



**THE IMPACT OF EATING BROADCASTS ON CONSUMER
PURCHASE BEHAVIOR - A CASE STUDY OF DOUYIN
PLATFORM**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
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This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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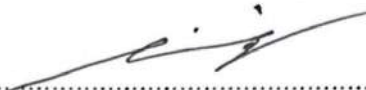
Title: The Impact of Eating Broadcasts on Consumer Purchase Behavior
-A Case Study of Douyin Platform

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ABSTRACT

The e-commerce live broadcast business is developing rapidly. College students have become an important audience of eating broadcasts due to their high Internet use frequency and consumption ability. The shopping coupons lead to increased consumer spending as viewers are motivated to purchase the featured food products. Douyin is a leading short video platform, and the impact of Douyin eating broadcasts on college students' consumption behavior is of great concern.

This study had two objectives: 1) To explore the current consumption situation of Douyin eating broadcasts; 2) To explore the key factors affecting Shanghai University students' purchase behavior in the eating broadcasts of Douyin.

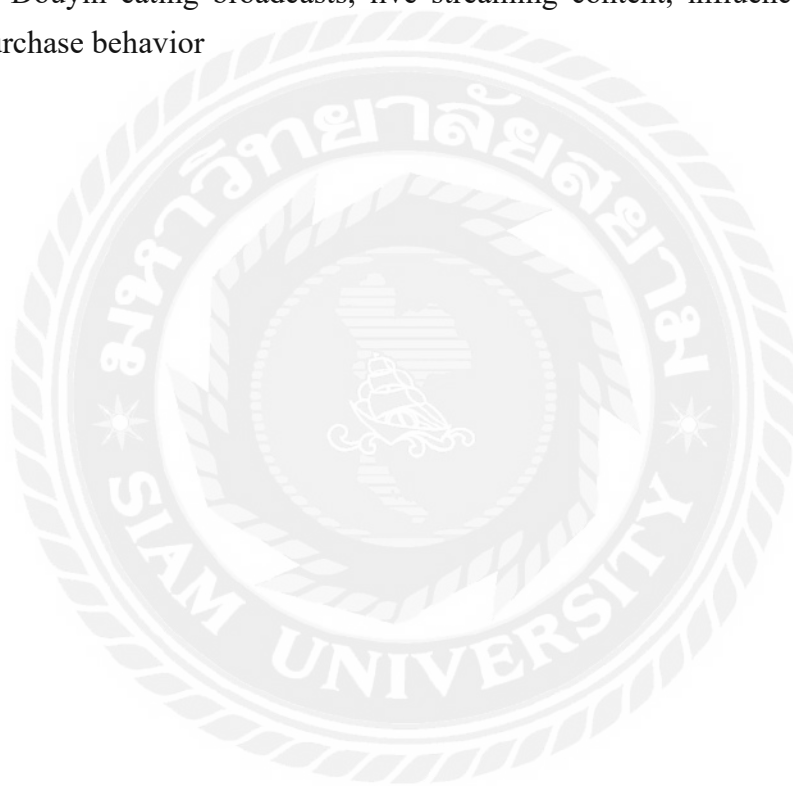
A quantitative approach was employed, using a structured questionnaire distributed to 110 students. This study investigated how eating broadcasts impact Shanghai University students' purchase behavior in Douyin. Focusing on three key variables, live streaming content, influencers, and shopping coupons, the research aimed to examine how these factors influence students' purchase behavior.

This study found that: 1) Eating broadcasts have become a significant and growing trend in e-commerce, attracting many students, and the convenience and dynamic nature of live streaming have made it an attractive shopping option for students; 2) Engaging live streaming content, charismatic influencers, and shopping coupons significantly enhance students' purchase behavior. As a result, brands and retailers have begun to recognize the potential of leveraging this trend by offering shopping coupons during these broadcasts. This strategy not only captures the attention of viewers, who

are often already interested in food and dining experiences, but also encourages impulsive buying decisions. The combination of these factors leads to increased purchase confidence, repeated buying, and overall positive purchase experiences.

Recommendations: 1) To enhance the effectiveness of eating broadcasts, broadcasters should 1) invest in professional production techniques to improve content quality, 2) leverage influencer authenticity by building genuine connections and promoting transparency, and 3) strategically utilize exclusive, time-sensitive shopping coupons to incentivize purchases while clearly communicating pricing to reinforce perceived value.

Keywords: Douyin eating broadcasts, live streaming content, influencer, shopping coupons, purchase behavior



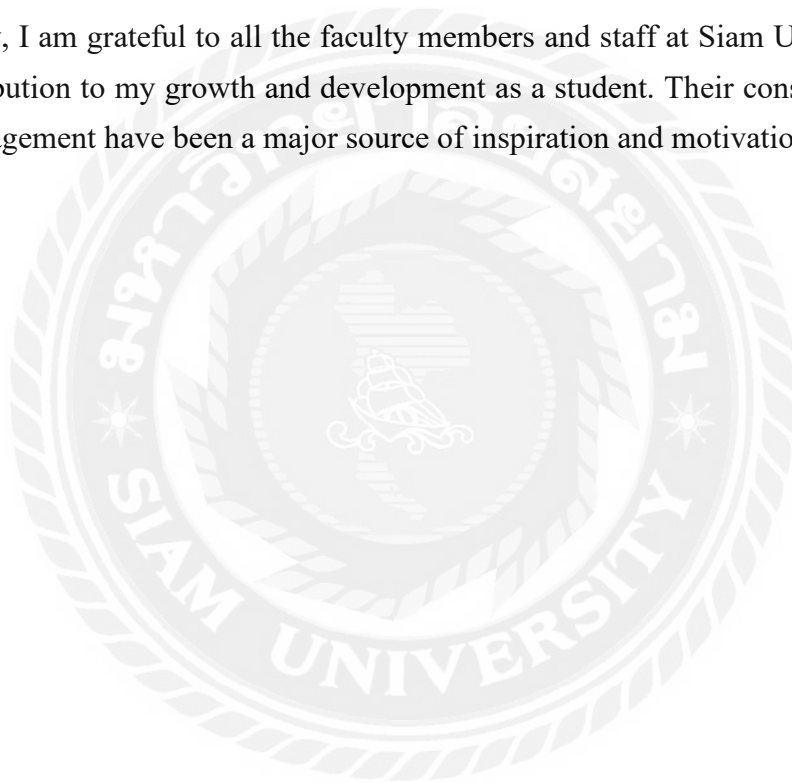
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YanXiao



DECLARATION

I, YanXiao, hereby declare that this Independent Study entitled “The Impact of Eating Broadcasts on Consumer Purchase Behavior -A Case Study of Douyin Platform” is an original work and has never been submitted to any academic institution for a degree.

