

An Analysis of Affective Interaction Mechanisms in Live Streaming E-commerce from a Scenario Perspective: A Case Study of the Dian Tao App (Postprint)

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Abstract

With the iterative upgrading of media technology, both the information dissemination modalities of news media and the pathways for human information acquisition are demonstrating a contextualization trend. In 2016, Taobao e-commerce officially launched live shopping, thereby initiating live-stream sales as a novel e-commerce consumption model. In 2021, the Taobao Live APP was officially updated to “Diantao APP”, marking the entry into a new era of live-stream sales. Live-stream sales constitutes a highly compelling and typologically representative contextualized marketing model. This paper proposes to adopt a contextual perspective to investigate the emotional interaction mechanism within the live-stream sales process and its influence on consumer purchasing behavior, reflect upon existing problems, and propose responsive strategies for the future development of Diantao APP.

Full Text

Analysis of Emotional Interaction Mechanisms in Live-Stream Shopping from a Scene Perspective: A Case Study of the “Diantao APP”

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Abstract: With the iterative upgrading of media technology, both the information dissemination methods of news media and the ways humans obtain information are exhibiting a trend toward contextualization. In 2016, Taobao officially launched live-stream shopping, ushering in a new e-commerce consumption model. In 2021, the Taobao Live APP was officially updated to “Diantao APP,” entering a new era of live-stream shopping. Live-stream shopping

represents a highly compelling and typical contextual marketing model. This paper examines the emotional interaction mechanisms during live-stream shopping processes and their impact on consumer purchasing behavior from a scene perspective, reflects on existing problems, and proposes coping strategies for the future development of Diantao APP.

Keywords: Scene; Diantao APP; Emotional Interaction; Live-Stream Shopping

1. Research Background

In the mobile internet era, the element of “scene” has been integrated into live-stream shopping, injecting new vitality into the long-term development of the industry. In live-stream shopping, emotional interaction significantly influences changes in consumers’ cognition, attitudes, and behaviors. Hosts mobilize consumers’ positive emotions and enhance their sense of participation, immersion, and trust by constructing distinctively styled live scenes and incorporating interactive and gaming elements, with the fundamental goal of maintaining more stable consumer relationships. Supported by big data and algorithmic technologies, visualized live-stream shopping can more effectively influence consumer emotions and drive the actualization of purchasing behavior.

As a new consumption model, live-stream shopping holds infinite possibilities for the development of e-commerce live platforms such as Diantao APP in the intelligent, digital, and information-based mobile internet era. However, behind the rapid development of live-stream shopping lie hidden issues that warrant vigilance, such as “consumers becoming addicted to alienated spectacle forms, with consumption behavior lacking sufficient rationality” and “the increasingly prominent problem of hosts ‘acting’ in commercial contexts.” Therefore, for Diantao APP to achieve long-term and healthy development, it requires cooperation among multiple parties including hosts, merchants, live platforms, and consumers. Only through rational and cool reflection amidst this live-stream shopping boom can Diantao APP unleash greater potential.

2. Literature Review

2.1 Research on the Concept of “Scene”

The term “scene” originally appeared in film and theatrical language, referring to specific life pictures formed by certain tasks existing in a particular time and space, or through interpersonal relationships. Today, the term has been extended and applied across multiple disciplines including journalism and communication studies.

In the 1980s, Goffman proposed the famous “front stage and back stage theory.” During this period, television media was widely used in social life, making the boundary between “front stage” and “back stage” increasingly blurred, with the lines between private and public scenes continuously intersecting. As the

concept of “scene” continued to evolve, Meyrowitz, a representative figure of the media ecology school, proposed the “media situation theory” based on Goffman’s front stage and back stage theory. Subsequently, in their book *Age of Context*, American journalist Robert Scoble and columnist Shel Israel mentioned that with the widespread adoption of various emerging technologies such as sensors and mobile terminals, “scene” would become an indispensable element in the mobile internet era, with the creation of various scenes providing users with a more authentic “sense of presence” experience.

Scholar Hu Zhengrong pointed out that “scenes built around specific times, spaces, situations, and occasions enable everyone to construct their own role within that scene” [1], thereby defining the web 3.0 era as the “scene segmentation era.” Additionally, scholar Peng Lan believes that “scene” has gained importance in the field of journalism and communication primarily because it possesses strong core competitive advantages in news media communication: “Mobile communication is essentially scene-based services, that is, the perception of scenes (situations) and the adaptation of information (services)” [2]. As media technology continues to update at an accelerating pace and user demands continuously increase, the significance of scene has become increasingly prominent during the media transformation stage.

