SciencePG
Science Publishing Group

Research on the Influence of Interaction with the Streamer on Customers' Purchase Intention in the Context of Live-Streaming E-commerce

Fang Rui

School of Digital Economics, Changzhou College of Information Technology, Changzhou, China

Email address:

Fangrui@czcit.edu.cn

To cite this article:

Fang Rui. Research on the Influence of Interaction with the Streamer on Customers' Purchase Intention in the Context of Live-Streaming E-commerce. *Social Sciences*. Vol. 11, No. 6, 2022, pp. 373-380. doi: 10.11648/j.ss.20221106.14

Abstract: Good interaction between the streamer and customers can give the latter a good shopping experience as they can get a life-like view of the products. The interaction plays an important role in shaping the customers' purchase intention. The influence mechanism of interaction on customers' purchase intention is theoretically well grounded, but its working mechanism in the context of live streaming-enabled E-commerce needs to be tested with empirical evidence. Based on the situation of live streaming mode of E-commerce, this paper focuses on the relationship between interaction with the streamer and customers' purchase intention, constructs a measurement model of the relationship between the two in accordance with the "S-O-R" theoretical framework, and comprehensively uses factor analysis, correlation and regression analysis methods to verify the hypotheses. The empirical statistics show that there is a significant relationship between interaction with the steamer and Customers' purchase intention in the context of live-streaming E-commerce. Interaction has a direct and positive impact on customers' purchase intention; The professionalism and interacting skills of streamers contribute much to building customers' trust and stimulate customers' purchase intention. In the process, trust plays an intermediary role. Based on the conclusion of empirical studies, this paper puts forward the specific strategies on the ways to stimulate customers' purchase intention through the live streaming mode of E-commerce, including paying attention to cultivating the professionalism of streamers, improving live interaction, stimulating customers' trust. The purpose of this study is to provide decision-making reference for live streamers to effectively stimulate customers' purchase intention and implement targeted marketing.

Keywords: Live-Streaming E-commerce, Interaction with the Streamer, Purchase Intention, Empirical Research

1. Introduction

In recent years, with the acceleration of consumption upgrading in the online shopping sector, live streaming has become a new mode of e-commerce. The pandemic caused by COVID-19 contributes to the explosive growth across the E-commerce sector. Customers' attention to the number of the streamer's fans, their three-dimensional interest in goods, and their awareness of live interaction have been greatly improved. More and more customers buy what they want by watching live streamer's demonstration. According to statistics, in the first half of 2022, the market transaction volume of E-commerce through live streaming reached RMB 2.85 trillion, and it is expected that the penetration rate of live streaming will increase to 20.3% by the end of 2022 [1]. The COVID-19 pandemic has accelerated the development of customers' online shopping habit and increased their enthusiasm for shopping online, which has directly promoted the continuous evolution of this business model.

Compared with other traditional online E-commerce platforms, live streaming provides a deeper, more efficient, more real-time and Rich-Media form of online commodity display, which brings richer, direct and real-time shopping experience to customers. It has three core advantages: good interactivity, professionalism and high rate of transaction.

Researchers have found that live streaming is a kind of consumer-oriented live streaming. It is a small research sphere, and most researchers focuses on variables such as the

perceived value of customers and their social presence, but few pay attention to interaction with the streamer and the streamer's professionalism. Nowadays, live streaming, as a targeted marketing method, owes its success largely to its interactivity, which greatly increase customers' trust in streamers and customers' purchase intention.

A key question that this paper tries to address is whether streamers' professionalism of streamers and interaction will affect customers' purchase intention. Therefore, based on the existing literature, this paper constructs a measurement model of interaction with the streamer and customers' purchase intention in the live streaming situation, analyzes the factors that have an important impact on customers' purchase intention in this situation, and explores the ways through which interaction affects customers' purchase decision, which can theoretically enrich the existing theories of customers' purchase behavior. In practice, it is an effective application for traditional businesses to carry out marketing through live streaming, so that traditional businesses can become aware of streamers' professionalism and the importance of effective interaction with customers, and further increase customers' purchase rate.

