

Analysis of the Influence of Host Characteristics on Consumer Purchase Intention in E-commerce Livestreaming

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Abstract: In the current e-commerce livestreaming environment, the host serves as a crucial bridge between products and consumers. The characteristics of these hosts significantly influence consumer purchase intentions. With the booming growth of the e-commerce livestreaming industry, an increasing number of consumers are turning to livestreams to learn about and purchase products. Factors such as the hosts' demeanor, professional competence, and interactive abilities have become significant in influencing consumer decisions. The livestreaming environment offers a more intuitive, clear, and convenient shopping experience, encouraging consumers to explore products through livestreams and fostering a desire to purchase. Given the relatively recent development of e-commerce livestreaming, the mechanisms by which various factors influence consumer purchase intentions are not yet fully understood. Therefore, it is necessary to adopt scientific measures based on actual conditions to enhance the professionalism and visibility of e-commerce hosts during broadcasts, improve the quality of product information disclosure, and strengthen consumers' perceived value and trust in livestreaming, thereby enhancing their purchase intentions.

Keywords: E-commerce livestreaming, Host characteristics, Consumer purchase intention.

1. Definition of E-commerce Livestreaming

Commerce livestreaming is fundamentally a category of online broadcasting that emerged with platforms like Taobao, JD.com, and Vipshop incorporating livestreaming features. It has developed into a new form of entertainment-oriented broadcasting. Today, e-commerce livestreaming extends beyond just these platforms; numerous merchants have entered social platforms such as Douyin and Kuaishou to conduct sales livestreams, further expanding the boundaries of e-commerce livestreaming [1-2]. One of the most

prominent features of e-commerce livestreaming is its high level of interactivity. Hosts—either from the merchant side or professional influencers—promote and sell products in the livestream room, display products from cooperating stores to the audience, answer consumer queries, provide feedback on consumer interaction needs, and offer real-time customer service to the store, thereby fostering interaction with viewers and stimulating their purchasing intentions. The success of e-commerce livestreaming relies heavily on the platform used, with well-known platforms like Douyin, which has a large user base and high traffic, being particularly effective for monetization.

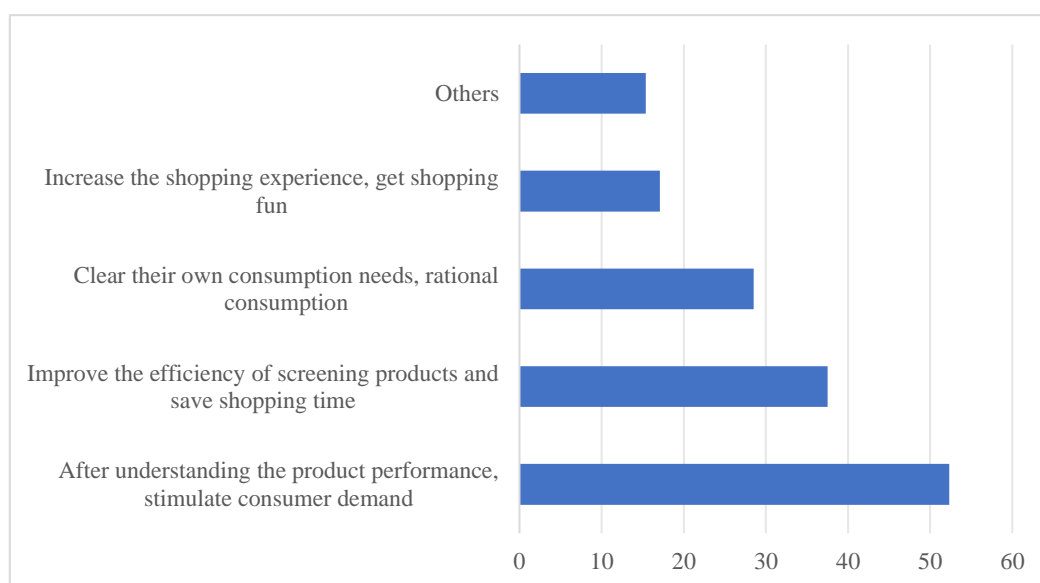


Figure 1. The positive impact of live streaming marketing on consumers

2. Characteristics of E-commerce Livestream Hosts

2.1. Professionalism

The effectiveness of information transmission largely depends on the comprehensive capabilities of the communicator, among which professionalism is crucial. Consumers tend to seek purchase advice from experts who can provide deeper insights into products and make more informed decisions among various options. In the livestreaming context, hosts offer detailed and dynamic