2.2 Research on Live-Stream Shopping

2.2.1 Concept of Live-Stream Shopping Live-stream shopping, also known as “e-commerce live streaming,” refers to a new type of product display, consultation, and shopping guide service provided by hosts to consumers through various live-streaming platforms using multiple live-streaming technologies. In live-stream shopping, hosts primarily use video live streaming to recommend products to consumers in the live room and ultimately complete the online transaction process.

Entering the mobile internet era, the clever combination of live streaming and e-commerce has transformed live streaming from merely an online entertainment method into a new e-commerce consumption model that achieves efficient integration of scene, people, goods, and content across multiple dimensions. The element of “scene,” in particular, has become an indispensable component in live-stream shopping by virtue of its powerful influence on all aspects involved in the process, stimulating emotional resonance between consumers and hosts and precisely matching user needs.

2.2.2 Development Overview of Live-Stream Shopping With the accelerated pace of media technology updates, short video platforms such as Douyin and Kuaishou, as well as e-commerce live platforms like Taobao, have gradually entered the public 视野. In 2019, the live-stream shopping industry entered a new development phase, with continuously accelerating development speed and expanding scale of live e-commerce, showing a trend of sustained growth. The 48th *Statistical Report on China’s Internet Development* released by the China

Internet Network Information Center shows that “as of June 2021, China’s e-commerce live-streaming user base reached 384 million, a year-on-year increase of 75.24 million, accounting for 38.0% of all internet users” [3]. (See Figure 2 [Figure 2: see original paper].1)

Scholars Huang Chuxin and Wu Mengyao analyzed the current development status of China’s live-stream shopping industry, believing that in the early stages of e-commerce live development, the industry focused on content control and construction, as well as how to attract more users to achieve traffic monetization [4]. Today, as the entire live-stream shopping industry chain gradually becomes more complete, the e-commerce live industry has also achieved significant development. The year 2019 saw rapid growth and expansion of the live-stream shopping industry, earning it the title of “the inaugural year of live-stream shopping.” A large number of platform e-commerce companies and hosts flooded into the industry, and live e-commerce experienced explosive growth. Moreover, the integration of social and entertainment forms into the live-stream shopping process has added traffic potential to the industry, pushing live-stream shopping development to a new level.

2.2.3 Communication Characteristics of Live-Stream Shopping

In their research on online live-stream marketing, scholars Cheng Ming and Yang Juan pointed out that hosts play a central node role in live-stream shopping, thereby closely connecting themselves, consumers, and goods throughout the entire live-stream shopping model. The construction of live room scenes, user traffic from watching live streams, and sales data from live-stream shopping are three indispensable elements in the new communication field of live-stream shopping. The host is the central node in the live-stream shopping model, enabling efficient connection of the “people-goods-scene” new communication field [1]. Scholars Xiao Jun and Guo Sunan also pointed out that there exists an algorithmic emotion in live-stream shopping, where platforms and hosts use big data and artificial intelligence technologies to precisely mine users’ consumption habits, thereby achieving precision marketing [2].

2.3 Research on Emotional Interaction Theory

Cooley used symbolic interactionism as his theoretical framework, believing that humans generate different emotional expressions and self-identities in the process of creating and disseminating symbols. Therefore, the encoding and decoding of symbols by both communicators and audiences become particularly important, and the process of interaction enables the completion of imagination of others and positioning of one’s own role. Goffman believed that interactive behavior in daily life is actually a self-presentational performance, thus proposing the “dramaturgical theory.” Based on this, Collins viewed this interaction as a “ritual,” believing that “interaction ritual is a process in which participants develop a common focus of attention and feel each other’s bodily micro-rhythms and emotions” [3]. Collins thus proposed the interaction ritual theory.

Deng Xin believes that the viewing format of watching videos and sending bullet comments for interaction is a virtual interaction ritual on the internet. With the rise of live-stream shopping, many scholars have also applied the interaction ritual chain to the study of live-stream shopping scenarios [4]. Scholars Pan Shuya et al. pointed out that internet live streaming is an important ritual for maintaining fan communities, achieving emotional connection between people through real-time interaction and other forms. Ding Jiajia, using the interaction ritual chain as a theoretical foundation and “Inke Live” as a research object, analyzed the influencing factors behind the formation of psychological motivations in the interaction ritual chain, while also pointing out that users watch pan-entertainment live streams to obtain emotional satisfaction [5].

