Research on the Impact of Webcast on Consumers' Impulsive Purchase

Bing Li
School of Management, Shanghai University, Shanghai, China

Abstract
In recent years, webcast marketing has developed rapidly, which has changed people's consumption mode to a great extent and brought new opportunities for enterprise marketing. This paper explores the impact of webcast marketing on consumers' impulse purchase, and brings marketing enlightenment to the development of e-commerce. This paper expounds the overview of webcast marketing mode, gives the impact of webcast on consumers' impulse purchase, and puts forward some suggestions on webcast marketing.

Keywords
Live Broadcast Marketing; Impulsive Purchase; Marketing Enlightenment.

1. Research Background
With the continuous development of social media marketing technology, many changes have taken place in consumers’ daily habits, and online live shopping has gradually entered consumers’ daily life. Led by Luo Yonghao, Li Jiaqi, Weiya and other popular anchor with goods, webcast with goods has become an important way of "double 11" Shopping Festival and daily shopping. Since 2020, many stars and beauty bloggers have settled on the webcast platform, which has greatly promoted the development of webcast marketing, and the enthusiastic attention of "fans" has accelerated the transformation of people's consumption habits. Taobao, Pinduoduo, TikTok and other platforms are increasing the number of live webcast transactions. Webcast marketing is a new way of shopping. Taking consumer demand as the starting point, through the detailed display and vivid introduction of the product by the anchor and the real-time interaction between the viewer and the anchor, consumers can better understand the product. During the novel coronavirus pneumonia outbreak, people's home life promoted the transfer of home court consumption, more people paid attention to the live streaming shopping, and felt the convenience brought by live shopping, which brought new opportunities for the development of Web-based live broadcasting. The e-commerce platform simplifies the threshold, attracts anchors, gathers fans, establishes an emotional connection between the platform and consumers, and promotes the continuous growth of the market. Webcast marketing not only attracts traffic and meets consumers’ shopping needs, but also brings rich profits to businesses. At present, more and more enterprises take live broadcast marketing as the basic way of product marketing. However, the research of experts and scholars on the online live broadcast marketing model focuses on its media characteristics and the influencing factors of live broadcast platform user experience and satisfaction, and there is less research on the impact of live broadcast on impulse purchase. Therefore, This paper explores the impact of live broadcasting on consumers’ impulse purchase. Through exploration, improve the relevant theoretical system, help enterprises further develop the live broadcast marketing market, and play a certain reference role for enterprises in the formulation of marketing strategies.
2. Overview of Webcast Marketing Mode

As an emerging shopping model, compared with traditional marketing, webcast shopping has differences in consumer interest stimulation, information search and attention objects, and its characteristics will significantly affect consumers' purchase behavior. In the process of live shopping, live webcast with goods highlights the importance of the anchor. In the past traditional marketing model, who is the "spokesperson" is far less important than the importance of businesses or stores. The most important appearance of live webcast is the anchor. The personal characteristics of the anchor and its transmitted characteristics will significantly affect the judgment of consumers. In other words, in the live webcast scenario, consumers change from the previous anchor business to focusing on the network anchor or network celebrity. The communication and interaction between the anchor and the audience runs through the whole process, and the audience groups can also communicate in the form of barrage, forming an open virtual community with the anchor as the main body. Compared with the communication mode in which customers actively initiate consultation in the traditional e-commerce shopping mode, the points of interest to stimulate consumers can be the talent display of the anchor himself, the ability of oral persuasion, etc., and no longer depend on the characteristics of the product or service itself. Therefore, the elements to stimulate purchase desire should be reconsidered. The interaction under webcast is intuitive, immediate, targeted and interactive. It has changed from traditional passive service to active guidance, creating a more real shopping scene. At the same time, sellers display goods and exchange commodity information through live broadcasting, so that consumers can truly perceive the goods. Compared with the traditional e-commerce shopping mode, the authenticity and visibility of goods and services are strong, so that consumers can experience "seeing is believing", create a scene of face-to-face shopping and enhance consumers' sense of presence. Another feature of online live shopping is entertainment. Compared with the traditional e-commerce shopping model, the entertainment in the live shopping context comes not only from the experience and perception of the shopping process, but also from the live content, live participation process, etc. Finally, consumers have diversified sources of information. In the webcast delivery mode, consumers can understand products or services through a variety of comprehensive opinions such as fan interactive messages, online comments and website ratings. Information characteristics play an important role in this process. Considering the role of information features in webcast marketing, this paper will focus on the impact of professionalism, interactivity, attraction and reliability on consumers' impulsive purchase.