2. Literature Review

2.1. Live-Streaming E-commerce

Live streaming was officially launched by Taobao in 2016. The year 2019 is called the beginning year of live streaming by major media because of its rapid development. The year 2020 marked a momentous rise, as head streamers, famous performers, anchors, well-known entrepreneurs, officials, etc. appeared on live streaming platforms. In recent years, with the emergence of short video platforms in Tik Tok and Quick Worker, marketing through live streaming has become the fastest growing form of business operation. According to the relevant data, the GMV (Gross Merchandise Volume) of the live streaming market in China may reach RMB 2.85 trillion in 2022, and there is still much room for development in the future.

Consumers Association's research report says that "live streaming" is a very broad concept. Live streamers sell products through the Internet's live video platform or other live streaming software platforms to give customers a full understanding of the products, thus promoting the marketing of products.

Live-streaming E-commerce includes streamers selling products for e-commerce companies on the streaming platforms and on entertainment or social platforms and influencers using their live streaming accounts with a virtual shopping cart to divert audience to other e-commerce platforms. There are many E-commerce platforms. Some traditional E-commerce platforms such as JD.COM, Pinduoduo, Taobao, etc. have launched live webcast areas, and some entertainment social live streaming platforms such as Tencent, Huya, Douyu, TikTok, Quick Worker also run live streaming service.

2.2. Streamers' Professionalism

All the major changes in human trading behaviors and business models are essentially the reshaping of the relationship between "people, goods and marketplace" and push human trading towards a more efficient and lower-cost trading model. From offline retailing to traditional e-commerce and then to live streaming, one of the biggest changes is that buyers looking for goods has become goods looking for its buyers. Therefore, it goes without saying that people are very important in the whole live streaming operation, as streamers' public image, professionalism, speech skills and operation skills are all the key factors in promoting sales.

The professionalism of the live streamer mainly refers to the streamer's systemic knowledge of the product field. Simply put, the streamer should fully understand the products, and have the professional skills to recommend products and lure other people into buying the products. They are somewhat similar to opinion leaders. Liu He [2] says that opinion leaders refer to people who have rich practical experience (purchase and use) of products on the platform and share their experience to influence other people's decisions. People's trust won with professionalism is the core driver that can arouse their purchase intention. Moreover, the streamer is required to pay attention to the relationship with customers, have good and effective interaction with them in time, hold on to customers with enthusiasm, instead of working like a cold vending machine. This requires the streamer to have good communication competence, body language expression ability, and active coordination and quick response in special circumstances, as well as the ability to have a hold over the atmosphere of the live streaming room.

2.3. Interaction

In Modern Longman Dictionary, interaction is defined as "having an effect on each other or something else by being or working close together". Opinions about the concept of interaction vary in the academic sphere and there is no unified scientific definition of definition. But in general, all definitions fully illustrate the two main aspects that affect interactivity: two-way information communication and interactive control.

In the context of live streaming, interactivity mainly refers to the interaction between streamers and customers, which is called interaction with the streamer. There is also the interaction among streamers, customers and streaming directors, which is called interaction in the live streaming studio. In the early stage of E-commerce, customers can only learn about products or services through static words and pictures on the website, whereas live streaming enables customers to chat and interact with the streamer or other customers, and can learn more about the performance and characteristics of the products. During the live streaming, the streamer can give timely and professional answers to the questions asked by customers. This kind of instant feedback will directly increase customers' stay in the streaming studio,

thus improving customers' trust in products or services, and then promoting customers' purchase intention.