product presentations. The assessment of a host's professionalism not only considers their knowledge related to the product and its field but also their experience with related products or services [3-4]. The perceived professionalism of an information source only has significance if it is recognized by the receiver; it represents the receiver's perception of the accuracy of the information provided by the source. Therefore, hosts need to continually enhance their expertise and focus on interaction and communication with the audience to strengthen the audience's perception of their professionalism and trust.

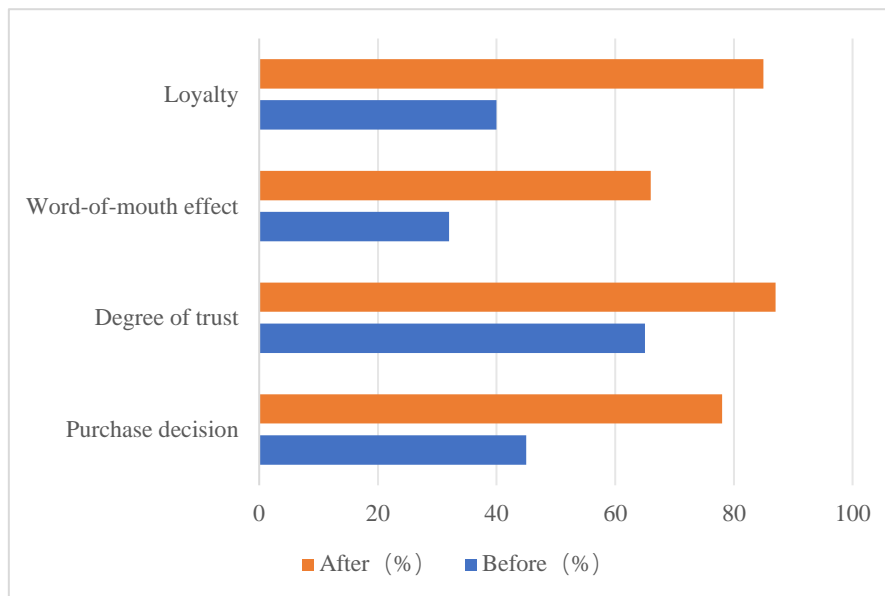


Figure 2. Changes in consumer purchasing psychology before and after the promotion of anchor professionalism

2.2. Interactivity

In past studies on opinion leaders, interactivity was seen as an essential component of the social attributes of opinion leaders. Hosts play a crucial role in the interactivity within the livestreaming room, serving as facilitators of communication and interaction. This interaction helps make the product information more understandable and acceptable to consumers, positively influencing their attitudes. Unlike traditional e-commerce, in livestreaming rooms, consumers can inquire about product attributes in real-time, gaining a comprehensive and detailed understanding, and hosts can respond promptly. When new users enter the livestream room, some hosts greet them warmly, offering a personalized service experience that differs from traditional online customer service. When interpersonal interaction occurs through the medium, it enhances the warmth of the user experience, enriching the shopping experience and increasing satisfaction and perceived value.

2.3. Popularity

Public figures with a good social image and strong credibility have a high level of recognition that reflects their social influence. In the realm of e-commerce livestreaming, hosts may come from various backgrounds such as celebrities, internet influencers, or shop owners with extensive experience. These well-known hosts possess large fan bases, and their endorsements can significantly influence consumer purchasing decisions. Some consumers may develop a preference for certain hosts, experiencing a fan-like devotion

during shopping, enhancing the credibility of the information provided. Hence, hosts with significant popularity are likely to be reliable sources of information, impacting the perceptions and behaviors of their audience. Hosts should be responsible for their statements and recommend quality products to ensure a positive shopping experience for consumers.