In addition to the above research, scholars Xu Xinliang et al. also adopted a quantitative research approach from the perspective of the interaction ritual chain to demonstrate that there is a positive correlation between consumers’ interaction participation level, interaction contribution level, and consumers’ purchasing behavior [6]. These conclusions have provided inspiration for this study.

3. Research Content and Methods

3.1 Research Content

The real-time interactive atmosphere in various live rooms on Diantao APP, the authenticity of live scenes, and the sense of life-like experience can all influence consumers’ social presence. In the mobile internet era, consumers can watch live-stream shopping anytime and anywhere, making it an entertainment method integrated into ordinary daily life that can provide consumers with a sense of companionship. The various entertainment and interactive segments set up during live-stream shopping also alleviate consumers’ anxiety to a certain extent, allowing consumers to obtain psychological comfort during the viewing process, thereby increasing emotional trust in the host, melting the distance between host and consumer, and enhancing the emotional interaction that forms the core bond maintaining consumer relationships in the live-stream shopping communication field, directly impacting transaction data.

In the mobile internet era, the importance of hosts as central nodes in the new communication field of live-stream shopping has become apparent. During live broadcasts, hosts influence consumers’ emotions and behaviors through their personal charisma and emotional expression when recommending products, better serving marketing purposes. Based on this, this study proposes the following open-ended research questions:

RQ1: Do different live-stream shopping interaction experiences mobilize consumers’ positive emotions?

RQ2: How does interactive entertainment-style selling facilitate the actualization of consumer purchasing behavior?

3.2 Research Methods

3.2.1 Case Analysis Method This study uses “Diantao APP” as a case for analysis, while simultaneously using the Li Jiaqi live room on the platform as a typical sample to elaborate in detail on the emotional interaction behaviors involved in Li Jiaqi’s live-stream selling process. Based on collecting and organizing emotional interaction content between hosts and consumers in real-time scenarios, this study summarizes the forms of emotional interaction in Diantao APP in combination with relevant theories. (See Figure 3 [Figure 3: see original paper].1)

3.2.2 Questionnaire Survey Method To further understand the user characteristics of Diantao APP, this study adopted a snowball sampling questionnaire survey method. Questionnaires were distributed in communities highly relevant to this study, and then spread by community members to obtain more research samples. The questionnaires were mainly distributed through WeChat, Weibo super topics, shopping groups, and fan groups. The survey lasted for 10 days (December 1-10), with a total of 121 questionnaires collected. After excluding 18 incomplete or invalid questionnaires, 103 valid questionnaires were recovered, achieving an 85% recovery rate. Among the participants, females accounted for 68.9% and males for 31.1%. (See Figure 3.2) Based on the collected valid data, circular and bar statistical charts were used for analysis, and corresponding conclusions were drawn.

3.2.3 Participant Observation Method During the research process, I registered a Diantao APP live-streaming account and entered the live field as a user for detailed participant observation. While watching live streams, I interacted with hosts through liking, sending bullet comments, and receiving coupons, providing more meaningful reference materials for this study through personal experience. (Figure 3.3)

3.2.4 Text Analysis Method This study selected Li Jiaqi’s live room on Diantao APP during the Double Eleven period to collect live text and analyze some bullet comment interaction texts, thereby more accurately grasping the emotional interaction mechanisms in live-stream shopping and exploring how these mechanisms influence consumer purchasing behavior. (Table 3 .4)

Table 3.4: Live-stream data statistics for Li Jiaqi’s “Double Eleven” period on Diantao APP

4. Case Analysis of Emotional Interaction Mechanisms in Live-Stream Shopping: Diantao APP as an Example

4.1 Presence Interaction: Narrowing the Psychological Distance Between Communicators and Audience

In the mobile internet era, social media has become widely popularized, maximizing connections between people. With the lowering of user media usage thresholds and the decentralization of media usage rights, online live streaming has entered a new development stage. The construction of present live scenes not only helps hosts facilitate various interactive segments and mobilize consumers' positive emotions but also enhances consumers' "presence" shopping experience, promoting the actualization of purchasing behavior.

4.1.1 Scene-Based Live-Stream Shopping Reshapes Consumers' Real-Time Presence Status Kevin Kelly pointed out that "simulacra" are closely related to our lives. Typically, this hyperreality brings us a practical "sense of realism," and people can easily enter and leave this hyperreal state. Traditional e-commerce platforms mainly use single, static graphic simulacra for product display. The emergence of live-stream shopping has transformed product display forms into authentic, concrete video simulacra presentations. Moreover, compared with traditional TV shopping, live-stream shopping is more interactive. Consumers are no longer limited to passively receiving information transmitted by hosts and can even raise their own questions during live broadcasts and receive answers.

