

Research on the Key Factors Influencing Female Consumers' Purchase Intention in Live - Streaming E - Commerce on the Douyin Platform

Kang Jinhui ^{1,2} , Siti Hajar Binti Mohamad³

¹Ph.D candidate, Management and Science University of Malaysia,

²Zhengzhou Institute of Technology

³Management and Science University of Malaysia

Corresponding Author: to.kang@163.com

ARTICLE INFO

ABSTRACT

Received: 09 Nov 2024

Revised: 27 Dec 2024

Accepted: 13 Jan 2025

The live streaming e-commerce industry has experienced explosive growth and become the dominant force in the digital market. The integration of live streaming videos and e-commerce has redefined the shopping experience and attracted a large number of female consumers. This study aims to explore the relationship between live streaming hosts, products, live streaming platforms, and female consumers' purchase intention in e-commerce live streaming, with a focus on the mediating role of consumer perceived value. In order to achieve these goals, we distributed online questionnaires to 420 Tiktok female users through the Credamo data platform, and collected detailed demographic data such as age, occupation, income, shopping preference, etc., so as to fully understand the sample situation. We use SPSS and AMOS software for data analysis. The research results show that the Anchor popularity, Effective interaction, Product value information, and reasonable price discounts significantly enhance consumers' perceived value and purchase intention; Brand awareness is equally important, reflecting consumers' emphasis on brand reputation and image. In contrast, the communication style, live atmosphere, and Platform popularity of the anchor have a smaller impact on perceived value, indicating that consumers are more concerned with substantive content rather than environmental factors. This study provides a reference for a deeper understanding of female consumers' live shopping behavior and provides guidance for companies to develop marketing strategies.

Keywords: Female consumers' purchase intention, customer perceived value, customer communication style, product information value, live atmosphere

INTRODUCTION

In recent years, China's live streaming e-commerce industry has grown rapidly, and the integration of live streaming videos and e-commerce has redefined the shopping experience, attracting a large number of female consumers to wholeheartedly accept this new shopping method. The rise of "her economy" is an important

potential force driving this trend (Jin, M. 2024). Through education, career opportunities, and economic independence, Chinese women have become a powerful economic force. Their consumption patterns and preferences not only reshape the retail landscape, but also determine the strategic direction of e-commerce enterprises (He, Z. 2024). In the field of live streaming e-commerce, female consumers are the main driving force for growth, demonstrating high levels of participation and strong purchasing power (Lu, Y. 2023).

Although live streaming e-commerce is widely popular among consumers and has significant economic significance, female consumers also play a core role in it (Sun, M. 2024). However, there is still a gap in understanding the key factors that support their purchasing intentions. Existing research has only explored aspects such as product attributes, anchor charm, and price factors, and has failed to reveal the complex interrelationships among various factors within the live streaming e-commerce ecosystem. For example, many anchors and businesses are striving to attract consumers' attention and encourage them to purchase products. However, the impact of different live streaming content, anchor styles, and marketing strategies on female consumers' purchasing intentions varies, and there is currently no unified and clear understanding. Understanding which specific live streaming elements can truly touch the heartstrings of female consumers and stimulate their desire to purchase is crucial for live streaming e-commerce practitioners to develop precise and effective marketing strategies. If these key factors cannot be accurately grasped, companies may blindly invest resources, resulting in poor marketing effectiveness and inability to achieve expected sales targets.

The overall goal of this paper is to comprehensively and systematically explore the key factors that influence female consumers' willingness to purchase in live streaming e-commerce. The specific goal will be achieved by carefully identifying and categorizing the key determining factors that influence female consumers' willingness to purchase in live streaming e-commerce, covering factors centered on products, related to hosts, and based on live streaming platforms. Use quantitative research methods to analyze the interrelationships between these factors. Based on empirical evidence, provide recommendations for optimization strategies for e-commerce platforms and merchants. This study has the potential to enrich the theoretical foundation of consumer behavior and e-commerce marketing. By delving into the unique environment of live streaming e-commerce and focusing on female consumers, it is expected to expand and improve existing theories and frameworks. This will provide a more detailed perspective for understanding the decision-making process of consumers in the digital age.

LITERATURE REVIEW

E-commerce live streaming, as a new form of digital marketing and sales (Hu, C. 2022), has completely changed the traditional online shopping experience by constructing a three-dimensional interactive space centered on "People-Product-Placet" (Wang, Z. 2022), greatly enhancing consumers' sense of participation and purchasing decision-making process.

