https://doi.org/10.37420/j.emr.2024.005

Study on the Promotion Effect of "Live Broadcasting with Shouting Style" in Live Rooms Under the Elaboration Likelihood Model

Gaoya Wang
School of Chinese Language and Literature, Hainan Tropical Ocean University, Hainan, China
***Corresponding author E-mail: kingmole@163.com**

Abstract:

A new phenomenon of "shouting-style sales" has emerged in live e-commerce, but the research on its effects is currently insufficient. Exploring the short-term and long-term effects of "shouting-style sales" is beneficial for exploring how live e-commerce can develop better and longer-lasting, providing experiences and insights for live e-commerce rooms, especially brand-owned ones. By conducting a questionnaire survey of consumers who have experience with live e-commerce shopping, we can understand how consumers perceive "shouting-style sales" and what factors influence consumers' ordering and repurchasing. The survey shows that "shouting-style sales" has no short-term effect on promoting orders, and it cannot promote repurchase in the long term either. Consumers may use both central and peripheral routes when shopping in live e-commerce, but they tend to use central route thinking when repurchasing. The emotional appeal and the degree of discounts in live rooms are the main factors influencing consumer purchases, while product quality and the level of product description are the main factors influencing consumer repurchases.

Keywords:

Live E-Commerce, "Shouting-Style Sales", Elaboration Likelihood Model

1. Introduction

1.1 Background Introduction

Since the inception of live e-commerce in 2016, it has continuously expanded its market share by leveraging live broadcasting technology, rich content, intuitive demonstrations, and frequent interactions. With the development of e-commerce and live streaming technology, live e-commerce has experienced rapid growth and is gradually maturing. According to Alibaba's estimation, the overall scale of live e-commerce reached 10.5 trillion yuan in 2023.

In the current landscape where internet celebrities and various brands are actively engaging in live e-commerce, breaking through the clutter to capture consumers' attention and engagement has become a key challenge for live streaming platforms. We have observed the emergence of "shouting-style sales" in live streaming rooms such as T97 Coffee, which quickly gained popularity and attracted a large audience, spawn-

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https://doi.org/10.37420/j.emr.2024.005

ing numerous imitations. However, despite the ongoing popularity of "shouting-style sales" and "rhyme-style sales" on the internet, pioneering live streaming rooms such as "Nan Yi Culture" and "T97" have ceased operations, prompting us to investigate: Does "shouting-style sales" stimulate consumer orders? Is "shouting-style sales" advantageous or disadvantageous for brands? In the long run, does "shouting-style sales" contribute to increasing consumer stickiness?

2. Literature Review

2.1 Literature Review on the Phenomenon of Live E-commerce

Given that live e-commerce is a relatively new marketing approach, there is currently no unified authoritative definition of live e-commerce in academia, both domestically and internationally. Generally, live e-commerce is considered a marketing method that integrates the real-time online video and interactive features of live streaming into e-commerce operations, serving as a novel marketing and communication tool.

2.1.2 Research Findings on Live E-commerce

Since its rise in 2016, live e-commerce has attracted attention from academia, prompting relevant studies. These studies primarily focus on three main perspectives: the communication perspective, the business model perspective, and the consumer behavior perspective. The communication perspective examines the dissemination of information and its effects in live e-commerce, as well as the impact of communication strategies on consumer behavior. The business model perspective analyzes the profit models, competitive strategies, and collaboration between platforms and hosts in live e-commerce. The consumer behavior perspective investigates consumers' purchasing decision-making processes, satisfaction evaluations, and intentions for repeat purchases in the context of live e-commerce.

2.1.3 Current Research Status on "Shouting-Style Sales"

As live e-commerce has matured in recent years, research on it has somewhat decreased. Additionally, there is currently limited research on "shouting-style sales" as exemplified by T97 live streaming rooms.