2.4. Trust

Trust is abstract and complex, so its definitions vary in different disciplines such as psychological sociology, psychology, marketing, economics and management, but their basic point is the same, that is, trust is the psychological basis for all interpersonal transactions or direct exchange of interpersonal relationships. Mcknight & Chervany [3] constructed a customer trust model under the Internet situation, and held that trust includes two aspects: trust belief and trust inclination, in which trust belief refers to customers' perception, such as goodwill and honesty. Trust inclination refers to the general psychological will of one party to trust others, which directly affects the degree of trust the party places on the other.

Under the situation of live streaming, shopping in the live streaming studio is a decision-making process. Because of the information asymmetry between the buyer and the seller, the decision-making is not easy and the decision making may involve risks and uncertainties. Therefore, sufficient positive intervention is required, and trust is the best state of positive intervention. Through trust intervention, the information asymmetry will gradually decrease, and customers are more likely to have a willingness to buy the goods. so, trust plays a role in removing the risks and uncertainties of shopping online, and promotes the buyer's purchase intention.

2.5. Customers' Purchase Intention

Purchase intention generally refers to the subjective probability or possibility that a customer is willing to buy a particular product. In psychology, the word "intention" is the most important psychological condition for people to do something. Only when people have the intention can they take some actions. Eagly et al. [4] say that intention and attitude are two different concepts. intention is a kind of motivation that indicates people are conscious before deciding on a specific action. Ajzen & Drive [5] hold that intention is the premise for an action, and purchase intention is the embodiment of intention in marketing, the expression of shopping motivation, which determines the degree to which a customer my buy a product. Therefore, the purchase intention in this paper refers to the possibility of customers purchasing a product or service through live streaming programs.

Schiffman [6] holds that customers' intention can be employed to measure the possibility of their purchasing a product, and the higher their intention, the greater the possibility of their purchasing. It can be seen from this that scholars have emphasized that purchase intention is the possibility before customers make purchasing decisions. In view of the virtual experience of online shopping, the trust of customers will play an important role in promoting the formation of their purchase intention. Li D's [7] research findings show that customers' insufficient trust in online sellers will reduce customers' purchase intention.

3. Research Modules and Hypotheses

3.1. Influence of Interactivity on Customers' Trust

Effective interaction in the living streaming studio such as display of products' details, replying to bullet comments, and pointing the location of purchase, may strengthen customers' trust in streamers. Li Yufang's [8] research also confirmed that enhancing interactivity can indeed improve customers' trust in the seller. Therefore, the following hypotheses are put forward:

H1: interaction with the streamer has a significant positive impact on the formation of customers' trust.

H1a: The interaction in the live streaming studio has a significant positive impact on the formation of customers' trust.

3.2. The Influence of Streamers' Professional Skills on the Formation of Customers' Trust

The professional skills of the streamer will have an impact on customers' trust. In the shopping process, customers are more willing to adopt the suggestions from professionals and take the streamer's introduction to products on trust. Scholar Fu Qiaoxian's [9] research findings verify that KOL's (Opinion Leader) professionalism has a positive and direct significant impact on customers' trust in live streaming. Therefore, the following assumptions are put forward:

H2: The streamer's professional skills have a significant and positive impact on user trust.

3.3. The Influence of Interactivity on Customers' Purchase Intention

In the process of marketing through live streaming, customers will take the goods on trust thanks to interacting with the streamer. Driven by this sense of trust, customers may be more likely to repeat their buying. Zheng Qidi's [10] research findings also verify that when the interaction in the live streaming studio is more frequent, customers may make a positive comment on the products, wanting to buy more products recommended in the studio. Therefore, the following hypotheses are put forward:

H3: Interaction with the streamer has a significant and positive impact on customers' purchase intention.

H3a: Interaction in the live streaming studio has a significant and positive impact on customers' purchase intention.

