

Survey on College Students' Intention to Purchase Live-Streamed Snacks

Ting Zhou*, Jiahui Xiao, Sheng Chen, Bao Zhou
Guangdong Ocean University, Yangjiang, Guangdong, China
**Corresponding author.*

Abstract: This study aims to explore the underlying factors that influence college students' inclination to purchase trendy live-streamed snacks. By employing a combination of literature review, questionnaire surveys, and statistical analysis, it utilizes the SOR theoretical model and leverage SPSS to validate the hypotheses. The results reveal that the captivating aspects of live-streaming, such as its entertainment value, authenticity, visual appeal, and irresistible discounts, significantly impact consumers' intention to make a purchase. Additionally, it is found that perceived value and trust play crucial mediating roles in shaping consumers' purchasing intentions, particularly in the realms of interactivity, entertainment, discounts, and content. Moreover, perceived value serves as a mediator in the influence of visual appeal on consumers' buying decisions. Based on these findings, practical recommendations are provided for internet influencers, brands and merchants, live-streaming platforms, and consumers alike, enabling them to maximize the benefits derived from this exciting and burgeoning trend.

Keywords: Live-Streamed Shopping; SOR Theory; Theoretical Validation Using SPSS; Consumer Purchasing Intention

1. Introduction

With the continuous advancements in internet technology and the increasing popularity of mobile devices, consumers' behaviors in online shopping have undergone significant changes. College students, as key participants in the digital age, reflect broader societal trends through changes in their shopping habits. Snacks, a staple in their daily lives, play a crucial role in their consumption patterns. The rise of live-streaming as a sales

strategy has had a profound impact on the purchasing behavior of these college student consumers, particularly in the context of online snack sales.

Since 2015, China's snack food industry has grown from an output value of 1.06 trillion yuan to 1.99 trillion yuan in 2019, with a compound annual growth rate (CAGR) exceeding 17%. With shifts in consumer attitudes and the widespread adoption of online shopping platforms, the potential for the development of China's snack food e-commerce market is immense. It is predicted that the industry will continue to experience rapid growth from 2020 to 2024.

In recent years, while the influencer live-streaming industry has shown positive growth, consumer rights protection issues related to live-streaming sales in 2023 have primarily highlighted problems such as false advertising, product quality concerns, and misleading pricing. The national consumer complaint platform received 12.611 million complaints and reports about online shopping, accounting for 56.1% of the total, with complaints and reports regarding new e-commerce platforms, particularly live-streaming e-commerce, increasing at a significantly higher rate than traditional platforms. Therefore, this study, using live-streamed snack sales as an entry point, aims to analyze the factors influencing college students' purchasing behaviors in this sector. Through a survey of their consumer habits, the study will explore the tendencies and characteristics of their participation in live-streamed snack sales and propose strategies to promote the healthy development of this consumption model.

2. Literature Review

2.1 Perceived Trust and Perceived Value

2.1.1 Perceived Trust

Lewis and Weight argued that trust between individuals is built on both cognitive and emotional dimensions. [1-5] Within this theoretical framework, this study explores the impact of perceived trust on consumer purchasing behavior. When people shop online, they have a psychological need—the need to be trusted. Through interactions with influencer live-streamers, consumers gradually establish emotional and cognitive trust, which deepens their confidence in the content promoted by these influencers. This trust not only helps individuals better understand and fulfill their sense of self-worth but also facilitates more rational decision-making. Therefore, trust-building is fundamental to the success of online shopping, and the presence of trust tends to significantly enhance the willingness to purchase.