The inception of "shouting-style sales" cannot be precisely determined, but it began to garner significant attention on the internet within the T97 Coffee live streaming room in 2022. According to NewRank data, T97 commenced its first Douyin (Chinese version of TikTok) live stream in May 2022, initially with mediocre results. However, after adopting rap-style sales in September, its popularity surged, with peak online viewership reaching 28 000 and the current fan base standing at 1.319 million. Existing research on live e-commerce primarily focuses on macro-level studies of the entire industry format or related technologies. While there are studies on consumer psychology and purchasing intentions, there is a noticeable lack of research on post-purchase behaviors such as returns and repurchases. Therefore, this study differs significantly from previous research in this aspect.

2.2 Detailed Analysis of the Elaboration Likelihood Model

2.2.1 Definition of the Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM), also known as the dual-process model, was jointly proposed

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by Petty and Cacioppo in 1986. It is an important theory in the field of social psychology. The ELM suggests that changes in individual attitudes can be classified into central and peripheral routes based on the depth of information processing and the individual's subjective need for accuracy. In the central route, individuals form their final attitudes through detailed analysis, while in the peripheral route, individuals form their final attitudes through simple information cues and minimal analysis.

2.2.2 Current Research Status of the Elaboration Likelihood Model

Numerous scholars have applied the ELM to analyze the factors and paths influencing users' online behaviors. Wei and Xie integrated the ELM and the Uses and Gratifications Theory to construct a model of factors influencing online knowledge payment users' intention to continue payment. Wang et al. developed an ELM with knowledge quality as the central route and knowledge source characteristics as the peripheral route. Lai and Tang studied users' social media information forwarding behavior based on the ELM and found that information quality influences users' willingness to forward through perceived usefulness in the central route, while source credibility is a key factor influencing forwarding intention in the peripheral route.

In summary, scholars generally construct research models under different backgrounds based on the dual-path perspective of the ELM. When selecting central and peripheral route variables, scholars often analyze and discuss them based on the research background and objects. Commonly discussed central route variables include information quality, while peripheral route variables include source credibility. Therefore, I propose to analyze and compare the paths of consumers before and after "shouting-style sales," exploring the different paths adopted by consumers at different stages, and investigating the short-term impact on product sales and the long-term impact on brand shaping.

3. Research Method

This study employs the method of questionnaire survey to address the aforementioned questions.

3.1 Questionnaire Method

Based on the aforementioned questions, corresponding hypotheses are proposed as follows:

H1: The more infectious the emotions in the live streaming room, the higher the purchasing intention of consumers.

H2: The higher the frequency of talents such as shouting, rap, and rhymes performed by the live streaming room host, the higher the purchasing intention of consumers.

H3: The more repetition of slogans in the live streaming room, the higher the purchasing intention of consumers.

H4: The simpler the slogans in the live streaming room, the higher the purchasing intention of consumers.

H5: The greater the discount intensity in the live streaming room, the higher the purchasing intention of consumers.

H6: The better the product quality in the live streaming room, the higher the repurchase intention of consumers.

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H7: The more detailed the product description in the live streaming room, the higher the repurchase intention of consumers.

To test these hypotheses, this study employs a questionnaire survey method, sampling from the population and creating a questionnaire based on previous research experience in e-commerce. The target population for this hypothesis is consumers who have made purchases in live e-commerce. Through various channels such as WeChat, Weibo, and Xiaohongshu, the survey questionnaire is distributed to consumers who have made purchases in live e-commerce, and the required data for this study is obtained through the questionnaire.

Data collection, organization and analysis for this survey were completed on January 16, 2024. The questionnaire mainly consists of objective closed-ended questions, including single-choice questions and multiple-choice ranking questions. Basic information such as gender, age, and disposable monthly income is confirmed for respondents. The questionnaire comprises 16 questions, including 15 single-choice questions and 1 multiple-choice ranking question.

4. Research Findings and Discussion Points

4.1 Sample Characteristics

A total of 668 individuals participated in the questionnaire survey. In terms of age, young adults dominate, with 359 individuals aged between 18 and 30, accounting for 53.74% of all respondents. In terms of gender, females constitute the majority, with 314 respondents (47.01%), followed by males with 225 respondents (33.68%). Additionally, 129 respondents (19.31%) chose not to disclose their gender. Regarding disposable monthly income, the number of individuals earning less than 1 000 Yuan per month and those earning more than 5 001 Yuan per month is relatively small. Approximately 49.7% of respondents reported a monthly disposable income ranging from 2 001 to 5 000 Yuan.