3.4. The Influence of Trust on Customers' Purchase Intention

In the live streaming situation, trust can remove possible uncertainties in the shopping process and promote customers' purchase intention. In the marketing process through live streaming, trust exerts a positive influence on customers' purchase intention. Customers' trust in the streamer leads to the belief that what the streamer says is well-intentioned and reliable. Cheng Zhenyu's [11] research findings show that trust-based communication is more likely to stimulate

customers' purchase intention. Zhou Shouliang et al. [12] have shown in their research that trust is an intermediary variable. Thanks to the streamer's professionalism of product recommendation, customers' trust in product quality and service is constantly on the rise, which leads to their purchase intention. The research findings of Fung and Lee [13] prove that trust is an important factor in customers' first decision on online shopping, and also prove that customers' trust has a significant and positive impact on customers' purchase intention. Therefore, the following hypothesis is put forward:

H4: Trust has a significant and positive impact on customers' purchase intention.

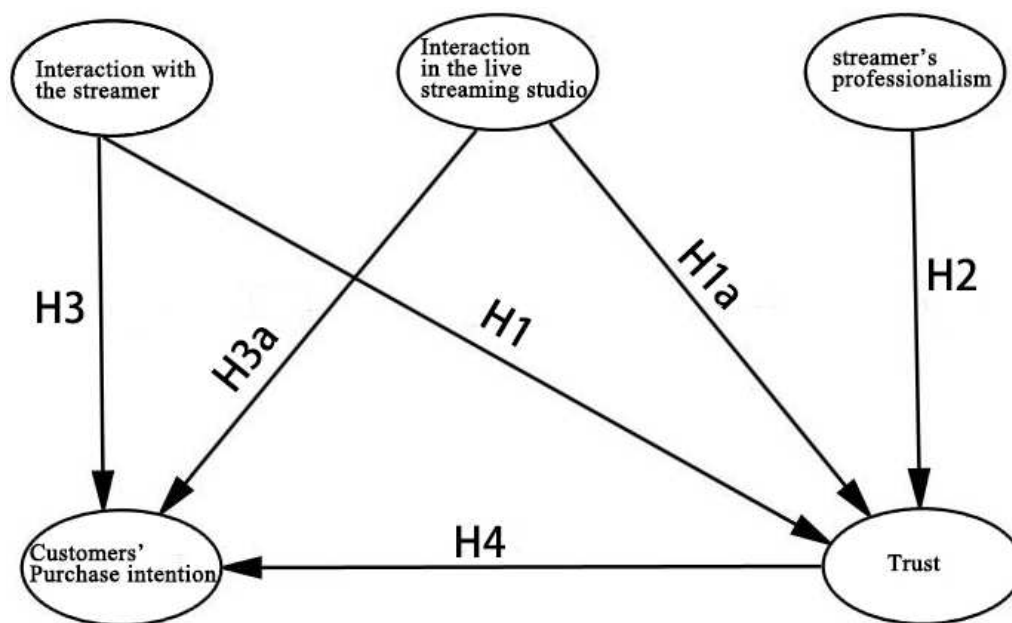The hypothetical model constructed in this paper is shown in Figure 1:

Figure 1. *Theoretical Model.*

4. Questionnaire Design and Sample Data

4.1. Selection of Variables

In order to better explore the deep-seated relationship between interaction with the streamer and customers' purchase intention in the context of live-streaming E-commerce, this paper, based on the above-mentioned literature research findings, combined with the concepts and manifestations of interaction and customers' purchase intention, made an analysis of the measurement variables, namely, streamers' professionalism, interaction, trust and purchase intention, and the interaction was subdivided into interaction with the streamer and interaction in the live streaming studio. In this paper, the Likert's Likert five-level scale is employed to measure the items in the questionnaire. The selection of variables and measurement items are shown in Table 1.