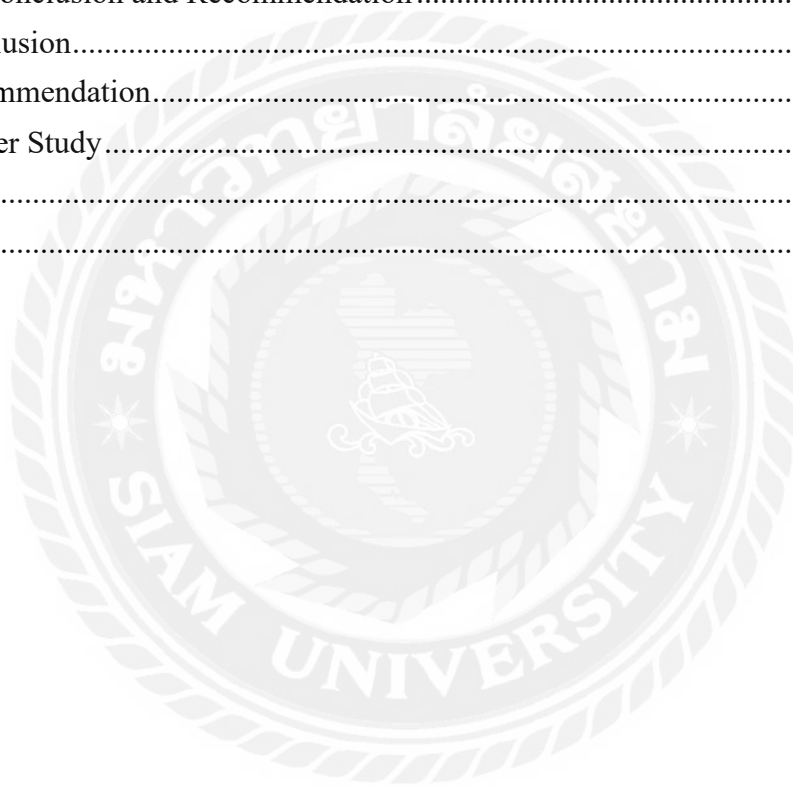


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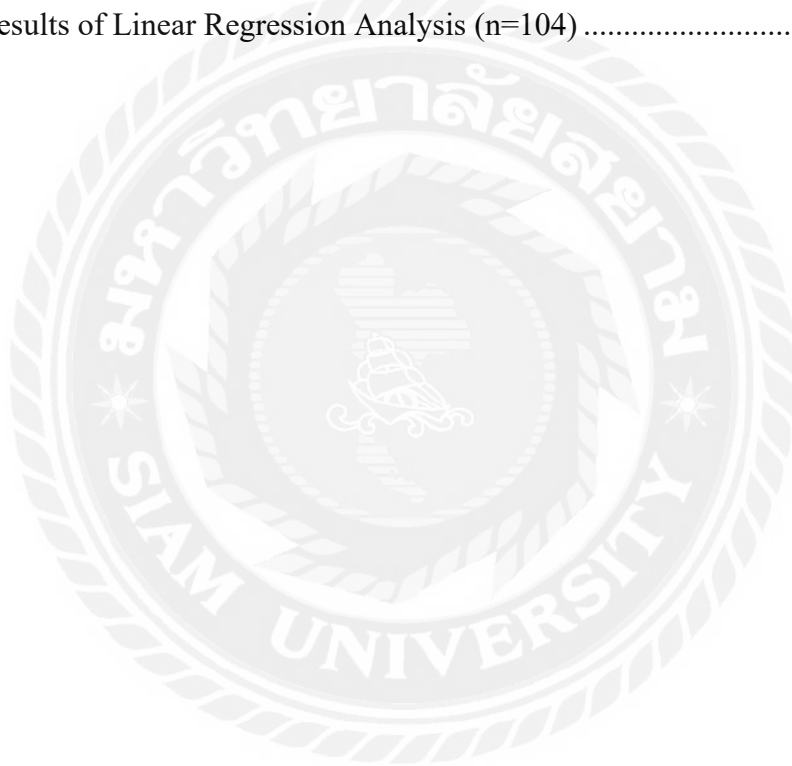
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Chapter 1 Introduction

1.1 Background of the Study

With the advancement of technology and the rapid development of social media, short video platforms have quickly emerged worldwide (Lyu et al., 2024). Douyin, one of the most popular short video applications in China, attracts hundreds of millions of users and has become an essential channel for young people to access information and entertainment (Smit et al., 2014; Lu & Chen, 2021; Deng et al., 2023). In particular, the phenomenon of “eating broadcasts” has gained significant attention, thanks to its vivid visual effects and engaging content.

In recent years, “eating broadcasts” have gained popularity among young audiences. Eating broadcasts, which involve live-streaming meals, first emerged in South Korea and have developed rapidly (Luo et al., 2021). The term originated from a South Korean variety show, and as the internet evolved, live streaming became increasingly popular. This type of content attracted many viewers, and many hosts became famous through their eating broadcasts, drawing attention to South Korea's unique eating broadcast culture.

As people's material needs and access to information have been satisfied, the eating broadcast model has further evolved (Dong et al., 2022). On one hand, countless eating broadcasters have joined various live streaming platforms in China. Some hosts have gained popularity by showcasing their unique styles and more concise content, which they then upload to video platforms (Ming et al., 2021). This has allowed them to stand out, attract many fans, and successfully monetize their content, with the “big eater” type of broadcasts being particularly popular (Qing & Jin, 2022). On the other hand, as the internet has moved towards a short video era, traditional live eating broadcasts, which require significant time commitment, have started to transform (Forward, 2020). This has led to the emergence of “recorded broadcasts,” where hosts pre-record their eating sessions, edit the footage, and then share it with viewers. Eating broadcasts, which originated in South Korea, have grown in popularity in China, becoming a new type of consumer culture. The content typically features hosts showcasing various foods, sharing dining experiences, and interacting with viewers (Liang & Cheok, 2023). This format not only satisfies people's curiosity but also stimulates their desire to consume. Many viewers learn about the latest dining trends and food recommendations through eating broadcast videos, sometimes even changing their eating habits as a result.

Research indicates that social media increasingly influences consumer behavior, especially in the decision-making process. Douyin's algorithms can accurately push content that interests users, making eating broadcast videos more accessible to potential consumers (Alalwan et al., 2020). Furthermore, the interactivity and immediacy of

eating broadcasts enhance user engagement and immersion, further influencing their purchasing decisions (Meng et al., 2021).

In this context, studying the impact of eating broadcasts on consumer purchasing behavior on Douyin not only helps to understand consumption patterns in the new media environment but also provides valuable insights for companies to develop marketing strategies. As market competition intensifies, brands need to pay more attention to consumer needs and preferences, and eating broadcasts represent an important way to meet this demand (Sun & Tian, 2024). The platform attracts diverse user groups, but Shanghai University students and middle-aged individuals are two significant segments. Shanghai University students have become a crucial audience for “eating broadcasts” due to their frequent internet use and strong consumption habits.

1.2 Questions of the Study

Eating broadcasts have become a significant trend, particularly with platforms like Douyin leading the way (Dong et al., 2022). The existing research highlights several important aspects of this new shopping method. Studies show that “eating broadcasts” live streaming enhances consumer engagement by providing more interactive and immersive experiences compared to traditional e-commerce. This increased engagement often leads to higher conversion rates. There is also a need to explore how specific features of Douyin, such as video formats and algorithms, impact consumer behavior compared to other platforms. Research should also investigate which marketing strategies are most effective for engaging Shanghai University’s students through eating broadcasts. Finally, studying the long-term effects of eating broadcasts on consumer behavior, would provide valuable insights. Addressing these gaps will help in developing a deeper understanding of how Douyin’s eating broadcasts live streaming affects Shanghai University students and offer practical recommendations for e-commerce platforms and merchants. Therefore, this study set two questions:

1. What is the current situation of Douyin eating broadcasts?
2. What are the key factors affecting Shanghai University students' purchase behavior in the eating broadcasts of Douyin?

1.3 Objectives of the Study

Specifically, the research objectives are:

- 1) To explore the current consumption situation of Douyin eating broadcasts.

2) To explore the key factors affecting Shanghai University students' purchase behavior in the eating broadcasts of Douyin.

1.4 Scope of the Study

To better study the research background, relevant literature was consulted including 39 English documents and 5 dissertations. The study after careful design employed a quantitative research method to investigate how eating broadcasts of Douyin influence the purchase behavior of Shanghai University students. The research focused on three key variables—live streaming content, influencer impact, and shopping coupons to determine how these factors affect students' purchase behavior. For this study, a questionnaire was designed and distributed online to 110 students in August 2024 for two weeks.

1.5 Significance of the Study

This study aims to explore the impact of eating broadcasts on consumer purchasing behavior on the Douyin platform, which holds significant importance in multiple aspects.

First, from a theoretical perspective, this research enriches the theory of consumer behavior. Traditional studies on consumer behavior often focus on offline shopping or other forms of online shopping, while research on emerging consumption behaviors on short video platforms is relatively limited. By analyzing how eating broadcasts affect consumers, we can expand existing consumer behavior models and reveal the decision-making processes of consumers in the new media environment, specifically focusing on Shanghai University students.

Second, from a practical perspective, this research provides useful marketing strategy recommendations for businesses. In today's market, consumer choices are increasingly influenced by social media. Understanding how eating broadcasts affect purchasing behavior can help brands develop more targeted marketing plans, thereby improving sales performance. For instance, brands can collaborate with well-known eating broadcast hosts to promote new products, leveraging the hosts' influence to attract target consumers.

Additionally, this study explores the psychological effects of eating broadcasts on consumers. Research shows that content on social media can influence users' emotions and cognition, subsequently affecting their purchasing behavior. By analyzing how eating broadcast content evokes emotional resonance in consumers- Shanghai

University students' purchase behavior. This not only helps brands establish emotional connections with consumers but also enhances consumer brand loyalty.

Finally, as global competition in the short video market intensifies, companies in other countries and regions are also exploring similar marketing strategies. This study is not limited to the analysis of the Chinese market; the results and conclusions can also provide insights for brands globally. By comparing consumer behaviors across different cultural backgrounds, we can offer valuable insights for international brands entering new markets.

This study contributes to the field of e-commerce research by providing a detailed analysis of the influence of live streaming on consumer behavior, specifically focusing on Shanghai University students. It offers insights into how e-commerce live streaming shapes shopping habits, including factors that drive purchases and purchase actions. The research also identifies key elements that affect Shanghai University students' experiences and satisfaction with live streaming e-commerce. Furthermore, by providing targeted marketing strategies for e-commerce platforms and merchants, this study aims to help businesses optimize their approaches to engaging Shanghai University students. The practical recommendations derived from this research will assist in refining marketing tactics and enhancing the effectiveness of e-commerce live streaming strategies. The findings can also inform marketing strategies, helping businesses engage more effectively with Shanghai University students.

