# Research on the Factors Influencing of Chinese Female Consumers' Purchase Intention in Live Streaming E-commerce

Kang Jinhui[1], Arun Kumar Tarofder[2]

**Abstract**

*Purpose: The purpose of this research is to analyze and evaluate factors affecting Chinese female consumers' purchase intention in Live streaming e-commerce*

*Theoretical framework: In the e-commerce live streaming room, anchors, products and scenes will affect the perceived value of consumers from multiple angles, and then affect the purchase intention.*

*Design/methodology/approach: In order to examine the relationship between anchors, products, streaming room atmosphere, etc. women's purchase intention, we designed survey questions, tested ten hypotheses, and used regression analysis to summarize the research results. Research results: SPSS statistical software was used to investigate the correlation between independent variables and the above hypotheses by principal component analysis . It showed that there was a definite relationship between the communication mode of anchors, anchor popularity, anchor interaction, product value information, product price discount, brand awareness, brand awareness, Live streaming atmosphere and female purchase intention.*

*Research, Practical & Social implications: For all participants in live streaming e-commerce, it is necessary to fully understand what factors will affect the consumption willingness of Chinese women.*

*Originality/Value: Under the mode of "e-commerce + live network broadcast", academic research on the purchase intention or behavior of Chinese female consumers in live e-commerce broadcast is scarce. This paper draws relevant conclusions through a certain number of hypothesis tests, which is a supplement to the research on consumers' purchase intention under the background of network broadcast.*

**Keywords:** *Live streaming e-commerce(LSE), consumers' purchase intention, Chinese female consumers.*

## INTRODUCTION

Live e-commerce economy is an important part of China's national economy and social informatization, and an important force to promote China's economic development. China's online shopping demand has huge potential. According to CNNIC (2023) data, China's online retail sales in the first half of 2023 reached 7.16 trillion yuan, accounting for 26.6% of the total social consumer retail sales. As of December 2022, China had a total of 1.067 billion internet users, with an internet penetration rate of 75.6%. It should be emphasized that, in terms of the market shares of various types of e-commerce platforms, the proportion of traditional comprehensive e-commerce platforms in China decreased to 72% in 2022, while live streaming e-commerce, new retail and community

[1] Management and Science University of Malaysia, to.kang@163.com
[2] Management and Science University of Malaysia, arun_kumar@msu.edu.my

group-buying all showed an increasing trend, seizing the market of traditional comprehensive e-commerce platforms.

Live streaming e-commerce(LSE) is a new model of online sales.The E-commerce anchor present the product information in a more vivid and three-dimensional way to consumers in the form of demonstration and experiencesharing, so as to enhance their purchase intention of the recommended products (Xie,Y et al. 2019). The immediacy of information transmission in LSE, the two-way interaction between anchors and audiences, the strong sense of participation of consumers are important reasons for the rapid popularity of LSE in China. In 2019, China's network live streaming and e-commerce rose rapidly, the scale of LSE users grew rapidly, the ecological map of LSE continued to expand, and China's national live streaming entered the stage of bringing national live streaming to the market.  In China, the number of female online consumers is huge. As of December 2022, the gender ratio of internet users in China was 51.4:48.6, with female internet users numbering as high as 507 million people.Chinese women prefer LSE, and young viewers are the main force. In 2022, the number of LSE users on Tiktok and Kwai platforms was higher among women, accounting for 56.4%, and viewers aged 18-40 accounted for 63.6%. The potential of women's online shopping continues to be released, becoming a major source of growth in the shopping and consumption sector. Taobao, Buy together and other e-commerce platforms are the main choices for female users. E-commerce apps of special sale and live streaming are favored by female users. More and more female users are attracted to watch live shopping.

It is very necessary to deeply study the purchasing intention of Chinese female consumers in LSE. Through the research, the factors affecting the purchasing intention of Chinese female consumers in LSE can be explored to more accurately grasp the purchasing psychology and purchasing intention of female consumers, which facilitates the selection of commodities sold in LSE, and also provides a reference for the shaping of the style of main streaming live streaming and the selection of communication methods. At the same time, it can also help LSE platforms better decorate the live streaming atmosphere to attract female consumers to stay longer. It also provides reference for expanding the sales of LSE products and improving the quality of live streaming service.