Table 1. *Variables and Descriptions.*

variable	Description
Streamer's professionalism	The products recommended by the streamer are reliable in quality and complete in category.
	The streamer has a good knowledge of the products (such as features, performance, etc.).
	The streamer is an expert in the field of the particular products and has rich practical experience (purchase and use).
	I am willing to add the product to the shopping cart while watching live streaming, and recommend it to my friends.
Interaction with Streamer	The streamer's reply is complete and not perfunctory.
	Questions raised during live streaming broadcast can get the streamer's timely reply.
	The streamer has great appeal and influence in the field of recommended products.
Interaction in the Studio	The streamer demonstrates how to use the product in the studio.
	I can easily find the purchase link of goods during the live streaming.
	I can take part in promotion activities in the studio, such as receiving coupons.
	The streamer is a well-known person on the live streaming platform.
Trust	I believe in the product's usage recommended by the streamer
	I can buy the products easily during live streaming
	I am willing to buy the products recommended by the streamer in the studio.
Purchase intention	I'm willing to buy products in the studio that are in my thought for a long time.
	I will recommend the product to my friends.

4.2. Characteristics of Sample Data

In this study, the sampling survey was employed to collect samples from mainstream live streaming companies with a large current traffic and high attention, such as Taobao, Quick Worker, Tik Tok and so on. The survey was based on wjx.cn (a questionnaire platform) and the questionnaire was distributed to college students and company employees who have done shopping through live streaming. The survey was carried out from September 2021 to October 2021. A total of 232 copies of reply were collected, and 29 replies were invalid and removed in accordance with the pre-set rules, so a total of 203 valid copies of reply were obtained with an effective rate of 87.5%. Sample statistics show that nearly 81% of respondents at/under the age of 30 do shopping through live streaming, which shows that shopping through live streaming is quite popular among the young people. According to Jochen [14], the sample size that exceeds 170 can be accepted, and the sample size in this study meets the above requirements.

5. Hypotheses Test

5.1. Correlation of Variables

In this paper, Pearson Correlation Coefficient is employed to test the correlation between variables. As shown in Table 2, the correlation coefficient of each variable corresponds to a significant coefficient of less than 0.05, indicating that all variables are significantly correlated at the level of 0.01, so regression analysis can be performed.

Table 2. Correlation Indicator.

		Streamer's Professionalism	Interaction with the streamer	Interaction in the studio	Trust	Customers' Purchase Intention
Streamer's Professionalism	Pearson Correlation	1	.651**	.588**	.630**	.700**
	Sig.(Double tail)		.000	.000	.000	.000
	Number of Cases	203	203	203	203	203
Interaction with the Streamer	Pearson Correlation	.651**	1	.471**	.515**	.573**
	Sig.(Double tail)	.000		.000	.000	.000
	Number of Cases	203	203	203	203	203
Interaction in the Studio	Pearson Correlation	.588**	.471**	1	.683**	.580**
	Sig.(Double tail)	.000	.000		.000	.000
	Number of Cases	203	203	203	203	203
Trust	Pearson Correlation	.630**	.515**	.683**	1	.558**
	Sig.(Double tail)	.000	.000	.000		.000
	Number of Cases	203	203	203	203	203
Customers' Purchase Intention	Pearson Correlation	.700**	.573**	.580**	.558**	1
	Sig.(Double tail)	.000	.000	.000	.000	
	Number of Cases	203	203	203	203	203

**. At 0.01 level (Double tail), the correlation was significant.

5.2. Reliability Test

Reliability test is also called reliability analysis, which is employed to measure whether the sample data has analytical value and reliability. Reliability analysis is to measure the same sample repeatedly with a method, and observe whether the results converge, so as to judge whether the measurement is reliable. The greater the reliability of the scale, the more reliable the measured data. In this paper, Cronbach α reliability coefficient method is used to make an analysis of the sample data. When The Cronbach α reliability coefficient is greater than 0.8 and closer to 1, the reliability is higher. The reliability is good when the coefficient is between 0.7 and 0.8, and it is acceptable when the coefficient is between 0.6 and 0.7. After reliability analysis, Cronbach α coefficients of the questionnaire in this study are all above 0.9, which is shown in Table 3, indicating that the reliability of the questionnaire is very good.