Table 1 Demographic Characteristics

		Sample Frequency	**Percentage**
Gender	Male	225	33.68%
	Female	314	47.01%
	Prefer not to disclose	129	19.31%
Age	Under 18	29	4.34%
	18-25	133	19.91%
	26-30	226	33.83%
	31-40	118	17.66%
	41-50	130	19.46%
	51-60	31	4.64%
	Over 60	1	0.15%
Monthly Disposable Income	Less than 1 000 Yuan	47	7.04%
	1 000-2 000 Yuan	217	32.49%
	2 001-5 000 Yuan	332	49.70%
	5 001-10 000 Yuan	54	8.08%
	Over 10 000 Yuan	18	2.69%

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4.2 Research Findings

Table 2 Correlation of Purchase Intention

		Purchase Intention (Q13)
Emotional Contagion in Live Streaming Room (Q12)	Pearson Correlation	0.359**
	Significance(Two-Tailed)	0.000
Frequency of Talents such as Shouting(Q7)	Pearson Correlation	0.035
	Significance(Two-Tailed)	0.365
Frequency of Slogan Repetition(Q5)	Pearson Correlation	0.070
	Significance(Two-Tailed)	0.070
Simplicity of Slogans (Q6)	Pearson Correlation	-0.047
	Significance(Two-Tailed)	0.224
Discount Intensity of Products(Q11)	Pearson Correlation	0.502**
	Significance(Two-Tailed)	0.000

****. Significance at the 0.01 level (Two-Tailed). Correlation is significant.**

According to the results of the questionnaire survey, the emotional contagion in the live streaming room and the discount intensity of products are positively correlated with consumers' purchase intention, while the frequency of talents such as shouting, the frequency of slogan repetition, and the simplicity of slogans in the live streaming room show no significant correlation with consumers' purchase intention. Therefore, hypotheses H1 and H5 are supported, while hypotheses H2, H3, and H4 are not supported.

Firstly, regarding the relationship between emotional contagion in live streaming rooms and consumers' purchase intentions, the author used Pearson correlation coefficients to represent the strength of the relationship, showing a significant positive correlation with a correlation coefficient of 0.359. The more infectious the emotions of the live streaming room host, the higher the purchase intention of consumers. Further regression analysis showed a significant linear relationship between the independent and dependent variables, with a regression coefficient of 0.318 and a significance level of 0.000. Thus, research hypothesis H1 is supported.

Secondly, concerning the relationship between the frequency of talents such as shouting by live streaming room hosts, the repetition frequency of slogans, the simplicity of slogans, and consumers' purchase intentions, none of these variables showed a significant correlation with consumers' purchase intentions. According to the results of question 12 of the survey questionnaire, which asked, "How do you perceive the infectiousness of hosts who use shouting to promote products in live streams? (Shouting refers to introducing products in the live stream using rap, shouting, rhymes, etc., with a clear rhythm and less emphasis on specific product attributes)," 34.43% of consumers reported not feeling the emotional contagion, ranking highest among responses to this question.

Lastly, the author studied the relationship between the degree of product discounts in live streaming rooms

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and consumers' purchase intentions. Using Pearson correlation coefficients, a significant positive correlation was found, with a correlation coefficient of 0.502. The greater the discount intensity in the live streaming room, the higher the purchase intention of consumers. Regression analysis further showed a significant linear relationship between the independent and dependent variables, with a regression coefficient of 0.487 and a significance level of 0.000. Thus, research hypothesis H5 is supported.

Table 3 Correlation with Repurchase Intention

		Repurchase Intention（Q14）
Product Quality（Q10）	Pearson Correlation	0.444**
	Significance(Two-Tailed)	0.000
Product Description Detail (Q7)	Pearson Correlation	0.570**
	Significance(Two-Tailed)	0.365
****. Significance at the 0.01 level (Two-Tailed). Correlation is significant.**		

According to the questionnaire survey results, both the product quality and the level of detail in product descriptions in live streaming rooms are positively correlated with consumers' repurchase intentions, supporting hypotheses H6 and H7.