## LITERATURE REVIEW

Because the history of LSE is short, the development is rapid, the academic community has not yet reached a consensus on the definition of LSE, which is mostly elaborated in combination with specific research content.

Referring to the definition of LSE by other scholars, the paper defines LSE as an online shopping mode that provides users with real-time services or products based on e-commerce, with live streaming media technology as the media, with commodity sales as the purpose, and with e-commerce anchors as business representatives.

Table 2-1 The Representative Definition of Live streaming e-commerce by scholars

| | |
|---|---|
| In a new online sales model, anchors present product information more vividly and three-dimensional to consumers, to increase their willingness to buy | Xie,Y et al. (2019) |
| The process of activities and transactions through the LSE platform | Xu et al.（2020） |
| Anchors use PC, Smart phone and Tablet computer to promote their products in the LSE | Lee and Chen（2021） |
| Through some large platforms (such as the Internet, exhibitions, festival activities, etc.), using live streaming technology for online or on-site commodity display, consulting services, and guided sales | Zhao S m and Liang B (2021) |
| Through a full range of real-time display and social interaction, to facilitate the sale of goods, promote consumption of social business behavior | Li,M and Hua, Y(2021) |
| Based on e-c live streaming platform that has the characteristics of promoting | Fei,H.p and |

| consumer participation and purchase New online sales model | Zhou,C.C (2021) |
|---|---|

As China's economic and cultural conditions continue to change, simple and economical food and clothing, which are the pursuit of daily consumption in the past, can no longer meet the growing consumption demands of young Chinese women. (Zhao,Q, Sun,S.L, 2017). The consumption behavior of young female groups reflects the group characteristics of rationalization and sensibility, diversity and convergence, independence and passivity, emotionalization and symbolization, branding and networking coexist (Chen,X.C, Cheng,J.P 2020). Lei,S and Hu,L.L (2018) believe that women are fashion-seeking, impulsive and willing to share. Therefore, e-commerce platforms should strengthen optimization in terms of advertising investment, promotion activities and appearance design investment, and establish a female-led e-commerce development model with complete service process and combined online and offline experience. Based on the knowledge of consumer psychology, Xu,L.B (2021) analyzes the consumer psychology of contemporary female users and concludes that female consumption preferences with certain universality include the emphasis on appearance, emotional characteristics, security, individuation, self-esteem and self-awareness.

LSE is an innovative practice of e-commerce in which e-commerce subjects guide consumers to participate and make purchasing decisions through live streaming (Hu,C.F, 2022). As an emerging online sales mode, compared with the traditional integrated e-commerce platform of merchant-shelf, LSE builds a sales situation based on "person-products - Scene", fully reflecting the real-time interaction and scene authenticity of FSE. "People" refers to e-commerce anchors and consumers, "products" represents products to be sold, and "Scene" represents live streaming platform and atmosphere. (Zhou,C.C, 2021)

In LSE, "people" include anchors and consumers.Most of the current research focuses on the characteristics of anchors, such as the impact of professionalism, popularity, and interactivity on consumers' purchase intention; "products" refers to goods. Now the research mainly focuses on how product quality and brand quality affect trust ; "Scene" refers to e-commerce platform and LSE atmosphere. The existing research mainly focuses on the impact of social presence, interactive atmosphere and entertainment atmosphere on consumers' purchase intention. The existing research on "person-products - Scene" basically covers the factors that affect the purchase intention of LSE consumers.
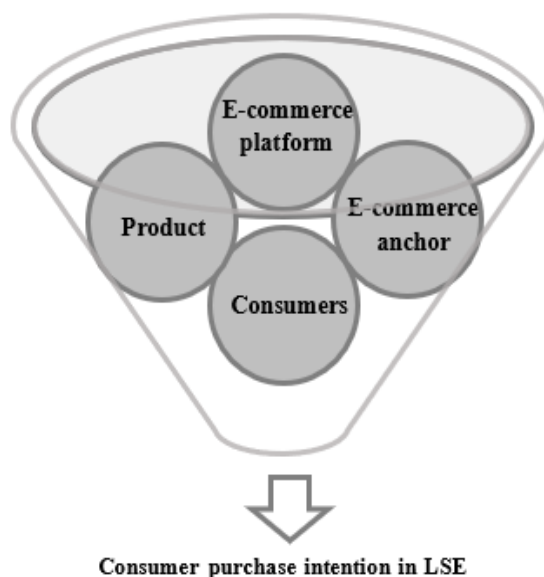


