

Digital Era Live Streaming's Impact on Consumer Tendency

Manru Dong, Yuxuan Zhao, Ruinan Fu, Sirui Sun

School of Systems Science and Statistics, Beijing Wuzi University, Beijing, China

ABSTRACT

This study investigates the influence of live-streaming e-commerce on consumer purchasing behavior in the digital era. Through a combination of quantitative and qualitative analyses, it was discovered that factors such as interactivity, entertainment value, host professionalism, and promotional activities significantly augment consumers' willingness to purchase, with a particular emphasis on impulsive buying. The concept of co-presence and social presence in live-streaming has a substantial impact on herd consumption behavior, while the personality and preferences of consumers play a pivotal role in live-streaming shopping. The research also reveals that the market potential of young consumers is immense, yet their attention to live-streaming sales advertisements is lacking. Furthermore, the awareness of products available through live-streaming is insufficient. Consequently, it is recommended to enhance product quality, increase discounts, optimize the live-streaming experience, and strengthen industry regulation. The findings of this study offer a fresh perspective on understanding the impact of live-streaming e-commerce on consumer behavior and provide theoretical support for e-commerce live-streaming practices.

KEYWORDS: *Digital Era; Live Streaming Commerce; Consumer Behavior Trends; Decision-Making in Purchasing*

INTRODUCTION

In the digital age, with rapid advancements in internet technology, live-streaming e-commerce has emerged as a prominent consumption model, attracting widespread attention. As this model prospers, its influence on consumption trends becomes increasingly pronounced. Without a thorough analysis and judicious guidance, there is a potential for irrational consumer expenditure, resource wastage, and other adverse outcomes. To address these concerns, this paper employs both quantitative and qualitative research methodologies to investigate the impact of live-streaming e-commerce on consumers' purchasing decisions and behaviors. Furthermore, it proposes strategies to foster healthy and sustainable consumption patterns.

In the digital era, the swift advancement of live e-commerce presents several challenges, such as impulsive consumer expenditure, potential privacy infringements, and inadequate regulation of live content. The pressing issues of consumer protection and market regulation necessitate immediate attention, rendering the influence of live e-commerce on consumer behavior a topic warranting comprehensive

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investigation. This research pertains not only to the economic interests of individual consumers but also to the broader economic stability and societal well-being, underscoring its imperative and timely nature.

Live e-commerce is an increasingly significant area of research, integral to the study of consumer behavior. Presently, investigations into live e-commerce predominantly center on consumer behavior, market implications, and technological applications. The majority of these studies utilize case analyses and surveys to investigate alterations in consumer behavior via live e-commerce. While it is beneficial for researchers to scrutinize consumer behavior from psychological and sociological standpoints, the complexity of live e-commerce still presents numerous deeper issues that warrant exploration. Consequently, this paper proposes a multi-dimensional analytical approach to examine the impact of live e-commerce on consumer tendencies, with the aim of providing comprehensive theoretical support and practical guidance for the sustainable development of live e-commerce.

Literature Review

A. Research related to live e-commerce

Live-streaming e-commerce, an emergent shopping paradigm, has profoundly influenced consumer purchasing behavior in the digital era. Research indicates that atmospheric cues within live-streaming contexts can potentially trigger consumers' impulse to purchase. Jia Yi (2022) posited that through technological augmentation, live-streaming e-commerce fosters a coherent synergy between media consumption and subsequent re-consumption, thereby enhancing consumer engagement in terms of appreciation, interaction, and immersion. Wu Ping (2022) underscored the pivotal role of factors such as streamers' foundational attributes, promotional intensity, and the dynamism of the live stream in shaping consumers' impulsive buying tendencies. Further studies by Gong Xiaoxiao, Ye Zuoliang, Wu Yuping, et al. (2019) corroborated the significant impact of atmospheric cues on consumers' propensity for impulsive purchases. Moreover, the interactive and entertaining facets of live-streaming e-commerce have been substantiated as crucial determinants of consumers' purchase intentions.