The Influence of E-commerce Anchors

For live streaming e-commerce scenarios, e-commerce anchors play a central role (Wang, C., et al. 2023). The anchor leads the live broadcast topic, is responsible for product display and key information explanation, interacts with the audience in real time, and adjusts the live broadcast atmosphere (Qin, G. 2024). Generally speaking, behind each live streaming channel and the number of live viewers, there is a popular anchor who is loved by fans. For e-commerce anchors, their live streaming style, professional competence, personal charm, and identity attributes (Huang, M. X., et al. 2023) will all have an impact on consumers' purchasing intentions.

The impact of product characteristics

Consumers' purchasing decisions in live streaming rooms largely depend on the perceived value conveyed by

the product itself and its related information (Zuo, J., & Li, Y. 2024). The concept of product characteristics covers a wide range of content, including not only the basic attributes of the product, such as brand awareness, reputation, substantive quality, design aesthetics, functional practicality, and the completeness of after-sales service (Huang, M. X., et al. 2023), but also multiple dimensions such as price competitiveness. These characteristics collectively constitute consumers' comprehensive understanding of the product and directly affect their willingness to purchase in the live streaming e-commerce environment. If a product has high brand recognition, good market reputation, excellent product quality, attractive design, practical functional features, and reasonable pricing strategy, it will undoubtedly greatly enhance consumers' purchasing confidence and desire (Qin, G. 2024).

The impact of e-commerce platform characteristics

E-commerce platforms are carriers for conducting online e-commerce live streaming, with independently operated applications (APPs) and traffic entry points (Li, L., & Zhu, X. 2023). The download volume of apps on e-commerce platforms is the traffic reserve for each e-commerce live broadcast and the basis for the number of viewers per live broadcast. The characteristics of e-commerce platforms include platform visibility, platform services, logistics quality, platform information content, exterior design, and navigation systems (Mo, Y., & Huang, R. 2022). Creating a live streaming platform with a sense of spatial presence will enhance the realism of clothing consumers watching live broadcasts, thereby promoting purchase intention (Chen, X., & Cheng, J. 2021). The visibility, expressiveness, shopping orientation, and transactional nature of live streaming e-commerce platforms have a significant positive impact on consumers' social presence. The atmosphere of the live broadcast room is also an important factor in stimulating consumers' desire to purchase. Although consumers have different purposes for watching live broadcasts, live rooms that are relaxed, enjoyable, casual, humorous, or have a knowledgeable atmosphere are more common (Pan, M., & Sun, M. 2024). The live broadcast atmosphere often affects whether the live broadcast room can attract consumers to enter, the duration of audience stay in the live broadcast room, and whether it can stimulate consumers' purchasing desire (Zuo, J., & Li, Y. 2024). Therefore, the shopping atmosphere that consumers feel during live streaming is also an important factor affecting their shopping decisions.

The Influence of Individual Factors on Women

The consumption behavior of female groups reflects the characteristics of rationality and sensibility, diversity and convergence, autonomy and passivity, emotionalization and symbolization, branding and networking coexisting (Jin, M. 2024). Women pursue fashion, are impulsive, and enjoy sharing (Wu, Y. 2024). Therefore, e-commerce platforms should strengthen optimization in advertising investment, promotional activities, and appearance design investment, and establish an e-commerce development model that combines service processes and online and offline experiences to serve female customers.

MATERIAL AND METHODOLOGY

This study focuses on female consumers in e-commerce live streaming and investigates the factors influencing their purchase intention from the perspective of "people goods market". 420 questionnaires were distributed to female consumers who have had e-commerce live streaming consumption through the Credamo data research platform, and 394 valid questionnaires were collected. Use SPSS and AMOS for data processing and analysis, and employ descriptive statistical analysis, correlation analysis, regression analysis, and other methods to explore the influence of independent variables on mediator and dependent variables. (Figure 1)