Figure 1 Factors affecting LSE consumers' purchase intention（Source: Authors' compilation）

## MATERIAL AND METHODOLOGY

Research framework

Based on the previous analysis, this paper, based on the "S-O-R theory", has formed four main study contents of the study by combining the four influential factors in LSE, such as female consumers' perceived value, anchors, LSE platform (atmosphere) factor, and product (brand) influence. That is, the influence of anchors' behavior style, female customers' perceived value, product (brand) attributes and platform scene atmosphere on e-commerce consumers' purchase intention, and corresponding to the research perspective of "people-products - scene", see Figure 2 for details. In other words, the research perspective of "people-products - scene" is the appropriate entry point of this study.
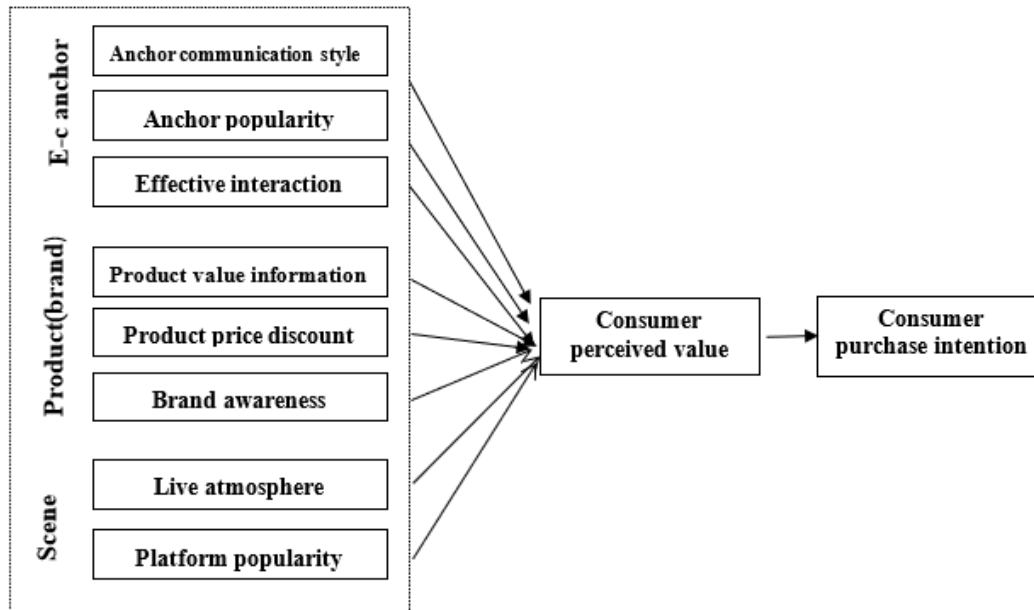


Figure 2 Conceptual framework

(Source: Authors' compilation)

First, this study divided "people" into "anchors" and "consumers", and analyzed the characteristics and behavior modes of anchors, including the communication style of anchors and the sense of trust that anchors bring to consumers. The communication style of anchors refers to the format, ritual or posture adopted by buyers and sellers in the interaction (Sheth, 1975). It has also been proved by existing studies that its importance in LSE is conducive to the online real-time interactive communication between anchors and consumers, so as to achieve sales targets (Wu,N, et al., 2020). In some specific scenarios, communication style is more important than communication content (Lu, et al., 2018). Doney&Cannon (1997) found in their research that consumer trust includes perceived credibility, city and goodwill.

Second, for LSE consumers, perceived value is functional, emotional and service-oriented.Therefore, this study attempts to detect the perceived value of Chinese female customers on LSE process as individual cognition, and establish its relationship with customers' purchase intention.

Thirdly, For LSE "Products", this paper discusses the effect of products (brands) on the purchase intention of Chinese female consumers, and divides product attributes into general attributes and specific attributes in the context of LSE. Existing research have conducted a lot of research on offline product attributes (Dholakia, 2000; Lin and Chuang, 2005; Park et al., 2012; Chen,et al., 2019) proved the influence of general product attributes such as enjoyment, low price and ready-to-use on consumers' purchase

decisions (Kacen et al., 2012). In addition to these factors that have a general influence on products, this study also considers the role of product specific attributes in live streaming scenarios such as instant feedback of product information and perception of anchor product knowledge.