2.1.2 Perceived Value

As the market environment continues to evolve, consumers are placing increasingly higher demands on the goods and services offered. Studying the mechanisms behind the formation of perceived value has thus become particularly important. According to He Jinming, perceived value plays a critical role in influencing consumer decision-making and purchasing activities. Perceived value affects not only consumers' psychological attitudes but also has a direct impact on the effectiveness of a company's marketing efforts. [6]

2.2 Consumer Purchase Intention

Consumer purchase intention is closely related to consumer attitudes and behaviors. It serves as a key factor influencing their purchasing actions, revealing consumer demand, preferences, and decision-making processes for products or services. Domestic scholars argue that consumer purchase intention is determined by personal characteristics such as age, gender, and education level, all of which affect purchasing decisions. Based on China's context, it is defined as the likelihood that a consumer will purchase a particular product or service, reflecting their personal desire to buy

products suited to their needs. [7]

Influencer live-streaming has opened new channels for college students, transforming their consumption behavior and driving changes in their consumption habits. Through influencer recommendations and product demonstrations, students are able to visually understand the product's appearance, taste, and usage experience. This fosters greater trust and curiosity about the product, accelerating their decision-making process for purchasing. [8]

2.3 SOR Theory

The SOR theory, also known as the Stimulus-Organism-Response model, is illustrated by figure 1:



Figure 1. Stimulus-Organism-Response (SOR) Theoretical Model

This theory was first proposed by psychologist Woodworth in 1926. He posited that stimuli (S) from the external environment affect a person's emotions and consciousness, thereby influencing their behavioral responses (R). [9] In 1974, Mehrabian and Russell expanded upon this model through their in-depth study of consumer behavior, concluding that various stimuli from the external environment can alter an individual's physiological and psychological states, which in turn have a more significant impact on their behavioral intentions. [10] Donovan and Rossiter were the first to apply the SOR model to the shopping field, while Eroglu and Machleit later adapted it for online shopping contexts. Since then, the model has been widely used by scholars to study consumer purchase intentions in the realm of e-commerce.

The number of citations reflects the influence of a given work within its field. The higher the citation frequency, the more significant its position in the domain. Therefore, this study reviews the top 10 most frequently cited articles in CNKI related to the application of the SOR theory in consumer purchase intention research as shown in Table 1.

Table 1. Summary of Literature Using the SOR Model to Study Consumer Purchase Intention

No.	Authors	Year	S	O	R	Citations
1	Liu Yang, Li Qi, Yin Meng [11]	2020	Interactivity, authenticity, visibility, entertainment of live	Emotional response (arousal,	Impulsive and goal-oriented purchase	504

			streaming	pleasure), perceived trust	intention	
2	Zhang Baosheng, Zhang Qingpu, Zhao Chenguang [12]	2021	Visibility, interactivity, authenticity, entertainment of live streaming	Perceived usefulness, perceived trust	Consumer purchase intention	240
3	Ji Man, Zhuo Xiangzhi [13]	2020	Product quality, promotions, number of viewers, transactions, interactivity in live streaming	Perceived value, perceived pleasure	Purchase intention	110
4	Li Yuxi, Ye Li ^[14]	2020	Interactivity, discounts, authenticity	Perceived trust, need fulfillment	Purchase intention	65
5	Gao Xiayuan, Li Qi, Xu Xiaoyu, et al. [15]	2021	Mutual assistance in bullet chats, situational promotion	Product trust, social presence, psychological arousal	Live-stream shopping tendency	51
6	Ren Jiajia ^[16]	2021	Interactivity, entertainment, streamer expertise, streamer popularity, discounts, quality content	Cognitive and emotional responses	Consumer repurchase behavior	33
7	Ji Fang, Li Jinjing, Yang Yuqin, et al. [17]	2021	E-commerce live-stream features, discounts, quality content, live-stream design, interactivity, opinion leaders	Perceived value	Purchase intention	29
8	Huang Shijing, Xu Man ^[18]	2021	Social experience, information richness, buying frenzy	Perceived pleasure, perceived trust, perceived impulse	Purchase intention	24
9	Luo Chuanhui, Liang Hua, Zeng Wei ^[19]	2021	Streamer identity and background, streamer's selling ability, discounts, interactivity	Cognitive and emotional changes	Purchase intention	24
10	Li Lianying, Cheng Ke ^[20]	2023	Task fit, interactivity, subjective norms	Perceived usefulness, perceived trust	Purchase intention	20