1.6 Definition of Key Terms

Eating broadcasts refer to live-streaming sessions where hosts consume food while interacting with viewers. These broadcasts typically showcase a variety of dishes, allowing hosts to share their eating experiences and engage with their audience in real-time. The format is popular on social media platforms, where viewers watch for entertainment, food recommendations, or simply to enjoy the sight of others eating. Eating broadcasts can also be pre-recorded and edited for later viewing, making them accessible to a wider audience.

Live streaming content refers to the material presented during these broadcasts, which often includes product reviews, demonstrations, and promotional offers.

Influencer impact is the effect that the live streamer's credibility and charisma have on consumers, influencing their perceptions and purchase decisions.

Shopping coupons describes the way consumers can engage with the host and other viewers in real time, asking questions and receiving instant feedback, which enhances their shopping experience.

Online interactive shopping services refer to the digital platforms and tools that support this kind of interactive, real-time shopping experience.

Purchase behavior refers to the actions and decision-making processes that consumers engage in when deciding to buy a product or service. This includes various stages such as recognizing a need, searching for information, evaluating options, making the purchase, and purchase evaluation.



Chapter 2 Literature Review

2.1 Introduction

This chapter explores key concepts of online interactive shopping services, purchase behavior, and the live streaming e-commerce model. The focus is on how live streaming impacts purchase behavior, with a specific look at "Douyin," a leading platform in this field. Understanding these dynamics helps in grasping how live streaming influences consumer decisions and satisfaction, providing insights into the broader implications for e-commerce strategies and consumer engagement.

2.2 Eating Broadcasts

The eating broadcast is an innovative shopping approach that combines live video streaming of food consumption with online retail (Cai & Wohn, 2019). This model enables hosts to present and showcase various food items in real-time through live video streams. During these broadcasts, viewers can interact directly with the host by asking questions, making comments, and receiving immediate feedback. This level of interaction creates a more engaging and personalized shopping experience compared to traditional e-commerce (Dong et al., 2022). Eating broadcasts help consumers make informed purchasing decisions by providing real-time food demonstrations and detailed product information (Huang & Suo, 2021).

Additionally, the social aspect of eating broadcasts helps build trust and credibility. Viewers can see how food products look and hear reviews from the hosts or other consumers, which significantly influences their perceptions and choices. This model can lead to increased customer engagement, higher conversion rates, and stronger brand loyalty, as it combines the immediacy of live video with the convenience of online shopping (Wang et al., 2022).

Numerous definitions of eating broadcasts exist in the academic literature. Many researchers have defined this model based on its developmental background, key components, forms, and characteristics. The rise of eating broadcasts has transformed the e-commerce landscape by providing a dynamic way for sellers to connect with customers and influence their purchasing intentions. Chen et al. (2020) examined the impact of eating broadcasts on consumer repurchase intentions. Their study utilized the standard-learning hierarchy model (CAB) to analyze how perceived product factors, such as food quality and presentation, affect consumer behavior. They found that these factors significantly influence repurchase intentions and play a crucial role in shaping consumers' long-term buying habits and loyalty. Sarah and Sobari (2022) investigated the role of eating broadcasts as a vital tool in e-commerce, emphasizing its growing importance in enhancing customer trust and engagement. Their research presents a conceptual model linking eating broadcasts to customer trust and purchase intentions.

The study suggests that real-time interactions between hosts and viewers can significantly build trust and influence purchasing decisions. The immediacy and authenticity of eating broadcasts create a more engaging shopping experience, potentially leading to higher purchase intentions. Wang et al. (2022) explored how eating broadcasts differ from traditional e-commerce models. They identified unique features of this model: the use of live streaming as a decision support system and the role of hosts as market intermediaries. According to their findings, eating broadcasts provide consumers with real-time food demonstrations and detailed information, which support more informed purchasing decisions. The presence of hosts, who act as intermediaries, helps bridge the gap between consumers and products, potentially increasing consumer confidence and purchase intentions.

Eating broadcast content encompasses the material shown during these live streams. This often includes detailed food reviews where hosts explain the features and benefits of various dishes (Xie et al., 2022). It also features live demonstrations showcasing how the food looks and tastes in real time, helping viewers understand its appeal (Xie et al., 2022). Additionally, eating broadcast content frequently includes promotional offers such as discounts or exclusive deals available only during the live stream. The impact of hosts is a significant factor in eating broadcasts. This concept describes how the host's reputation and charisma influence viewers. When a host is perceived as trustworthy and engaging, they can strongly affect consumer perceptions and decisions (Zhou et al., 2021). Their recommendations are often considered more credible than traditional advertising because viewers feel a personal connection with them.

Another key element of eating broadcasts is the shopping coupons. This refers to how consumers actively participate during the live stream. They can ask questions, make comments, and receive immediate responses from the host or other viewers (Dong et al., 2022). This real-time interaction enhances the shopping experience, making it more engaging and personalized.

In the eating broadcast model, these elements work together to create a unique shopping experience. The model integrates live streaming content with the influence of the host and the interactive features of the broadcast. This combination helps bridge the gap between traditional online shopping and in-person retail, offering a more dynamic and interactive way for consumers to engage with food products and make purchasing decisions. Therefore, this study will combine this model and these three variables to establish a research framework for clearer analysis.

2.3 Live Streaming Content

Live streaming content refers to the material presented during live broadcasts, encompassing various elements such as product reviews, demonstrations, and

promotional offers. This content is crucial for engaging viewers and facilitating informed purchasing decisions. Product reviews allow hosts to share their personal experiences and insights about different food items, providing potential buyers with valuable information that might not be available through traditional marketing channels. Demonstrations showcase the food in real-time, helping viewers visualize the product's appeal and how it can fit into their own lives.

Research indicates that engaging content significantly influences viewer engagement and purchasing behavior. For instance, Luo et al. (2021) found that live demonstrations create a vivid representation of the product, enhancing consumers' understanding and desire to buy. Promotional offers, such as discounts or exclusive deals during the live stream, can further stimulate consumer interest and urgency, often leading to impulse purchases. As a result, the quality and nature of live streaming content play a pivotal role in shaping consumer perceptions and enhancing the overall effectiveness of eating broadcasts.

2.4 Influencers

Influencer impact refers to the effect that the credibility, charm, and authenticity of the live streamer have on consumers, influencing their perceptions and purchase decisions. Influencers often cultivate a personal brand that resonates with their audience, fostering trust and relatability. When viewers perceive a host as genuine and knowledgeable, they are more likely to be influenced by their recommendations.

Studies have shown that consumers often view influencer endorsements as more credible compared to traditional advertising methods. Ming et al. (2021) highlighted that personal connections established between the influencer and the audience enhance the effectiveness of marketing messages. This relationship is particularly important in the context of eating broadcasts, where the host's recommendations can significantly impact consumers' purchase intentions. The appeal of the influencer can create a sense of community among viewers, further solidifying their loyalty to both the host and the products showcased.

2.5 Shopping Coupons

The shopping coupon describes how consumers can engage with the host and other viewers in real-time during live broadcasts. This interactivity includes asking questions, making comments, and receiving instant feedback, which significantly enhances the shopping experience. Unlike traditional e-commerce, where consumer interaction is often limited, live streaming fosters a two-way communication channel that allows for immediate dialogue and engagement.

Dong et al. (2022) found that this real-time interaction not only makes the experience more engaging but also empowers consumers by allowing them to seek clarification and express their opinions. This can lead to a stronger emotional connection with the products and the host, ultimately increasing the likelihood of purchase. The interactive nature of eating broadcasts contributes to a more personalized experience, as viewers feel that their needs and concerns are being addressed in a timely manner. As a result, this element is vital for building consumer trust and satisfaction, which are critical for encouraging repeat purchases and fostering brand loyalty.

2.6 Purchase Behavior

Purchase behavior refers to the actions and reactions of consumers after they have made a purchase (Abadhanny, 2019). This includes how satisfied they are with the product or service, whether they experience any issues, and how these factors influence their future buying decisions. It involves evaluating the purchase experience, such as the quality of the product, the efficiency of the delivery, and the level of customer service. Understanding purchase behavior is important because it helps businesses determine whether customers are happy with their purchase and if they are likely to buy from the same company again (Al-Gasawneh et al., 2022). It also provides insights into how well the product or service meets customer expectations, which can guide improvements and affect overall customer loyalty. Analyzing purchase behavior helps companies to enhance their offerings, address potential problems, and build stronger relationships with their customers (Deng et al., 2023). purchase behavior is a critical area of consumer research that examines the actions and reactions of consumers after acquiring a product or service (Mathur et al., 2016). This behavior can significantly impact customer satisfaction, brand loyalty, and future purchasing decisions.