Fourthly, it focuses on the role of scene and discusses the role of scene atmosphere clues on live streaming platforms in the purchase of Chinese female consumers.         The LSE atmosphere expresses the deliberate design of the space and creates a specific buyer effect,especially shopping environments that can induce emotional effects and increase the purchase rate of consumers (Kotler, 2003). The importance of environmental cues and atmosphere in retailing has been demonstrated by existing studies (Floh and Madlberger, 2013). Therefore, this study further analyzes the role of atmosphere cues in LSE scenes, and demonstrates the applicability of existing research conclusions in LSE scenes.

Research hypothesis

The characteristics of LSE anchors' willingness to market to female consumers are summarized as the communication style of main streaming, the social popularity of the LSE anchors and the effective interaction between anchors and audiences(Potential customer) in the streaming room. The communication style of e-commerce anchors is usually direct, passionate, vivid, close and interesting, which can attract the audience's attention and enhance their trust in the product and purchase intention (Ma,F.r, Li,Q,2019). The communication style of anchors (passion, humor, talent) can attract a large number of female viewers who like the style of anchors to enter the LSE room and prolong the time of watching the live streaming. Anchors introduce products through passionate tone, humorous language, exaggerated body movements or words full of wisdom and talent,In this way, female customer have a clearer understanding of the product, which is conducive to improving the perceived value of female consumers(Lin,X, Wu,Y.Y,2022). In addition, limited by the length of the paper, only part of the relationship hypotheses are made in this paper.So the following hypotheses can be made:

H1: The communication style of LSE anchors can positively influence the perceived value of Chinese female consumers.

The social popularity of LSE anchors refers to the popularity and influence of LSE anchors on social media and LSE platforms (Chen, X.J, Liu,Y.H, 2021). With the rise of LSE, E-commerce anchors began to gain a large number of fans and audiences, and their social popularity and influence also increased. According to relevant research, the following are some common indicators to measure the social popularity of e-commerce anchors: the number of fans; Audience interaction; Sales performance (Fan,H.S, Y,Y, 2022).

H2: The social popularity of LSE anchors can positively affect the perceived value of Chinese female consumers

The effective interaction of e-commerce anchors refers to the interactive activities between anchors and audiences in LSE, and the purpose of increasing audience participation and purchase rate in this process (Yang,J, 2020; Tang, P, 2020).

H3:The effective interaction of LSE anchors can influence the perceived value of Chinese female customers.

LSE can demonstrate and sell products to the audience in the form of live online video, which can more truly and intuitively show the characteristics, functions and usage methods of products, so as to improve consumers' perceived value of products (Zheng,W.R, Wang,L.M, 2017). At the same time, brands can display brand culture and concept through live shows, so as to strengthen consumers' perceived trust in the brand (Yang ,Z.W, Xu,W, 2020).So there are the following hypotheses:

H4:The LSE product value information can influence the perceived value of Chinese female consumers

Product price is a very important factor in LSE, which has a certain impact on customers' perceived value and perceived trust. Zhu,M.R, et al. (2021) believe that the lower the product price, it will increase the willingness of consumers to buy. At the same time, price also affects consumers' perceived value of products. Zhang,J, et al. (2020) found that price promotion has a great impact on customers' purchase behavior and can improve customers' purchase intention and loyalty.Therefore, make one hypothesis:

H5: The price of LSE products can affect the perceived value of Chinese female consumers in the living room

Brand awareness can influence the perceived value and trust of LSE(Tan,L.L, Chen,L.L, 2021). Higher brand awareness may lead to higher perceived value and higher perceived trust (Wang,J.L, 2021). This is because consumers usually believe that well-known brands have higher quality and reliability in terms of products and services, so they are more willing to buy products and services from well-known brands. This trust can be built through brand image, reputation and word of mouth (Wang,Y.F, 2021).