3. Research Subjects and Methodology

3.1 Research Subjects and Scope

This study focuses on analyzing consumption habits across different regions, where significant variations in consumption levels and preferences are observed among provinces and cities. Guangdong Province, being a major economic powerhouse, has introduced several measures to further stimulate and expand consumption, as outlined in the *Several Measures to Further*

Boost and Expand Consumption in Guangdong Province issued by the General Office of the People's Government of Guangdong Province. These measures encourage the development of livestream e-commerce in various regions and support Guangzhou and Shenzhen in becoming livestream e-commerce hubs. The goal is to fully leverage the foundational role of consumption in economic development and unlock the consumption potential of the province's residents. The livestream e-commerce industry has seen considerable

growth in Guangdong. Therefore, this study identifies Guangdong university students as the focus of the survey.

3.2 Methodology

3.2.1 Questionnaire

The sampling methods include both probability sampling and non-probability sampling, with the latter encompassing arbitrary sampling, purposive sampling, and quota sampling. Quota sampling leverages prior knowledge of the population to divide it into strata based on certain criteria, determining the sample size for each stratum. [21-23] This method is suitable when the investigator has a good understanding of the overall population and needs to sample a large number of individuals. By pre-determining the sample size for each stratum and selecting individuals within each stratum through judgment sampling, the method ensures that the sample reflects the overall population proportions. Not only is this approach simple to implement, but it also guarantees that various subcategories of the population are

represented in the sample, thereby making the sample structure similar to that of the population. With samples evenly distributed across the population, the representativeness is well-maintained. In this study, based on the 2023 Guangdong Statistical Yearbook, Guangdong Province is divided into four major economic regions: the Pearl River Delta, Western Guangdong, Eastern Guangdong, and Northern Guangdong. Quota sampling will be conducted proportionally across these regions.

3.2.2 Model Construction

The SOR model, one of the key theoretical frameworks for studying and explaining user behavior, has been widely applied in various research fields such as information systems and e-commerce. Therefore, this study adopts the SOR theory as its foundation and organizes the stimulus, mediator, and outcome variables according to the SOR logic. After reviewing the relevant literature and aligning it with the theme of this study, the theoretical model variables are defined as shown in Table 2:

Table 2 Model Variables

Category	Variables
Predictor Variables	Interactivity, Entertainment, Authenticity, Visibility, Discounts, Content
Mediator Variables	Perceived Trust, Perceived Value
Outcome Variables	Consumer Purchase Intention

3.2.3 Variable Measurement

Based on the research content of this study and drawing from well-established scales in related fields both in China and internationally, a five-point Likert scale has been employed to develop a scale suitable for the topic of this study as shown in Table 3.

3.2.4 Implementation of the Survey Plan

Before the formal distribution of the questionnaire, a pre-survey was conducted, collecting 107 responses, with an effective response rate of 93.46%. From the 100 valid

data points of the pre-survey, the Cronbach's α coefficient was found to be 0.923, the CITC values were greater than 0.3, the KMO value was 0.825, and the significance level was much less than 0.05. These results indicated that the questionnaire passed both reliability and validity tests. After making minor adjustments to the questionnaire items from the pre-survey, the revised version was used as the official questionnaire for distribution. Prior to this, the minimum sample size within the margin of error had to be determined.

Table 3. Measurement Items

Measurement Variable	Dimension	No.	Items	Reference
S(Predictor Variables)	Interactivity	HD1	I can post content (e.g., inquiries, comments, etc.) during the live stream.	Yang Mingyue (2022) [24]
		HD2	My questions can be answered promptly during the live stream.	
		HD3	I can participate in interactive activities such as likes and prize draws in the live stream.	
	Entertainment	YL1	I enjoy the process of watching influencers' live streams.	Yang Mingyue

