

Research on the Influence of Commodity Quality on Purchasing Intention under the Background of Live Broadcast with Goods

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Abstract: Webcast has become a new development force of e-commerce. During the epidemic period, the live broadcast and delivery of goods showed explosive growth relying on environmental factors. On November 11, 2020, 70% of the goods were returned due to quality problems. Therefore, this paper explores whether quality is the key factor that affects consumers' purchase intention when they watch live broadcast. In this paper, through the method of questionnaire, 100 data were randomly selected and OLS regression analysis was carried out. This paper draws the conclusion that the quality of goods is positively correlated with consumers' purchase intention and the influence is most obvious. Suggestions are put forward for the live broadcast platform with goods, the anchor with goods and the government control.

Keywords: Live Broadcast with Goods, Purchase Intention, Commodity Quality, Questionnaire.

1. Research Background

During the epidemic prevention and control period, the e-commerce live broadcasting industry rose against the trend, and the attitude of some merchants towards live broadcasting also changed. Large shopping centers such as RT Mart also

began to move their products online. The online survey report on consumer satisfaction of live e-commerce shopping released by the China Consumer Association in Beijing shows that more and more consumers can accept live e-commerce. As a new retail mode, the advantages of live shopping are further highlighted and the "Spring Water" of the consumer market is activated.

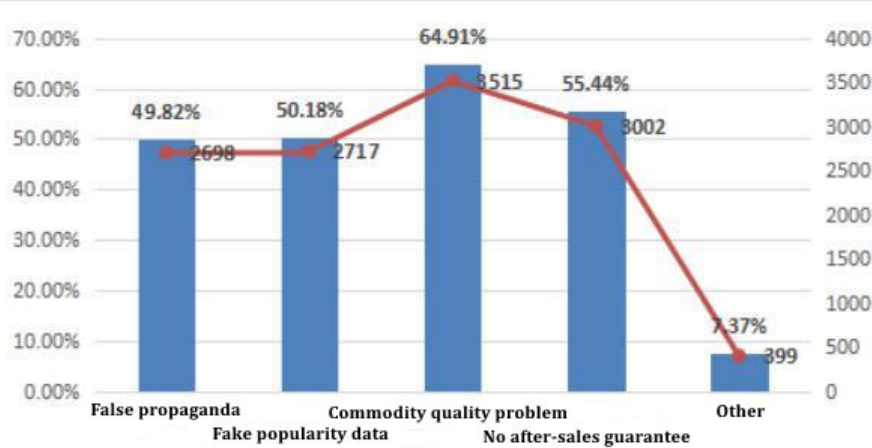
Table 1. Trend chart of live broadcast with goods



However, while the market is booming, some problems also follow. With the rise of the e-commerce live broadcast industry, more and more consumers gradually accept live e-commerce. However, many problems existing in e-commerce live shopping can not be ignored, such as commodity quality

problems, after-sales problems, popularity fraud, comments fraud, false publicity, false transactions, and private transactions to avoid safety supervision. Therefore, we analyze the impact of commodity quality on consumers' purchasing desire.

Table 2. Problems encountered by consumers in the live delivery broadcast



2. Model Design

We published online questionnaires and widely spread them on QQ, WECHAT and other platforms. We received 139 valid questionnaires. We randomly selected 100 questionnaires as samples. According to the results of the questionnaire, the amount of live broadcast consumption is taken as the explained variable Y, the quality q of live broadcast goods is

taken as the core variable X1, the popularity f of the anchor is taken as the control variable X2, the evaluation e of the commodity Barrage is taken as the control variable X3, the preferential degree d of the commodity is taken as the control variable X4, and the answering speed s of the anchor Barrage is taken as the control variable X5.