For example, during live broadcasts, users will consult on common issues through bullet comments or express their own emotions, thereby generating emotional interaction with the host. Additionally, using specialized language in live rooms can enhance the sense of interaction between users and hosts, as well as among users themselves. Table 4.1 organizes some commonly used specialized terms in Li Jiaqi's live room and their corresponding meanings:

Table 4.1: Specialized terms and contextual interpretations in Li Jiaqi's live room on Diantao APP

During the live-stream shopping process, hosts and users communicate and interact through these "shared" language symbols, shaping a real-time presence interaction feeling in virtual space to a certain extent, thereby meeting users' emotional interaction needs.

4.1.2 Strong Interactive Atmosphere Mobilizes Consumers' Positive Emotions Live-stream shopping sessions are usually long, often lasting several hours. Therefore, to maintain consumers' positive emotions during viewing and keep the live room's popularity, hosts need to mobilize consumer emotions through interactive content, lucky draws, and other entertainment elements to enhance their purchase desire. Questionnaire survey results show that over 80% of consumers believe that live room lucky draws, countdown flash sales, and

limited-time coupon collection can enhance user participation and improve the interactive viewing experience. Additionally, 68% of users send bullet comments to interact with hosts in real-time while watching live streams, and 54.4% of users like the live room. (Figure 4 [Figure 4: see original paper].2)

Based on the above analysis of user participation surveys, it can be seen that in this strong interactive atmosphere, consumers' positive emotions can be fully mobilized. Furthermore, during live broadcasts, hosts pose various questions for consumers to answer, sharing their own viewpoints based on consumers' answers to enhance the sense of interaction in the live room. This creates a friendly feeling of "he is my friend" for consumers. In this interactive atmosphere, hosts transmit their own emotions to consumers, making consumers' emotions increasingly 高涨 and prompting them to join live activities more enthusiastically, actively interacting with hosts, narrowing the psychological distance between communicators and audience, enhancing consumers' real-time presence experience, and injecting new vitality into marketing.

4.2 Companion Interaction: Evoking Consumers' Sense of Participation and Immersion

In the mobile internet era, on one hand, consumers are no longer traditional receivers of product information. In the live-stream shopping process, besides asking questions about product information based on their own needs, consumers also pay more attention to their participation and involvement in the live process, preventing themselves from being "bystanders." On the other hand, to better meet consumer needs, hosts also consider how to better mobilize consumers' positive emotions and expand the influence of live broadcasts when setting up live room scenes and interactive segments.

4.2.1 Interactive Entertainment-Style Selling Mobilizes Consumer Participation Enthusiasm

In the internet era, users pay more attention to the expression of personal will, and personalized consumption demands have increased. Therefore, during live-stream shopping, consumers also emphasize experience and interaction. The "experience" emphasized in live streaming mainly refers to the beautiful feelings consumers experience in their hearts when they, as protagonists of the live-stream shopping activity, interact with hosts in real-time. "Involvement" refers to the corresponding feelings consumers develop toward hosts based on their actual needs. The element of interaction plays an important role in both "experience" and "involvement." Online live streaming has strong interactivity, and this medium can well bring immersive experiences to consumers, allowing them to become deeply involved in the carefully crafted live scenes through real-time interaction with hosts and other consumers, thereby evoking their sense of participation and immersion. Throughout the entire live broadcast, hosts are always in a state of information output and timely response to interactions. Therefore, Table 4.3 integrates and analyzes the language text of the live content from November 4, showing the

factors influencing hosts' live interaction behaviors (due to manual recording, there may be some errors):

Table 4.3: Keyword analysis of Li Jiaqi's live-stream text on Diantao APP

Based on the above table, the following conclusions can be drawn: the 16 high-frequency words including "live room," "Jiaqi," "pay more attention," and "all girls" mainly involve interaction objects including users, products, and preferential benefits. Currently, consumers' demands for live-stream shopping are not only satisfied at the material level; entertainment and interactivity have also become pursuits for consumers watching live-stream shopping. Compared with traditional live-stream shopping, current live-stream shopping processes are more complete, and entertainment attributes have greatly improved. For example, during Li Jiaqi's live broadcasts, besides recommending products, he also intersperses "games" such as "sending passwords to receive red envelopes" and "clicking the share button to receive coupons" to enhance consumers' shopping initiative. Additionally, during live broadcasts, consumers' comments, likes, and other dynamics are presented in real-time in the live room. This "real-time action broadcast" method not only meets consumers' companion needs while watching live streams but also brings consumers a sense of comfort that their actions are constantly being noticed in this live broadcast, thereby increasing live-stream shopping sales.

