

# Yongyan - Factor Driving Irrational

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# Factors Driving Irrational Purchase Behavior of Live Streaming E-commerce: The Mediating Effect of Consumer Purchase Intention

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**Abstract:** Driven by the e-commerce live broadcast, the irrational purchase phenomenon of consumers has become more and more prominent. Based on SOR theory and social identity theory, this paper builds an intermediary effect model by collecting 286 questionnaires, aiming to deeply explore the causes of consumers' irrational purchase behavior under the background of e-commerce live broadcast, and propose corresponding solutions. The results show that price promotion, anchor characteristics and live broadcast interactivity all have a positive impact on irrational purchase behavior, and consumers' purchase intention plays a partial mediating role in this process.

**Keywords:** Live Streaming E-commerce; Irrational Purchase Behavior; Purchase Intention

## 1. Introduction

With the advancement of internet technology and the digital era, live-streaming e-commerce has rapidly emerged as a new and thriving internet sales model. The widespread adoption of mobile internet technology and the maturation of social media platforms have fueled explosive growth in live-streaming e-commerce. However, as live-streaming e-commerce becomes more prevalent, consumers' irrational purchasing behavior has become increasingly prominent, raising concerns and prompting people to contemplate the issue.

According to data released by the China Internet Network Information Center, as of December 2022, the number of internet users in China has reached 1.067 billion, with a staggering 751 million users engaged in live-streaming activities, accounting for 70.3% of the total internet user base. With such a massive user base, live-streaming shopping has become an important marketing tool for businesses. However, while live-streaming e-commerce drives consumption, it has also led some consumers into the whirlpool of irrational purchasing.

The academic community has already recognized the issue of irrational consumption triggered by live-streaming e-commerce. Researchers have extensively explored this phenomenon from various perspectives, including consumer psychology, purchasing behavior, social influences, and policy regulation. Scholars attempt to uncover the underlying reasons behind this phenomenon and propose targeted solutions. However, despite the increasing amount of research on irrational purchasing behavior in the context of live-streaming e-commerce, there are still limitations and shortcomings in the existing studies. Therefore, this paper, based on the Stimulus-Organism-Response (SOR) theory, analyzes the influential factors of environmental factors, stimulus factors, individual responses, and consumer irrational purchasing behavior. It delves into the interaction between these factors, aiming to understand consumer behavior and psychology during the purchasing process. The goal is to conduct in-depth research on consumer irrational purchasing behavior in the context of live-streaming e-commerce, analyze its causes and impacts, explore the psychological process of consumer purchasing, and provide a theoretical foundation and practical guidance for businesses to expand their sales channels and provide better services. Additionally, when businesses showcase their products online, they should meet consumers' psychological

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