Deng et al. (2023) examined how consumers react when they are dissatisfied with a purchase. The research emphasizes the importance of addressing consumer complaints effectively, as unresolved issues can lead to negative word-of-mouth and reduced customer loyalty. The study suggests that businesses should implement effective complaint management systems to address issues promptly and maintain customer satisfaction. Wang et al. (2022) investigated the effect of green labels on consumer purchase decisions and purchase behavior. Their study reveals that green labels, which indicate environmentally friendly products, can significantly influence consumer behavior. Consumers who purchase products with green labels are more likely to exhibit positive purchase behaviors, such as increased satisfaction and loyalty. The research highlights the growing importance of sustainability in consumer decision-making and the impact of product labeling on purchase outcomes. Liang and Cheok (2023) provided a multidisciplinary review of the purchase experience. The study synthesizes insights from various fields, including psychology, marketing, and design, to offer a comprehensive understanding of purchase behavior. The research highlights the complex nature of purchase experiences and the need for a holistic approach to studying consumer reactions. By integrating multiple perspectives, the study provides

valuable insights into how different factors influence purchase behavior and suggests areas for further research. Yan et al. (2023) examined the role of the marketing mix and brand image on purchase decisions and purchase behavior. The study finds that factors such as product quality, price, promotion, and brand image play a crucial role in shaping purchase behavior. Consumers' satisfaction with these factors influences their purchase actions, including repeat visits and recommendations. The research emphasizes the need for businesses to manage the marketing mix effectively to enhance customer satisfaction and encourage positive purchase behavior.

Mert et al. (2024) explored cognitive dissonance theory in the context of purchase behavior. The study examines how cognitive dissonance, which occurs when there is a conflict between consumers' beliefs and their purchase decisions, affects purchase behavior. The research indicated that cognitive dissonance can lead to purchase rationalization, where consumers justify their decisions to reduce discomfort. Understanding cognitive dissonance is crucial for businesses aiming to address consumer concerns and improve purchase satisfaction. The reviewed literature underscored the significance of purchase behavior in understanding consumer satisfaction and loyalty.

2.7 Online Interactive Shopping Services

Online interactive shopping services, particularly live streaming e-commerce, have quickly become a popular trend worldwide (Smit et al., 2014). Originally, live streaming e-commerce was seen as like traditional TV shopping. However, with the rise of network platforms, it has evolved to better match modern consumer behaviors, especially the use of mobile internet and personalized user profiles (Yan et al., 2023). This evolution has greatly expanded the audience for live streaming e-commerce, leading to its rapid growth. In China, the scale of live streaming e-commerce is impressive. According to a research report by the China Internet Network Information Center (CNNIC) from June 2021, there are now 1.011 billion internet users in China. Out of these, 384 million are live streaming e-commerce users, making up 38% of the total internet users (Shang et al., 2023). One of the core aspects of online interactive shopping is the interplay between traditional and online shopping experiences. Shanthi and Desti (2015) delved into how consumer perceptions of online shopping are shaped by the level of interaction provided. Their study highlights that consumers often compare online and traditional shopping based on their shopping coupons. Online platforms that offer a high degree of interactivity tend to create more positive perceptions among shoppers. For instance, the ability to engage with product information, customer reviews, and real-time assistance can significantly enhance the online shopping experience (Dong et al., 2022). This interaction mirrors aspects of physical shopping, such as personalized service and immediate feedback, thereby bridging the gap between online and offline experiences. Another crucial study by

Bilgihan et al. (2016) developed a theoretical model to understand how a unified customer experience in online shopping environments can be achieved. Their research emphasizes the role of interaction in shaping customer satisfaction and loyalty. They argue that a seamless integration of interactive elements, such as live chat features, personalized recommendations, and interactive product displays, can greatly enhance the overall shopping experience. This unified approach helps in creating a cohesive and engaging online environment, which is essential for retaining customers and encouraging repeat purchases.

When looking at the current live streaming e-commerce market, several key platforms stand out. Short video platforms like Douyin, Kuaishou, and TikTok (the international version of Douyin) have many commercial live streamers. Social networking sites such as Xiaohongshu (a lifestyle platform), WeChat, Facebook, and Instagram are also significant, offering wide-reaching distribution capabilities. Furthermore, e-commerce platforms like Taobao, Shopee, and Lazada have used their large customer bases and data analytics to support the growth of leading commercial live streamers. The research conducted by Pappas et al. (2017) provided a detailed analysis of how online shopping motivations and experiential factors contribute to personalized e-commerce. Their study utilizes complexity theory to understand the dynamic interactions between users and online platforms. They find that personalization is a significant motivator for online shoppers, as it enhances the relevance of product recommendations and creates a more engaging shopping experience. The interactive features that allow users to customize their shopping experience, such as filtering options, personalized alerts, and tailored suggestions play a crucial role in increasing consumer satisfaction and loyalty. In the context of mobile shopping, Alalwan et al. (2020) examined the impact of mobile interactivity on customer engagement. Their study highlights how mobile shopping apps, through their interactive features, can enhance user engagement and satisfaction. Interactive elements such as push notifications, interactive product catalogs, and mobile-friendly customer support contribute to a more engaging shopping experience. This research underscores the importance of optimizing mobile platforms to offer a rich, shopping coupons that meets the needs of today's consumers, who increasingly rely on mobile devices for shopping.

The conceptual framework provided by Trevinal and Stenger (2014) explored the interactive nature of the online shopping environment. They propose that the central hypothesis of their model is that online shopping is inherently interactive. Consumers engage with various elements of online platforms, including websites, other shoppers, and the interface itself. This interaction creates a flow experience, where consumers become deeply involved in their shopping activities, leading to higher satisfaction and better outcomes. Their study emphasized the need for online retailers to create interactive environments that facilitate user engagement and enhance the overall shopping experience. A comparative study by Sarkar and Das (2017) further investigated the differences between online and offline shopping behaviors. They note

that online shopping offers unique interactive features, such as virtual try-ons and interactive product demos, which are not available in traditional retail settings. These features can enhance the shopping experience by providing more information and a greater sense of involvement. The study highlighted how online shopping behaviors are influenced by these interactive elements, suggesting that they play a significant role in shaping consumer preferences and decision-making. In a related study, Retnowati and Mardikaningsih (2021) focused on consumer trust and shopping experience in the context of online shopping. They find that frequent use of online shopping services that are perceived as trustworthy leads to higher consumer interest and engagement. Interactive elements such as customer reviews, secure payment options, and responsive customer service contribute to building trust and enhancing the overall shopping experience. Their findings underscore the importance of maintaining high levels of interactivity to foster consumer confidence and encourage continued engagement.

Finally, Clemes et al. (2014) provided an empirical analysis of online shopping adoption in Beijing, China. Their study explores the factors influencing Chinese consumers' adoption of online shopping and highlights the role of interactive features in this process. They found that interactive elements, such as localized content, live support, and interactive promotions, play a crucial role in increasing consumer adoption of online shopping platforms in China. This research illustrated the global relevance of interactive features and their impact on consumer behavior across different markets.

The reviewed studies collectively emphasized the critical role of interactivity in online shopping services. Interactive elements not only enhance the consumer experience but also contribute to greater satisfaction, loyalty, and engagement. As online shopping continues to evolve, the integration of interactive features will remain a key factor in shaping consumer preferences and driving the future of e-commerce.

2.8 Purchase Behavior in Eating Broadcasts

Compared to traditional e-commerce, eating broadcasts offer significant advantages in terms of engagement and interactivity (Cheng, 2022). In the eating broadcast model, consumers can connect directly with food brands and hosts, cutting out middlemen and potentially reducing costs. During these live streams, viewers can interact with hosts and other participants in real-time. This interaction not only enhances their understanding of the food products but also makes the shopping experience more enjoyable and immersive (Dong et al., 2022). Eating broadcasts are accessible anytime and anywhere, removing restrictions related to time and location.

Cai and Wohn (2019) found that consumers are motivated by factors such as entertainment, social interaction, and the desire for information. These motivations contribute to a more engaging shopping experience and can significantly influence consumers' intentions to purchase food items during live streams. Additionally, the dynamic and visually appealing nature of eating broadcasts can evoke a stronger sense

of presence and excitement, greatly increasing viewers' desire to shop. Huang and Suo (2021) focused on factors driving impulse buying behavior in the context of eating broadcasts. Using the SOR (Stimulus-Organism-Response) model, their study explores how live streaming stimulates impulse purchases. They identify key factors, such as promotional offers, engaging content, and the interactive features of eating broadcasts, as significant influencers of impulse buying. Their findings suggest that these broadcasts can create a sense of urgency and excitement, leading to spontaneous purchase decisions.