B. Research related to consumer consumption tendencies

Ning Lianju and Zhang Yingying (2011) conducted a study on online group buying consumer purchase choice behavior preferences. Their findings indicated that factors such as price, type of cuisine, time required to arrive, expiration date, and discounts significantly influence consumer decisions. The study also revealed gender-based differences in decision-making patterns; female consumers tend to prioritize price when making group-buying decisions, while male consumers place more emphasis on the type of cuisine and consider other factors as well. These insights offer a nuanced understanding of consumer decision-making from a gender perspective. Ren JiaJia (2021), drawing on SOR theory, examined the impact of live-streaming e-commerce on the repeat purchasing behavior of young audiences. The study found that elements such as interactivity, entertainment, streamer professionalism, streamer popularity, promotional discounts, and quality content positively affect consumers' perceptions and emotions towards products, thereby influencing their behavior. Wu Ping (2022) further delved into the factors and mechanisms driving impulsive consumption behavior in the context of e-commerce live streaming. The research identified pleasant emotions and consumption awakening as the internal mechanisms leading to impulsive consumption. Factors such as the credibility,

attractiveness, professionalism, and interactivity of hosts in live-streaming, along with the promotional intensity of products and the activity level of the live broadcast room, were found to trigger impulsive consumption behavior through the induction of pleasant emotions and consumption awakening.

This study, through the integration of existing research findings, elucidates the multifaceted and complex influences of live-streaming on consumer choices and behaviors in the digital era. E-commerce live-streaming, as an innovative shopping model, not only alters consumers' purchasing behaviors but also redefines their preference choices. The research identifies key factors such as interactivity, entertainment value, professionalism of hosts, and promotional activities as significant enhancers of consumers' purchasing intentions and promoters of impulsive consumption behavior. Furthermore, consumers' conformity behavior within the live-streaming environment is significantly impacted by co-presence and social presence, which bolster trust in information from other consumers, thereby driving conformity consumption. Additionally, consumers' personalities and preferences play a pivotal role in live shopping, particularly in relation to price sensitivity. Price sensitivity and attention to product types exhibit significant differences among consumers of different genders. These findings not only provide fresh insights into understanding consumer behavior in a digital context but also establish a theoretical foundation for the practical application of e-commerce live-streaming.

Research Methodology

A. Data Collection

This research endeavors to comprehensively understand consumer satisfaction towards live-streaming shopping platforms, utilizing surveys and data analysis to discern their authentic emotions and requirements throughout the shopping experience. Furthermore, a comparative analysis of operational strategies and market performance across various platforms will be conducted, with the objective of offering precise market positioning and development strategy recommendations for e-commerce platforms.

This study meticulously targets the consumer demographic in Beijing, live-streaming sales platforms, and their respective brand merchants as research subjects. The consumers, being the primary audience, offer invaluable insights into shopping habits, preferences, and evaluations of live-streaming sales, which are instrumental in comprehending market dynamics and identifying potential business opportunities. The live-streaming sales platform acts

as a bridge between consumers and merchants, making its user experience, host performance, and operational strategies integral to this study. The product selection, marketing strategies, and post-sales service levels of brand merchants are directly correlated with consumer shopping satisfaction and loyalty.

In the questionnaire design phase, this study delineated its research objectives: to comprehensively understand consumer satisfaction with live shopping and the factors influencing it. To achieve this, we formulated a set of questions spanning various dimensions such as live shopping experience, motivations for engaging in live shopping, determinants, customer expectations, product quality, perceived value, and overall satisfaction. For instance, we examined consumers' frequency of watching live shopping broadcasts, their purchasing frequency, and the types of products they buy to discern shopping habits and preferences. Concurrently, we delved into consumer contentment with the live shopping program content, their affinity for hosts, and their trust in the platforms, aiming to provide a more profound comprehension of their experiences and sentiments.

In order to gather a comprehensive range of feedback, this study utilized an assortment of question types, encompassing single-choice, multiple-choice, and scale questions. This approach facilitated the acquisition of insights into consumer perspectives and attitudes from diverse vantage points. For example, in evaluating the live shopping experience, scales were employed to gauge consumers' overall satisfaction with live shopping programs. Additionally, open-

ended questions were used to elicit respondents' most and least favorite live shopping experiences, thereby securing more nuanced feedback.

The survey's target demographic encompasses consumers residing in Beijing. Recognizing that Beijing comprises 16 distinct districts, each potentially varying in economic development, consumer behaviors, and cultural contexts, the study prioritized a balanced regional representation during sampling. The sample quota was meticulously allocated based on factors such as district population size and consumption potential, ensuring a comprehensive and proportional representation of all districts in the final sample.

In the targeted sampling procedure, this research employed sophisticated random number generation methods or dedicated sampling instruments to randomly select samples from qualified consumers within each district. This approach guaranteed that every consumer had an equal likelihood of being chosen and that each sample was independent, thereby ensuring the diversity and comprehensiveness of the samples.

This study employed a multifaceted approach to questionnaire distribution. Initially, the research rapidly amassed a substantial sample size by inviting friends and classmates on campus to complete the questionnaire online through email and social media links. Concurrently, the study also implemented face-to-face invitations to encourage additional classmates to participate, thereby significantly enhancing the response rate.