Table 3. Reliability Test.

Cronbach's Alpha	N of Items
.934	10

5.3. Validity Analysis

Validity is a necessary test for scientific measurement. It can test whether an experiment is accurate and useful. In this paper, KMO and Bartlett sphericity test is used. Generally, the sphericity test SIG of KMO and Bartlett < 0.01 indicates that it is suitable for factor analysis. In Table 4, KMO = 0.927 (> 0.5) and SIG = 0.00 (< 0.01), the test can be used for factor analysis.

Table 4. KMO& Bartlett Sphericity Test.

KMO Measure of Sampling Adequacy		.927
Bartlett Sphericity Test	Approximate chi-square	2203.060
	Degree of Freedom	231
	significance	.000

The principal component analysis method is employed for factor analysis, and five components are extracted, and the cumulative variance explanation rate of the five components after rotation is 63.9% > 50%, which is basically consistent with the conceptual model constructed in this paper. SPSS software is used for factor load analysis, and the results of rotating load component matrix show that the factor load coefficients are all above 0.5, which indicates that the aggregation validity of each factor is good.

5.4. Regression Analysis

SPSS software is used to further analyze the relationship among variables. When Sig<0.05, the regression model is statistically significant. It can be seen from Table 5 that the regression model constructed by these data has statistical significance.

In addition, Table 5 also reflects the coefficients of regression analysis model. Through the analysis of Table 5, it can be seen that the dimensions corresponding to live-streaming e-commerce all enter the regression model, and are significantly correlated at the level of 0.01.

Table 5. Regression Analysis.

Variable	Indicator	Trust	Customers' Purchase Intention
Streamer's Professionalism	Sig.	0.000	
	Standardization Coefficient	0.630	
	Constant	4.850	
Interaction with the streamer	Sig.	0.000	0.000
	Standardization Coefficient	0.515	0.573
	Constant	6.117	4.879
Interaction in the studio	Sig.	0.000	0.000
	Standardization Coefficient	0.683	0.580
	Constant	2.002	2.554
Trust	Sig.		0.000
	Standardization Coefficient		0.558
	Constant		4.192

5.5. Empirical Findings

(1) The two interaction models: interaction with the streamer and interaction in the live studio, can win trust from customers. their path coefficients are 0.515 and 0.683 respectively. Compared with the interaction between streamers, the interaction in the live streaming studio has a greater impact on customers' trust. Generally speaking, the distribution of coupons, the shopping guide of the streamer, and the effective interaction between customers in the studio all contribute customers' trust.

(2) Interaction with the steamer and interaction in the live streaming studio also contribute to customers' purchase intention. Their influence path coefficients are 0.573 and 0.580 respectively, which shows that the two interaction models have a positive impact on customers' purchase intention. It is proved that effective interaction can directly stimulate customers' purchase intention. On the living streaming platform, people who do shopping are more eager to get a complete response from the streamer. Customers' purchase can be easily boosted when their questions draw the streamer's attention and get a quick response.

(3) The professional skills of the streamer have a positive impact on customers' trust. Its path coefficient is 0.630. Because people generally have a mentality for security, they often think that what professional people says are more convincing and it is easier for them to get trust from customers. This shows that by using their own professional knowledge to introduce products and expand products' advantages from many aspects, the streamer can make customers perceive the value of goods, win their trust and finally guide them to buy products.

(4) Trust has a positive impact on customers' purchase intention. It is found that the path coefficient of trust's influence on customers' purchase intention is 0.558. This shows that in the virtual trading environment, consumers have to face more risks when shopping online, and reducing their feeling of risks by building trust will boost their purchase intention. And before making a purchase decision, customers need to make an assessment of the strength and reliability of the seller.