This literature review examines the impact of eating broadcasts on consumer purchase behavior, focusing on how they affect purchase intentions and the mechanisms behind these changes. By analyzing various studies, this review aims to provide a comprehensive understanding of the role of eating broadcasts in shaping consumer decisions in the e-commerce context. Eating broadcasts often provide a more interactive and engaging shopping experience compared to traditional online shopping (Xie et al., 2022). After making a purchase, consumers who had positive interactions during the broadcast—such as receiving immediate answers to their questions or enjoying the entertainment aspect—are likely to feel more satisfied with their decisions. This satisfaction can influence their purchase behavior, including their likelihood to recommend the food product or brand to others (Zhang et al., 2024).

The relationship between eating broadcasts and purchase behavior is interconnected. The interactive, engaging, and transparent nature of eating broadcasts can enhance consumer satisfaction and trust, leading to more favorable purchase behaviors (Wu & Huang, 2023). Conversely, any discrepancies between the live presentation and the actual food experience can lead to negative purchase outcomes, such as dissatisfaction or regret. Understanding this relationship helps brands and hosts improve their eating broadcast strategies and better manage purchase consumer experiences (Yang et al., 2024).

In the context of eating broadcasts, purchase behavior refers to the actions and feelings of consumers after they have made a purchase through a live streaming platform. This behavior is crucial for understanding the overall effectiveness and impact of eating broadcasts on consumer satisfaction and future purchasing decisions.

2.9 Overview of "Douyin" Company

Douyin is a short video social application for smartphones. It was founded by ByteDance in mainland China and mainly operates in mainland China, Hong Kong and Macau. Douyin users can record videos ranging from 15 seconds to 1 minute, 3 minutes or longer than 10 minutes, and can also upload videos, photos, etc. Douyin was officially launched on September 20, 2016. It initially adopted a flat style. On September 2, 2017, according to Wang Xiaowei, the product manager of Douyin, "85%

of Douyin users are under 24 years old, and the main influencers and users are basically born after 1995 or even 2000. As of October 2018, the application has been downloaded by more than 800 million global users in more than 150 countries." On December 22, 2017, Douyin became the first in the free list of the Chinese App Store through the newly launched "Dancing Machine" function, and ranked first in the daily download list of the Chinese App Store for 16 days, second only to the best result of 18 days of Honor of Kings.

On January 25, 2018, Douyin launched the "See Music Plan" to discover and support original and independent musicians in China. On March 19, 2018, Douyin determined its new slogan "Record a Beautiful Life"(Lu & Chen, 2021). In April 2018, during the Douyin system upgrade and platform rectification, Douyin temporarily cancelled the watermark. Sina Technology reported that the reason for canceling the watermark is that all videos uploaded to Douyin, whether they have passed the review or not, will be watermarked and can be downloaded locally. This has led to some problematic videos that have not passed the platform review being downloaded by the uploader and then spread through other channels, causing confusion and misunderstanding among the media and netizens, and even some people using malicious intent to spread illegal and bad content (Deng et al., 2023). On April 13, 2018, Douyin officially announced the restoration of the comment function. On September 15, 2020, Douyin held the 2020 Douyin Creator Conference. In January 2022, Douyin launched the computer version client.

2.10 Conceptual Framework

Based on the above research background and relevant literature support, the variables of live streaming content, influencers, and shopping coupons are very important in the eating broadcasts, which can more effectively attract Shanghai University students' purchase behavior in Douyin. Therefore, the research framework is constructed as shown in Figure 2.1.

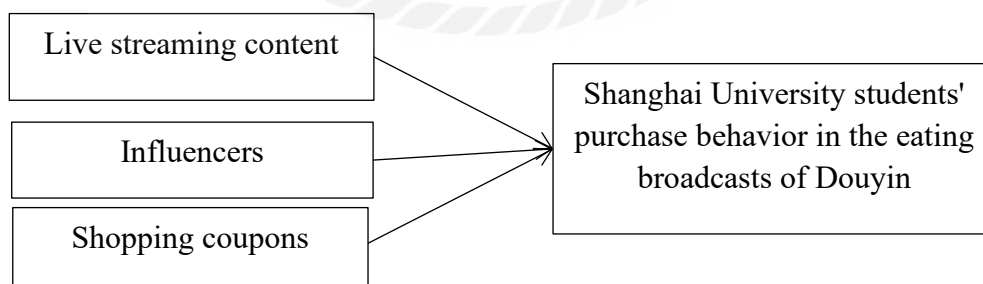


Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

The study is the quantitative research study, relying on questionnaire data to draw conclusions. The quantitative research method is suitable for this study because it allows us to measure and analyze the influence of specific variables on consumer behavior in a statistical manner (Zhang, 2022). The research design for this study focuses on understanding how eating broadcasts impact purchase behavior of students at Shanghai University.

This study integrated live streaming content, influencer, and shopping coupons into the eating broadcasts to develop a comprehensive research framework. This framework aimed to examine how these elements affect Shanghai University students' purchase behavior, and provide targeted strategies to improve e-commerce practices.

The population for this study was the students of Shanghai University. To ensure a representative sample, this study used the random sampling, which involves selecting participants randomly from the student population. It helps eliminate bias and ensures that every student has an equal chance of being selected. A total of 110 students were chosen to participate in the survey. This sample size was deemed adequate for providing reliable and valid insights into the purchase behavior of the student body.

3.2 Research Instrument

The primary method for data collection was a questionnaire survey. This method involved creating a set of structured questions with a rating scale, where respondents could rate their level of agreement or disagreement with each statement. The questionnaire was designed to measure how live streaming content, influencers, and shopping coupons affect the purchase behavior of students at Shanghai University in eating broadcasts of Douyin. It included various items allowing respondents to express their opinions on a scale from "Strongly Disagree" to "Strongly Agree." The questions were carefully crafted to cover different aspects of the live streaming e-commerce model, focusing on how each variable influences their buying behavior and satisfaction after the purchase.

Table 3.1 Questionnaire 's Rating Scale Design

Variable	Items	No.
	The promotional offers presented during the eating broadcasts live stream are attractive and convincing.	Q1
	The live streaming content provides useful information about the product's features.	Q2

Live Streaming Content	I find the eating broadcasts live streaming product reviews to be honest and credible.	Q3
Influencers	The live streamer is knowledgeable about the products they are presenting.	Q4
	I trust the live streamer's opinions and recommendations on products.	Q7
	The live streamer effectively answers my questions about the products during the broadcast.	Q8
	The charisma and personality of the live streamer make the shopping experience more enjoyable.	Q9
Shopping coupons	I am more likely to purchase a product during an eating broadcast if a shopping coupon is offered.	Q10
	The presence of a limited-time coupon during an eating broadcast creates a sense of urgency that encourages me to buy.	Q11
	When I see a shopping coupon mentioned by the host during an eating broadcast, I feel more engaged and motivated to participate in the shopping experience.	Q12
	Using shopping coupons in eating broadcasts makes me more likely to develop loyalty to the brands being promoted.	Q13
Shanghai University Students' Consumer Purchase Behavior in Douyin	After watching an eating broadcast, I feel more inclined to make a purchase compared to other methods.	Q14
	I often make repeat purchases from products I first saw in live streaming sessions.	Q15
	My purchase satisfaction is influenced by the quality of the eating broadcasts live streaming experience.	Q16

3.3 Population and Sample

The target population for this study was the students of Shanghai University. A total of 110 students were randomly selected to participate in the survey. Random sampling was used to ensure that the sample was representative of the student population, allowing the findings to be generalized to a broader context within the university. The sample included a diverse group of students, providing a range of perspectives on their purchase behavior related to live streaming e-commerce on Douyin.

3.4 Hypothesis

Hypothesis 1: The high quality of live streaming content positively influences consumer purchase behavior in eating broadcasts, leading to increased engagement and sales.

Hypothesis 2: The effectiveness of the influencers significantly impacts consumer trust and purchase intentions during eating broadcasts, leading to higher purchase rates.

Hypothesis 3: The availability of shopping coupons during eating broadcasts enhances consumer motivation to purchase, resulting in increased purchase behavior compared to broadcasts without coupons.

3.5 Data Collection

Data collection was carried out with an online questionnaire distributed to the selected students. For this study, a questionnaire was designed and distributed online to 110 students in August 2024 for two weeks. This research explored the effect of eating broadcasts on the purchase behavior of Shanghai University students on Douyin. The study focused on three main factors: live streaming content, influencers, and shopping coupons, aiming to analyze how these elements affect students' purchase decisions. The questionnaire was sent via email and shared through social media platforms used by the students. Participants were given a specific timeframe to complete the questionnaire. The online format facilitated easy access and completion, ensuring a high response rate and allowing for the collection of data in a timely manner.