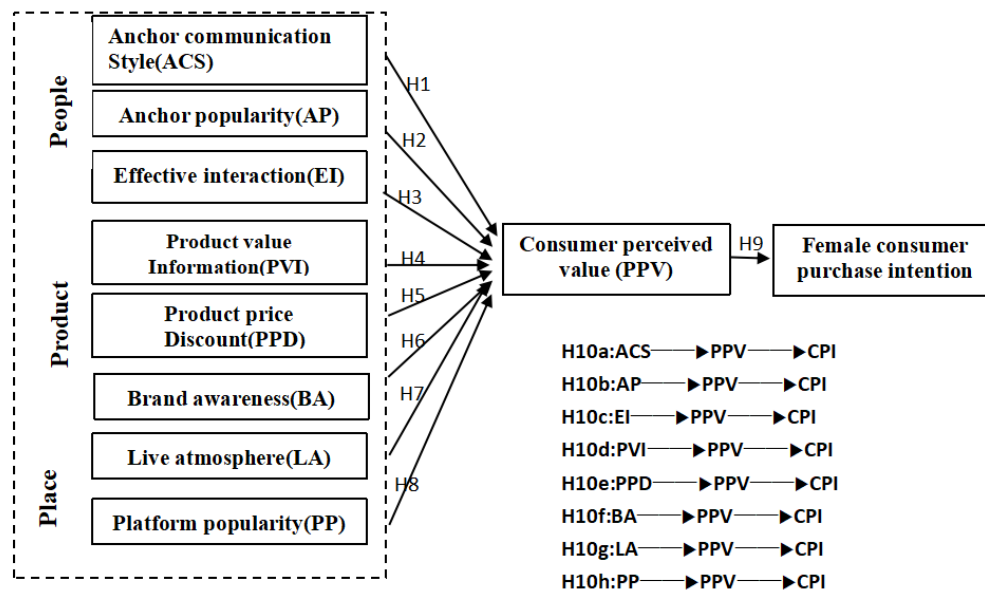


Figure 1 Conceptual framework

Research hypothesis

The communication style of e-commerce anchors is usually direct, enthusiastic, vivid, friendly, and interesting, which can attract the audience's attention, enhance their trust in products, and increase their willingness to purchase (Ma, L., & Guo, M. 2022). The communication style of the anchor (enthusiasm, humor, talent) can attract a large number of female viewers who like the anchor's style to enter the live broadcast room and extend their viewing time. Anchors introduce products through enthusiastic tone, humorous language, exaggerated body movements, or words full of wisdom and talent, enabling female consumers to have a clearer understanding of the products, which is conducive to enhancing the perceived value of female consumers (Lin, X. 2022).

H1: There is a relationship between the anchor communication style and the perceived value of consumers.

H1a: There is a relationship between the anchor communication style and the purchasing intention of female consumers.

H2 : There is a relationship between the anchor social popularity and the perceived value of consumers.

H2a: There is a relationship between the anchor social popularity and the purchasing intention of female consumers.

H3: There is a relationship between the Effective interaction and the perceived value of consumers.

H3a: There is a relationship between the Effective interaction and the purchasing intention of female consumers.

The decision of consumers to purchase products cannot be separated from the comparison between the product itself and the product brand. Only comprehensive or partial understanding of such information about a product or brand is an important reference for consumers to make purchasing decisions (Zhou, K., Han, Y., & Yu, L. 2023). The magnitude and frequency of product price discounts have a significant impact on consumers' perceived value. Brand awareness may affect the perceived value and trust of e-commerce live streaming (Han, L., Li, Y., Cai, P., & Yen, T. 2023). The higher the brand awareness, the higher the perceived value and trust (Bernarto, I., etc.2020).

Based on the above analysis, the following hypotheses are proposed:

H4: There is a relationship between product value information and consumer perceived value.

H4a: There is a relationship between product value information and female consumers' purchase intention.

H5: There is a relationship between product price discounts and consumer perceived value.

H5a: There is a relationship between product price discounts and female consumers' purchase intention.

H6: There is a relationship between brand awareness and consumer perceived value.

H6a: There is a relationship between brand awareness and female consumers' purchase intention.

The creation of a high-quality live streaming atmosphere can significantly improve the audience's psychological acceptance and emotional investment in live streaming activities, thereby enhancing their perception of the intrinsic value of the products or services promoted by live streaming, and further converting it into a strong willingness to purchase (Liu, J., & Zhang, M. 2024). Cao, H, etc. (2023) pointed out that platform awareness has become one of the important factors affecting consumer choices. Research has found that well-known e-commerce platforms, with their brand image and market reputation, can convey additional perceived value to consumers, indirectly enhancing their overall perceived value of goods and services on their platforms. According to Zhao and Liu's (2023) research, female consumers are highly sensitive to the comprehensive perceived value composed of live content, anchor professionalism, and shopping experience in live streaming, which is closely related to their purchase intention.

Based on the above analysis, the following hypotheses are proposed:

H7: There is a relationship between the live atmosphere of platform live streaming and the perceived value of consumers.

