

Literature Review on Live-Streaming Platform Impulse Buying Behavior

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ABSTRACT

In the past few years, online shopping has become popular and getting accepted by the consumers, before the purchase, consumer would like to check the online shopping platform because the convenience logistic and various promotion activity. Also, the live-streaming platform such as Tik Tok, Taobao live and Weibo live are providing the live-streaming to make the consumer get the information in real time and provide more options of the different product for them to choose, meanwhile, the platform are inviting some celebrities to do the live-streaming which lead the impulse buying behavior happens. This paper will review about impulse buying in the content of live-streaming and the relationship between live-streaming browsing and impulse buying. This paper is going to review the literature and published paper about impulse buying and live-streaming platform to find out the relationship, find out that online impulse buying can be effect by serval factors. Lastly, the review can contribute to the future research about the impulse buying on live-streaming platform. Moreover, the platform will know how to engage the consumer make the impulse buying decision during the live streaming.

Keywords:

Impulse buying; live-streaming platform;
browsing; E-commerce

1. Introduction

In the past few years, shopping online has become a hot word among the Millennials, because the Millennials already have the ability to purchase their Wishlist. The online shopping platform is the consumer purchase product or service from a seller using the web browser or a mobile app over the internet. Based on the earlier study, there are 782 million online shopper and online payment amount reach 854 million yuan in China in 2020. Among this amount of people there are almost 40% are purchase impulsively, therefore impulse buying especially in the content of online is the important topic that researchers focusing on. Researchers divided impulse buying into four different types based on the different characteristic which is pure impulse buying; reminder impulse buying; suggestion impulse buying and planned impulse buying. In the online shopping environment, these four types of impulse buying happen frequently, so that the platform will have the countermeasure to provide the recommendation to the consumer and promote the impulse buying.

To promote the impulse buying, there are two different stimuli can achieve the objective, external stimuli and internal stimuli. A benign stimulus can achieve more impulse buying behavior not only in

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external factors such as environment cues and product placement but also the emotional factors from the consumers.

In the content of online shopping, several reasons can demonstrate why there is more impulse buying happen: 7-24 operating hours, no restrictions for consumers and the better web quality with recommendation system will provide an amused and convenience shopping experience for the consumer.

Nevertheless, the impulse buying behavior has been studied by the scholars in large quantity, but less research has talked about the impulse buying in the livestreaming platform since the livestreaming has emerged with in recent years. This research will mainly focus on solving the following questions: (1) What are the factors affecting the impulse buying behavior? (2) How the impulse buying can be promoted in the live-streaming platform?

2. Literature Review

2.1 Impulse Buying

Impulse buying, compare with the planned buying, is an unplanned, spontaneous purchase activity with less deliberation, less compare with alternative selection and self-oriented decision ([1-4]). Based on the classical definition by Stern, impulse buying is “any purchase which a shopper makes but has not planned in advance” [5]. With this definition, Stern’s study also divided the impulse buying into four different types: pure impulse buying, reminder impulse buying, suggestive impulse buying and planned impulse buying [5]. As shown in Table 1, many researchers also have the deep sight about the four types of impulse buying. Pure impulse buying is consumers having a brand new purchase decision without hesitate when they make a novelty purchase [5-7], reminder impulse buying occurs when the consumers see the particular product in store and recall they have low stock in home or the advertisement of the product [8-9]; suggestion impulse buying occurs when the consumers find out they need the product after they see the recommendation [4,5,10] lastly, the planned impulse buying occurs when the consumers have the shopping list but also ready to do the random shopping based on the discount and promotion activity [5,11].

Table 1

Types of Impulse Buying

Type of Impulse buying	Shopping trip	Shopping list	Product knowledge
Pure impulse buying	No plan	No plan	Weak
Reminder impulse buying	Plan	No plan	Strong
Suggestion impulse buying	Plan	No plan	Weak
Planned impulse buying	Plan	Plan	Strong

In the context of online shopping, it contains all four types of impulse buying. The reason for the circumstance is online shopping have a high probability to occur the impulse buying [12,13]. While consumers use digital shopping applications, they spend more time on browsing rather than purchasing [14,15], spontaneously, more browsing give more chance for consumer to get the stimuli from the web page or mobile applications which resulted in more pure impulse buying and reminder impulse buying happens [16,17]. On the other hand, recommendation impulse buying happens because the shopping website always have the recommendation system based on the like or dislike of the browsing history to help customer find the product and/or services they want from thousands of products that the platform provide [18,19]. Lastly, the shopping platform have the different kind of promotion activities for example “Double Eleven” is a promotion activity that Alibaba provided on November 11th every year starting from 2009, on that day Taobao will provide a large-scale

promotion to the consumer and stimuli them to make the planned impulse buying [20]. Also shopping cart provide the consumer to prepare their shopping list and wait for the promotion activity [21].