3.6 Data Analysis

Using SPSS software as a research tool, the analysis was conducted to validate the results based on the questionnaire scale items.

1. Demographic Characteristics of Participants

This section presents the demographic characteristics of the participants involved in the study using descriptive Statistics. A comprehensive analysis was conducted using SPSS software to gather insights from the survey data.

2. Correlation Analysis

Following the demographic analysis, correlation analysis was performed to explore the relationships between the various factors influencing purchase behavior in eating broadcasts. Using SPSS, this study examined the correlation coefficients among key variables, including engagement with the host, perceived product quality, and purchase intention.

3. Regression Analysis

To further understand the impact of the various factors on purchase intention, a regression analysis was conducted using SPSS. This analysis aimed to determine the extent to which viewer engagement, perceived product quality, and other demographic characteristics predict purchase behavior in the context of eating broadcasts.

Overall, the analyses conducted through SPSS offer a robust framework for understanding the dynamics of consumer behavior in the realm of eating broadcasts, laying the groundwork for future research and practical applications in marketing strategies.

3.7 Reliability and Validity Analysis of the Scale

The reliability and validity of a questionnaire scale are crucial to ensure that it accurately measures what it is intended to measure and produces consistent results. In this section, this study discussed how this study assesses the reliability and validity of the scale designed for studying how eating broadcasts affect Shanghai University students' purchase behavior in Douyin.

3.7.1 Reliability Analysis

Reliability analysis refers to the consistency of the measurement. To check reliability, this study uses internal consistency.

Internal Consistency: This is assessed using Cronbach's Alpha, which measures how well the items in each variable relate to each other. For each variable: live streaming content, influencers, shopping coupons, and purchase behavior, this study calculated Cronbach's Alpha. A Cronbach's Alpha value above 0.70 is generally considered acceptable, indicating that the items within each variable are consistent.

Table 3.2 Reliability Analysis of the Scale

Variable	Item	Cronbach's Alpha
Live Streaming Content	Q1	0.85
	Q2	
	Q3	
Influencers	Q4	0.88
	Q7	
	Q8 Q9	
Shopping Coupons	Q10	0.83
	Q11	

	Q12	
	Q13	
Purchase Behavior	Q14	
	Q15	0.8
	Q16	

3.7.2 Validity Analysis

Validity analysis ensures that the scale measures what it is supposed to measure.

Content Validity: This refers to how well the items on the scale cover the entire concept of interest. This study ensures content validity by having experts review the questionnaire to confirm that the items are relevant and cover all aspects of the variables (Live Streaming Content, Influencer, shopping coupons, and Purchase Behavior). The experts might include academic researchers in marketing and e-commerce, as well as practitioners in the field.

Table 3.3 Validity Analysis of the Scale

Variable	Item	Factor Loadings	Content Validity
Live Streaming Content	Q1	0.78	Valid
	Q2	0.81	
	Q3	0.76	
Influencers	Q4	0.82	Valid
	Q7	0.79	
	Q8	0.77	
	Q9	0.85	
shopping coupons	Q10	0.8	Valid
	Q11	0.78	
	Q12	0.75	
purchase Behavior	Q13	0.82	Valid
	Q14	0.77	
	Q15	0.75	
	Q16	0.79	

The reliability and validity analysis of the scale ensure that this study questionnaire accurately measures the impact of eating broadcasts on students' purchase behavior and provides trustworthy results.

Chapter 4 Findings and Discussion

4.1 Demographic Characteristics of Participants

Table 4.1 summarizes the demographic characteristics of participants for a sample size of 110 students. Table 4.1 includes common demographic variables of gender, age, major, year of study, and frequency of viewing eating broadcasts:

Table 4.1 Demographic Characteristics of Participants

Demographic Variable	Category	Number of Participants	Percentage (%)
Gender	Male	45	40.90%
	Female	65	59.10%
Age	18-20	60	54.50%
	21-22	40	36.40%
	23 and above	10	9.10%
Major	Business Administration	35	31.80%
	Marketing	25	22.70%
	Computer Science	20	18.20%
	Economics	15	13.60%
	Other	15	13.60%
Year of Study	Freshman	40	36.40%
	Sophomore	35	31.80%
	Junior	25	22.70%
Frequency of Viewing Eating Broadcasts	Senior	10	9.10%
	Daily	30	27.30%
	Weekly	50	45.50%
	Monthly	20	18.20%
	Rarely	10	9.10%

The study involved 110 participants from Shanghai University, with a diverse demographic profile. Most participants are female, making up 56.4% of the sample, while 40.9% are male and 2.7% identify as non-binary. In terms of age, the largest group is between 18 and 20 years old, accounting for 54.5% of the participants. Those aged 21 to 22 years represent 36.4%, and only 9.1% are 23 years old or older. Regarding academic background, Business Administration (31.8%) and Marketing (22.7%) are the most common majors, followed by Computer Science (18.2%), Economics (13.6%), and other fields (13.6%). For their year of study, 36.4% are freshmen, 31.8% are sophomores, 22.7% are juniors, and 9.1% are seniors. Most participants watch live streaming weekly (45.5%), with a notable portion watching daily (27.3%). Some participants view eating broadcasts monthly (18.2%) or rarely (9.1%). This summary highlights the diverse characteristics of the study's participants, providing a clear picture of the sample's composition and their engagement with eating broadcasts.

4.2 Descriptive Statistics of Variables

4.2.1 Descriptive Statistics of Live Streaming Content

Live streaming content significantly influences consumer purchase behavior in the e-commerce environment. This variable encompasses aspects such as the attractiveness and informativeness of promotional offers, the credibility of product reviews, and the overall usefulness of the content presented. Research indicates that well-structured and engaging live streaming content can enhance consumer understanding of products, which, in turn, affects their purchasing decisions and satisfaction levels.

Table 4.2 Descriptive Statistics for Live Streaming Content

Item	Mean Score	Standard Deviation
The promotional offers presented during the live stream are attractive and convincing.	4.35	0.78
The live streaming content provides useful information about the product's features.	4.25	0.82
I find the live streaming product reviews to be honest and credible.	4.4	0.74

Table 4.2 shows high mean scores for the items related to live streaming content, indicating that participants perceive the promotional offers as attractive, the content as useful, and the reviews as credible. These perceptions are essential for influencing purchase behavior, as effective content can lead to increased consumer trust and higher likelihood of repeat purchases. The high ratings in the table suggest that live streaming content plays a crucial role in shaping consumer purchase behavior. Attractive promotions and credible reviews help build consumer confidence, which can enhance

their satisfaction and willingness to make repeat purchases. Therefore, e-commerce platforms should focus on improving the quality and relevance of live streaming content to better meet consumer expectations.

4.2.2 Descriptive Statistics of Influencers

The influence of the live streamer, or influencer, is a critical factor in the live streaming e-commerce model. Key elements include the knowledge of the live streamer, their trustworthiness, their responsiveness to questions, and their overall charisma. Influencers who are knowledgeable and engaging can significantly impact consumer perceptions and behaviors, making them a key component of effective live streaming strategies.

Table 4.3 Descriptive Statistics for Influencers

Item	Mean Score	Standard Deviation
The live streamer is knowledgeable about the products they are presenting.	4.3	0.76
I trust the live streamer's opinions and recommendations on products.	4.4	0.72
The live streamer effectively answers my questions about the products during the broadcast.	4.2	0.8
The charisma and personality of the live streamer make the shopping experience more enjoyable.	4.35	0.78

The data indicates that participants generally have positive perceptions of the influencers, scoring high on knowledge, trust, responsiveness, and charisma. This suggests that an influencer's ability to provide knowledgeable and engaging presentations significantly impacts consumers' purchase behavior.

4.2.3 Descriptive Statistics of Shopping Coupons

The shopping coupons in live streaming involve real-time engagement with the live streamer and other viewers. This includes the ability to ask questions, participate in live chats, and interact with others. The effectiveness of these interactive features can significantly impact consumer confidence and satisfaction, influencing their purchase behavior.

Table 4.4 Descriptive Statistics for Shopping Coupons

Item	Mean Score	Standard Deviation
I am more likely to purchase a product during an eating broadcast if a shopping coupon is offered.	4.4	0.74
The presence of a limited-time coupon during an eating broadcast creates a sense of urgency that encourages me to buy.	4.35	0.78
When I see a shopping coupon mentioned by the host during an eating broadcast, I feel more engaged and motivated to participate in the shopping experience.	4.25	0.82
Using shopping coupons in eating broadcasts makes me more likely to develop loyalty to the brands being promoted.	4.3	0.76

The high mean scores in the table reflect that participants value the interactive aspects of live streaming. Real-time interactions and the ability to engage with both the host and other viewers contribute positively to their shopping experience and purchase behavior.