H6: The high brand awareness of the product can positively affect the perceived value of Chinese female consumers

The atmosphere of LSE platforms has an important impact on the perceived value of LSE. A better live streaming atmosphere can improve viewers' perceived value  thus increasing their purchase intention for live streaming products or services (Zhu,Y.M and Chen,L.L, 2021). The atmosphere of live streaming includes the visual effect , the host's hosting skills and the ability of emotional expression. A good atmosphere can improve the audience's emotional engagement and sense of experience, so as to improve the purchase intention of live streaming products or services (Zhou,L, 2021).

H7: The atmosphere of LSE platform can influence on the perceived value of Chinese female customers.

E-commerce platforms with higher visibility usually have more users and broader influence, which can attract more live viewers and shoppers, thus increasing the exposure and sales of live streaming (Tian,S.Q, Cui,J.Y, 2019). Well-known e-commerce platforms provide reliable and safe channels for consumers to obtain information, reflect consumers' online reputation, and help consumers reduce the difficulty of selection and increase their purchase intention (Yuan,D.H, Gao,L.D, 2020).

H8: The LSE Platform popularity has a impact on the perceived value of Chinese female customers.

The perceived value refers to the feelings and experience consumers get from the process of LSE, including the performance of live streaming anchors, product display, interaction and other factors, which have great influence on customers' purchase intention (Li,H.X, et al., 2020). The perceived value of the goods purchased by consumers has a great impact on customers' purchase intention (Hu,Y, Song,P.C, 2020).

H9: The perceived value of live streaming affects the purchase intention of Chinese female consumers.

Consumers perceived value of LSE will directly affect their purchase intention of products or services. As mediating variables, perceived value of LSE can connect the relationship among anchors, e-commerce platforms, commodities and consumers, thus influencing purchase intention (Gao,X, 2021). Some studies have shown that  perceived value of LSE play a mediating role in influencing purchase intention (Liu,Y, 2020). The influence of perceived trust and perceived value of live streaming on purchase intention mediates consumers' perceived risk and value perception (Wang,Y, 2019).

H10: The perceived value of livestreaming plays an intermediary role in the relationship of Chinese female consumers' purchase intention.

## RESULTS AND DISCUSSION

Reliability and validity test

The reliability and validity test results of the scale are shown in Table 2 and Table 3. In this study, In this study, In this study, SPSS was still used for reliability analysis of questionnaire items.The results shows that the Cronbach's alpha coefficients for all variables were greater than 0.8, and the overall Cronbach's alpha coefficient was 0.914, indicating good reliability of the variables. Furthermore, the KMO and Bartlett's test of sphericity were conducted for the scale. The results showed that the KMO values for all variables and the overall KMO value were greater than 0.5. The significance level obtained from Bartlett's test of sphericity was 0.000, which was less than 0.05, indicating significant correlations among the items of the variables and suitability for factor analysis.

Table 2: Cronbach's Alpha reliability test results

| Variable | number | Cronbach's Alpha if Item Deleted | Overall Cronbach's alpha |
|---|---|---|---|
| Anchor communication style | 3 | 0.913 | |
| Anchor popularity | 3 | 0.914 | |
| Effective interaction | 3 | 0.911 | |
| Product value information | 3 | 0.901 | |
| Product price discount | 3 | 0.912 | 0. 914 |
| Brand awareness | 3 | 0.891 | |
| Live atmosphere | 3 | 0.911 | |
| Platform popularity | 3 | 0.914 | |
| Consumer perceived value | 3 | 0.907 | |
| Consumer purchase intention | 3 | 0.902 | |

Source: Authors' compilation

Table 3：KMO and Bartlett's Test

| K-M-O Measure of Sampling Adequacy. | | 0.891 |
|---|---|---|
| Bartlett's Test of Sphericity | Approx. Chi-Square | 7865.054 |
| | df | 435 |
| | Sig. | 0.000 |

Source: Research Results of Survey Results

Subsequently, AMOS was used to conduct confirmatory factor analysis on the questionnaire items of each variable. The standardized factor loadings of each variable were all greater than 0.5, indicating that the items could effectively explain the latent variables. The scale was adapted from previously established scales, and the questionnaire items demonstrated good content validity.

Correlation analysis

In data analysis, the process of examining whether there is a correlation between two or more variables and determining the direction and strength of the correlation is referred to as correlation analysis. The aim of correlation analysis is to explore the relationships between variables, identify their impact direction, and facilitate further testing, judgment, and in-depth analysis. To investigate the variables that influence the purchasing intention of female consumers in LSE and verify the causal relationships among these variables, it is necessary to conduct correlation analysis between the variables and the purchasing intention of female consumers. The specific results are shown in Table 4.

