A Systematic Reviews of Repurchase Intention in Live Streaming E-Commerce in China and Proposed Strategies

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Abstract

In China, many electronic business platforms are currently thriving. In recent years, one type of e-commerce has risen rapidly: live streaming e-commerce. In the context of live streaming e-commerce, a better understanding of customer attitudes and intentions is required. This study will look into the factors that influence repurchase intent in live streaming e-commerce in China. This study discusses the systematic review of live streaming ecommerce, the existing challenges, The PRISMA guidelines were used to report the findings of systematic reviews. There are a total of 301 articles identified. After searching, metadata is saved in bibtex for analysis. Out of the 132 articles screened, a total of 54 manuscripts were rejected for not meeting the requirement of English academic writing, peer-reviewed, or journal article requirements. Screening selected 78 articles for eligibility. After filtering, there are a total of 15 articles relevant to this study that have been reviewed in detail. Finally, this paper proposed some strategies for managing live streaming e-commerce in a Chinese context.

Keywords: Repurchase Intention; Live Streaming Ecommerce; Challenges; Proposed Strategies.

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1. Introduction

In China, live streaming e-commerce is becoming a more common trend in internet retail. By 2020, China will have 904 million internet users. Live streaming has been experienced by more than 61.95 percent of Chinese Internet users (a total of 560 million) [1]. With 660 million users, China's e-commerce livestream sector is expected to generate RMB 1.2 trillion (US$180 billion) in revenue by 2022. According to [1], this value is likely to rise to RMB 4.9 trillion (US$720 billion) in 2023. The economy needs a boost. This represents 11.7% of total e-commerce sales in the country.

The popularisation of 4G networks and the emergence of 5G networks have revolutionised network information dissemination from newspapers and printed brochures to social media live streaming. Popular Chinese live streaming platforms like JD.com, Taobao, Pinduoduo, Mogujie, Xiaohongshu, Vipshop Hui, Kuaishou, and Douyin make it possible for a lot of live streaming activities to happen. This has led to a lot of high-quality Internet celebrities and gotten younger people interested in buying online through live streaming. The Internet celebrity economy shifted from the platform to the e-commerce platform in the "fast lane" [2]. All of this is attributable to the rise of the era of internet live broadcasting and self-media, and the rate of information distribution has accelerated even further. Furthermore, the Internet platform's tremendous Internet celebrity manufacturing capacity has drawn a large number of consumers to promote products and services. Live streaming e-commerce is growing rapidly, so many scholars are studying it and doing product promotional studies [3 – 5]. Despite live streaming e-commerce's remarkable growth, the live streamers and platforms have encountered some challenges and problems. The online interaction and unfamiliarity between vendors and buyers may cause lower trust and loyalty. Brands are eager to know whether live streaming sales can help brands increase their total brand sales revenue. Due to the popularity of this trend and the lack of research on e-commerce, this study will focus on discuss the existing issue and challenges of live streaming ecommerce, highlight the research of live streaming ecommerce and propose some strategies.

Method

To conduct the literature review, the Preferred Reporting Items for Systematic Reviews and Meta Analysis (PRISMA) (Refer Figure 1) approach was employed, which is widely utilized by many researchers in defining the focal area and latest literature in their field of study. [6] define a systematic literature review as a deliberate and planned approach. After exploring the search engine database and obtaining a list of papers, the following analysis is carried out, utilising a full bibliographic analysis of all papers ever published on Scopus. The author only searches the Google Scholar and Scopus databases for open access research in the form of peer-reviewed journal papers. To ensure that all terms are searched at the same time, search all documents using quotation marks. "Repurchase Intention in Live Streaming E-Commerce" Or "Repurchase Intention in Live Streaming in China" are the search phrases. Analysis 301 includes all titles and abstracts of English and Mandarin language publications. After the search is finished, all metadata is saved in bibtex for use in the analysis step. A literature search yielded 132 publications. 132 identified articles were chosen for screening. 54 manuscripts were rejected throughout the screening process because they did not match the requirements for English articles, peer-reviewed publications, or journal articles. The screening stage resulted in the selection of 78 articles for the