3. Impact of Webcast on Consumers' Impulse Purchase

3.1. The Connotation of Consumer Impulse Buying

Since the academic circles first paid attention to impulse buying behavior, different scholars have put forward different concepts around impulse buying behavior in their respective research fields. In the 1940s, DuPont started the research in the field of impulsive buying behavior, in which the concept of impulsive buying was put forward for the first time, that is, after entering the shopping environment, consumers bought goods they didn't plan to buy. In the following period, researchers adopted this definition. Then, with the development of economy, many researchers have further explored and supplemented the meaning of impulse purchase. Stern summarizes the types of consumers' impulse purchase into four types: the first is consumers' impulse purchase outside the shopping plan, that is, completely unexpected unplanned purchase behavior; The second is that when consumers just need to buy a product, they just encounter the goods of this category and buy it without consideration; The third is the impulse purchase caused by advertising suggesting that consumers need to buy; The fourth is that there is a purchase plan in the plan, but when encountering promotional activities, the
purchase behavior is different from that in the plan. But either way, what impulse buying has in common is the behavior of unplanned buying.

Rook believes that impulse buying behavior is greatly affected by psychological emotion. From consumers' contact with goods to impulse buying, it has experienced a strong, sudden and irresistible force. Driven by this emotional force, consumers are easy to make impulse buying. Compared with the impulsive buying behavior of consumers in the traditional offline shopping environment, today's online background gives a new definition of impulsive buying behavior, that is, when consumers find their favorite goods through the browsing shopping interface, they suddenly produce an uncontrollable and unplanned buying behavior due to psychological changes and emotional conflicts stimulated by the browsing interface or marketing. Therefore, I firmly believe that this commodity will bring me great utility and psychological enjoyment, so I will take the fastest purchase action.

Through the above-mentioned academic exposition of the concept of consumers' impulsive purchase behavior, it can be seen that although the description is slightly different, it has three common characteristics as follows: first, there is no plan before purchase; Second, the existence of stimulating factors in the purchase environment; Third, consumers immediately make a purchase decision. The definition of consumers' impulsive purchase behavior can be summarized as follows: in a certain external environment, consumers' desire is stimulated, resulting in strong and sudden emotional response, making unplanned purchase behavior, making decisions on the spot, lacking certain self-control, and the generation of this behavior is immediate and emotional selection and action. In short, impulsive buying is an accidental, uncontrollable shopping behavior that can improve satisfaction. From the perspective of emotional experience, consumers suddenly have a strong desire to buy and ignore the negative impact of this behavior. In conclusion, within the scope of this study, impulsive purchase is defined as the behavior that consumers click the recommendation link to make unplanned purchase immediately after being stimulated by the shopping environment in the live broadcast of e-commerce. In the era of more and more convenient and safe online shopping, the market volume of online shopping is huge, and there are more and more impulsive buying behaviors in online shopping. The stimulation of the external environment makes consumers prone to strong and sudden emotional reactions. In the absence of self-control, it will prompt people to make emotional behaviors immediately. During the live broadcast of e-commerce, the strong stimulation of people and goods yard will trigger consumers' short-term emotion, which will affect consumers to click the link to buy immediately. For consumers, the goods recommended in the e-commerce live broadcast have no prior shopping experience, are not within the consumption plan, and meet the conditions of impulse purchase. In e-commerce live broadcasting, there are emotional and psychological factors supporting impulsive purchase, so after the live broadcasting environment provides stimulation to consumers, it will eventually affect consumers' impulsive purchase.

3.2. The Role of Flow Experience in Webcasting

Flow experience refers to a comprehensive subjective feeling of concentration, control and pleasure produced by consumers in the process of interaction. On the whole, flow experience refers to the overall state when consumers are completely immersed in a certain behavior or activity and ignore the existence of other affairs or things. Flow experience is characterized by temporary "loss of self-consciousness", but consumers are willing to "pay" for it in order to obtain experiential happiness and pleasure. The main characteristics of flow experience include interest, that is, the "interesting" and "entertainable" emotional experience perceived by consumers; High concentration and attention, that is, attention control in the state of concentration; The sense of distortion of time, that is, to feel that time flies and to enjoy a
pleasant state of life. Previous studies have found that flow experience mainly affects consumers in two aspects.
On the one hand, at the level of consumers’ own state, some researchers put forward that some degree of interaction, vividness, telepresence, involvement and attention required by skills and challenges will affect consumers' flow experience. On the other hand, it is the level of external environment. Some studies have pointed out that the two preconditions of flow experience are clear objectives and timely feedback. At the same time, the sense of control should also be regarded as the antecedent factors of flow experience. Some researchers focus on the perspective of website characteristics to explore that both remote perception and website challenges can positively and significantly affect consumers' flow experience. Wu Ruijuan and Wang Chenglu discussed the positive effect of online store professionalism on consumers’ emotion. Professionalism is easy to cause consumers to have high loyalty and purchase intention to virtual online stores due to consumers’ trust. Interactivity is the most important indicator of building a bridge between the anchor and consumers. In the process of watching live webcast, the higher the interactivity, the easier it is for consumers to have a higher sense of immersion, forget the existence of time, and create an intuitive feeling of "immersive". Similar to offline stores, the attractiveness of information in the process of webcast is an important aspect to improve the viscosity of consumers. Information sources with high attractiveness can often more firmly "retain" the target customer group and attract consumers' high attention and concentration. Huang Yao pointed out that information reliability plays an important role in consumers’ emotion and purchase intention. Consumers are more inclined to buy and recommend without hesitation because of their trust in webcast information. In addition, some scholars have proposed that flow experience and entertainment experience complement each other. When consumers have heart flow, they can have a high sense of pleasure in their activities and produce an experience of the integration of behavior and consciousness. This experience is mainly characterized by "presence" or "immersion", which may play a positive role in promoting consumers' impulsive purchase behavior.