Table 4: Correlation matrix between factors in the model

| | | AC | AP | EI | VI | PD | BA | LA | PP | PV | PI |
|---|---|---|---|---|---|---|---|---|---|---|---|
| AC | P–C | 1 | 0.435** | 0.397** | 0.280** | 0.210* | 0.228** | 0.143** | 0.180** | 0.307* | 0.319** |
| | Sig. | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.001 | 0.000 | 0.000 | 0.000 |
| AP | P–C | 0.435** | 1 | 0.408** | 0.284** | 0.194* | 0.274** | 0.192** | 0.140** | 0.309* | 0.343** |
| | Sig. | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.002 | 0.000 | 0.000 |
| EI | P–C | 0.397** | 0.408** | 1 | 0.375** | 0.283* | 0.314** | 0.230** | 0.217** | 0.357* | 0.382** |
| | Sig. | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| VI | P–C | 0.280** | 0.284** | 0.375* | 1 | .326** | 0.339** | 0.381** | 0.258** | 0.429* | 0.471** |
| | Sig. | 0.000 | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| PD | P–C | 0.210* | 0.194* | 0.283* | 0.326** | 1 | 0.456** | 0.314** | 0.215** | 0.338* | 0.370** |
| | Sig. | 0.000 | 0.000 | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| BA | P–C | 0.228* | 0.274* | 0.314* | 0.339** | 0.456* | 1 | 0.316** | 0.234** | 0.353* | 0.406** |
| | Sig. | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | | 00.000 | 0.000 | 0.000 | 0.000 |
| LA | P–C | 0.143* | 0.192* | 0.230* | 0.381** | 0.314* | 0.316** | 1 | 0.291** | 0.396* | 0.461** |
| | Sig. | 0.001 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | | 0.000 | 0.000 | 0.000 |
| PP | P–C | 0.180* | 0.140* | 0.217* | 0.258** | 0.215* | 0.234** | 0.291** | 1 | 0.346* | 0.301** |
| | Sig. | 0.000 | 0.002 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | | 0.000 | 0.000 |
| PV | P–C | 0.307* | 0.309* | 0.357* | 0.429** | 0.338* | 0.353** | 0.396** | 0.346** | 1 | 0.501** |
| | Sig. | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | | 0.000 |
| PI | P–C | 0.319" | 0.343** | 0.382** | 0.471** | 0.370* | 0.406** | 0.461** | 0.301** | 0.501* | 1 |
| | Sig. | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 | |

**. Correlation is significant at the 0.01 level (2-tailed). Source: Research Results of Survey Results

There are significant positive correlations among various variables in LSE Specifically, the purchasing intention of consumers is significantly positively correlated with Consumer perceived value (r=0.501, P<0.01), Product value information (r=0.471, P<0.01), Live atmosphere (r=0.461, P<0.01), Brand awareness (r=0.406, P<0.01), Effective interaction (r=0.382, P<0.01), Product price discount (r=0.370, P<0.01), Anchor popularity (r=0.343, P<0.01), Anchor communication style (r=0.319, P<0.01), and Platform popularity (r=0.301, P<0.01). This indicates that there is a causal relationship between the variables and the purchasing intention of consumers, laying the foundation for further regression analysis, and providing preliminary validation for some hypotheses.

Regression analysis

Regression analysis is used to study the causal effects between variables. In this study, the factors influencing the purchasing intention of Chinese female consumers in LSE, namely Anchor communication style, Anchor popularity, Effective interaction, Product value information, Product price discount, Brand awareness, Live atmosphere, and Platform popularity, were considered as independent variables, while purchasing intention was the

dependent variable. A regression model was established and computed using SPSS. The results of the linear regression fit and regression parameters are shown in Table 5 and Table 6, respectively.From Table 5, it can be observed that the coefficient of determination ($R^2$) for the regression model is 0.409, indicating that the regression model reasonably fits the sample data.