eligibility stage. Twenty-five papers were chosen for title and abstract eligibility, while 21 other articles were rejected because their titles and abstracts did not match the criteria for the topic of debate. While the eligibility for full-text papers was determined, 15 articles were rejected because their substance did not meet the criteria for the debate topic. Finally, 15 papers were collected throughout the inclusion stage.
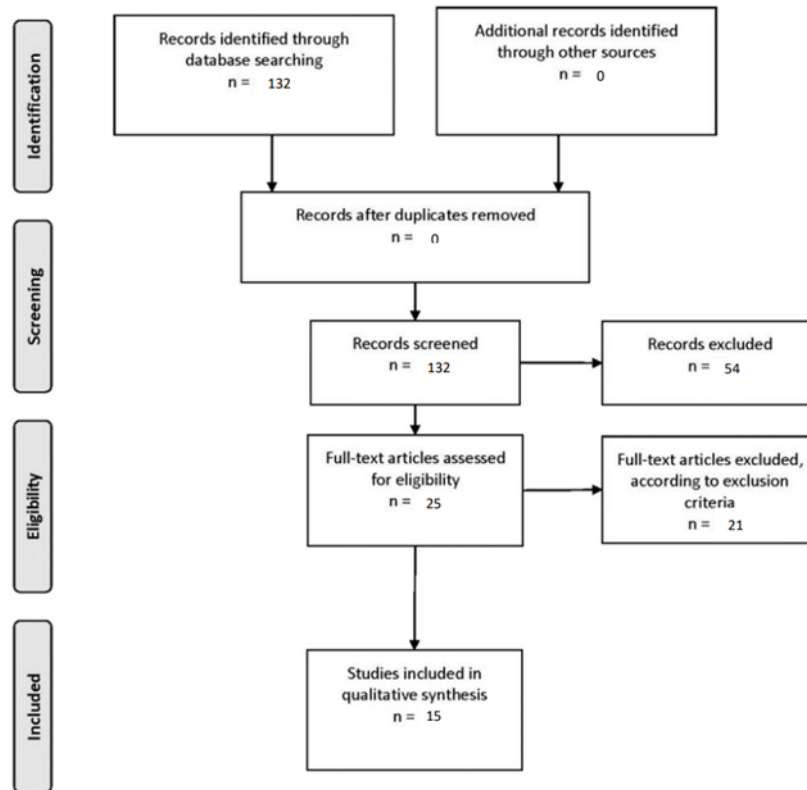

Figure 1: PRISMA Flow of Literature Review.

2. Literature Reviews

2.1. Existing Issue and Challenges in Live Streaming Ecommerce

Live streaming commerce has risen fast in China as a new retail channel, particularly after the (COVID-19) pandemic [7]. It has not only changed customers' purchasing patterns, but it has also given rise to a new consumer culture. In a variety of dimensions, live streaming shopping has proved its distinct traits. According to [8], the ability of live streaming shopping to involve actual human interaction allows purchasers to obtain more detailed product information. The competition in the live streaming ecommerce sector is becoming more severe as the market expands. Customers can be swayed by many things, such as price, service, the way the supply chain works, the quality of the product, trust issues with live streams, celebrities, and more.

One of the most difficult aspects of live streaming e-commerce is building and keeping a consumer base. Even if the livestreamer's items or pricing are superior to those of its competitors, the livestreamer may lose market share if its competitors have special deals with the delivery application [9]. Another area in which internet sellers generally compete is price. Small businesses are typically at a disadvantage when competing with mid-sized or large competitors, particularly in terms of price competition [10]. Walmart and Amazon, for example,

frequently have distribution centres located around the country. Orders might be delivered from anywhere in the country due to their nationwide warehouses. As a result, orders are delivered more quickly, and distribution expenses are reduced.

In terms of business operations, there are issues with low checkout rates, high return rates, and low user loyalty in the purchasing decision-making process. From the user putting the item into the shopping cart through the actual use and pleasure of the item, the procedure is lengthy and complicated [11]. The first hurdle that live e-commerce may face is shopping cart abandonment, which is a significant and widespread issue in e-commerce operations. For example, when Nordstrom launched an e-commerce platform, they missed a significant number of e-commerce sales prospects owing to the problem of shopping cart abandonment [12]. Customers may abandon their purchases due to the lengthy and uncertain purchasing process. Returning things may be another issue that customers confront while making online purchases. According to a comScore and UPS survey, 63% of American shoppers check return policies before making a purchase, and 48% are likely to buy from retailers who allow speedy returns [13]. Even if customers do not return products, whether they are satisfied with the overall experience and would repurchase the items is a challenge for the company. Because the seller and buyer are typically unfamiliar with or unable to see each other, live streaming e-commerce enterprises find it challenging to gain customer confidence and loyalty [14]. Only through a series of transactions will the firms be able to gain the trust and loyalty of their customers.

As livestreaming e-commerce becomes more popular, new difficulties arise, such as the illegal sale of counterfeit merchandise. The government has issued a trial guideline to oversee livestreaming in the growing e-commerce industry, which will go into effect on May 25th, 2021. The new guidelines, released simultaneously on April 23 by China's Cyberspace Administration and six other government organisations, aim to protect the rights and interests of consumers and children while also tackling concerns such as deceptive advertising and the sale of counterfeit and inferior goods [15]. It means that livestreaming services must respond to consumer concerns as soon as possible and give proper evidence in the event of a dispute. In addition, in 2021, there was some mistrust between customers and merchants. Wei Ya, the top live streamer, was fined RMB 1.341 billion for tax evasion, and his social media accounts, Taobao Live accounts, and any other accounts were deactivated in December 2021. Simultaneously, some other livestreamers were penalised by tax authorities [16]. This mishap has had a huge impact on the sector of live streaming e-commerce. This mishap will also affect the industry's market share. The prior high popularity and traffic were based on the positive progress of the live streaming business and customer trust. Consumers who used to shop in the live broadcast room have lost trust as a result of the high incidence of getting punished for tax evasion. Livestreaming platforms will need to take proactive measures in the future to keep the market running properly and to help the business grow in a healthy way.

