Exploring the Influence of Live Streamer's Personality and Features on Customer Purchasing Decisions

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Abstract: With the rapid development of e-commerce, live streaming has become an important channel for marketing as an emerging sales model. As the core of this model, the personality and features of the live streamer have a significant impact on the audience's purchasing decisions. This paper analyzes the impact of the live streamers' language, behavior, and interaction methods on customer purchase intention by qualitative analysis and observing live streamer videos and social media comments of Dong Yuhui, a best-known live streamer of the Oriental Selection Live Stream. The study found that the live streamer's professionalism, sense of humor, and trustworthiness are key factors that influence customer purchase decisions.

Keywords: Knowledge Personality; Purchasing Decisions; Live Stream

1. Introduction

1.1 Background of the study

With the rapid development and popularization of Internet technology, live streaming e-commerce has rapidly emerged around the world as an emerging business model. This model allows consumers to intuitively understand product features through simultaneous video live streaming and obtain instant feedback during interaction, greatly improving the shopping experience. In this process, the live streamer, as one of the core elements of live e-commerce, has a profound impact on customers' purchasing decisions due to his or her personality and features.

1.2 Purpose of the study

The purpose of this study is to deeply explore how the personality and features of the live streamer in live e-commerce affect consumers' purchasing decisions, to identify the significant impact of the live streamer's personality characteristics on consumers' purchasing intention, analyze the live streamer's personality characteristics, explore the effects of different live streaming features elements on consumers' purchasing decision process, and evaluate the role of features elements.

1.3 Research questions

The research questions will focus on the live interaction, content creativity, emotional expression and other aspects of the famous live streamer Dong Yuhui, exploring how these factors attract viewers and prompt them to make purchasing decisions. Specific research questions include:

(1) What does his unique live streaming features?

(2) How do these personalities and features affect audience engagement and loyalty?

1.4 Significance of the study

It is significant to study how the personality and features of live streamers affect purchasing decisions. It can enrich and deepen the theoretical system in areas such as consumer behavior, marketing, and new media communication. In addition, this kind of research will help reveal the social psychological mechanisms unique to live e-commerce, provide empirical support for theoretical models, and may trigger new theoretical hypotheses and research directions.

1.5 Limitation of the study

The interviewees are biased, and the results of qualitative analysis rely heavily on the subjective judgment and interpretation of the observers, which may lead to biased results.

2. Literature Review

2.1 Theory related to the study

The following are several applicable theories:

(1) Social identity theory: This theory explains how individuals form a sense of identity with a specific group through the socialization process and are influenced by the norms and values of these groups. Live streamers may attract viewers and influence their purchasing behavior by establishing specific community identities, such as "fashion experts" or "technology experts."

(2) Trust theory: Trust is one of the key factors for successful transactions, which involves the assessment of the reliability, ability and intention of others. The professionalism, credibility and interactivity of the live streamer may increase consumers' trust in the recommended products, thereby affecting purchase decisions.

(3) Cognitive consistency theory: This theory proposes that individuals tend to seek and maintain cognitive consistency. If the personality and features of the live streamer are consistent with the consumer's self-image and values, the consumer may be more inclined to accept the live streamer's product recommendations.

2.2 Relevant past studies to the current study

Other researchers have proposed the theory of emotional labor: This theory focuses on how service provider manage their emotions to adapt to job requirements. In live e-commerce, live streamers need to show positive emotions to attract and maintain viewers, and this emotional labor may be converted into viewers' purchasing willingness.

However, there are some differences between the two models in terms of content and their effects. Emotional labor theory can reveal how the positive emotions displayed by live streamers in live streamings attract viewers and promote sales.

3. Research Methodology

3.1 Research design

The specific research design is as follows:

(1) Literature review: Collect and analyze existing research and reports on Dong Yuhui's live streaming and construct a theoretical framework.

(2) Data collection: Watch Dong Yuhui's live streaming recordings to record his language expression, interaction methods, content selection, etc., as well as the audience's reactions and comments.

(3) Thematic analysis: Use qualitative analysis techniques such as content analysis or discourse analysis to identify the core themes and features characteristics in Dong Yuhui's live streaming.

(4) Case study: Select typical live streaming clips for detailed analysis to reveal the specific manifestations of his personality and features.

3.2 Participant and setting

The established criteria for this study are as follows:

(1) Influential live streamers with more than 30 million fans;

(2) live streamers who have broken sales records in the field of people's literature;

(3) live streamers with professional knowledge and creative ability.

Dong Yuhui, a former English teacher at New Oriental and now a selected live streamer for live streaming, stands out in the field of live streaming with his unique live streaming features and profound cultural heritage, and became a participant in this qualitative study.

3.3 Data collection

* Collect video or text records of Dong Yuhui's live streaming

* Transcribe the video content into text for subsequent coding

Collect consumers' real-time reactions and comments data through video playback, live bullet screen, social media interaction, etc. At the same time, collect data such as text records, voice content and visual displays of Dong Yuhui's live streaming.

3.4 Data analysis

(1) Data Organization

Record during the live streaming, using screen recording tools to capture live content and consumer interactions for later analysis. Pay close attention to consumers' immediate reactions, including Alice's reactions when watching, which may include comments, likes, shares, purchases, etc.

