

Summer 5-28-2023

Impact of Trial Feedback in Live streaming e-Commerce: Evidence from Make-up Products

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Recommended Citation

You, Weijia; An, Kexuan; Xie, Yujie; Zhang, Yutong; Song, Guijie; Chen, Lulu; and Hu, Jinmou, "Impact of Trial Feedback in Live streaming e-Commerce: Evidence from Make-up Products" (2023). *WHICEB 2023 Proceedings*. 60.

<https://aisel.aisnet.org/whiceb2023/60>

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Impact of Trial Feedback in Live streaming e-Commerce:

Evidence from Make-up Products

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1. INTRODUCTION AND RESEARCH QUESTIONS

With the rapid development of Internet and the arrival of short video era, a new network culture which is called wecast rises. Live streaming e-commerce, as an e-commerce form using live broadcasting as a channel to achieve marketing purposes, is the product of the two-way integration of live broadcasting and e-commerce under the background of the digital era. In live streaming e-commerce, the real-time interaction between the wecast host and potential consumer greatly shortens the decision-making time of consumers and stimulates the generation of consumer demand.

From the research of Kempf[1] and Smith[2], it has been found that free trial can affect consumers' cognition, purchase intention and brand loyalty. Several research has confirmed that consumer evaluation has a significant positive impact on consumers' decision-making, and is one of the important reference for consumers' purchase behavior[3,4,5]. However, in the scenario of live streaming e-commerce, whether trial feedback will stimulate consumers and affect their perceived value, and whether it impacts consumers' regular purchase intention and impulse consumption is worthy of in-depth exploration. Taking make-up products as an example, through the method of survey, this paper studies the relationship between trial product feedback, perceived value, and both regular and impulse purchase intention in the live broadcasting room, and puts forward suggestions on the free trial and feedback mechanism in the live streaming e-commerce.

2. THEORY AND RESEARCH FRAMEWORK

Illustrated by Figure 1, this paper tries to construct a model which added the feedback which is from the free trial to the live broadcast environment, so as to trigger consumers' perceived value. It studies the impact of the trial feedback mechanism on consumers' purchase intention and impulsive consumption.

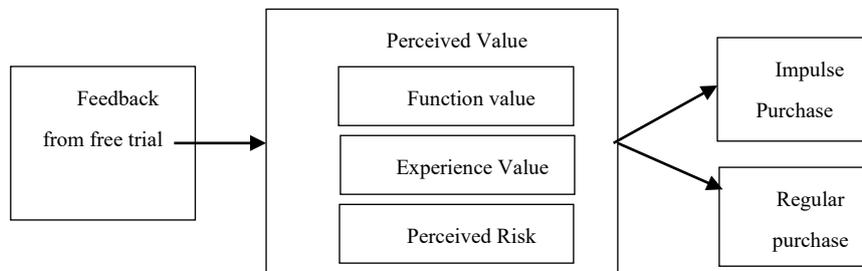


Figure 1. Research framework

According to the purpose of this study, the respondents were divided into two groups, which are with and without free trial feedback. The respondents answered the questionnaire according to the live broadcast they watched.

3. RESULTS AND MAJOR FINDINGS

According to Table 1, the free trial's feedback positively affects the product value and perceived risk, and the path coefficients are 0.441 and 0.427 respectively. The product value positively affects consumers' purchase intention, and the corresponding path coefficient is 0.861.

Table 1. Estimation of the path coefficient (full model)

Path	Coef.	P-value	Significance
Trial feedback →Functional Value	0.441	0.000	Significant
Trial feedback →Experience Value	0.238	0.134	Insignificant
Trial feedback →Perceived Risk	0.427	0.002	Significant
Functional Value →Regular Purchase	0.861	0.000	Significant
Functional Value →Impulse purchase	0.173	0.498	Insignificant
Experience Value →Regular Purchase	0.113	0.420	Insignificant
Experience Value →Impulse purchase	0.131	0.632	Insignificant
Perceived Risk →Regular Purchase	-0.231	0.129	Insignificant
Perceived Risk →Impulse purchase	-0.151	0.656	Insignificant

4. CONTRIBUTIONS

This paper focuses on the feedback mechanism of free trial, establishes a conceptual model, and tests the hypothesis that the feedback from free trials positively affects consumers' purchase intention through the intermediary variable of perceived product value. It provides some managerial implications for the live webcast host to increase the perceived product's functional quality. Providing free samples during the live webcast and collecting feedback from the free trials do help to reduce the information asymmetry and increase the purchase intention. However, the finding is limited to products in the industry of cosmetics. More research will be done to test the generalizability of these findings.

ACKNOWLEDGEMENT

This research was supported by Fundamental Research Funds for the Central Universities under Grant 2021SRY05 and Beijing Social Science Foundation under Grant 22GLB023.

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