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Xuesong Wang

Business and Tourism School, Sichuan Agricultural University, Chengdu, 611830, China

Xiaolin Li

Business and Tourism School, Sichuan Agricultural University, Chengdu, 611830, China,
916686090@qq.com

Shili Chen

Business and Tourism School, Sichuan Agricultural University, Chengdu, 611830, China

Mengqian Guo

Business and Tourism School, Sichuan Agricultural University, Chengdu, 611830, China

Dunhu Huang

Business and Tourism School, Sichuan Agricultural University, Chengdu, 611830, China

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Full Research Paper

Research on the Influence of E-commerce Live Streaming on Consumers' Purchase Intention——Based on SOR Theory

Xuesong Wang, Xiaolin Li^{1*}, Shili Chen, Mengqian Guo, Dunhu Huang

¹Business and Tourism School, Sichuan Agricultural University, Chengdu, 611830, China

Abstract: E-commerce webcasting has developed rapidly since its emergence in 2016, and has attracted much attention due to its vast traffic dividend. Based on flow theory, opinion leader characteristics and SOR (stimulus-organism-response) model, this study determined that anchor characteristics, product promotion and external situational factors were used as stimulus variables. Consumers' perceived practical value was introduced as mediating variables to construct The model of consumers' purchase intention under the scenario of e-commerce live broadcast and research hypotheses are put forward to explore the factors and internal mechanisms that affect consumption intention. Taking the consumer group represented by college students as the research object, the study found that: the situational factors and the anchor's professionalism will have a positive impact on the perceived practical value and consumption intention of college students; product promotion factors and popularity of anchors have no direct influence on consumption intention; perceived practical value plays an intermediary role in the process of college students' consumption willingness.

Keywords: e-commerce live broadcast, SOR theory, consumption willingness, opinion leader

1. INTRODUCTION

1.1 Research background

As an emerging "social" marketing model, e-commerce webcasting has developed rapidly since its emergence. While being favored by online shopping platforms and merchants, it has also accumulated many user groups. According to the statistics of the 48th "Statistical Report on the Development of China's Internet Network" released by the China Internet Network Information Center (CNNIC), as of June 2021, the number of online live broadcast users in China has reached 638 million, of which the scale of e-commerce live broadcast users is 384 million[1]. The expansion of the scale of consumer groups, the birth and maturity of 5G technology, and the completion of network infrastructure construction have all provided opportunities for the rapid development of the e-commerce live broadcast industry.

The Outbreak of New Crown Pneumonia in 2020 has dealt a blow to the offline physical retail industry. Still, it has accelerated the development of the e-commerce live broadcast industry with expanding capital capacity. Under the requirements of normalized prevention and control of the epidemic, many enterprises are working remotely, and more and more consumers choose "cloud shopping," which has boosted the maturity and evolution of the "e-commerce + live broadcast" model. In the blue sea of e-commerce market, effectively utilizing the vast traffic advantages brought by network broadcast and converting them into actual purchase intentions, increasing users' loyalty to the platform or enterprise, plays a vital role in upgrading the traditional economy and the development of enterprises. Therefore, in the context of e-commerce live broadcast, it is of great significance to explore the factors affecting consumers' purchase intention for the sustainable and healthy development of the e-commerce live broadcast industry and to improve the diversion and transformation ability of enterprises.

Contemporary college students living in the ivory tower have become one of the leading Internet consumer

¹ Corresponding author. Xiaolin Li, Email : 916686090@qq.com

groups. According to the 47th "Statistical Report on Internet Development in China," students account for 21% of the largest group of netizens. College students are not only representatives of being able to perceive and accept new things keenly, but also online shopping users who can transform their desire to pursue individuality into a specific purchasing power. As one of the main groups of Internet consumers, college students have experience in using Internet live broadcast platforms, and are easily influenced by opinion leaders in online shopping and consumption. At the same time, due to their educational experience and campus external environment influence, has yet to be fully involved in the social environment of the student body, did not form a mature and rational consumption concept, values and aesthetic view around similar reference group influence, in the network shopping consumer decision, prone to impulse buying behavior. Based on this, this paper explores to what extent e-commerce live broadcast will impact college students' consumption intention and the factors that have an effect, and studies the influencing mechanism of the purchase decision process.