Table 3. Variable interpretation

Dependent Variable	Live Broadcast Consumption Amount
Independent Variable	Core Variable: Commodity Quality q Control Variable 1: Anchor Popularity f Control Variable 2: Commodity Barrage Evaluation e Control Variable 3: Commodity Preference d Control Variable 4: Answering Speed of Anchor s

According to the sorting and analysis of the questionnaire collection, we assign the results of the questionnaire, and then we build a linear regression analysis model through various factors on the influencing factors of consumers' purchase intention:

$$y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \mu$$

3. Model Inspection

Table 4. Regression model for analysis of factors affecting consumers' purchase intention

Explained Variable	100 Questionnaires Live Broadcast Consumption Amount			
	(1)	(2)	(3)	(4)
Explanatory variable				
Commodity Quality q				0.36*** (0.13)
Anchor Popularity f			0.35*** (0.13)	
Commodity Barrage Evaluation e		0.35*** (0.13)		0.28** (0.19)
Commodity Preference d	0.34** (0.13)		0.29** (0.19)	
Answering Speed of Anchor s	0.29** (0.18)	0.29* (0.18)	0.05** (0.06)	0.06** (0.06)
		0.05* (0.06)	0.01* (0.05)	-0.00 (0.05)
				-0.08 (0.09)
R-squared	0.10	0.11	0.11	0.11
Adj R-squared	0.08	0.08	0.07	0.08

We conducted OLS regression analysis on the factors influencing consumers' purchase intention. After that, we know that the residual of the model is small through the residual test, and we find that there is no serious multicollinearity between independent variables through the variance expansion factor test, and the data can be used with confidence. Through the iteration of the model, we find that the effect of model 3 is the best.

The above table is the specific data sorted out by OLS regression analysis. It is not difficult to see that the quality of goods has the most significant impact on consumers' purchase intention, followed by the influence factors on the popularity of the anchor and the evaluation of the product bullet screen, while the speed of bullet screen answering and the strength of discount have a general impact on consumers' purchase intention.

First, through regression, we find that the quality of goods has the most significant impact on the factors of consumers' purchase intention. With the improvement of people's quality of life and the experience of returning and exchanging goods, people pay more attention to the quality of goods when buying goods live.

Second, at the same time, we find that the popularity of the anchor affects the purchase intention of consumers. The well-known anchor performs well in after-sales guarantee, commodity service, etc., so consumers are more willing to buy the products of the well-known anchor.

Third, the evaluation of commodity barrage has a positive impact on consumers' purchase intention, and the impact is more significant. This shows that in the process of live broadcast, the evaluation made by the bullet screen on the commodity itself, customer service, logistics, etc. will affect whether consumers buy this commodity, which is in line with common sense.

Fourth, the results show that the effect of commodity discount on consumers' purchase intention during the live broadcast is not very significant, which means that consumers pay more attention to the display and interaction of commodities during the live broadcast, and the commodity discount is more prominent on the non live page during the double 11 and other shopping festivals.

4. Conclusions and Suggestions

From the previous models and analysis, it can be seen that the above factors all affect consumers' live consumption behavior to varying degrees. It is very important for the development and profit creation of the shopping platform to study the impact degree and specific ways of these factors on consumers' live consumption behavior. With the popularization and development of the Internet in China, online shopping will surely usher in a more prosperous development. But it is undeniable that there are many problems in the process of online shopping, and many factors restrict the enthusiasm of consumers to participate in online shopping. Online shopping platforms and businesses should face these problems squarely, take positive measures to improve and perfect, and promote the further development of online shopping.

4.1. The Impact of Commodity Quality and Commodity Evaluation on Consumers' Purchase Intention

In essence, "live broadcast economy" is an extension of "attention economy" or "experience economy". The influence and infectivity of the anchor's individual make consumers have higher trust in the products recommended by him; The instant, interactive and socialized consumption scenarios bring consumers a more convenient and fresh shopping experience, which is easier to attract users, but also easier to hide problems.

4.1.1. Commodity Quality Is Difficult to Guarantee

Because of the low threshold for live broadcasting, some e-commerce companies, driven by their interests, sell fake and shoddy goods. The cosmetics and health care products industries are the worst hit areas for the proliferation of fake and shoddy goods. In Guangzhou's urban trade distribution center, customers from all over the country look for business opportunities here, such as product approval, labeling, placing orders, looking for OEM factories, and various cosmetics, health products and other commodities, which are then sold through agents at all levels. In order to make the products have an immediate effect, a large number of illegal drugs and hormones are used in the above-mentioned products. Finally, they are sold by agents at various levels with low prices, special whitening or weight loss effects.