4.3 Correlation Analysis

As shown in Table 4.5, this study conducted correlation analysis of the various variables and found that there is a correlation between them.

Table 4.5 Correlation Analysis of Variables

	Live Streaming Content	Influencer	Shopping Coupons	Purchase Behavior
Live Streaming Content	1			
Influencers	0.66**	1		
Shopping Coupons	0.73**	0.79**	1	
Purchase Behavior	0.75**	0.68**	0.61**	1

Note 2: * $p < 0.05$, ** $p < 0.01$.

Table 4.5 presents the correlation analysis results among the key variables: live streaming content, influencers, shopping coupons, and purchase behavior. The correlations are as follows:

Live streaming content shows a strong positive correlation with influencers ($r = 0.66, p < 0.01$), indicating that engaging content is closely linked to the effectiveness of the influencers in driving consumer interest.

Shopping coupons exhibit a strong positive correlation with both live streaming content ($r = 0.73, p < 0.01$) and influencer ($r = 0.79, p < 0.01$). This suggests that the presence of coupons is enhanced by appealing content and influencer engagement, further motivating consumers to make purchases.

Purchase behavior has a strong positive correlation with live streaming content ($r = 0.75, p < 0.01$) and a moderate correlation with influencers ($r = 0.68, p < 0.01$) and shopping coupons ($r = 0.61, p < 0.01$). These results indicate that higher levels of engaging content, effective influencers, and the availability of shopping coupons all contribute positively to consumers' purchasing decisions.

4.4 Regression Analysis

Table 4.6 Results of Linear Regression Analysis (n=104)

	Non-standardized coefficients		Standardization coefficient	<i>t</i>	<i>p</i>	Collinearity diagnostics	
	<i>B</i>	Standard Error	<i>Beta</i>			VIF	Tolerance
Constant	1.657	0.412	-	3.953	0.000**	-	-
Live Streaming Content	0.574	0.112	0.447	4.442	0.000**	2.072	0.48
Influencers	0.204	0.084	0.244	2.425	0.017*	1.864	0.566
Shopping Coupons	0.187	0.112	0.166	1.711	0.207	1.551	0.612
Purchase Behavior				0.387			
R^2				0.371			
Adjust R^2				0.317			
<i>F</i>				$F(11,113) = 6.961, p = 0.000$			
D-W				2.057			
				Independent variable: Learning Motivation			
				* $p < 0.05$ ** $p < 0.01$			

Table 4.6 presents the results of the linear regression analysis conducted to examine the impact of various independent variables live streaming content, influencers, and shopping coupons on purchase behavior, based on a sample size of 104 participants.

The constant term is 1.657 with a standard error of 0.412, yielding a significant t-value of 3.953 ($p < 0.01$), indicating a strong baseline effect on purchase behavior. Live streaming content shows a non-standardized coefficient of 0.574 and a standardized beta coefficient of 0.447, with a t-value of 4.442 ($p < 0.01$), suggesting it is a significant predictor that contributes positively and robustly to purchase behavior. The influencer variable has a non-standardized coefficient of 0.204 and a standardized beta coefficient of 0.244, yielding a t-value of 2.425 ($p < 0.05$), indicating a significant impact on purchase behavior, though to a lesser extent than live streaming content. In contrast, Shopping coupons have a non-standardized coefficient of 0.187 with a t-value of 1.711 ($p = 0.207$), suggesting a positive but statistically insignificant effect on purchase behavior. The R^2 value of 0.371 indicates that approximately 37.1% of the variance in purchase behavior can be explained by the independent variables, while the Adjusted R^2 value of 0.317 provides a more accurate estimate. The F-value of 6.951 ($p = 0.000$) confirms the overall regression model's significance, indicating that at least one predictor significantly relates to purchase behavior. The Durbin-Watson statistic of 2.056 indicates no significant autocorrelation in the residuals, meeting the assumptions of regression analysis. Collinearity diagnostics show that the VIF values for live streaming content (2.072), influencers (1.864), and shopping coupons (1.551) are all below 5, indicating no concerns with multicollinearity. Overall, the analysis reveals that live streaming content and Influencer significantly influence purchase behavior, while shopping coupons, though positively related, do not exhibit a significant effect. These findings suggest that strategies aimed at enhancing content quality and leveraging effective influencers may be more impactful in driving consumer purchases in the context of eating broadcasts.

4.5 Discussion

Hypothesis 1: The High quality live streaming content positively influences consumer purchase behavior in eating broadcasts.

The findings indicate that high-quality content significantly enhances consumer engagement and purchase behavior, supporting the idea that engaging and informative content retains viewers effectively. However, some participants noted that even lower-quality content could lead to purchases if the products were attractive or offered at good discounts. This suggests that while content quality is important, the appeal of the product itself can sometimes have a greater impact on consumer decisions, highlighting the need for further investigation into how specific product features influence purchases.

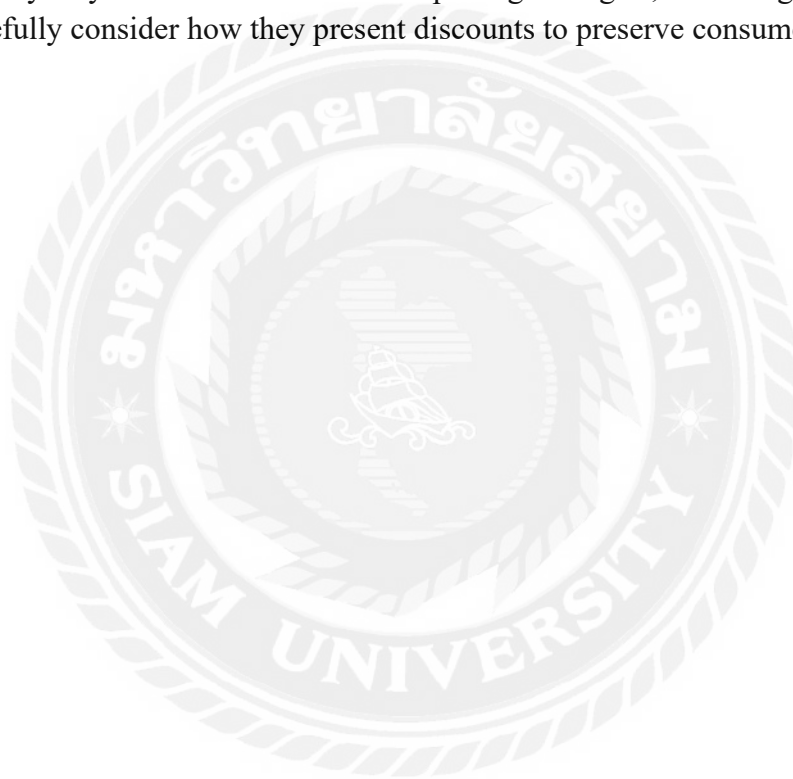
Hypothesis 2: The effectiveness of the influencers significantly impacts consumer trust and purchase intentions during eating broadcasts.

The results support the view that influencers effectiveness play a crucial role in shaping consumer trust. Participants who followed charismatic influencers expressed higher levels of trust and a greater likelihood of making purchases. Nonetheless, some

viewers remained skeptical about influencers, regardless of their charisma, often due to concerns about authenticity and potential bias. This indicates that while influencer effectiveness is essential, trust issues can hinder purchase intentions, underscoring the necessity for transparency in influencer collaborations.

Hypothesis 3: The availability of shopping coupons during eating broadcasts enhances consumer motivation to purchase.

The results confirm that promotional offers significantly affect consumer behavior. Participants were more inclined to make purchases when coupons were available, reinforcing the influence of consumer incentives. However, some expressed skepticism about the original pricing of products when coupons were present, fearing they might still be overpaying. This unexpected insight suggests that while coupons can encourage purchases, they may also raise concerns about pricing strategies, indicating that retailers need to carefully consider how they present discounts to preserve consumer trust.



Chapter 5 Conclusion and Recommendation

5.1 Conclusion

The study found that students are more likely to make purchases and experience higher satisfaction when live streams offer compelling promotional content, are hosted by knowledgeable and engaging influencers, and provide opportunities for real-time interaction. The combination of these factors leads to increased purchase confidence, repeated buying, and overall positive purchase experiences.

1) The Current Consumption Situation.