1.2 Research status

1.2.1 Related research on SOR theory

The SOR (stimulus-organism-response) theoretical model was proposed by Mehrabian and Russell and applied to the field of environmental psychology to explain the influence of external environmental factors on people's cognition, emotion and behavior^[2] (1974, quoted from Jiman , 2020). The scholar Eroglu first applied this model to the study of online shopping in 2001^[3] (2001, quoted from Jiman, 2020). Combining the personality characteristics of consumers, he conducts experiments on different online store environments, and the results show that the online store environment will affect the subjects' perception of the goods, thereby affecting the purchase decision.

With the rapid development of e-commerce in recent years, the SOR model has been widely used to study consumers' Internet purchase behavior, exploring the influence of online shopping environment factors on users' purchase intention and consumption behavior. Song Zhijie and Tang Xiaoli based on the SOR model, using price and evaluation as stimulus variables, and consumer sentiment and perceived value as mediating variables, the study found that price and evaluation factors significantly affect consumers' emotions and cognition. In contrast pleasant emotional experience positively affects purchases Willing^[4]. Zhou Yifei investigated the influence of e-commerce internet celebrities on the purchase intention of college girls based on the SOR model. The study found that through the mediating effect of flow experience and impulsiveness traits, the usefulness, product involvement and interaction of e-commerce internet celebrities were significantly affected by Investigator's inner state and purchase intention^[5].

1.2.2 Characteristics of information sources and opinion leaders

Information sources refer to the head of information resources. In the marketing communication model, information sources refer to the sender of information and the controller of information communication^[6]. In social psychology, information sources are divided into three characteristics: credibility, professionalism, and attractiveness. The professionalism of the information source means that the information receiver perceives that the acquired information resource provides rich and reliable relevant knowledge or experience in a particular field. In the era of e-commerce live broadcast, the professionalism of anchors as opinion leaders means that they need to control the quality of the products they recommend. At the same time, they need to have rich experience in using products in the area, as well as the ability to anticipate and guide the direction of the field. Their audience groups reduce the selection risk and time cost when purchasing, and then recommend cost-effective products for consumers. Liu Fengjun, Meng Lu, etc. took the characteristics of Internet celebrity information sources as the research object, and found that the professionalism of Internet celebrities can positively affect the purchase intention through the perception of practical purchase value of consumers' cognitive path^[7]. Therefore, this study takes the professionalism of anchor information source as one of the factors of stimulus variable.

Stern and Gould in 1988 put forward four main characteristics of opinion leaders: popularity, product involvement, professionalism and interaction^[8]. Rogers' theory of innovation diffusion believes that every new product has pioneers who are keen to try and share the experience of using the new product. Innovators who master the way to transmit information quickly can generally lead the trend, while in the case of e-commerce live streaming, innovators appear as high-profile opinion leaders. The influence and leadership of opinion leaders will be strengthened with the increase in their visibility. Therefore, the popularity of opinion leaders is taken as another factor of anchor characteristic factor variable in the stimulus variable in this study.

1.2.3 Flow Theory and Perceived practical value

Flow is defined in psychology as: a person is completely immersed in an activity and devotes his total mental energy to it, while feeling great pleasure and a high sense of fulfillment^[9]. (2007, quoted from Liu Fengjun, 2020) Perceived value is an overall subjective evaluation made by consumers after weighing the benefits and utility of products or services, and the degree to which they achieve their psychological expectations after using them, compared with the cost of acquiring them^[10]. Among them, perceived practical value is one of the representative value classification methods. Practical shopping value refers to the ability to meet people's demands for functionality, usefulness, and practicality of consumer goods, and the purpose is to solve customers' demands, or to help consumers achieve a specific task^[11]. (2016, quoted from Liu Fengjun, 2020) CHANG et al. took the social website as the experimental situation, and found that the practical value of the website perceived by users would positively affect the flow experience^[12]. (2014, quoted from Liu Fengjun, 2020) Experiments by BRIDGES et al. prove that the practical value perceived by consumers to online shopping websites will produce a flow experience for them^[13]. (2008, quoted from Liu Fengjun, 2020)

2. RESEARCH MODEL AND HYPOTHESES DEVELOPMENT

2.1 Model construction of the formation mechanism of consumers' purchase intention

Based on the research results of previous scholars, the paper constructs a research model of consumer purchase intention with SOR theory. The SOR model consists of: stimulus, organization, and response:

S stands for the independent variable, embodied in people exposed to the process of interaction with external environmental factors. The stimulation could be the macro stimulus, factors such as policy, economic situation, can also be product promotion, the host performance, etc. The external situational factors in the electricity business live, therefore the selected independent variable factor, referring to the research of JiMan, The product promotion factor and characteristic situational factor were taken as one of the stimulus variables. Meanwhile, according to the characteristics of the information source, anchors are opinion leaders with professional knowledge and ability in a particular product field. Their control and familiarity with the product can effectively improve consumer trust and stimulate consumption intention. Therefore, referring to Liu Fengjun's research, the professional anchor characteristics are another factor of the stimulus variable. Learning from Zhou Yifei's research, the popularity of anchor feature factors is selected as another factor of the independent variable factor.

O stands for the intermediate variable organism, namely, human emotional state and cognitive state. The mental state refers to people's thinking response to stimuli, such as thinking, etc. Emotional state is often regarded as stimulation-induced emotion and evaluation of stimulation. According to the flow theory and customer perceived value, in the e-commerce live broadcast scenario, the anchor creates an immersive feeling for the audience by creating a highly interactive atmosphere. The audience has a flow experience and a good impression of the anchor. The audience's self-shopping pleasure and immersion are significantly improved, and their information acceptance and recognition levels are also improved. The trust in anchors reduces consumers' perceived risk of the purchase. They can get higher discounts and concessions in the live broadcast room, thus

improving their perceived practical value and enhancing their purchase intention of anchors' promotion of products. Therefore, this study takes consumers' perceived practical value as an intermediary variable.

R represents the dependent variable, people's response of people to external stimuli. This response can be divided into two behaviors: approach or avoidance. Approach behavior is a positive response, such as generating purchase intention. Therefore, this study used purchase intention as the dependent variable.

The hypothetical model of this paper is as follows :

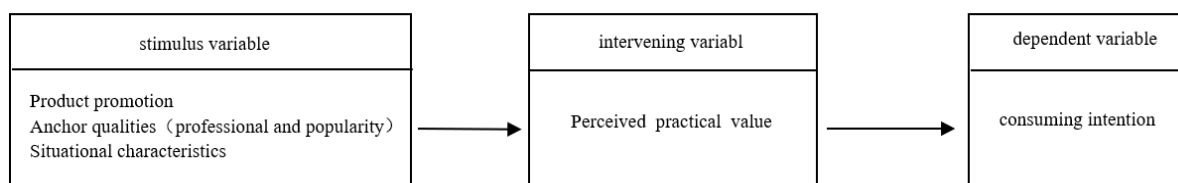


Figure 1. Research model.

2.2 The design of indicators for the formation mechanism of consumers' purchase intention

2.2.1 Product promotion factors and perceived utility value

Among the five dimensions of consumer perceived value divided by Sheth et al., functional value reflects the relevant attributes of products, such as performance, price, etc.^[14]. (1991, quoted from Jiman, 2020). The price characteristics are closely related to the corresponding promotions in the live broadcast room. Various forms of deals when selling products during e-commerce live broadcasts, such as limited-time promotions, discounts, etc., can make consumers feel that it is cost-effective to purchase the product in time, stimulate consumers' perceived utility value. Accordingly, based on the premise of the e-commerce live broadcast scenario, the following assumptions are put forward:

Hypothesis 1: Product promotion factors positively affect consumers' perceived utility value

2.2.2 Situational characteristics and perceived utility value

The situational factors of e-commerce live broadcast are reflect of the situation in the live broadcast room. Such as transactions of goods, the number of real-time online viewers, etc. The study by Kauffman et al. found that the number of order transactions has a significant positive impact on consumer trust^[15]. The increase in the number of purchases will make consumers feel that the purchase risk is shared, resulting in a happy mood. According to the theory of herd behavior and group effect, the more people who place an order in an e-commerce live broadcast, the stronger the ability of its live broadcast room to drain traffic, and the individual will be more inclined to watch and feel recognized. Based on this, it is hypothesized that:

Hypothesis 2: Situational characteristics positively affect consumers' perceived utility value