Table 5: Regression fit

| model | R | $R^2$ | Adjusted $R^2$ | Error in standard estimates |
|---|---|---|---|---|
| 1 | .648ᵃ | .420 | .409 | .81162 |

Source: Research Results of Survey Results

Table 6: Analysis of factors affecting Consumer purchase intention

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| Constant | 1.402 | 0.283 | | 4.954 | 0.000 | | |
| AC | 0.085 | 0.042 | 0.081 | 2.031 | 0.043 | 0.736 | 1.359 |
| AP | 0.092 | 0.040 | 0.093 | 2.287 | 0.023 | 0.719 | 1.391 |
| EI | 0.083 | 0.042 | 0.082 | 1.968 | 0.050 | 0.686 | 1.457 |
| VI | 0.242 | 0.058 | 0.174 | 4.174 | 0.000 | 0.680 | 1.470 |
| 1 PD | 0.124 | 0.058 | 0.086 | 2.137 | 0.033 | 0.729 | 1.373 |
| BA | 0.147 | 0.057 | 0.106 | 2.556 | 0.011 | 0.683 | 1.464 |
| LA | 0.278 | 0.050 | 0.220 | 5.517 | 0.000 | 0.744 | 1.344 |
| PP | 0.088 | 0.041 | 0.080 | 2.159 | 0.031 | 0.863 | 1.159 |
| PV | 0.088 | 0.062 | 0.113 | 2.723 | 0.007 | 0.692 | 1.445 |

According to Table 6, the regression coefficients for Anchor communication style, Anchor popularity, Effective interaction, Product value information, Product price discount, Brand awareness, Live atmosphere, and Platform popularity are 0.085, 0.092, 0.083, 0.242, 0.124, 0.278, 0.088, and 0.088, respectively. The t-values fall between 1.968 and 5.517, and the p-values are all less than the significance level of 0.05. This indicates that the aforementioned factors have a significant positive impact on the purchasing intention in LSE. In other words, higher anchor communication style, higher anchor popularity, higher effective interaction, richer product value information, greater product price discounts, higher brand awareness, better live atmosphere, and higher platform popularity all contribute to a stronger purchasing intention among consumers. The factor with the greatest impact on female purchasing intention is the live atmosphere, while the factor with the least impact is anchor interaction. This suggests that a positive live atmosphere and informative product value information significantly influence female consumers' purchasing intention. However, the regression coefficient for anchor interaction is 0.083, with a p-value of 0.050, equal to 0.050. The further indicates that the impact of anchor interaction on female purchasing intention is not statistically significant.

## CONCLUSION AND SUGGESTIONS

Conclusion

This study constructs a model to examine the impact of LSE on the purchasing intention of Chinese female consumers and proposes hypotheses. The empirical analysis

investigates the influence of LSE anchors (people), product attributes (goods), and the context (scene) on consumer perceived value and purchasing intention. The research findings reveal that the live platform atmosphere and product value information, it has a great influence on the LSE purchasing intention of China female customers. However, anchor interaction does not have a big influence on the purchasing intention of China female customers.

Some Suggestions

Firstly, focus on creating a welcoming atmosphere in the LSE room. The hosts and staff should treat the audience with a friendly and approachable attitude. By showcasing genuine smiles, using friendly language and tone of voice, create a warm and harmonious atmosphere that makes the viewers feel comfortable and welcomed.

Secondly, innovatively showcase the value information of the products in LSE. Highlight the unique features and advantages of the products, such as quality, functionality, innovative design, materials, etc. By clearly explaining the distinctiveness of the product compared to competitors, attract the interest of female consumers. Show the practical application of the products. Display user reviews and testimonials.

Thirdly, e-commerce anchors should utilize effective communication techniques to enhance the purchasing intention of female consumers. a. Language style and tone of voice: Use a warm and gentle language style, as well as a soft and pleasant tone of voice, to make female consumers feel comfortable and welcomed. b. Listen and respond: Value the opinions and needs of female consumers, listen to their questions and feedback, and actively respond. c. Use vivid language and examples: Utilize vivid language and examples to describe the features, advantages, and effects of the products. d. Provide personalized suggestions and recommendations: Offer personalized suggestions and recommendations based on the different needs and preferences of female consumers. e. Create a sense of urgency and limited-time offers: Female consumers are often interested in promotional activities and limited-time offers. In the live streaming, create a sense of urgency for making purchases, such as providing limited-time discounts, limited edition products, or exclusive gifts, to stimulate their buying decisions.

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