Because of the complex nature, impulse buying has always been fancied by the researchers [13,20,22]. The three important features impulse buying holds are 1) unplanned purchase, 2) the consumer exposure to the external or internal stimuli, 3) decided "on the spot" [22]. The unplanned purchase means that the consumers walk into a store and have the unplanned purchase because of the external stimuli. Also, impulsiveness is the human characteristic, meanwhile it is different from person to person [23,24]. Previous study finds out that the store discount leads more chance of unplanned purchase [23,25]. Such as the online store are having the casino-like game to give out the coupon to the customers and make consumers feel more involved to encourage them to do the unplanned purchase because previous study found that the customer of casino will spend the money they won just in the luxury store around the casino [26].

As for the stimuli, some researchers emphasize the impulse buying is stimuli by the external factors such as environment cues, sounds, smells and shelf space or display location [3,11,27]. Excitement such as the better in-store experience can give a positive mood to the customer [13,28] French wine store will boost selling amount while playing the French music in store [22]; a greater consumer density can make an indecisive people make the purchase decision impulsively [3,29]. But according to the other research, impulse buying seems to be an emotional decision rather than a rational one, it can occur driven by the "inside factors" like consumers' pleasure and arousal ([27], [30]). For example, some of the consumers would like to make the purchase decision based on the process of shopping and the enjoyment affiliated [6], and the enjoyment associated with the mobile app prompt the consumer satisfaction and impulse buying behavior [31].

For the last feature of impulse buying is consumer make the purchase decision "on the spot", because the impulse buying does not follow the regular and normal sequence of buying and always happen with no hesitate in short time [13]. [32] found out that the impulse buying starting with browsing without plan before, and the stimuli will trigger the urge of impulsive buying, to make the consumer make the purchase decision "on the spot".

2.2 Livestreaming

Recent research has divided impulse buying into three different categories which is offline stores, shopping website and social media platform [13]. Meanwhile online shopping is getting accepted by the consumers, a new form of buying, social media platform livestreaming commerce emerged [33]. Livestreaming, a new way of streamers share the video and audio content online with the viewers synchronously [34,35]. The people watch streaming only is called viewer, but people who stream and watch streaming sometime is called streamer [35]. The streamers used to be the video gamer, the people share the video of their recorded highlight gameplay after game on the video sharing platform then transfer to sharing their gameplay while they play and communicate with the viewers and other gamer [34]. In the past few years, the consumers are passionate about shopping on the livestreaming platform such as Taobao live, Tik Tok live, and Weibo live [36,37]. Compare with the normal online shopping website like Taobao, [38] pointed out the livestreaming commerce provides the real-time social interaction, the viewer can acquire useful information about the product directly from the steamer and other viewers within the chat box. Through the product demonstrations of the steamer, consumers get the instant visual feedback of the product which makes the viewer feels they are shopping with the streamer at the same time and not looking at the screen [39].

Livestreaming has four characteristics: (1) synchronization; (2) low threshold of starting their own program; (3) the real time interact with the streamer; (4) reviewer can reward the virtual gift to the

streamer [35-37]. In order to let the consumer get more detailed information, they need the direct communication with the streamer or the other viewers because the streamer always provide the limited information such as text and picture [35,40]. Thus, synchronization is an important characteristic for livestreaming, which means there is no time gap between the consumer input the information and get feedback from the streamer [36,41]. Lower delay leads to the higher synchronization between streamer and viewer, it brings better experience while using the livestreaming platform [40].

As for the second characteristic, [42] found out that because livestreaming has the advantage of “zero threshold” and “easy to master”, it allures a large amount of internet users join and show their talent on the livestreaming platform, also known as “grassroot”, even a cat can be the streamer with professional streaming team or equipment. In order to interact with streamer, there is a new type of comment growing with livestreaming called “danmaku” [43], while watching the livestreaming, the viewers can send danmaku if they want to chat or debate with streamer or other viewer, it also stimuli the viewer-viewer interaction and to some content increase the using time [43,44]. Meanwhile, this makes livestreaming include not only viewing but also increase the interaction between viewer and streamer [33,45].

Virtual gifting is the business model for live-streaming platform at the same time, it is a tool for viewer build up the connection with the streamer [33,36]. The virtual gift is the viewer of the livestreaming purchase from the platform and reward to the streamer to show their like and support [43]. The freely pricing method give the viewer price range from 0 to 1000 so that the viewer can choose the gift price they can afford to reward the streamer [36]. This kind of business mode already become the main source of revenue for the livestreaming firms and platform.