		YL2	The harmonious and pleasant atmosphere in the live stream makes me feel joyful when placing orders.	(2022) ^[24] , Wang Tong (2023) ^[25]
		YL3	The positive and friendly attitude toward after-sales services, such as logistics and returns of snack food, enhances my experience.	
	Authenticity	ZS1	I trust the quality and ingredients of the snacks introduced by the streamer.	Zhang Baosheng, Zhang Qingpu, Zhao Chenguang (2021) ^[12]
		ZS2	The streamer showcases the food from various perspectives.	
		ZS3	The streamer's introduction deepens my understanding of the snack.	
	Visibility	KS1	The display of snacks in the live stream induces my desire to purchase	Tao Yanyu (2022) ^[26]
		KS2	The streamer's food tasting triggers my urge to buy.	
		KS3	The clear display of snack information in the live stream inspires me to purchase.	
	Discount	YH1	I make purchases because the snacks are offered at a special price during the live stream.	Huangpu Yanqiu (2019) ^[27] , Liu Zhenqiang (2023) ^[28]
		YH2	I make purchases because of large discount coupons and gifts distributed during the live stream.	
		YH3	I buy because the products are limited-time offers.	
	Content	NR1	I expect the influencer to comprehensively demonstrate the taste and ingredients of the snacks.	Liu Zhenqiang (2023) ^[28] , Jiang Jiaqi (2019) ^[29] , Gu Yuwei (2020) ^[30]
		NR2	I prefer quick, clear explanations of products with convenient purchasing options in the live stream.	
		NR3	I hope the influencer recommends products from the perspective of a consumer.	
	0(Mediator Variables)	Perceived Trust	XR1	I believe the recommended snacks in the live stream are consistent with the streamer's introduction.
XR2			I trust the live stream will handle logistics and after-sales issues of the snacks effectively.	
XR3			I believe the live stream will not disclose customers' personal information.	
XR4			I trust the live stream will protect consumer rights.	
Perceived Value		JZ1	I feel I enjoyed significant discounts by ordering in the live stream.	Wang Tong (2023) ^[25]
		JZ2	I think placing orders in the live stream saves me time.	
		JZ3	I find the ordering process in live shopping simple and easy.	
		JZ4	I experience joy during the live stream shopping process.	
R(Outcome Variables)	Consumer Purchase Intention	GM1	I am willing to consider purchasing snacks during the live stream.	Du Wenwen (2022) ^[31]
		GM2	I am willing to watch future live streams and consider purchasing after the stream ends.	
		GM3	I am inclined to recommend others to purchase products or watch the live stream.	

1). Determining the Sample Size for the Formal Survey

At a confidence level of 95% and an acceptable margin of error of 5%, with $P=0.5$, the calculated sample size was $n = 384$.

$$n = \frac{Z_{\alpha/2}^2 P(1-P)}{\Delta^2} \quad (1)$$

Based on the pre-survey data, where the effective response rate was 93.46%, the sample size was adjusted.

$$n_1 = \frac{n}{r_0} \approx 403 \quad (2)$$

Considering the effects of non-probability sampling, the final sample size was adjusted to $n = 428$, with quota sampling applied, gathering 107 responses from each of the four major regions of Guangdong Province.

A total of 404 valid questionnaires were collected in the formal survey, yielding an effective response rate of 94.39%. After data encoding, entry, and cleaning, the collected

data underwent reliability and validity testing.

2). Reliability Test of the Formal Survey

In this study, Cronbach's α coefficient and CITC values were used to measure the reliability of the formal survey scale. SPSS was applied to analyze the nine variables, with the results shown in Table 4.

The overall Cronbach's α coefficient for the questionnaire is 0.928, which is greater than 0.9, indicating high reliability of the research data. Most of the CITC values for the measurement items are above 0.5, demonstrating good reliability of the questionnaire. Therefore, the survey data is considered reliable and has passed the test.

3). Validity Test of the Formal Survey

As shown in Table 5, the overall sample's KMO value is 0.930, which is greater than 0.6, and the significance level (P-value) is much smaller than 0.05. These results indicate that the questionnaire has good validity and is suitable for exploratory factor analysis.