4.1.2. Problems Caused by Commodity Quality

There is a problem with the quality of the goods. When consumers buy the goods, they find that they are seriously inconsistent with the description of the anchor, resulting in poor comments and returns. Some merchants do not bear the freight insurance for the costs caused by the return, resulting in consumers paying the freight, thus reducing consumers' desire for online live shopping.

In view of the problem that the quality of online live shopping affects consumers' purchase intention, we have the following suggestions:

First, classify and grade the live broadcast programs with goods, raise the access threshold for the anchor with goods, and set the qualification conditions for the anchor who promotes and sells special products. For example, for the live broadcast program with food, it is necessary to apply for a health certificate and a food hygiene license; Strengthen cooperation with enterprises.

Second, the anchor of the live streaming network and the red streaming network should be responsible for promoting their own products. The products sold by live broadcast should conform to the facts of the products themselves, pay attention to quality assurance, standardize the advertising language, and do not exaggerate the products to induce consumers to buy.

Third, the competent government departments, regulatory departments and live broadcast platforms should work together to establish a self-discipline mechanism and regulatory mechanism, and build an effective mechanism for government guidance, social participation and market operation.

4.2. Influence of Anchor Popularity on Consumers' Purchase Intention

Famous anchors have played an important role in the dissemination of information. As the intermediate and filtering link of media information and influence, they can influence the trend of public opinion. The opinion leader with live broadcast is a new type of opinion leader emerging in the era of Internet media. Live streaming with goods is a marketing mode of recommending goods and facilitating transactions through video live streaming. It can attract attention, recommend products and guide shopping, and finally realize the realization of traffic. As the interaction between the Internet and consumer groups continues to be active, the consumer demand is increasingly influenced by the opinion leaders of e-commerce live broadcast, and even breaks the information dissemination pattern of traditional society. In the era of information explosion, the mode of live broadcast with goods is indeed very popular, creating new business opportunities for economic recovery. The well-known anchor in live broadcast with goods can indeed have a positive impact on consumers' purchase intention.

Suggestions: As the anchor with a certain voice, he should face up to his own influence and play his own role, improve his professionalism, fully conduct product research, do a good job in after-sales service and guarantee, and bring high-quality products to consumers; Accurately position the market, consider the motives of consumers, formulate corresponding combination plans, and convey the correct values to consumers in a more grounded manner, so as to enhance consumers' sense of gain and happiness.

4.3. The Influence of Discount and Preference on Consumers' Purchasing Intention

Compared with the existence of no purchase restrictions, the existence of purchase restrictions (clarity and fuzziness) will make the tested object have stronger expected inaction regret and purchase willingness for products with the same price discount range (high and reasonable). In the scenario of reasonable discount range, for low-priced goods, compared with fuzzy purchase restrictions, the existence of explicit purchase restrictions does not produce stronger expected inaction regret, while for high-priced goods, compared with fuzzy purchase restrictions, the existence of explicit purchase restrictions produces stronger expected inaction regret and purchase intention.

Suggestion: The low price advantage needs to be truly prominent. The price of special offers must be really reduced in order to truly win the trust of consumers. At present, it is very easy to compare prices on shopping platforms. Since consumers are willing to spend time and cost to listen to the live broadcast of the anchor, in most cases, consumers feel that the price of the live broadcast room is lower than that of the current online shopping platform.

4.4. Influence of Customer Service Response Speed and Merchants' Marketing Strategies on Consumers' Purchase Intention

Our research shows that both online and offline communication affect consumers' purchase decisions. From the perspective of communication between the buyer and the seller, the communication mode of sales service personnel in offline sales directly determines whether the sales can be successful. A similar law has been found in the study of online purchase. The breadth and depth of consumer purchase are affected by the quality of communication between sales and consumers.

Suggestions: Merchants and anchors can extract the emotional elements of products and corporate cultural characteristics. In the era of emotional consumption, they can seek effective factors to move consumers' emotions. They can start from the real life of the audience or use the opportunity to reflect the real emotional state, emotional experience and emotional needs of the public, and find the point where the emotional factors and the live broadcast content meet, Anchors can use their own language and body movements to better render and strengthen these emotional factors, increase their appeal, and then move consumers.

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