4.2.2 Immersive Carnival Ritual Facilitates the Actualization of Consumer Purchasing Behavior The construction of immersive carnival rituals within live rooms facilitates the actualization of consumer purchasing behavior. On one hand, hosts are well aware of users' "novelty-seeking psychology." They "front-stage their back stage" or break down some barriers between "front stage" and "back stage," satisfying consumers' curiosity and achieving mixed scene transitions. Before live broadcasts begin, hosts plan the day's live arrangements and processes in advance, using "performance" forms during live broadcasts to display their daily lives to consumers, allowing consumers to obtain immersive experiences in the life-like and comfortable scenes created by hosts.

On the other hand, hosts set up various interactive segments in live scenes to evoke consumers' sense of participation and immersion, creating a carnival atmosphere of interaction in the live room that facilitates consumer purchasing behavior. For example, during Li Jiaqi's live broadcasts, he maintains live room popularity through lucky draws, countdown flash sales, and limited-time limited-quantity rush purchases. According to questionnaire results, four factors in Li Jiaqi's live-stream selling process have significant impacts on consumer purchasing behavior: limited-time rush purchases (82.5%), live lucky draws (76.7%), exclusive benefits for purchasing products in the live room (76.7%), and hosts' language descriptions of products (75.7%). (Figure 4.4)

During Li Jiaqi's Double Eleven pre-sale live broadcast on the evening of Novem-

ber 10, the cumulative number of viewers reached 85.147 million. The quality of user interaction and host feedback in this live broadcast was relatively high. Therefore, some bullet comment texts from this live broadcast are organized below (Table 4.5) for text analysis of interaction content:

Table 4.5: Analysis of bullet comment interaction behaviors and host responses in Li Jiaqi's live room on Diantao APP

Based on the above analysis of bullet comment texts in Li Jiaqi's live room, it can be found that interactive entertainment-style live-stream shopping can mobilize consumers' positive emotions. At the same time, emotional interaction between hosts and users mainly revolves around users, products, and the hosts themselves, and users' interactive feedback to hosts during live broadcasts is mainly reflected in emotions.

5. Research Conclusions

With the continuous deepening and development of the scene concept, scene has gradually become the entry point for internet services. People in the new communication field of live-stream shopping have become nodes in the network social relationship, reshaping the connection between people and commerce, with emotional interaction deeply embedded in live-stream shopping.

First, different forms of live-stream shopping interaction can mobilize consumers' positive emotions. To a certain extent, live-stream shopping uses emotional interaction as its cornerstone and has produced many significant effects. During live-stream shopping, to better immerse consumers in their carefully crafted live scenes, hosts need to infect consumers and mobilize their positive emotions through emotional expression methods, in addition to attracting consumers with professional attitudes, maintaining live room popularity, enabling consumers to become deeply involved, and obtaining a sense of participation and interaction. Moreover, due to different scenes and live themes built in each broadcast, consumers can also generate different emotions.

Furthermore, with the support of big data, artificial intelligence, and other technologies, consumer demands have been refined, and consumers themselves are no longer confined to the satisfaction of physiological needs, with demands for emotional satisfaction further increasing. Therefore, emotional interaction between hosts and consumers in live-stream shopping also achieves satisfaction of consumer emotions to a certain extent and injects emotional energy into hosts during the selling process. Consequently, in high-frequency emotional interaction, the psychological distance between communicators and audience is narrowed, facilitating the actualization of consumer purchasing behavior to a certain degree.

6. Research Discussion

6.1 Limitations of Emotional Interaction Mechanisms in Live-Stream Shopping

“Grass-planting selling” has become a new marketing method that internet celebrity hosts are competing to try in recent years, continuously creating consumption miracles and media spectacles. Driven by big data and algorithmic technologies, the construction and reconstruction of distinctively styled live scenes have stimulated consumers’ purchasing enthusiasm and imitation behaviors. Therefore, impulse consumption has become one of the main problems in live-stream shopping. According to surveys, over 80% of consumers believe they exhibit irrational herd consumption and imitation shopping behaviors when purchasing live-stream shopping products. Additionally, issues such as hosts’ potential unprofessionalism and exaggerated promotion during live-stream shopping are also concerns for consumers when purchasing products. (Figure 6 [Figure 6: see original paper].1) Visualization, as a prominent feature of live-stream shopping, emphasizes the immersive experience that live streaming itself brings to consumers. Based on user thinking, hosts more precisely control users’ consumption habits from aspects such as space and environment and users’ real-time status, causing some users to excessively indulge in alienated spectacle forms of live-stream shopping, highlighting problems such as herd consumption and irrational consumption.