Specifically, this study utilized correlation analysis to examine the relationship between product quality in live streaming rooms and consumers' repurchase intentions. Pearson correlation coefficient was used to indicate the strength of the relationship, revealing a significant positive correlation with a correlation coefficient of 0.444. The better the product quality in the live streaming room, the higher the consumers' repurchase intentions. Further regression analysis demonstrated a significant linear relationship between the independent and dependent variables, with a regression coefficient of 0.448 and a significance level of 0.000, supporting research hypothesis H6.

Lastly, correlation analysis was conducted to explore the relationship between product quality in live streaming rooms and consumers' repurchase intentions. Pearson correlation coefficient was employed to indicate the strength of the relationship, revealing a significant positive correlation with a correlation coefficient of 0.570. The more detailed the product descriptions in the live streaming room, the higher the consumers' repurchase intentions. Regression analysis further confirmed a significant linear relationship between the independent and dependent variables, with a regression coefficient of 0.645 and a significance level of 0.000, supporting research hypothesis H7.

4.3 Effectiveness Discussion of " shouting-style sales”

4.3.1 Consumer Behavior in Peripheral Paths: Emotional Contagion More Effective in Triggering Purchase Behavior

In e-commerce live streaming, evoking consumer emotions is a crucial factor in prompting immediate purchases. Initially, e-commerce live streaming primarily encouraged consumer orders through detailed product displays and timely interaction to address queries. However, with the rise of top-tier hosts, price wars ensued, wherein rooms with larger traffic gained access to greater discounts and higher product placement fees. This trend led to reduced profitability for brands but also spurred the development of brand-owned live streaming rooms. Presently, as the number of top hosts decreases and the number of mid-tier hosts and brand-owned

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streams increases, the level of discounts available to hosts of similar tiers becomes largely uniform. Consequently, except for a few top-tier host rooms and brand-owned streams, other live streaming rooms struggle to attract customers through price advantages alone. They must explore alternative avenues to stimulate consumer emotions and encourage impulsive purchases.

In the post-pandemic era, consumers have grown accustomed to watching live streams and have an increased demand for emotional value. Emotions, classified as peripheral paths in the Elaboration Likelihood Model, imply impulsiveness, minimal reflection, and heightened sensibility, contrasting with the central path that entails rational analysis and careful consideration. Take Dong Yuhui's early rise to fame in the Oriental Selection live streaming room, where he initially sold rice. Dong Yuhui's copywriting exuded literary charm, incorporating historical and cultural references, guiding viewers into a heightened emotional state. At this juncture, consumers in the live streaming room purchased not only rice but also the emotional experiences it represented. Consequently, consumers did not contemplate the price of rice through the central path but rather immersed themselves in the atmosphere created by the live streaming room through the peripheral path. Following Dong Yuhui's rise to fame, Oriental Selection's sales and traffic steadily increased, demonstrating consumer recognition of its emotional appeal.

4.3.2 Ineffectiveness of Shouting-Style Sales: Mere Slogans and Talents Cannot Fully Meet Consumer Needs

While "shouting-style sales" can attract attention and traffic, relying solely on repetitive slogans and talent displays cannot stimulate consumers to make purchases. According to the responses to Question 16 of the questionnaire, "Do you think carefully before making a purchase during e-commerce live broadcasts?" 21.86% of respondents always consider it, 39.67% consider it depending on the type of product, 28.89% consider it depending on the amount of money involved, and 9.58% do not think carefully. This indicates that most consumers do not always use either the central or peripheral route when making purchases during e-commerce live broadcasts, but rather decide which route to use based on the product. Based on observations of multiple e-commerce live broadcasts, consumers are more likely to use the peripheral route for information processing for daily consumable and low-value items. For example, in the Douyin live broadcast room of "Zheng Xiangxiang," there is almost no product introduction, the pace is very fast, and the products are mostly low-value daily necessities such as tissues and slippers, concentrated within 20 Yuan, with hardly any products priced over 100 Yuan. The host symbolically displays the products and quickly announces prices like 9 Yuan and 10 Yuan, creating a feeling of not needing to think, thus leading to impulse purchases.