Translate the data into text, organize and integrate it effectively. This involves various data collected from the live streaming platform, including key indicators such as Dong Yuhui's voice recognition into text, the number of viewers, and the number of viewing interactions.

(2) Analyzing The Data

Data analysis will use techniques such as open coding and thematic analysis to identify and interpret patterns and themes in the data.

Particular attention will be paid to the specific manifestations of Dong Yuhui's personality and features and how these manifestations are related to consumers' purchasing decisions.

(3) Coding Process

According to the variables, coding table A is designed to list the coding categories and definitions. As shown in the table, the topic type, that is, the embodiment of the cultural heritage in Dong Yuhui's personality, the integration of educational elements, the cultural connotation of poetry, etc.; the interaction type, the search begins with Dong Yuhui's real-time interaction and answering questions; the product category, the agricultural products sold are mainly corn, rice and peaches, and the books are mostly educational. Name these concepts, identify useful concepts, and mark key phrases. Then get another piece of text and continue the above steps. According to Strauss and Corbin, this process is called open coding. (Table A)

| Coding category	Definition
Topic type	Culture, education, bilingualism, poetry, etc.
Interaction type	Questions, answers, comments, likes, etc.
Product category	Agricultural products, books

(4) Theme Constructing

Systematically extract from qualitative data, construct preliminary themes, choose a descriptive name for him as interaction, and the causal relationship with the trust theme constructed by trust theory is the main one. Dong Yuhui pays great attention to the interaction with the audience, and sets up interactive links such as lucky draws and questions and answers, which increases the audience's sense of participation and belonging.

(5) Translation of Data

The user portraits in the live streaming room show that users are mainly concentrated in the female group, accounting for more than 60%, and the age group is mainly 31-40 years old, accounting for about 40%, followed by 24-30 years old. Users mainly live in first- and second-tier cities and have strong spending power.

Through data translation, it was found that strong interactivity and emotional connection are still the main considerations for purchasing decisions, but opinion leaders are particularly prominent among young consumers, which shows that word of mouth and community recommendations of services play an important role in shaping purchasing behavior.
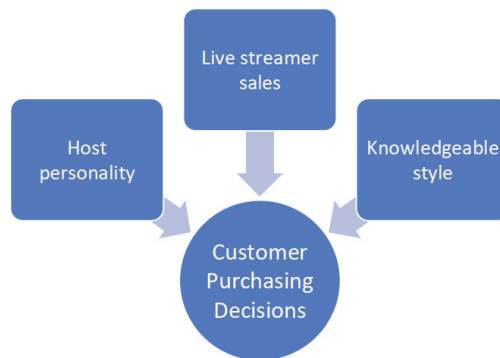
4. Findings and Discussion

4.1 Interview findings

Dong Yuhui, a rising star in live streaming sales, has captivated audiences with a unique personality and features that drive purchasing behavior. Here's a breakdown of his key characteristics:

Passion and Enthusiasm: His genuine excitement for the products is contagious, creating a sense of value and encouraging viewers to share his enthusiasm.

Knowledge and Expertise: Dong Yuhui often delves into the history, cultural significance, and practical uses of products, particularly agricultural goods. This showcases his knowledge and positions him as a reliable source of information.

Storytelling and Emotional Connection: He weaves stories and personal anecdotes into his presentations, creating an emotional connection with viewers and making the products more relatable.

4.2 Discussion

The influence of streamer attractiveness appears to be less significant. While some viewers might be initially drawn to an attractive

streamer, purchasing decisions are likely driven more by personality and content.

The study suggests that informative and educational content is effective in driving purchases. Streamers who provide detailed product explanations, demonstrations, and comparisons can build trust and convince viewers of the product's benefits.

Interestingly, the popularity of a streamer might not directly translate to higher sales. While a large audience indicates a successful channel, the quality of streamer-viewer interaction seems to be a more crucial factor for influencing purchase decisions.

5. Conclusion, Implication and Recommendation

5.1 Conclusion

Dong Yuhui usually uses a variety of ways to interact with the audience during live streaming to increase the audience's sense of participation and the live streaming activity. The following are the personality and features of the live streaming:

(1) Using personal charm to spread culture: Dong Yuhui's personal features and cultural attributes make him unique in the field of live streaming.

(2) Sharing life wisdom and culture: In live streaming, His language is full of cultural charm and the breath of life, allowing the audience to gain spiritual nourishment while purchasing products.

(3) Innovative live streaming format: Dong Yuhui's live streaming is not only a display of products, but also a platform for conveying culture and sharing life experiences.

5.2 Implication

Dong Yuhui's success story tells us that companies and live streamers should focus on the following when live streaming:

(1) Creating an interactive and entertaining live streaming environment to increase audience participation and willingness to buy.

(2) Paying attention to consumers' actual needs and experiences, providing personalized and high-quality services to promote sales and increase audience trust and loyalty.

5.3 Recommendation

In live streaming, balancing entertainment and professionalism is the key to improving conversion rates. Here are some strategies to increase purchase intention:

(1) Accurately target the audience: Understand the needs and preferences of target consumers, provide personalized product recommendations and content customization to improve conversion rates.

(2) Content is king: Produce high-quality and attractive live content, and make product promotions more vivid and interesting through storytelling, situational dramas, etc.

(3) Multi-channel linkage: Use other channels such as social media and short videos for promotion to expand the influence of live streaming and attract more potential customers.

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