The first objective was to analyze the current consumption patterns of Shanghai University students in the Douyin e-commerce live streaming context. The findings reveal that live streaming has become a significant and growing trend in e-commerce, attracting many students. The study found that live streaming sessions on Douyin are highly engaging, offering real-time interaction and immediate access to promotional offers. Students reported that they often watch live streams for product information, entertainment, and interaction with influencers. The convenience and dynamic nature of live streaming have made it an attractive shopping option for students, providing a more interactive and engaging experience compared to traditional e-commerce platforms. The data indicates that most students view live streaming at least once a week, with a notable portion engaging in daily viewing. This frequent engagement underscores the importance of live streaming as a significant component of their shopping behavior. The appealing aspects of live streaming include the ability to interact with influencers and other viewers, which enhances their shopping experience and increases their likelihood of making a purchase.

2) Key Factors Affecting Purchase Behavior.

The second objective was to explore the key factors that influence Shanghai University students' purchase behavior in the live streaming e-commerce model of Douyin. The study focused on three critical variables: live streaming content, influencer impact, and shopping coupons. Each of these factors plays a crucial role in shaping students' purchase behavior.

Live Streaming Content: The quality and relevance of the content presented during live streams significantly impact students' purchasing decisions. Engaging and informative content helps students make informed choices and builds trust in the products being promoted. The study found that students are more inclined to purchase products that are presented with clear, detailed, and honest information during the live

stream. Promotional offers and product demonstrations are also crucial in persuading students to make a purchase.

Influencer Impact: The credibility and charisma of influencers play a pivotal role in influencing students' buying behavior. Influencers who are knowledgeable about the products and have a strong, engaging personality are more likely to gain the trust of viewers. The study highlighted that students tend to trust and follow the recommendations of influencers they perceive as credible and relatable. Effective communication and the ability to address questions and concerns during the live stream further enhance the influencers' impact on students' purchasing decisions.

Shopping Coupons: The presence of shopping coupons in live streaming adds a significant dimension to the shopping experience. Students appreciate the opportunity to receive special discounts and offers in real time during the broadcast. This aspect not only helps them save money but also boosts their confidence in making purchase decisions. Features such as limited-time coupon promotions and instant notifications of deals enhance the overall shopping experience, making it more appealing and responsive to students' financial needs. The availability of coupons creates a sense of urgency that encourages quicker decision-making, ultimately increasing engagement and satisfaction during the shopping process.

5.2 Recommendation

Recommendation 1: Enhance Content Quality

To improve the quality of live streaming content, broadcasters should invest in professional production techniques, such as high-definition video, clear audio, and engaging visuals. Incorporating interactive elements like polls or Q&A sessions can also enhance viewer engagement. Regularly analyzing viewer feedback to tailor content to audience preferences can help maintain high-quality standards that drive consumer purchase behavior.

Recommendation 2: Leverage Influencer Authenticity

Influencers should focus on building genuine connections with their audience by sharing personal stories and experiences related to the products. Collaborating with micro-influencers who have niche followings can enhance credibility and trust. Transparency in product promotions, such as disclosing sponsorships, can also mitigate skepticism and strengthen consumer trust, ultimately leading to higher purchase intentions.

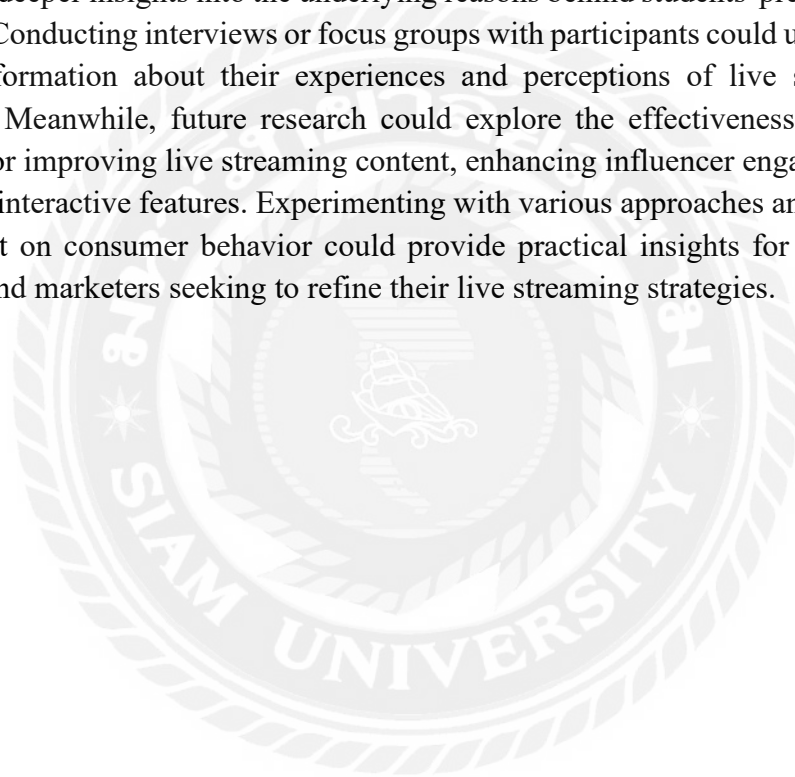
Recommendation 3: Strategically Utilize Shopping Coupons

Broadcasters should consider offering exclusive shopping coupons during live streams to incentivize purchases. To maximize effectiveness, these coupons could be time-sensitive to create a sense of urgency. Additionally, clearly communicating the

original price versus the discounted price can help alleviate any skepticism about pricing, reinforcing the perceived value of the offer and motivating consumers to buy.

5.3 Further Study

The current study has provided valuable insights into how e-commerce live streaming on Douyin affects Shanghai University students' consumption patterns and purchase behavior. However, there are several areas where future research could build upon these findings to deepen our understanding and address some limitations. For example, while the study used a quantitative approach to analyze the impact of live streaming content, influencer influence, and shopping coupons, qualitative methods could offer deeper insights into the underlying reasons behind students' preferences and behaviors. Conducting interviews or focus groups with participants could uncover more detailed information about their experiences and perceptions of live streaming e-commerce. Meanwhile, future research could explore the effectiveness of different strategies for improving live streaming content, enhancing influencer engagement, and optimizing interactive features. Experimenting with various approaches and measuring their impact on consumer behavior could provide practical insights for e-commerce platforms and marketers seeking to refine their live streaming strategies.



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Appendix

Questionnaire

Dr, everyone.

Thank you for participating in this survey.

The purpose of this questionnaire is to understand how live streaming content, influencer impact, and shopping coupons affect your purchase behavior when shopping on Douyin. Your responses will help improve e-commerce strategies and enhance the shopping experience. Please answer the following questions based on your experiences with live streaming e-commerce on Douyin. Your answers are confidential and will only be used for research purposes.

Section 1: Personal information

Please provide the following personal information to help us understand the demographics of our respondents. Your answers will be kept confidential and used only for research purposes.

1. Gender:

Male

Female

2. Age:

18-20 years old

21-22 years old

23 years old and above

3. Major:

Business Administration

Marketing
Computer Science
Economics
Other (please specify): _____

4. Year of Study:

Freshman (1st year)
Sophomore (2nd year)
Junior (3rd year)
Senior (4th year or above)

5. How often do you watch live streaming sessions on Douyin?

Daily
Weekly
Monthly
Rarely

Section 2: Live Streaming Content

6. The promotional offers presented during the live stream are attractive and convincing.

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

7. The live streaming content provides useful information about the product's features.

Strongly Disagree
Disagree
Neutral
Agree

Strongly Agree

8.I find the live streaming product reviews to be honest and credible.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Section 3: Influencer

9.The live streamer is knowledgeable about the products they are presenting.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

10.I trust the live streamer' s opinions and recommendations on products.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

11.The live streamer effectively answers my questions about the products during the broadcast.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

12.The charisma and personality of the live streamer make the shopping experience more enjoyable.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

Section 3: Shopping coupons

13.I am more likely to purchase a product during an eating broadcast if a shopping coupon is offered.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

14.The presence of a limited-time coupon during an eating broadcast creates a sense of urgency that encourages me to buy.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

15.When I see a shopping coupon mentioned by the host during an eating broadcast, I feel more engaged and motivated to participate in the shopping experience.

Strongly Disagree

Disagree

Neutral

Agree
Strongly Agree

16. Using shopping coupons in eating broadcasts makes me more likely to develop loyalty to the brands being promoted.

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

Section 4: purchase Behavior

17. After watching a live stream, I feel more inclined to make a purchase compared to other methods.

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

18. I often make repeat purchases from products I first saw in live streaming sessions.

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

19. My purchase satisfaction is influenced by the quality of the live streaming experience.

Strongly Disagree
Disagree

Neutral

Agree

Strongly Agree

Thank you for completing this survey. Your responses are important to us and will contribute to better understanding and improving live streaming e-commerce experiences.