H7a: There is a relationship between the live atmosphere of platform live streaming and the purchasing intention of female consumers.

H8: There is a relationship between platform popularity and consumer perceived value.

H8a: There is a relationship between platform popularity and the purchasing intention of female consumers.

H9: There is a relationship between the perceived value of live streaming and the purchasing intention of female consumers.

Consumer perceived value plays a crucial mediating and driving role in the formation of female consumers' purchasing intentions (Zuo, J., & Li, Y. 2024). Various marketing strategies and environmental factors shape consumers' subjective perception of value, influencing their expectations of online products or services and ultimately determining their purchasing behavior tendencies. In practical operation, enterprises need to deeply understand and effectively utilize these mechanisms, optimize product and service strategies, meet the increasing demand of female consumers for perceived value, and stimulate the growth of purchasing intention.

Based on the above content, it can be assumed that:

H10a: Consumer perceived value plays a mediating role between anchor communication style and the female consumer purchase intention.

H10b: The perceived value of consumers plays a mediating role between the social popularity and the female consumer purchase intention.

H10c: Consumer perceived value plays a mediating role between effective interaction and female consumers' purchase intention.

H10d: Consumer perceived value plays a mediating role between product value information and female consumers' purchase intention.

H10e: Consumer perceived value plays a mediating role between product price discounts and the female consumer purchase intention.

H10f: Consumer perceived value plays a mediating role between brand awareness and female consumers' purchase intention.

H10g: Consumer perceived value plays a mediating role between Live atmosphere and female consumers' purchase intention.

H10h: Consumer perceived value plays a mediating role between platform popularity and female consumers' purchase intention.

RESULTS AND DISCUSSION

Reliability and validity test

The reliability and validity test results of the scale are shown in Table 1. This article uses SPSS 26.0 to conduct reliability analysis on the questionnaire measurement items. The results show that except for the Cronbach's alpha coefficient of each variable, which is greater than 0.8, the overall Cronbach's alpha coefficient is 0.921, indicating that the variables have good reliability. Furthermore, KMO and Butler sphericity tests were conducted on the scale, and the results showed that the overall KMO value was 0.807, and the significance levels obtained through Butler sphericity tests were all 0.000, less than 0.05, indicating significant correlation between variable items and suitable for factor analysis. Subsequently, AMOS26.0 was used to conduct confirmatory factor analysis on each variable item, and the standardized factor loadings for each variable were all greater than 0.5, indicating that each item can effectively explain the latent variables. And the CR values are all greater than 0.6, which is in line with Fornell et al.'s recommendation on AVE values. Therefore, each variable has high convergent validity. And the scale is adjusted based on mature scales in the past, and each item of the questionnaire has good content validity.

Table 1 Reliability and Validity Test Results

Variable	number	Cronb a -ch'sa	Overall Cronba -ch'sa	Overall KMO	Compone nt reliability	AVE
Anchor communication style	4	0.859			0.812	0.523
Anchor popularity	4	0.877			0.839	0.567
Effective interaction	4	0.857			0.802	0.505
Product value information	4	0.874	0.921	0.807	0.830	0.553
Product price discount	4	0.865			0.811	0.519
Brand awareness	4	0.864			0.815	0.524
Live atmosphere	4	0.852			0.804	0.508
Platform popularity	4	0.865			0.821	0.536

Correlation analysis

In order to explore the most critical variables that affect consumer purchase intention in e-commerce live streaming and verify the causal relationship between each variable, it is necessary to conduct correlation analysis between each variable and consumer purchase intention to understand the correlation between each variable. According to Table 2, there is a significant positive correlation between the variables of e-commerce live streaming characteristics. Among them, there is a significant positive correlation between female consumers' purchase intention and Anchor communication style ($r=0.222$, $P<0.01$), Anchor popularity ($r=0.281$, $P<0.01$), Effective interaction ($r=0.268$, $P<0.01$), Product value information ($r=0.243$, $P<0.01$), Product price discount ($r=0.253$, $P<0.01$), Brand awareness ($r=0.293$, $P<0.01$), Live atmosphere ($r=0.273$, $P<0.01$), Platform popularity ($r=0.199$, $P<0.01$), indicating that each variable has a causal relationship with consumers' purchase intention. Indicating that each variable is related to consumer purchases, laying the foundation for further analysis, and some hypotheses have been preliminarily validated.