Table 4. Results of the Reliability Test for the Formal Survey

Variables	Cronbach's a	Number of Items	Reliability Evaluation
Interactivity	0.723	3	Good
Entertainment	0.759	3	Good
Authenticity	0.654	3	Acceptable
Visibility	0.667	3	Acceptable
Discount	0.609	3	Acceptable
Content	0.722	3	Good
Perceived Trust	0.743	4	Good
Perceived Value	0.706	4	Good
Consumer Purchase Intention	0.658	3	Acceptable
Total Questionnaire	0.928	29	Excellent

4. Conclusions and Recommendations

4.1 Research Conclusions

Based on the SOR theoretical model, this study examines the mechanism by which live streaming by internet influencers selling snack foods influences consumers' purchase intentions. Through a case study approach and a questionnaire survey, with university students as the primary target group, a quantitative analysis of 404 valid questionnaires was conducted using SPSS. The conclusions are as follows:

Firstly, in the process of live streaming snack food sales by internet influencers, only four factors—entertainment, authenticity, visibility, and discount—have a significant positive impact on consumers' purchase intentions.

Interactivity and content quality do not show a significant positive impact.

Secondly, perceived value plays a mediating role in the influence of interactivity, entertainment, visibility, discount, and content quality on consumers' purchase intentions. However, the mediating variable of consumer trust does not function as a mediator in the relationship between the independent variable of authenticity and consumers' purchase intentions.

Thirdly, perceived trust acts as a mediator in the influence of interactivity, entertainment, discount, and content quality on consumers' purchase intentions. However, perceived value does not serve as a mediator in the relationship between the independent variables of authenticity and visibility and consumers' purchase intentions.

Table 5. Results of the Validity Test for the Formal Survey

Variables	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	Approximate Chi-Square	df	Sig.
Interactivity	0.679	240.643	3	0.000
Entertainment	0.691	297.613	3	0.000
Authenticity	0.654	163.971	3	0.000
Visibility	0.659	176.064	3	0.000
Discount	0.613	149.677	3	0.000
Content	0.646	265.702	3	0.000
Perceived Trust	0.767	338.473	6	0.000
Perceived Value	0.748	267.193	6	0.000
Consumer Purchase Intention	0.658	167.283	3.000	0.000
Total Questionnaire	0.930	4542.228	406	0.000

4.2 Recommendations

Based on the above conclusions, this study offers suggestions for internet influencer streamers, brand merchants, live streaming platforms, and consumers:

4.2.1 Suggestions for Internet Influencer Streamers

Collaborating with universities to host public welfare activities, such as the "Volunteer Activities for the Country People" and "Return to Hometown" social practice projects or initiatives like the "100-1000-10,000 Project", may help enhance brand awareness and favorability among university students, potentially increasing product sales. Presenting the food from multiple perspectives, with a focus on consumer interests, may improve engagement. Ensuring that the content is of high quality and that the authenticity of ingredients and the quality of the snacks introduced are evident could foster trust among consumers and influence purchase intentions.

4.2.2 Suggestions for Brand Merchants

Innovating product formulas while maintaining strict quality control over streamers may contribute to building a strong store reputation. Selecting streamers whose image aligns with product positioning might help to narrow the gap with fans, increase transaction rates in live streams, and inspire consumers' desire to purchase. Enhancing promotional efforts, particularly through price discounts, could improve customer loyalty while attracting new customers. Engaging with buyers during live streams may help build trust and stimulate interest in purchasing.

4.2.3 Suggestions for Live Streaming

Platforms

Launching student-driven influencer campaigns could broaden platform visibility. Inviting influential university students to live stream food recommendations, sharing their reviews and purchase experiences, may attract their peers. Encouraging university students to be both viewers and creators could increase the platform's content diversity and recognition. Strengthening regulations for streamers and merchants could improve the platform's reputation, especially as audience demands become more diverse. Supporting smaller streamers in their creative efforts might promote the platform's healthy growth. Moreover, a stringent admission process, covering the entire product selection, sale, and after-sales stages, should be enforced to monitor merchants and ensure the quality of goods and services offered on the platform.

4.2.4 Suggestions for Consumers

Making informed purchasing decisions based on individual needs and financial capacity may lead to more rational consumption. It would be beneficial for consumers to develop a clear understanding of their own needs while learning how to assess the authenticity of products and the reliability of promotions. In terms of food safety, considering products from reputable brands and trusted streamers could provide an additional layer of assurance.

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