In the research model constructed in this paper, the ways in which online reputation may exert an influence on customers' purchase are shown in Figure 2:
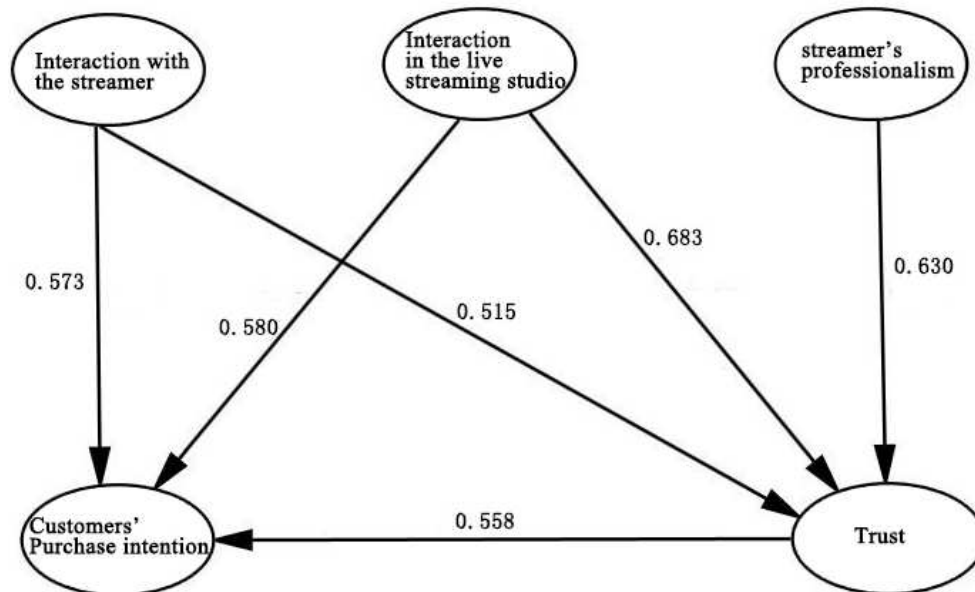
Figure 2. The influence of interaction with the streamer on Customers' purchase intention.

6. Research Findings

According to the above empirical findings, how can live-streaming E-commerce companies stimulate customers' purchase intention and increase customers' purchase from the angle of precision marketing? The marketing inspirations derived from this research are as follows:

(1) Paying attention to the development of streamers' professional skills. To sell goods through live streaming, a good streamer should first of all have some professional knowledge of the product, including the functions, features and technical parameters of the product, and make good suggestions to customers about the products. Secondly, when the streamer makes an introduction to the products, his/her language should be moderate, his/her words should be rigorous and accurate, and the products should not be over-packaged and false promises should be avoided. Under normal circumstances, customers rely on the streamer's professional introduction to the products to get information about products, reduce uncertainty and make their purchase decision.

(2) Increasing the interactivity in live streaming. First of all, the streamer's screen area of bullet comments serves as a bridge for interaction and communication. Customers can have a real-time conversation with the streamer with bullet comments. The streamer also needs to pay attention to the comments and answer customers' questions in time. The streamer can also enhance affinity with customers by handing out coupons, drawing for a prize or holding other activities. Secondly, for people who enter the live streaming studio but do not make purchases, the streamer can let customers try to purchase some goods through interaction with bullet comments and guidance. Third, in the studio, the streamer can also set a topic to guide the audience to interact. so that customers can communicate to each other.

(3) Enhancing customers' trust. The empirical findings of this paper show that trust has great influence on customers' purchase intention. Therefore, to improve customers' purchase intention, it is necessary to improve customers' trust in the streamer and the merchandise. Besides the streamer's professionalism and interaction skills, product quality, performance-price ratio and after-sales service will all contribute to customers' trust in the product. Therefore, the streamer should make sure that the quality of products is good, improve after-sales service, continuously increase customers' trust, and finally stimulate customers' purchase intention and boost customers' purchase.