3.3. Impact of Live Broadcasting on Consumers' Impulse Purchase
In today’s era of rapid development of network platform and online red economy, live broadcasting is gradually promoted to an indispensable entertainment and leisure activity in people’s life. The live broadcast has moved from the minority to the public, and has a greater and greater impact on consumers, especially on impulse buying. In the special social state of 2020, the economy of China and even the world has been impacted, especially some small and medium-sized enterprises. However, some industries are showing a better and better trend. For example, live broadcasting can not only meet people's sense of emptiness that they can’t go out and stay at home, but also meet people's shopping and consumption needs.
First, live broadcasting with goods is relatively cheap, which can vigorously lure consumers to consume. The cost of live selling is relatively low, and there is no rent cost of the store. Merchants communicate directly with manufacturers to reduce the price difference cost of middlemen. The live broadcast will also reduce the actual price paid by consumers through coupons, live studio activities, etc. When consumers see that the product is much cheaper than other platforms, they will be excited and have a desire to buy.
Second, the live broadcast has a professional anchor, and its professionalism and popularity affect the rational judgment of consumers. As we all know, there are many popular anchors, such as Luo Yonghao, Li Jiaqi, Weiya, etc. they have professional online sales skills, and the live broadcasting room is always full. Li Jiaqi once set a record of selling out 15000 Lipsticks in 5 minutes; Weiya's live studio guided two-hour sales to reach 267 million yuan, creating an industry sales myth. Many buyers said they placed orders unknowingly and felt that their live studio had a magical magic.
Third, many influential stars have joined the live broadcast ranks, opening up popularity for live broadcast sales, forming aid consumption and promoting impulse purchase. More and more stars such as Liu Tao, Yang Mi, Yang Zi and Wang Yaoqing join the anchor studio. At this time, some fans will take the initiative to buy products. This is actually a support activity for stars by fans to buy products to support stars.

Fourth, the live broadcast has strong vividness. Watching the live broadcast is easy to be infected by the atmosphere and generate purchase impulse. The anchor shows the products in all aspects, and users interact in real time for barrier free communication. In a relaxed environment, viewers can understand the products, arouse consumers' desire to buy, and achieve the ideal marketing effect.

Fifth, the live broadcast is at any time. When consumers watch the live broadcast in their spare time, they are more likely to have an impulse to buy. The emergence of live broadcasting caters to the development trend of the current society. Now most of people's leisure time is occupied by electronic products. People will pick up their mobile phones anytime and anywhere, which can meet the fragmentation of time. At the same time, people's consumption level has improved. When people watch the live broadcast and see the products recommended by the anchor, they will have a sense of curiosity, to promote consumption impulse.

Sixth, with the rapid development of social environment, more consumers accept the way of watching live broadcast for shopping. Under the epidemic situation, live broadcasting has risen to a higher level. In order to help the economic recovery of areas with serious epidemic situation such as Hubei, people have chosen this form of live broadcasting. As of April 13, the public welfare live broadcast launched by CCTV has brought more than 100 million yuan of goods to Hubei. Some netizens have said: although they have not fought for Hubei, they have fought for Hubei. In this case, people will choose to silently dedicate their modest efforts to make the country and society better and better.