There is no significant relationship between product value information, product price discount, and live atmosphere, because some consumers are more concerned about the actual value and quality of the product, and are willing to purchase even without price discounts; However, some consumers may be more price sensitive and tend to look for products with high discounts, even if the value information of these products is not prominent. Product value information is one of the important foundations for consumers to make purchasing decisions, which is related to the actual utility and long-term benefits of the product. In contrast, although the on-site atmosphere can enhance the pleasure or urgency of shopping, it has no direct impact on the value of the product itself, so these two factors are often independent in consumers' decision-making process. There is no significant relationship between platform popularity, effective interaction, and product price discount. The reason is that on popular platforms, users may have various purposes of use, and some users may only seek information or entertainment rather than actively participating in interactions. Therefore, the popularity of the platform does not guarantee a high effective interaction rate. The popularity of a platform mainly reflects users' recognition and frequency of use of the platform as a whole, while product price discounts aim to stimulate sales during specific time periods, especially attracting price sensitive consumers. The difference in goals makes the direct relationship between the two less significant.

Table 2 Results of differential validity test

	ACS	SP	EI	PVI	PPD	BA	LA	PP	CPV
ACS	0.723								
SP	.251**	0.753							
EI	.218**	.199**	0.711						
PVI	.185**	.185**	.198**	0.744					
PPD	.171**	.159**	.178**	0.07	0.720				
BA	.206**	.157**	.187**	.214**	.230**	0.724			
LA	.169**	.186**	.128*	0.084	.119*	.133**	0.713		
PP	.151**	.189**	0.044	.113*	0.052	.102*	.375**	0.732	
CPV	.222**	.281**	.268**	.243**	.253**	.293**	.273**	.199**	0.722

Note: The diagonal bold numbers are the arithmetic square root values of AVE; * means $P < 0.05$, ** means $P < 0.01$, *** means $P < 0.001$

Path Analysis

By analyzing whether the significance level of the estimated value of the independent variable in the structural equation model is greater than or less than 0.05, we can judge whether the research hypothesis is valid, and then draw the conclusion of the research hypothesis. The path analysis results of the structural model are shown in Table 3. The path relation of each variable shows that the P-value of Anchor communication style on Consumer perceived value is greater than 0.05. The P-value of Platform popularity on Consumer perceived value is greater than 0.05, and the P-value of Effective interaction on Consumer purchase intention is greater than 0.05. The P value of all the remaining paths was less than 0.05.

For the intermediate variable Consumer perceived value, Anchor communication style, Anchor popularity, Effective interaction, Product value information, Product price discount, Brand awareness, Live atmosphere and Platform popularity all have a direct impact on Consumer perceived value. But only Anchor popularity, Effective interaction, Product value information, Product price discount, Brand awareness, Live The effects of atmosphere, Platform popularity, were statistically significant (because their p-values were less than 0.05). For the dependent variable Consumer purchase intention, Anchor communication style, Anchor popularity, Product value information, Product price discount, Brand awareness, Live atmosphere, Platform popularity, and Consumer perceived value all have a direct impact on CPI, and all of these effects are significant (because their p-values are less than 0.05).

Table 3 Full model path analysis

Path relation			Estimate	S.E.	C.R.	P
ACS	→	CPV	0.022	0.043	0.372	0.710
SP	→	CPV	0.150	0.034	2.483	0.013
EI	→	CPV	0.162	0.063	2.621	0.009
PVI	→	CPV	0.132	0.043	2.283	0.022
PPD	→	CPV	0.168	0.033	2.816	0.005
BA	→	CPV	0.170	0.045	2.724	0.006
PP	→	CPV	0.069	0.059	1.080	0.280
LA	→	CPV	0.175	0.053	2.619	0.009
CPV	→	CPI	0.139	0.099	2.243	0.025
ACS	→	CPI	0.115	0.061	2.210	0.027
SP	→	CPI	0.153	0.048	2.875	0.004
EI	→	CPI	0.045	0.086	0.845	0.398
PVI	→	CPI	0.149	0.061	2.932	0.003
PPD	→	CPI	0.134	0.046	2.565	0.010
BA	→	CPI	0.179	0.064	3.239	0.001
PP	→	CPI	0.184	0.085	3.216	0.001
LA	→	CPI	0.204	0.075	3.434	***