7. Summary and Future Work

The rapid-developing E-commerce of live-streaming and relevant sectors have combined to become a driving force for economic development in many localities. As an important future growth point, how to continuously stimulate customers' purchase intention in live streaming has become an important research subject. Based on the existing literature, this paper takes interaction with the streamer and customers' purchase intention as research objects, chooses data from corresponding dimensions to set a measurement model, and makes an empirical study, aiming at exploring the ways in which interaction the streamer stimulates customers' purchase intention in live streaming, and puts forward reasonable decision-making suggestions for enterprises to develop precision marketing.

As an empirical research thesis, this paper focuses only on the influence of interaction with the streamer on customers' purchase intention in the context of live streaming business,

but customers' purchase intention is shaped by many factors such as products' brand, price, service and logistics. In this paper, some variables are not included, and the constructed model also has certain limitations. In addition, in the choice of survey samples, the surveyed people are mainly young customers, and it is necessary to enlarge the number and scope of the surveyed people to ensure the universality of the conclusions, which will be done in the future research.

Conflicts of Interest

The authors declare no conflict of interest.

Acknowledgements

References

[1] CIC Advisor. Research Report on the Development of China's Live-streaming E-commerce Industry in 2022 [EB/OL]. http://www.ocn.com.cn/reports/18002zhibodianshangbaogao.s html, 2019-07-11.

[2] Liu He. Research on the Influence of Beauty Opinion Leaders on Consumers' Willingness to Buy [D]. South China University of Technology, 2019.

[3] DH Mcknight, NL Chervany. What Trust Means in E-Commerce Customer Relationships: An Interdisciplinary Conceptual of Electronic Commerce [J]. International Journal of Electronic Commerce, 2002, 6 (2): 35-59.

[4] Eagly A H, Chaiken S. The psychology of attiudes [M]. Harcourt Brace Jovanovich College Publishers, 1993.

[5] Ajzen, B. L. Driver. Prediction of Participation from Behaviour, Nomative and Contol Beliefs: An Application of the Theory of Planned Behaviour [J]. Leisure Science, 1991, 7 (3): 66-74.

[6] Schiffman, L. G, Kanuk, L. L. & Wisenbilt,. Consumer behavior [M]. 10th ed. Upper Saddle River, NJ: Prentice Hall, 2010.

[7] Li D, Browne G J, Wetherbe J C. Why do Internet Customers stick with a specific web site? A relationship perspective [J]. International Journal of Electronic Commerce, 2006.

[8] Li Yufang. The Correlation Study between Microblog Marketing Interaction and Consumer Purchase Intention [D]. Zhejiang University of Finance and Economics, 2014.

[9] Fu Qiaoxian. Research on the Influence of KOL on Consumers' Purchase Intention from the Perspective of new media -- Based on the Perspective of E-commerce Live Broadcast [J]. Technology and Industry Across the Straits, 2020 (03): 10-12.

[10] Zheng Qidi. A Study on the Influence of the Interaction of Live Video Delivery on Consumers' Cross purchase Intention [J]. Popular Standardization, 2021 (11): 140-142.

[11] Cheng Zhenyu. Study on the Influence of Network Interaction on Purchase Intention and Trust Guarantee Mechanism in Social Network [D]. Beijing University of Posts and Telecommunications, 2013.

[12] Zhou Shouliang, Liu Zhenhua, Yao Jie. Research on the Influencing Factors of Online Celebrity E-commerce Consumers' Repurchase Intention [J]. Journal of Dalian University, 2019, 40 (01): 99-108+121.

[13] Fung, Raymond and Lee, Matthew. EC-Trust (Trust in Electronic Commerce): Exploring the Antecedent Factors [C]//AMCIS1999, Proceedings, 1999, 179 (8): 324-355.

[14] Jochen Mayerl, Henrik Andersen. Recent Developments in Structural Equation Modeling with Panel Data. Causal Analysis and Change over Time in Attitude Research [M]. Einstellungen und Verhalten in der empirischen Sozialforschung, 2019.