6.2 Recommendations for Future Development of Diantao APP

As a new upgrade of Taobao Live APP, Diantao APP has enormous development potential. However, for such e-commerce live platforms to achieve long-term development, they need to attract more users. A good emotional interaction relationship between hosts and users can enhance users’ viewing stickiness to a certain extent, thereby increasing users’ consumption willingness.

Currently, liking and sending bullet comments are the main interaction mechanisms between users and hosts in Diantao APP, and this form is mainly reflected in dialogue feedback between users and hosts. However, as user demands continue to increase, Diantao APP still has considerable room for improvement in enhancing user interaction mechanisms. For example, besides sending bullet comments, other users could like or evaluate bullet comment content, enabling emotional interaction between hosts and users as well as among users themselves, thereby enhancing users’ sense of participation during live viewing. At the same time, Diantao APP could develop community interaction functions, enhancing community activity through red envelope distribution and product discussions in communities, thereby cultivating users’ sense of group belonging during Diantao APP usage. Using these methods to stimulate emotional energy among participants can further convert viewing rates in live rooms into consumption rates.

Additionally, problems such as excessive emotional rendering and false adver-

tising during live-stream shopping greatly reduce consumers' emotional trust in the platform. Therefore, while improving its user interaction mechanisms, Diantao APP also needs to strictly control live content and products sold in live rooms.

7. Research Limitations

Due to difficulties in obtaining detailed backend data from Diantao APP, this study encountered some challenges in data collection. The main data for text analysis was still recorded and organized manually, which inevitably contains errors. Moreover, this paper only analyzes the typical case of Li Jiaqi's live-stream shopping in Diantao APP, overlooking the atypical characteristics of emotional interaction mechanisms in live-stream shopping on Diantao APP. It is hoped that these limitations can be addressed in future research.

Questionnaire on Diantao APP User Usage

Hello! This questionnaire is only for understanding the usage of Diantao APP users. The data obtained is used solely for academic research, does not involve any personal privacy, and has no commercial value. Please feel free to answer. Thank you for your support and cooperation!

- (1) I frequently watch Li Jiaqi's live-stream shopping [Scale question] 1-5
- (2) I frequently shop in Li Jiaqi's live room [Scale question] 1-5
- (3) During Li Jiaqi's live-stream shopping, the following methods attract my attention and enhance my sense of participation [Multiple choice] Live room lucky draws Countdown flash sales Receiving limited-time shopping coupons Sending bullet comments for real-time interaction with the host Liking the live room Other {__}
- (4) During Li Jiaqi's live-stream shopping, the following factors enhance my trust in products [Multiple choice] Host's on-site professional explanation Host's personal product testing Host's personal credibility Product's own reputation Other {__}
- (5) During Li Jiaqi's live-stream shopping, the following factors enhance my consumption desire [Multiple choice] Limited-time rush purchases Live lucky draws Exclusive benefits for purchasing products in the live room Being influenced by the host's language descriptions Other {__}
- (6) During Li Jiaqi's live-stream shopping, the following situations enhance my willingness to share products [Multiple choice] Being impressed by the host's wonderful explanations High trust in the host Voluntary participation in sharing Other {__}
- (7) The following is a survey on impulse consumption behavior during Li Jiaqi's live broadcasts. Please make selections based on actual circumstances

[Matrix scale question] 1-5 I have impulse consumption behavior in Li Jiaqi's live room Host Li Jiaqi's strong product recommendations cause me to have impulse consumption behavior Herd consumption psychology during live broadcasts causes me to have impulse consumption behavior

- (8) The following is a survey on potential drawbacks of live-stream shopping. Please make selections based on actual circumstances [Matrix scale question] 1-5 There exists irrational herd consumption and imitation shopping behavior when purchasing live-stream shopping products Hosts may have problems with unprofessionalism and exaggerated promotion during live-stream shopping
- (9) Your gender [Single choice]
- (10) Your monthly consumption level [Single choice]
- Under 1000 yuan
 - 1001-3000 yuan
 - 3001-5000 yuan

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.