However, this model is only suitable for low-value goods commonly used by the masses. The live broadcast room "Nan Yi Culture," which adopted the "shouting-style sales" earlier, sells celadon, including tea sets, incense sets, and ornaments. The products themselves belong to niche categories and are relatively high in value, with an average price of 300-400 Yuan per item. Faced with high-value non-essential products, consumers will use the central route for thinking, and most people will not make purchases impulsively. It is understood that poor sales are also the root cause of the suspension of the "Nan Yi Culture" live broadcast room.

Several reasons contribute to the significant increase in traffic but eventual suspension of many "shouting-style sales" live broadcast rooms.

Firstly, insufficient sales revenue. Except for a few live broadcast rooms selling low-value consumables

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like "Zheng Xiangxiang," most live broadcast room products are not suitable for this model. For example, products related to health, such as maternal and child products, and technological products such as mobile phones and home appliances, require careful selection for most people and will not be purchased just because of the host's talent. Moreover, the venue costs and labor costs for live broadcasts are also relatively high. If the sales revenue cannot cover the costs or achieve profitability, it will inevitably lead to the suspension of the live broadcast room.

Secondly, it is difficult to generate repeat purchases. Several "shouting-style sales" live broadcast rooms have had product quality issues, and some products are not consumables, limiting consumer demand. For example, there are still reports online regarding product quality issues with "Beauty Girl Shopping" and "Zheng Xiangxiang," and products such as tea sets have a long service life, leading to a lack of repeat purchases.

Lastly, platform regulations. "Shouting-style sales" often lack detailed product introductions, making it difficult to ensure consumer awareness. For instance, the "Zheng Xiangxiang" live broadcast room was shut down for quick payments, and the platform has introduced corresponding regulations, listing "rapid payment live broadcasts" as a violation and imposing different penalties ranging from limiting traffic to deducting credit scores or suspending live broadcasts based on the circumstances.

4.3.3 Rational Factors in the Central Route: Discounts, Product Quality, and Detailed Descriptions Remain Key to Conversion

The degree of discount on products in live broadcasts remains a primary factor in stimulating consumer orders. Although consumers may engage in impulse buying when placing orders, they still consider product discount information through the central route, rationalizing the comparison between e-commerce live broadcast prices and prices outside the live broadcast, seeking the maximum discount. Human "loss aversion" can make consumers feel a loss and trigger negative emotions when they see a more favorable price after purchasing a product. Additionally, the turbulence caused by the pandemic has made some consumers more conservative in spending, emphasizing value for money. For example, for eyebrow pencil products sold in Li Jiaqi's live broadcast room, consumers no longer just focus on the price but also consider weight and cost-effectiveness. Calculations show that the weight-price ratio of the eyebrow pencil rivals that of gold, leading consumers to refrain from purchasing. Although the pandemic has passed, its lingering effects are still present. Current trends in employment and other areas indicate that most people now prioritize stability and security, all of which are related to rational thinking.

Product quality in live broadcast rooms is one of the main factors affecting consumer repurchase. According to Question 15 in the questionnaire, which asks about reasons for repurchase, 173 respondents, accounting for 25.9% of the total, chose "good product quality" as their reason, ranking first among the six options. Product quality determines the utility of a product. If there is a discrepancy between the perceived quality of the product from watching the live broadcast and the actual quality received, especially when the actual product quality is lower than that presented in the live broadcast, consumers may develop distrust towards the live broadcast room. When the product reaches the consumer's hands, the emotional appeal of the live broadcast is no longer present. Viewing the product outside the live broadcast atmosphere prompts consumers to use the central route to evaluate the e-commerce live broadcast purchase more rationally. The results of central route thinking will influence consumers' decisions in the next e-commerce live broadcast, further affecting repurchase intentions. For example, the fake bird's nest incident in the Kuaishou live broadcast room of "Xinba"

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led to a significant loss of followers and a decline in sales in the short term, impacting both existing consumers' repurchase intentions and potential consumers' purchase intentions.