2.2.3 Anchor popularity and perceived practical value

In the scenario of e-commerce live broadcast, consumers are more inclined to trust high-profile anchors. Opinion leaders with high reputation and fan base in the field are more trusted. Such highly influential opinion leaders publicize new products to consumers through internal information dissemination network. However, with a high sense of social presence, consumers will be more willing to enhance their sense of identity to trusted anchors when they perceive direct interaction with them, thus increasing their brand loyalty and purchase intention. As opinion leaders, the active and effective information transmission of Internet celebrity anchors can help attract fans with similar aesthetic views. The influence and leadership spreading among fans can help reduce the risk perception level of audiences and reduce their purchase concerns. For the non-fans, the audience can improve their expectation, trust and recognition of the product through the real-time trial and all-round display and introduction of the product by the host, and have a psychological tendency to try and buy, so as to satisfy their spiritual pleasure brought by choosing to buy cost-effective products. Based on this, the hypothesis

is proposed:

Hypothesis 3: The popularity of the anchor has a positive impact on consumers' perceived utility value

2.2.4 Host professionalism and perceived practical value

The vast majority of consumers generally believe that opinion leaders will promote products from the perspective of ordinary consumers, and they agree with the information and suggestions delivered by bloggers they follow, because compared with the advertising and promotion of merchants, it is obvious that people they trust are more persuasive. Secondly, opinion leaders with higher professionalism are much more familiar with and good at a certain field than groups with lower product involvement. Therefore, the information transmitted by opinion leaders can be recognized and trusted by most consumers, arouse their perceived value of products, and further enhance their purchase intention. Live on electricity scenario, opinion leaders in web celebrity anchor, with the identity of the talent, to expand its influence and power, electricity, the host need to constantly improve their professional level, and earlier contact and continue to use fan group intention of new products, the process can improve consumer's trust in the anchor and the experience of consumers shopping process. Based on this, the hypothesis is proposed:

Hypothesis 4: The professional of the anchor has a positive impact on consumers' perceived utility value

2.2.5 The influence of consumers' perceived value of practicality on consumption intention

Consumption willingness refers to the possibility that consumers are willing to make purchases after receiving external stimuli or being awakened by external factors. Perceived practical value refers to the overall estimation of the practical efficacy and service level that consumers may enjoy after weighing the cost of a product or service. The higher the practical value felt by consumers, the stronger the purchase intention may be, and the greater the probability of purchasing behavior. Based on this, it is hypothesized that:

Hypothesis 5: Consumers' perceived utility value positively affects their willingness to consume

3. MODEL TESTING AND DATA ANALYSIS

This study draws on well-established scales with known dimensions. ①About product promotion factor scale, the main reference is the research results of Wang Qiuzhen, Ji Man and other scholars, and appropriate adjustments have been made in combination with this research^[16]; ②Regarding the measurement scale of the situational characteristic factors, it mainly draws on the mature scales of scholars such as Flanagin and Ji Man, such as "the number of transactions of the products in this e-commerce live broadcast is very large"; ③ Regarding the measurement scale of the anchor's popularity, it mainly draws on Mengfei^[17], Zhou Yifei and other scholars used the scales in their research, and the specific operation is such as "an e-commerce anchor with a certain reputation in the society will arouse the attention of you or your relatives and friends"; ④ Regarding the measurement scale of the anchor's professionalism, this study refers to Parasuraman (1988, quoted from Liu Jia, 2021) and Liu Jia and other scholars' mature scales^[18]; ⑤Regarding the measurement scale of perceived utility value, this study mainly refers to LOIACONO (2007, quoted from Liu Fengjun, 2020) and Liu Fengjun scholars, such as "Do you think the products recommended by e-commerce anchors just meet your needs" ⑥Regarding the measurement scale of consumers' purchase intention, this study mainly refers to FANG (2012, quoted from Liu Fengjun, 2020) and Liu Fengjun scholars Mature scale, the item design of the scale includes, for example, "Are you willing to buy products recommended by e-commerce anchors". The type of scale used for the above questions is a five-point Likert scale, with 1-5 indicating an increase in the degree of agreement from low to high.