Intermediary Relationship

From Table 4, it can be seen that the P-values of the direct and total effects of H10a to H10f are both less than 0.05, indicating that these effects are significant. The P-values of the indirect effects of H10a and H10g are both

greater than 0.05, indicating that these indirect effects are not significant. The indirect effects of H10b, H10c, H10d, H10e, H10f, and H10h are all less than 0.05, indicating significant indirect effects. Among them, the P-values of indirect effects of H10a and H10g are both greater than 0.05, indicating that these indirect effects are not significant. The reasons may be as follows:

One is the issue of variable measurement. Live atmosphere is a complex multidimensional concept that encompasses multiple aspects such as visual layout, background music, audience interaction, and real-time feedback in the live broadcast room. If the measurement scale fails to comprehensively cover these dimensions, it may distort the relationship between live streaming atmosphere and customer perceived value (Qin, G. 2024). Secondly, the impact of different types of products on female consumers' purchasing decisions varies. If the moderating variable of product characteristics is not considered in the study, it may lead to bias in analyzing the relationship between anchor communication style, live broadcast atmosphere, customer perceived value, and purchase intention, making the mediation effect hypothesis invalid. In addition, the consumer group of female consumers is huge, with significant individual differences. Women of different ages, regions, and consumption habits have varying levels of sensitivity to the communication style and live atmosphere of broadcasters.

Table 4 Results of mediation effect test

Hypothesis	Parameter	Estimate	Lower	Upper	P	hypothesis testing
H10a	Direct effect	0.135	0.014	0.281	0.017	
	Indirect effect	0.004	-0.018	0.038	0.743	nonsupport
H10b	Direct effect	0.139	-0.002	0.249	0.051	
	Indirect effect	0.019	0.000	0.063	0.041	support
H10c	Direct effect	0.073	-0.111	0.266	0.418	
	Indirect effect	0.036	-0.001	0.110	0.046	support
H10d	Direct effect	0.178	0.040	0.393	0.025	
	Indirect effect	0.022	0.000	0.073	0.045	support
H10e	Direct effect	0.118	-0.002	0.188	0.058	
	Indirect effect	0.020	-0.001	0.065	0.046	support
H10f	Direct effect	0.206	0.083	0.358	0.009	
	Indirect effect	0.027	0.000	0.088	0.048	support
H10g	Direct effect	0.273	0.077	0.417	0.013	
	Indirect effect	0.014	-0.011	0.061	0.233	nonsupport
H10h	Direct effect	0.257	0.126	0.485	0.003	
	Indirect effect	0.031	0.001	0.088	0.043	support

Structural Model

A standardized path coefficient diagram of the impact model of e-commerce live streaming on female consumers'

purchase intention was constructed using AMOS26.0, as shown in Figure 2.