B. Data Verification

We performed comprehensive reliability analyses on every item of the questionnaire. The Cronbach's α coefficient was computed, with the results presented in Table 1.

TABLE 1 Pre-survey Reliability Analysis

level	Number of terms	Sample size	Cronbach- α
Customer expectation measurement	4	604	0.829
Quality perception evaluation	5	604	0.884
Value perception evaluation	4	604	0.844
Satisfaction evaluation	4	604	0.822
Customer feedback evaluation	3	604	0.792
Customer acceptance evaluation	3	604	0.782
sum	23	604	0.970

The findings revealed that the Cronbach's α coefficients surpassed 0.7 at all levels, with the overall Cronbach's α coefficient attaining a value of 0.970. This suggests a high degree of reliability in the questionnaire design.

In the context of validity testing, we conducted a KMO and Bartlett's test on the questionnaire data, as presented in Table 2. The KMO coefficient for the questionnaire was found to be 0.984, suggesting that the data is highly suitable for factor analysis. Concurrently, the P-value derived from Bartlett's test was nearly 0.000, further corroborating the rationality of the questionnaire's structural design.

TABLE 2 Pre-survey Reliability Analysis

kmo	Bartlett		
	Approximate λ	df	P-valun
0.984	8607.478	190	0.00

In summary, the test results presented above demonstrate that this survey is credible. It offers a robust and dependable foundation of data for subsequent analysis.

Result Analysis

A. Sample Analysis

In this study, a total of 604 samples were collected, with 508 deemed valid, yielding a validity rate of 84.11%. This high proportion suggests that the quality control measures implemented during data collection were effective, thereby ensuring the accuracy and reliability of the analysis results. In market research, the suitability of sample size is intrinsically linked to the stability and reliability of the findings. The sample size in this study is sufficiently moderate to facilitate a comprehensive preliminary analysis of the live shopping market in Beijing.

The statistical analysis of the survey data reveals that the majority of our participants fall within the younger demographic, particularly college students aged 18 to 22. This cohort exhibits a high level of acceptance towards emerging phenomena and demonstrates a marked openness and receptivity to live shopping as an innovative shopping model. They display a willingness to experiment with new shopping experiences and to explore the novelty and enjoyment that live shopping offers. Given their active engagement on social media platforms, young people are more likely to encounter information about live shopping, thereby enhancing their likelihood of participation. Furthermore, young individuals are typically in a phase of life characterized by exploration and self-actualization, which makes them more inclined to invest time and effort into exploring diverse consumption methods. As a novel and entertaining shopping method, live shopping aligns well with their lifestyle attitudes, thereby facilitating their participation.

The study found a significant proportion of participants to be women, which can likely be attributed to their predominant role in household consumption. Live shopping typically encompasses sectors closely linked with women such as fashion, beauty, and home goods, thereby sparking greater interest among them. Women often prioritize the aesthetic appeal, quality, and brand reputation of products when shopping, factors that align well with the format and characteristics of live shopping. This congruence may result in higher levels of engagement and participation in live shopping activities. Elements commonly found in live shopping programs, like try-ons and makeup demonstrations, tend to attract female viewers more readily. Furthermore, women are generally more active on social networks and are more inclined to share their shopping experiences and recommend quality products via social media. This behavior contributes to their heightened participation in live shopping and increases the likelihood of them encouraging others to join in.

Consumer satisfaction with live shopping is significantly influenced by the discrepancy between anticipated and actual performance. While a majority of consumers maintain a favorable view of live shopping outcomes, a subset remains discontented with the anticipated service. Such dissatisfaction can stem from inconsistencies between live content and promotional material, as well as instances where product quality diverges from descriptions. Consequently, a certain proportion of consumers express dissatisfaction with their live shopping experiences.

The majority of consumers hold a favorable opinion towards the interaction techniques employed by hosts during product promotion, with a mere 12.4% of participants expressing dissatisfaction. This suggests that consumer expectations towards the hosts' interaction methods, the authenticity and quality of product introductions, and the frequency of audience engagement vary significantly. Should the hosts' methods lack sufficient authenticity or fail to interact in a timely manner, consumers may experience disappointment, potentially impacting their overall satisfaction.

The survey findings indicate that 13.98% of respondents expressed significant dissatisfaction with the promptness of logistics information and the level of cooperation exhibited by logistics personnel. It is imperative for consumers to receive timely updates regarding their order status, shipping details, and delivery progression, enabling them to manage their schedules and set appropriate expectations for the receipt of their purchases. Any delays or inaccuracies in logistical communication, coupled with a subpar service demeanor from delivery staff, adversely impact consumer satisfaction.