3.1 Descriptive statistical analysis

During the research period, questionnaires were mainly distributed through the platform of "Wenjuanxing", and the research objects were mainly e-commerce live broadcast users who had watched live broadcast with

goods or had purchase behaviors, and they must be selected as college students. A total of 121 valid questionnaires were obtained after cleaning the questionnaire data, and the recovery rate was 86.5%.

Table 1. Sample demographic information.

Demographics	Project breakdown	Number of people	percentage
Gender	Man	50	41.32
	Woman	71	58.68
Age	≤18	9	7.44
	18—22	21	17.36
	23—25	44	36.36
	≥25	47	38.84
Education	Undergraduate or below	106	87.6
	Master degree	10	8.26
	Doctoral degree or above	5	4.13
Monthly disposable amount	≤1000yuan	34	28.1
	1000yuan—1500yuan	35	28.9
	1501yuan—2000yuan	33	27.27
	2001yuan—2500yuan	19	15.7

3.2 Reliability test

The Cronbach's Alpha coefficient of the overall reliability of the questionnaire was calculated by SPSS analysis software to be 0.979, and the reliability coefficients of all variables were above 0.85, indicating that the reliability of the questionnaire was good.

3.3 Validity test

The KMO values of the overall questionnaire and each variable were greater than 0.7, and the P values in the Bartlett sphericity test were all equal to $= 0.000 < 0.05$, indicating that the questionnaire data can be tested for further validity. In addition, this study draws on mature scales with known dimensions and has high content validity, so confirmatory factor analysis is carried out.

3.3.1 Construct validity

The CMIN/DF is 1.507, which is ideal when it is less than 3, the RMSEA is $0.065 < 0.08$, and the relevant indicators such as CFI and TLI are all > 0.9 , indicating that the overall model has a good fit.

Table 2. Model fit index.

Model fit index					
CMIN/DF	RMSEA	NFI	CFI	IFI	TLI
1.507	0.065	0.907	0.966	0.967	0.959

3.3.2 Convergent validity and combined reliability

It can be seen from the data in the table that the AVE > 0.5 , the Estimate > 0.7 , and the CR > 0.8 , indicating that the aggregated validity and combined reliability of the data are high.

Table 3. Related indicators of validity test.

Path			Estimate	AVE	CR
A1	<---	product promotion	0.842	0.698	0.874
A2	<---		0.875		
A3	<---		0.786		
B3	<---	Situational characteristics	0.815	0.683	0.866
B2	<---		0.850		
B1	<---		0.811		
C3	<---	popularity	0.824	0.730	0.890
C2	<---		0.877		
C1	<---		0.858		
D4	<---	professional	0.779	0.678	0.894
D3	<---		0.869		
D2	<---		0.822		
D1	<---		0.827		
E5	<---	Perceived practical value	0.825	0.685	0.916
E4	<---		0.771		
E3	<---		0.858		
E2	<---		0.830		
E1	<---		0.849		
F3	<---	consuming intention	0.821	0.674	0.861
F2	<---		0.833		
F1	<---		0.811		

3.4 Path analysis

Table 4. Path coefficient.

Path number	X	→	Y	Nonstandardized path coefficient	SE	z (CR)	P	Normalized path coefficient
1	product promotion	→	Perceived practical value	0.173	0.07	2.473	0.013	0.176
2	Situational characteristics	→	Perceived practical value	0.244	0.069	3.549	0	0.24
3	popularity	→	Perceived practical value	0.3	0.068	4.39	0	0.312
4	professional	→	Perceived practical value	0.267	0.079	3.375	0.001	0.267
5	Perceived practical value	→	consuming intention	0.26	0.129	2.007	0.045	0.252
6	product promotion	→	consuming intention	0.198	0.102	1.94	0.052	0.195
7	Situational characteristics	→	consuming intention	0.399	0.103	3.884	0	0.382
8	popularity	→	consuming intention	-0.156	0.105	-1.487	0.137	-0.157
9	professional	→	consuming intention	0.272	0.118	2.315	0.021	0.264

The research hypothesis is verified by AMOS software, and the data in the table shows that:

The normalized path coefficients of paths 1 to 5, path 7 and path 9 are all greater than 0, and the critical ratios (CR) of these seven paths are all greater than 2.0, and show a significance level of more than 95%. There is a positive relationship between the two dimensions.