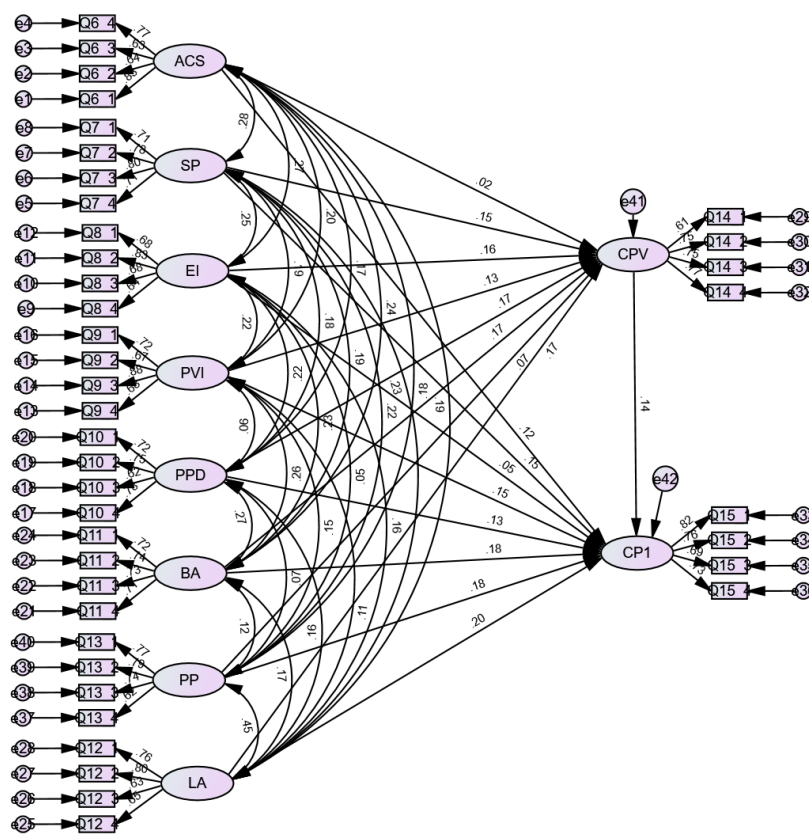


Figure2 . Measurement Mode

CONCLUSIONS

The objective of this study is to comprehensively and systematically explore the key factors that influence female consumers' purchase intention in live streaming e-commerce. Research has found that the influence of anchor communication style and platform popularity on consumers' perceived value is not significant. Among the factors that affect consumers' perceived value, anchor popularity, effective interaction, product value information, product discount prices, and brand awareness have been found to have significant impacts. This indicates that these factors play an important role in consumers' perception and evaluation of live shopping.

The reason why factors such as popularity and effective interaction of live streamers are significant is that consumers have a foundation of trust in well-known streamers during live shopping, and their recommendations are more persuasive. Effective interaction can meet consumers' immediate communication needs and enhance their sense of participation. Product value information and discount prices are directly related to product cost-effectiveness and are the core concerns of consumers. Brand awareness represents quality assurance, and these factors collectively affect consumers' perceived value of live shopping. In contrast, the communication style of the anchor, the atmosphere of the live broadcast, and the popularity of the platform have no significant impact on consumers' perceived value. This may mean that these factors are relatively secondary in consumers' overall evaluation of live shopping. The communication style, live atmosphere, and platform cognition of the anchor have no significant impact on perceived value, possibly because consumers are more concerned about the product itself and factors directly related to shopping during live shopping. Although communication style and live streaming

atmosphere have a certain influence, they are not decisive factors. Although platform awareness is important, in the competition among numerous live streaming platforms, consumers' sensitivity to the platform is relatively reduced, and they are more focused on specific live streaming content and product value. All hypotheses are significant among the factors influencing consumer purchase intention. All hypotheses significantly indicate that purchase intention is influenced by multiple factors working together. The communication style of the anchor can create a good shopping atmosphere and enhance the consumer experience. Anchor popularity and effective interaction enhance trust and participation. Product value information, discount prices, and brand awareness are basic considerations, while live streaming atmosphere and platform awareness provide a shopping environment guarantee. These factors interact with each other to jointly promote Consumer purchase intention.

IMPLICATIONS

This study focuses on female consumers as the research object, exploring the influencing factors of their purchase intention in the process of e-commerce live streaming shopping, and how these factors affect the purchase intention of female consumers. Academic significance: This study enriches the theory of female consumer behavior, expands its application boundaries, and provides a theoretical basis and reference for future related research. This article verifies the impact of various factors on female consumers' purchase intention through empirical research. The research results can guide subsequent scholars to pay attention to other related issues of female consumer behavior in e-commerce live streaming, such as impulse buying behavior, post purchase evaluation, and repurchase intention, and promote the in-depth development of academic research in the field of e-commerce live streaming.

The significance for business managers. According to research results, business managers can accurately identify and grasp the purchasing driving factors of female consumers in the e-commerce live streaming environment. Based on this, companies can develop and optimize live streaming marketing strategies, such as inviting broadcasters who meet the preferences of target consumers, designing product display methods with more female aesthetic styles, and launching promotional activities and product combinations that conform to the values of female consumers. Due to the fact that female consumers often pay more attention to factors such as brand reputation, product safety and environmental protection, as well as corporate social responsibility, business operators should attach importance to these factors that affect their purchase intention, and transmit positive brand stories and corporate values through live streaming platforms, thereby enhancing brand loyalty and word-of-mouth communication. This study aims to investigate the differences in purchasing intentions among female consumers of different ages, income levels, and interests in e-commerce live streaming. Entrepreneurs can better segment the market, develop more targeted products and services, and meet the personalized needs of different female groups. The research findings encourage businesses and broadcasters to strengthen content innovation and quality improvement while meeting the needs of female consumers, promoting the industry towards healthy, green, and sustainable development.