In the long run, the brief and abbreviated introduction of products in "shouting-style sales" live broadcast rooms seeking rhymes is detrimental to consumer repurchase rates. As mentioned earlier, the discrepancy between actual product quality and the quality presented in e-commerce live broadcasts affects consumer repurchase intentions. Even if "shouting-style sales" live broadcasts do not provide detailed introductions of product quality, consumers still have a psychological expectation of the product category, and they do not expect to receive poorly made products. The more detailed the product introduction in e-commerce live broadcasts, the more consumers understand about the product, and the closer their psychological expectations are to reality when receiving the product. A lack of product introduction leads consumers to supplement the undisclosed product information with imagination, resulting in higher psychological expectations and subsequent disappointment upon receiving the product.

5. Marketing Insights and Research Reflection

5.1 Marketing Insights

Based on the research above, we can infer that "shouting-style sales" has no significant short-term or long-term effects on promoting consumer orders. However, according to data from relevant live broadcast rooms, its novelty can promote the acquisition of traffic in live broadcast rooms. In e-commerce live broadcasts, significant discounts on products and strong emotional appeal in live broadcast rooms are important factors in promoting consumer orders in the short term. In the long term, good product quality and detailed product descriptions are conducive to promoting consumer repurchases.

In recent years, e-commerce live broadcasting has experienced explosive growth. Whether it is comprehensive live broadcast rooms or brand-owned live broadcast rooms, they have undergone one round of baptism after another. Those live broadcast rooms that fail to adapt to market trends or meet consumer needs will be eliminated as the market matures. E-commerce live broadcasts target consumers face-to-face on the screen. To effectively convert attention into influence, it is necessary to think from the perspective of consumers and maximize the mobilization of consumer emotions. Specifically, this includes the following points:

First of all, anchors should fully mobilize the atmosphere in the live broadcast room and enhance the emotional appeal of the live broadcast room. By using copywriting, arranging the scene in the live broadcast room, coordinating between the main and assistant anchors, and controlling comments, consumers can fully empathize and achieve emotional and psychological satisfaction.

Next, strive for profitability through volume and provide significant discounts. This is especially applicable to brand-owned live broadcast rooms. Most consumers pursue discounts, which are not likely to change due to their liking for the anchor. For example, top anchors like "Li Jiaqi" attract large audiences because of the significant discounts they offer. When the discount offered by L'Oreal's brand-owned live broadcast room exceeded that of Li Jiaqi's live broadcast room in 2021, some of Li Jiaqi's fans switched to L'Oreal's live broadcast room. Using the fees for purchasing positions in top anchor live broadcast rooms and paying their share to provide discounts in brand-owned live broadcast rooms is also a way to attract consumers.

Once again, product quality is the foundation for consumers' repeated choices in the long term. Product

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quality is a fundamental attribute of a product. Regardless of the product, if only marketing is considered and the product itself is neglected, it falls into the trap of putting the cart before the horse. Products without quality support are like trees without roots, difficult to thrive.

Finally, e-commerce live broadcasts should fully protect consumers' right to know and provide detailed explanations of products. Only pursuing short-term orders without considering consumers' insufficient understanding of the products or the possibility of refunds and negative reviews due to impulsive purchases is equivalent to killing the goose that lays the golden eggs. Moreover, when consumers find the received products inconsistent with their expectations, it not only triggers returns but also affects the reputation of the live broadcast room. In the news topic of "Zheng Xiangxiang's live broadcast room being shut down," many consumers still express in the comments that they have encountered problems such as poor product quality, inability to see clearly, and inconsistency with the display in this live broadcast room.

5.2 Research Reflection

This study investigated "shouting-style sales" in e-commerce live broadcasts from the perspective of the Elaboration Likelihood Model (ELM) using a questionnaire survey method, attempting to explore the short-term and long-term effects of "shouting-style sales." However, limited by sample size and the academic level of the researchers, it failed to further analyze the consumer psychology behind the lack of sales promotion effect of "shouting-style sales" and was not thorough enough in studying how to promote orders in e-commerce live broadcasts, which requires further in-depth exploration.

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