Consumer satisfaction with live shopping is a multifaceted consideration that encompasses various factors. To bolster this satisfaction, it is imperative to enhance service quality, fortify the oversight and management of

merchants, ensure authenticity and accuracy in product descriptions, institute a user evaluation system, and address issues promptly. Concurrently, optimizing host interaction methods is crucial; hosts should be trained to refine their interactive skills, fostering more genuine and engaging connections with the audience to align with consumer expectations. Furthermore, there is a pressing need to improve the logistical experience by streamlining the delivery process for greater efficiency, reinforcing partnerships with logistics firms, and ensuring real-time, accurate updates on logistics information to elevate delivery service standards. Lastly, a robust focus on user experience design is essential. This includes refining platform interface functionalities, offering personalized recommendations and precise search capabilities, and bolstering customer service teams to address user concerns swiftly, thereby enhancing overall user satisfaction. By implementing these strategies, we anticipate a marked improvement in the overall satisfaction of live shopping, fostering increased consumer recognition and acceptance of this medium, stimulating the industry's sustained and healthy growth, and amplifying overall consumer contentment.

B. Analysis of the Degree of Satisfaction Influence Factors

This study employs a Likert scale to evaluate consumer consideration of various factors, encompassing three dimensions: 'perceived quality', 'perceived value', and 'satisfaction assessment', comprising a total of 13 questions. Consumer importance levels are divided into five categories: 'very dissatisfied', 'dissatisfied', 'neutral', 'satisfied', and 'very satisfied', which correspond to values '1' to '5' in the data coding. A comprehensive descriptive analysis of the questionnaire data is provided in the appendix.

➤ Quality perception assessment section

In order to delve deeper into the interconnections among the five factors, we employed SPSS for a factor analysis, as presented in Table 3. The results of this analysis revealed a KMO value of 0.854, which notably exceeds the critical value of 0.6. This suggests that the prerequisite conditions for conducting a factor analysis are met, thereby indicating the suitability of the data for such an analysis. Furthermore, the P-value derived from the Bartlett sphericity test is less than 0.05, providing additional confirmation of the research data's applicability.

The factor extraction results reveal that a primary factor was identified, with eigenvalues exceeding 1, suggesting its substantial explanatory power. After factor rotation, the variance explanation rate stood at 61.283%, and the cumulative variance explanation rate was also 61.283%. This underscores the factor's significant information content and explanatory capacity within the data. Such findings offer robust statistical evidence for comprehending consumers' perceptions of cultural product quality in tourist regions.

TABLE 3. Factor Analysis Results1

Factor	Characteristic root			after rotation		
	Characteristic root	Variance explanation rate	accumulate	Characteristic root	Variance explanation rate	accumulate
1	3.064	61.283	61.283	3.064	61.283	61.283
2	0.533	10.669	71.952			
3	0.516	10.329	82.281			
4	0.492	9.841	92.122			
5	0.394	7.575	100.00			

➤ The perceived value assessment of live commerce

In order to delve deeper into the interrelationships among the four factors under consideration, we employed SPSS for a comprehensive factor analysis, as

presented in Table 4. The results of this analysis revealed a KMO value of 0.821, significantly surpassing the critical threshold of 0.6. This suggests that our dataset is aptly suited for factor analysis. Furthermore, the Bartlett sphericity test yielded a P-value of less than 0.05, thereby reinforcing the appropriateness and rationale for conducting the factor analysis.

The results of the factor extraction reveal that a primary factor was identified, with all eigenvalues exceeding 1. After rotation, this factor accounts for 69.604% of the variance explanation rate, and the cumulative variance explanation rate stands at the same 69.604%. This suggests that the factor possesses significant explanatory power and provides substantial information regarding the interrelationships among variables. Consequently, the factor analysis bolsters our comprehension of the perceived value assessment in live commerce, underscoring the robust internal consistency and overall explanatory strength of these factors.

TABLE 4. Factor Analysis Results2

Factor	Characteristic root			after rotation		
	Characteristic root	Variance explanation rate	accumulate	Characteristic root	Variance explanation rate	accumulate
1	2.784	69.604	69.604	2.784	69.604	69.604
2	0.467	11.672	81.276			
3	0.392	9.791	91.067			
4	0.357	8.933	100.00			

➤ Customer Satisfaction Assessment Section

In order to investigate the inherent relationships among the four primary factors, we utilized SPSS for factor analysis, as presented in Table 5. The findings indicated a KMO statistic of 0.802, surpassing the threshold value of 0.6. This not only meets the fundamental requirement for factor analysis but also ascertains the data's aptness for such an examination. Additionally, the Bartlett sphericity test yielded a significance level p-value below 0.05, further corroborating the suitability of our research data for factor analysis.