4. Suggestions on Live Broadcast Marketing

4.1. Merchants Should Make Full Use of Consumers' Psychology in Live Broadcast Marketing

Grasp the psychology of potential consumers entering the live broadcasting room, better stimulate consumers' purchase desire and promote impulse consumption. Live marketing needs to attract consumers' attention in a short time and trigger consumers' purchase impulse. This requires businesses to fully understand consumers' shopping psychology and stimulate consumers' impulse purchase by adjusting the product sequence of live broadcast marketing, combined sales, trial products, emphasizing large product discounts and limited quantity. After consumers enter the live broadcast, different types of marketing incentives can be set to jointly promote the generation of consumers' positive emotions, Through the joint action of a variety of marketing stimuli, consumers are always kept in the mood of excitement and pleasure, while avoiding the generation of consumers' negative emotions and aversion. Consumers will gradually generate purchase impulse in the continuous positive mood, and this purchase desire may exceed the original purchase plan or even exceed the needs of consumers, which can not only meet the potential needs of consumers, but also promote product sales.

4.2. Distribute Coupons and Organize Lottery Draws in Different Time Periods During the Live Broadcast

During the live broadcast, consumers grab coupons and draw prizes to ensure that viewers will not quit the live broadcast room. For example, how many people are online and how many they like will draw a lottery. Generally, when the number of people is about to reach the threshold, the interaction between the live broadcast room will start to become active. At this time, the
anchor cooperates with the interaction and allows users to brush comments. Usually, the popularity of a live activity can be instantly raised to the climax. Stimulate consumers’ interest in watching the live broadcast, make consumers think they have obtained great discounts through live shopping, improve consumers’ satisfaction and promote transactions. You can also set viewing rewards. When the audience reaches a certain live broadcast duration in the live broadcast, they can get the corresponding red envelope reward. In this way, it greatly increases the length of time users stay in the live broadcast room and lays a foundation for later sales transformation.

4.3. **Enhance Interaction with Potential Consumers**

One of the reasons for the short per capita stay time in the live broadcasting room and the loss of audience is that the atmosphere in the live broadcasting room is not high and the live broadcasting room is too boring. This is a more realistic problem. If you feel bored in the live studio, the audience naturally has no desire to stay. In the live broadcast, businesses should adopt practical and effective interactive methods. Businesses can conduct real-time interaction with consumers through the bullet screen, timely obtain consumers’ consumption needs, pay attention to real-time bullet screen speech, and guide consumers to actively communicate and talk. During the live broadcast, we should fully mobilize the shopping enthusiasm of viewers, strengthen the participation of potential consumers through humorous and relaxed ways such as questioning and chatting, transmit product information through interaction, understand consumers’ preferences, stimulate potential consumers’ shopping interest, make consumers happy and get a better consumption experience.

4.4. **Select the Time to Start the Live Broadcast According to the Characteristics of the Target Consumers of the Product**

Make full use of the advantages of the Internet, select market segments according to big data, find accurate target consumer groups, and select live broadcasting time and platform in combination with their age, occupation, gender, living habits and other factors, to attract more potential consumers to join the live broadcasting room and obtain better marketing results.

4.5. **Make Full Use of the Fan Effect and Select Anchors and Stars with High Popularity and in Line with the Product Image**

In the era of traditional media dominating advertising business, performance stars often act as spokesmen for various brands. Stars have their own traffic attributes, and popular stars have a large number of fans. If the selected star spokesperson is in good agreement with the brand image, star fans can become consumers or potential consumers of brands and products, even propagandists and promoters of brands. In the current media environment, "fan economy" has become a very unique phenomenon in the field of entertainment and business. Loyal fan groups are often willing to pay a lot of money to support the stars they worship, including buying the brand endorsed by the stars, forwarding, praising and commenting on the relevant information of the brand activities endorsed by the stars on social media.

Movies and TV dramas and other works attached to stars can be exposed on traditional media such as radio and television, and can also be broadcast on online video platforms. After editing and processing, they can also be uploaded to short video platforms and social media. This way of reaching fans and audiences through multiple channels enables stars to radiate a wide range of people. In addition, due to the needs of their own professional attributes, stars often have professional teams to create and maintain their positioning and image in the eyes of the public.

In addition, with the blessing of works, the possibility of image collapse is smaller than that of online red, the career lifeline is longer than that of Online red, and the risk of using stars as spokesmen is relatively small. In the long run, Higher cost performance. Anchors and stars have a great impact on consumers’ purchase impulse in the live broadcast. Choosing a well-known
anchor or star will attract a large number of fans to join the live studio, obtain fan effect, and improve product sales and product popularity.

4.6. Pay Attention to Word-of-Mouth Effect

In the Internet era, the information dissemination speed is very fast. Guide and encourage consumers to publicize products through personal social platforms, such as microblog forwarding lottery and other activities. Through word-of-mouth effect, improve product popularity, stimulate potential consumers' purchase impulse and promote sales growth.

References