Nowadays, there is a large number of sellers selling product in the social network platform or e-commerce platform such as Facebook, Tik Tok and Taobao, the platform also enabled live video streaming function successively [33,46]. Purchase product online have a problem for consumers which is the consumer cannot see and examine the product until they receive it, and lack of offline interactions. [47,48]. Yet in the livestreaming platform, the sellers show the product and the function during the livestreaming, the process of selecting became visible, the comment from other viewers can also give recommendation [40]. Because of the low entrance cost, an increasing number of sellers transform from ordinary people to a streamer and started sell product online by livestreaming [40]. At the same time, shopping at the platform have a common advantage which is the ease of use, which makes viewer can watch the livestreaming make the purchase decision everywhere with low or no cost [36,49,50]. Lastly, for the rewarding system, the streamer who start a livestreaming can earn the profit from the platform base on the gift given by the viewer [43]. However, there are two ways of reward a viewer can give the streamer: send the virtual gift or simply watch the livestreaming and spend time there because time is also a resource to invest to the streamer [35]. More time spent in the livestreaming chat room, means more information and promoting activity acquire from the streamer and other viewers [43], when the viewers exposure to some impulse stimuli like price-reduction, it will arouse the urge of buying impulsively [25].

3. Research Method

The literature review is a systemic method to select a certain topic, summarize the research status that the certain research direction has done by the predecessors, review a large number of reference information, the analysis and write academic papers. The literature review is the latest progress, academic opinion which reflect the important topics in a certain field. This study only

contains the papers and journals published in English between 2000 and 2020 in the ScienceDirect Journal database.

ScienceDirect Journal database is an online full-text journal database under Elsevier, the biggest publisher around the world, it provides more than 1500 full-text journal since 1995. “Impulse buying behavior”, “online shopping”, “live-streaming platform” these keywords were used for searching articles. The review processes are shown in Table 2.

Table 2

Literature Review process

Steps	
Determine research problem	Define the searching keywords and the research filed
Article search	Search in the database using the keywords “Impulse buying behaviour”, “online shopping”, “live-streaming platform”
Exclusion	Book chapter and case study
Inclusion	Include the article have the keywords “Impulse buying behavior”, “online shopping”, “live-streaming platform” appear in the title, abstract and back ground and the keywords appear in the framework author came up with.

4. Results

4.1 Impulse Buying

While impulse buying is ceaselessly by scholars in past few years, some studies continue to study the impulse buying in online context [11,13]. With the development of the technology and human need, information technology and logistic transportation brought opportunity for online shopping to emerge and expand tremendously [13]. The definition of online impulse buying is unexpected and direct online purchase behavior without shopping intention [11,51]. Recent research shows that impulse buying happens more often in online context, which includes shopping on shopping website and social media platform [13]. Compare offline and online impulse buying, there are some similar factors: 1) uncontrollable impulsive buying; 2) less control on buying behavior; and 3) non-stop impulsive buying no matter of the consequences [10,14]. However, the online impulse buying behavior always happens on the consumer with spontaneous behavior and have less control of the stimuli of online stores [10]. There are several reasons that demonstrate why the online circumstance can enhance the impulse buying. Firstly, the online store open 24 hours a day to the consumer [14]. Secondly, shopping online frees the constraints that the offline store might have [10,11], lastly, the better website quality, open-and-shut advertisement and promotions can give the better experience while consumer shopping online [14,51].

4.2 Livestreaming

Table 3. select some of the different research direction of livestreaming in recent years. Amongst these researches, gaming industry livestreaming is widely researched [34,35,41]. Social networks commerce product selling is also a trend for the scholars [36,37,46]. But these studies mainly focusing on the relationship between livestreaming and impulse buying behavior. Therefore, the relationship between livestreaming and impulse buying and the factor affecting these dimensions are the gap to research.

Table 3
 Summary of the literature in the content of livestreaming

Source	Type of livestreaming	observed relationship
Wongkitrungrueng&Assarut (2020)	Social commerce product selling	Trust in seller have the positive effect on customer engagement.
Singh et al. (2021)	Video livestreaming. sharing livestreaming music, TV, news, movies.	Personal Innovativeness and perceived value positively affect the continued intention of browsing.
Gros et al. (2017)	Twitch platform	Socialization, Entertainment and Information motivate the user using Twitch platform.
Shen (2020)	Video game streaming	Gender difference of streamer and different attribute affect the livestreaming watching behavior.
Li & Guo (2021)	Game livestreaming platform	Factors affect the virtual gifting in game livestreaming
Zhou et al. (2018)	Game livestreaming platform	More danmaku leads more gift number
Kang et al. (2020)	Livestreaming commerce on SNSs	A stronger social tie have a positive relationship with customer engagement behavior
Li et al. (2021)	Social commerce product selling	Emotional attachment to the streamer and platform attachment has a positive effect on user stickness

5. Conclusions

This paper reviewed the element that promote the impulse buying in the content of offline shopping and online shopping, also the emerged live-streaming shopping. The factors that trigger the impulse buying is various and transformable for people from different background. But the celebrity in the live-streaming platform is largely neglected, people want to have more communication and connection with the celebrity will be more willing to pay impulsively. For the future research, the celebrity endorsement can be a point of view to research the impulse buying behaviour, the platform can also take this as the opportunity to increase the amount of viewer and take more market share among the various live-streaming platforms.

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