The table below presents a detailed analysis of factor extraction. The study successfully identified a primary factor with eigenvalues exceeding the threshold of 1. Post-rotation, this factor accounted for 64.910% of the variance, with the cumulative variance explanation rate also standing at 64.910%. This suggests that the extracted factor possesses substantial explanatory power within the dataset and effectively captures the shared variability among the variables.

TABLE 5. Factor Analysis Results3

Factor	Characteristic root			after rotation		
	Characteristic root	Variance explanation rate	accumulate	Characteristic root	Variance explanation rate	accumulate
1	2.596	64.910	64.910	2.596	64.910	64.910
2	0.517	12.929	77.839			
3	0.482	12.059	89.898			
4	0.404	10.102	100.00			

Conclusion and Prospects

This study provides a comprehensive analysis of the influence of live-streaming e-commerce on consumer purchasing behavior and decision-making processes in the digital era. Utilizing both quantitative and qualitative research methodologies, we arrive at the following conclusions:

Firstly, Live-streaming e-commerce, an emergent shopping paradigm, has profoundly altered consumer purchasing behaviors and redefined their preferences. This research reveals that elements such as interactivity, entertainment, host expertise, and promotional incentives significantly bolster consumer purchase intentions and impulsivity in buying behavior. This underscores the pivotal role of the live-streaming milieu in shaping consumer decision-making processes.

Secondly, within the realm of live-stream shopping, it is evident that consumers' herd behavior is significantly influenced by both co-presence and social presence. These perceptual factors augment users' trust in the information provided by other consumers, thereby fostering herd consumption. This underscores the potency of social influence within the live-stream environment. Furthermore, the role of

consumer personality and preferences in live-stream shopping cannot be overlooked, with noticeable gender differences in terms of price sensitivity and product type focus. This underscores the significant impact of individual differences on live-stream shopping behavior.

Thirdly, the market potential of the under-22 age group, particularly college students, is significant. However, their consumption behavior and preferences remain under-investigated, suggesting avenues for future research. Furthermore, while consumers exhibit limited engagement with advertisements related to live-stream selling, they demonstrate heightened concern for product reputation, pricing, and the image of the host. This suggests that strategies for live-stream selling advertisements warrant refinement. Additionally, there is a notable deficiency in awareness of live-stream selling products, especially among older and less-educated demographics. This highlights a critical gap in both conceptual understanding and market promotion, underscoring the imperative for enhanced market advocacy and consumer education.

In light of the aforementioned findings, this study suggests the following recommendations and future perspectives:

To improve product quality and supply chain management, live-stream sellers must prioritize rigorous quality inspections prior to shipment. This involves stringent supplier selection and the implementation of a comprehensive quality control system. Such measures ensure that consumers receive products of high standard, thereby bolstering consumer trust and satisfaction.

- To effectively cater to the varied preferences of consumers, it is imperative for merchants to enhance their promotional strategies and diversify their product offerings. This can be achieved by designing compelling promotional campaigns, adopting flexible discount approaches, and broadening the range of products available. Such measures are pivotal in bolstering market competitiveness and stimulating consumer purchasing intentions.
- To optimize the live-streaming experience and enhance market promotion, merchants should invest in professional training for hosts. This would not only bolster their expertise but also make the shopping experience more engaging for viewers. Furthermore, targeted marketing strategies aimed at younger demographics can significantly elevate awareness of live shopping events. In parallel, live-streaming platforms must intensify industry oversight by refining regulatory frameworks. Such measures would help in curbing false advertising and the proliferation of counterfeit products. Equally important is the enhancement of logistical operations and post-purchase services, which collectively contribute to heightened consumer satisfaction and foster a sustainable growth trajectory for the industry.
- The implementation of these measures is anticipated to substantially improve overall satisfaction with live shopping and augment consumer recognition of live shopping formats. Such recognition and acceptance are conducive to promoting sustainable and healthy industry development. Future research could further investigate the impact of live e-commerce on various consumer demographics and explore how live e-commerce can be integrated with other marketing channels to achieve more effective market promotion and enhanced consumer satisfaction.

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The corresponding author: Yuxuan Zhao (born in 2004), was born in Anhui Province and is an undergraduate student at the School of Systems Science and Statistics of Beijing Wuzi University.

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