3. Findings and Discussion

3.1. The Development of Live Streaming Ecommerce and Research Highlights

Online purchasing research began in the late 1990s. According to [17], high-tech baby boomers embraced home shopping services to simplify their lives, and internet shopping was one way to do so. Perceived convenience

and time savings as important motives for internet shopping are also verified by investigations by [18,19]. According to the technology acceptance model (TAM), perceived ease of use and perceived utility are important indicators of online purchasing utilisation [20]. In a recent study, [21] investigated the impact of shopping frequency on perceived risk. The findings demonstrate that customer satisfaction is a strong predictor of repurchase intentions for both infrequent and frequent online customers, and that perceived risk can completely mitigate the influence of trust on the repurchase intentions of infrequent shoppers. In terms of theory, researchers have used models such as the Theory of Planned Behavior; Technology Acceptance Model (TAM) [22]; Hedonic Shopping Motivation; and Utilitarian Shopping Motivation in recent years [23]. However, research on live streaming commerce is limited.

After reviewing and categorising the relevant literature, the conclusion is that research on e-commerce live streaming may be broadly classified into the following perspectives: The research highlights three current e-commerce trends, which are:

1. Development and governance of the e-commerce live broadcast industry.
2. E-commerce live broadcast analysis from the perspectives of politics, sociology, and other disciplines
3. The consumption behaviour on the e-commerce live broadcast platform

The expansion of the live streaming e-commerce industry was the focus of some studies, and governance issues were also investigated. The development process of the live streaming e-commerce industry is investigated in this type of study. This includes giving a brief overview of the current state of development, looking into the factors that led to development, focusing on the problems the industry is facing, and suggesting possible solutions. The first area of focus is on the growth and governance of the industry, which is driven by the research of academics [24 – 26]. The contributors to the study by [27] put particular emphasis on the elements that contribute to development. According to [28], the expansion of the live streaming e-commerce market is being propelled by a variety of factors, the most important of which is the upgrading of consumers' consumption patterns. These factors include technology; businesses; money; platforms; media; and broadcasters. Adhering to the rules for live broadcasting—including the suitable location, fan accumulation, and high-frequency engagement—is essential to the successful operation of an online store's live broadcast [28]. Reference [29] examined the similarities and differences between direct broadcast e-commerce and TV shopping. Live streaming e-commerce makes use of cutting-edge technology to solve the issues that plague traditional TV purchases, such as the lack of interaction from the audience and the prevalence of substantial disinformation, and to create a new paradigm for online shopping. In addition, Reference [30] concentrate on the regulations and controls that should be applied to live broadcasts of e-commerce. As a novel commercial pattern, live streaming e-commerce poses considerable challenges for the governance framework that is already in place for networks. The standardisation of the administration of e-commerce live broadcasts is fraught with difficulties, such as the absence of monitoring in live broadcast rooms, the incompatibility of traditional governance approaches with emerging media, and conflicts between multiple legislative frameworks [31]. Reference [31] presented a number of multi-level, one-of-a-kind, and contemporary solutions in response to these challenges. [32] forecasted that live broadcast e-commerce will experience significant expansion in the coming years. Live e-commerce is a relatively new development in the realm of traditional media that places an emphasis on new forms of societal

value. Huang highlighted that the challenges that are currently being faced by the expansion of live broadcast e-commerce should not be ignored. Under the influence of broadcasters, consumers' preferences tend to converge, and as a result, more and more disordered consumption is taking place [32]. In other words, the behaviour of consumers is determined by capital. In the second highlight, academics like [33 – 35], and others investigate live e-commerce broadcasts from the perspectives of politics, sociology, and other fields of study. The scope of these studies can be broken down into a great number of different categories. To begin with, the live broadcast may be very different from other components of online commerce due to the fact that it may offer legal and public opinion hazards, such as those done by government officials. This might be a significant point of differentiation [33]. According to [33], it is extremely important to adhere to the "people-centered" political communication philosophy, extend the role and connotation of communication, and strengthen the creation of communication systems. Second, [34] concentrated their attention on character design and the challenges presented by digital labour throughout the live streaming e-commerce sales process. The researchers study how the audience, the anchor, and the media ecology get alienated in turn throughout the live streaming process. Their investigation is based on the notion of alienation. Through the symbolization of character design and the exclusive focus on their business, broadcasters end up becoming the slaves of character design [34]. The biological diversity of the media landscape has shrunk as a result of these shifts in the media ecology. Third, [35] came to the conclusion that e-commerce live broadcasts during the outbreak had an excessively exuberant increasing tendency. The most important aspect of the evolution of the carnival is the fact that everyone, including internet superstars, stars, officials, and businesspeople, may become broadcasters. The researchers were concerned about the growing number of live broadcasts for e-commerce websites [35]. Because of the industry's reorganisation, there will almost definitely be a lull in activity regarding live broadcasts of online commerce. When that time comes, the topic of how to foster the growth of live broadcast e-commerce in a way that is both healthy and orderly will become an important one.