3. Impact of Host Characteristics on Consumer Purchase Intention

3.1. Enhancing Consumer Satisfaction

In the livestream shopping environment, the characteristics of e-commerce hosts can demonstrate their expertise and play a guiding role in consumer behavior. Satisfaction acts as a mediator in the influence of livestream shopping characteristics on consumer purchase intentions [5]. The popularity and appeal of hosts can leverage their personal advantages to attract traffic, thereby increasing consumer trust and influencing their repeat purchase intentions and loyalty, leading to purchase and repurchase behaviors. Thus, during the livestream, both information quality and service quality can measure consumer online shopping satisfaction. However, the quality of interaction, the host's control over the livestream pace, and the professionalism of the product presentations also play critical roles. Livestreams should utilize their professional capabilities to create a relaxed shopping environment and bring an immersive experience to consumers. High professionalism in product information and persuasive presentations during the livestream can enhance

consumers' perception of information and service quality, thereby increasing satisfaction and encouraging shopping behavior.

3.2. Enhancing Consumer Loyalty

During a livestream, hosts can use their characteristics to attract consumer attention, creating a desire to shop. The various traits of hosts have differing impacts on consumers. In the context of e-commerce livestreaming, consumer loyalty is primarily reflected in two aspects: behavioral loyalty, where the interaction between host characteristics and product brand types influences consumer loyalty, and attitudinal loyalty, enhanced through interaction and satisfying online shopping experiences, thereby increasing purchase behaviors and customer loyalty. Comprehensive analysis of loyalty metrics, divided into the frequency of product purchases, product repurchase, and the proportion of purchases, clearly shows that the frequency of consumer repurchases is a core indicator of loyalty levels. Additionally, the authenticity, professionalism, and popularity of hosts, as well as their homogeneity with consumers, can enhance consumers' trust and value perception of the host and products, leading to sustained consumption over time.

4. Marketing Strategy Recommendations for Merchants Using E-commerce Livestreaming

4.1. Accurately Assessing Host Fame

The rise of e-commerce livestreaming has attracted many celebrities, but consumer feedback shows diversity, closely related to the professional level of the host. Professional hosts integrate extensive product knowledge into their presentations, offering multi-dimensional comparisons and detailed product descriptions. During lengthy livestreams, hosts need to be well-prepared and familiar with numerous products, requiring actual experience or a relevant professional background to ensure smooth and accurate broadcasting. The participation of celebrities does not equate to effective livestream hosting; mere guest appearances by celebrities do not utilize the potential of livestream e-commerce and may fall into traditional advertising patterns. Although celebrity endorsements can enhance advertising effectiveness, high-profile celebrities have significant social influence, which can add value to the brand to some extent [6-7]. However, e-commerce livestreaming essentially upgrades e-commerce rather than just the livestreaming aspect. Excessive focus on traffic without considering operational challenges behind the scenes can undermine long-term marketing success. Therefore, merchants should rationally view the fame of hosts, not solely relying on their public visibility.

4.2. Maximizing the Advantages of Livestreaming Tools

With continuous advancements in mobile communication technology, livestreaming, as an emerging tool, perfectly fits the closed-loop needs of brand marketing. The growing user base and duration of use of e-commerce livestreaming indicate that this model will occupy a significant position in future consumer shopping habits, as shown in Table 1. Various platforms respond actively by providing traffic incentives and special conditions to encourage merchants to conduct livestreaming activities. For example, Taobao

Livestreaming distributes public domain traffic not based on historical data of the store, meaning that small and medium-sized stores have the opportunity to overtake others on the curve. Under these favorable conditions, merchants primarily using offline retail should complete their transformation early. Properly utilizing livestreaming tools can benefit inventory clearance, customer acquisition, and brand recognition, and also mitigate risks when offline marketing is limited. For merchants, seizing the opportunities of e-commerce livestreaming is not only to adapt to market trends but also to secure a competitive advantage in future business competitions.