REFERENCES

- [1] Bernarto, I., Berlianto, M. P., Meilani, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The influence of brand awareness, brand image, and brand trust on brand loyalty. *Jurnal Manajemen*, 24(3), 412-426.
- [2] Cao, H., Cai, P., & Yen, T. F. (2023). A study on the influence of Little Red Book users' perception of tourism platform image. *Global Journal of Sports and Leisure Management*, 6(1), 23-37.
- [3] Chen, X., & Cheng, J. (2021). Analysis of contemporary young women's consumption behavior from the perspective of gender. *Journal*, 2020-12, 19-22.
- [4] Han, L., Li, Y., Cai, P., & Yen, T. (2023). Research on the impact of virtual idol brand image, brand awareness, and perceived value on purchase intention. *Global Journal of Technology Management and*

Education, 12(1), 16-33

- [5] He, Z. (2024). Research on main issues and countermeasures of female e-commerce consumption from the perspective of "she economy". *E-Commerce Letters*, 13, 5993.
- [6] Hu, C. (2022). E-commerce live streaming, Product Involvement and Consumer Decision-making. *Business Economics Research*, (852), 109-112.
- [7] Jin, M. (2024). Research on women's consumption behavior on e-commerce platforms in the context of "She Economy" [Women's consumption behavior on e-commerce platforms]. *E-commerce Letters*, 13(4), 1584-1588. <https://doi.org/10.12677/ecl.2024.1341310>
- [8] Li, L., & Zhu, X. (2023). Research on influencing factors of user information interaction behavior in live streaming e-commerce platforms from the perspective of information ecology. *Journal of Academic Library & Information Science*, 41(6).
- [9] Lin, X. (2022). Research on the impact of consumer trust on the purchase intention of geographical indication agricultural products under the e-commerce live streaming mode. *Shanxi Agricultural Economics*, No.318 (06), 89-91. DOI: 10.16675 / j.carol carroll nki cn14-1065 / f 2022.06.027
- [10] Liu, J., & Zhang, M. (2024). Formation mechanism of consumers' purchase intention in multimedia live platform: a case study of taobao live. *Multimedia Tools and Applications*, 83(2), 3657-3680.
- [11] Lu, Y. (2023). Research on female consumer behavior in e-commerce platforms under the background of "She economy" [J]. *National Circulation Economy*, (22), 16-19.
- [12] Ma, L., & Guo, M. (2022). Research on the influence of live streaming opinion leaders on consumers' purchase intention - with flow experience as the intermediary. *Journal of Jingdezhen University*, 37(01), 44-50.
- [13] Mo, Y., & Huang, R. (2022). Research on the influencing factors of impulse buying behavior of consumers on live streaming e-commerce platform based on the perspective of availability. *Logistics Engineering and Management*, 44(2), 72-77.
- [14] Pan, M., & Sun, M. (2024). Research on the effect of e-commerce live streaming room atmosphere cues attachment from a "task-social" perspective. *Management Journal*, 21(9), 1362.
- [15] Qin, G. (2024). An analysis of the impact of e-commerce hosts on user consumption behavior—from the perspective of gatekeeping theory. *E-Commerce Letters*, 13, 3733.
- [16] Sun, M. (2024). Research on consumers' online impulse buying behavior in the fashion industry. *Finance and Management: International Academic Forum*, 2(7), 113-115
- [17] Wang, C., Xu, J., Qin, H., Fu, W., & Shang, Q. (2023). The impact of e-commerce host types on consumer purchasing behavior: AI hosts and human hosts. *Management Science*, 36(4), 30-43.
- [18] Wang, Z. (2022). An exploration of new retail from the perspectives of people, products, and places. *Business Observation*, (24), 10-13.
- [19] Wu, Y. (2024). The mirror of female consumer culture in social e-commerce platforms—Taking Little Red Book as an example. *Journal of Weifang University*, 24(6), 52-57, 106.
- [20] Zhao Fangyun. (2023). Customer reviews, perceived value, and consumer decision-making on online travel platforms. *Business Economic Research*, 20(20), 77-80.
- [21] Zhao, X. (2024). Research on e-commerce live streaming network marketing strategies based on grounded theory. *E-Commerce Letters*, 13, 1378.
- [22] Zhou, K., Han, Y., & Yu, L. (2023). Research on the impact of cross-border e-commerce industrial policy on the quality of China's imported Products [J/OL]. *Lanzhou Academic Journal*, 1-27. <http://kns.cnki.net/kcms/detail/62.1015.c.20230118.1700.001.html>
- [23] Zuo, J., & Li, Y. (2024). The impact of atmosphere cues on consumer impulse buying behavior in

e-commerce live streaming: Based on chain mediation analysis. Western Economic Management Forum, 35(2), 89-98.

- [24] Zuo, J., & Li, Y. (2024). The impact of atmospheric cues on consumer impulse buying behavior in e-commerce live streaming: Based on chain mediation analysis. Western Economic Management Forum, 35(2), 89-98.