 On the third and last point, some researchers analysed the behaviour of customers using the live broadcasting platform for e-commerce [36,37]. They recognise the economic value that the live broadcast platform for e-commerce provides and regard it as a location at which customer activity takes place. As a direct consequence of this, a number of studies have been conducted on live broadcast e-commerce from the points of view of marketing, advertising, and brand communication [38 – 40]. Among the many studies that have been conducted on consumer behaviour, there is one that examines the factors that have a significant impact on the buying decisions of customers participating in live streaming e-commerce. The majority of these works are grounded in empirical research in some way. An empirical theoretical model of the factors that influence customers' buying decisions was developed by [36]. The end result is arrived at by isolating relevant components, developing questionnaires, and doing statistical analysis on the data. Variables such as incentive systems, high-quality information, high levels of interactivity, personal appeal, and trust have a large and favourable effect on the cognitive and emotional attitudes of consumers, and the emotional attitudes of consumers influence purchase decisions [36] (Jiang, 2019).

 In recent years, there has been a rise in the importance of conducting research on live broadcasts of online business in China. The significance of the research topic of live streaming e-commerce is highlighted by the growth in popularity of research into the subject. Investigations into the live e-commerce broadcast have been

conducted from a range of disciplinary viewpoints, such as sociology and marketing. This study aims to fill some of the gaps in research that have been found in the existing literature. These gaps will be discussed in more detail in the next section.

3.2. The Proposed Strategies for Live Streaming Ecommerce

To some extent, live broadcast is predicted to become a new generation of e-commerce infrastructure as a result of the covid-19 outbreak. Live broadcast e-commerce has reformed people's social interactions, commodity transactions, and consumption. With the expansion of 5G new infrastructure, live video broadcasts are expected to become one of the most essential ways of future corporate monetization and digital marketing. Live broadcasting not only increases online sales, but it may also divert traffic to offline stores, enhance user stickiness, and keep users in front of you in all directions. To highlight the brand's cultural history, live broadcast has become the preferred means of bringing goods, and it has become a business transformation essential to type.

3.2.1. A More Pleasurable Shopping Experience

The constant advancement of network technology is a wonderful asset for internet superstars who wish to deliver things via live broadcasts. Artificial intelligent (AI) technology and Augmented Reality (AR), the use of reality technology, VR virtual reality technology, and so on in live broadcasts, with an emphasis on generating virtual reality scenarios, are all certain to give consumers a new immersive shopping experience. The advancement of broadcasting and delivery of goods has provided consumers with more options when purchasing products. The anchor will deliver a full promotion introduction in front of the target product, which will benefit both merchants and consumers.

3.2.2. The Intermediary Links Are More Straightforward, And Online Shopping Is More Convenient.

In the age of big data, merchants may better understand their customers' shopping habits by analysing and integrating information. Anchors can promote and recommend higher-quality products, and consumers can enjoy a more personalised buying material experience. Internet celebrity anchors can advertise things via live pre-orders and adapt manufacturing based on numerous data points. Reducing intermediary linkages not only ensures product quality but also increases revenues.

3.2.3. Enhance User Experiences

To increase media stickiness, media integration must adhere to the integration of content and services and deepen the interaction between services and users. Understand customer purchase behavior is crucial to live broadcasting. From the start of a live broadcast through interactive promotion and the whole life cycle of follow-up services, the user experience is always prioritised. Learning from the mode of operation of live broadcast and delivery, the media should abandon the traditional concept of audience, readers, and audience, adhere to the user concept of "information + service," and allow users to have a greater sense of participation and relationship in column setting, programme operation, relationship maintenance, and other areas.

4. Conclusion

As a conclusion, by referring to the PRISMA guidelines, this study discussed how to extract relevant literature from SCOPUS, how to screen the papers, and finally produces the relevant papers of study. This paper analyses the literature on live streaming e-commerce in the Chinese context, the key topics in this study, the challenges of live streaming e-commerce and the recent development of live streaming. Finally, this study also proposed some strategies for the management of live streaming e-commerce.

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