Table 1. Performance that exploits the advantages of live streaming tools

Advantages	Specific performance
User scale growth	The scale of e-commerce live streaming users continues to expand, reflecting the increasing acceptance and love of consumers for live streaming shopping models
Platform Incentives	Major e-commerce platforms provide traffic skew to make live content easier to discover by users and increase exposure opportunities
	Special offers, such as coupons and red envelopes, attract users to participate in live shopping and improve conversion rates
Offline Retail Transformation	Offline retailers can broaden sales channels and improve inventory turnover through live streaming transformation
	Live broadcast tools help offline businesses attract new users, expand brand influence, and enhance market competitiveness
Increase brand awareness	In the process of live broadcast, the interaction between the anchor and the user, product display and explanation help to improve the brand image and popularity
	Live broadcast content can become an important carrier of brand communication, enhancing users' cognition and memory of the brand

4.3. Focusing on Consumer Perceived Value

As e-commerce livestreaming becomes a mainstream shopping scenario, consumer purchase intentions are driven not only by the products themselves but also by the perceived entertainment and utility values experienced during the livestream. These two values act as mediators between host characteristics and purchase intentions. When operating e-commerce livestreaming, merchants must recognize this and avoid falling into the trap of solely pursuing technical aspects, such as overly focusing on the smoothness of the livestream or the aesthetic design of the page, while neglecting the actual value perceptions of consumers. In livestream e-commerce, operations should be guided by actual goals, starting from addressing internal motivations and meeting the real needs of consumers [8]. Therefore, hosts should primarily satisfy consumers' perceived utility value, presenting professional, high-quality product introductions, being attentive to consumers' psychology, responding promptly to questions and requests, encouraging participation in interactions, and enhancing the practicality of the livestream room. Simultaneously, they should also consider consumers' perceived entertainment value, creating a pleasant and fun e-commerce livestream shopping experience to enhance the attractiveness and enjoyment of the livestream.

4.4. Selecting Hosts Based on Marketing Needs

In practical e-commerce marketing scenarios, cost

considerations are a reality that merchants must face. Due to the high costs of employing well-known hosts for long-term product promotion, merchants need to make wise choices based on their marketing needs and stage goals. For scenarios such as new product launches and clearance sales, leveraging well-known hosts can quickly expand influence to achieve high exposure and conversion goals in a short time. For everyday sales scenarios, most consumers prioritize shopping needs over entertainment, hence the professional expertise of the host in the product field should be emphasized. Additionally, when opting to leverage well-known hosts to expand influence, precise marketing strategies should be employed. Combining user data for analysis and judgment in consumer psychology and behavior, segmenting the market, and uncovering core user needs are essential. When merchants decide to use well-known hosts, they should also adopt precise marketing strategies. By analyzing user data and the characteristics of the host's fans, defining the target user group and consumer map, selecting hosts with high audience compatibility for collaboration, and developing targeted marketing plans can effectively convert fans and maximize marketing effects.

4.5. Emphasizing the Creation of a Livestream Atmosphere

Creating an engaging and comfortable atmosphere during a livestream is crucial for capturing and maintaining viewer interest. This environment not only supports the host's interaction but also significantly enhances the viewer's experience, making the shopping process enjoyable and memorable. To effectively create such an atmosphere, hosts should employ a mix of visual and auditory elements that appeal to their audience. This includes the thoughtful arrangement of the studio setting, use of appropriate background music, and visually appealing graphics that complement the product presentation. Lighting and camera angles should be optimized to create a welcoming and professional appearance. Additionally, hosts can introduce interactive elements like polls, Q&A sessions, and giveaways to foster a sense of community and participation among viewers [9-10]. By prioritizing a dynamic and engaging livestream atmosphere, merchants can significantly increase the time viewers spend watching, enhance their engagement, and, ultimately, influence their purchasing decisions positively. This strategic focus not only attracts more viewers but also builds a loyal audience that is more likely to return for future livestreams.

5. Conclusion

In the digital era, e-commerce livestreaming, as a novel business model, influences people's shopping methods and consumer habits to various extents. In e-commerce livestreaming, the livestream serves as a core element, and the characteristics of the host significantly affect consumer purchase intentions. A thorough analysis of host characteristics can clearly demonstrate how enhanced professionalism, increased interactivity, and elevated fame of the host can enhance perceived utility and entertainment values. The improvement of these values positively impacts

consumer purchase intentions, providing robust theoretical support for the healthy development of the e-commerce livestreaming industry. Therefore, for e-commerce livestreaming merchants, studying the factors affecting consumer purchase intentions and the pathways through which these factors influence consumer behavior is crucial for promoting production and transformation in livestreaming.

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