed.

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