According to the path regression coefficient graph, the popularity of anchors does not have a direct and significant influence on consumption intention ($P=0.137>0.05$), but through the mediating effect of perceived practical value, consumers' purchase intention will be improved. Analysis of the reasons shows that as rational consumers, well-known anchors can indeed increase consumers' trust to a certain extent. However, only after the product is measured to be practical for them, the positive recognition will arouse consumers' purchase intention

and turn it into purchase behavior.

3.5 The mediation of utility

The mediation effect was tested using the Bootstrap method, and the sampling times were 5000 times. It can be seen from the data in the table that the lower and upper limits of the 95% confidence intervals of the four paths do not include 0, indicating that the mediating effects of the four hypothetical paths are significant.

Table 5. Mediating effect.

Path	Effect	95%confidence interval		Effect of
		floor	ceiling	
Product promotion—Perceived usefulness—Consuming intention	0.8868*0.5515=0.489	0.315	0.673	56.30%
Situational characteristics—Perceived usefulness—Consuming intention	0.4384*0.9168=0.402	0.194	0.604	43.75%
Popularity—Perceived usefulness—Consuming intention	0.7952*0.8816=0.701	0.447	0.943	86.62%
Professional—Perceived usefulness—Consuming intention	0.9190*0.4824=0.443	0.224	0.650	49.51%

4. RESEARCH CONCLUSIONS

The data collected and analysed by the survey led to the following findings:

① Situational characteristics and the professional characteristics of anchors positively affect consumers' purchase intention; ② Product promotion and anchor popularity through the mediating role of perceived practical value, thereby increasing consumers' purchase intention. This may be because consumers have developed a certain tolerance and immunity to discounts and promotions. When they do not perceive that the product is what they really need, simple promotion cannot cause purchase behavior. In the same way, a high-profile anchor can increase consumers' trust in the products he brings, but it cannot directly arouse consumers' desire to buy. Positive trust emotions alone cannot arouse consumers' needs for all products. As a rational consumer, when making a purchase decision, they will weigh whether the product is needed by themselves, and only based on positive recognition will arouse the willingness to purchase and convert it into a purchase behavior.

5. RESEARCH SUMMARY AND PROSPECT

5.1 Research significance

In theory, this study draws on the SOR theory that is currently widely used in the Internet context to investigate consumer purchase intentions, and combines it with the research content to enrich the related research on consumption intentions in e-commerce live broadcasts; in the e-commerce live broadcast scenario, through the mediating role of perceived practical value, situational characteristics, product promotion, and the professionalism and popularity of anchors will have a positive impact on consumers' purchase intentions.

In practice, in the e-commerce live broadcast scenario, opinion leaders appear as internet celebrity anchors and goods-delivering experts. The products that the anchor recommends from the perspective of consumers can be more accepted and recognized by the audience. At the same time, e-commerce anchors need Continue to improve your professional level, and get in touch with new products that the fan group intends to use earlier and continue to use. This process can enhance consumers' trust in the anchor and the experience of consumers in the shopping process. The core competitiveness of e-commerce anchors comes from the grasp of audience needs and a high degree of understanding of their fields and products. Therefore, e-commerce anchors need to grasp consumers' consumption psychology, understand their aesthetic concepts, help consumers reduce decision-making time, reduce opportunity costs, and reduce purchase risks. In addition, creating a good atmosphere in the live broadcast room can help reduce consumers' perception of purchase risks, improve their recognition of products, and promote the conversion of purchase intentions into actual purchase behaviors.

5.2 Research limitations and prospects

The data collection method used in this study is to issue questionnaires, but the sample size is small, and due to time and funding constraints, in-depth interviews with respondents were not possible. There may be shallow and superficial shortcomings. Meanwhile, the questionnaire collection method is non-probability sampling, which is not conducive to estimating the population compared with probability sampling.

When designing the scale, because it did not perfectly fit the mature scale of this study, we all drew on the mature research results of previous scholars, and modified the scale according to the needs of this research. It will affect the reliability and validity of the overall scale.

When determining stimulus variables and mediating variables, we only rely on the data feedback results of the small sample in the early stage and refer to relevant literature to select independent variables and mediating variables. At the same time, three dimensions and four factors are selected for the independent variables. We should avoid selecting independent variables with a large span. We can refine a single dimension into different factors, and try to add moderator variables and control variables to enrich the research.

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