A STUDY ON THE IMPACT OF BRAND REPUTATION ON IMPULSIVE CONSUMER CONSUMPTION IN THE CONTEXT OF LIVE STREAMING: A MODERATED MEDIATION MODEL

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In 2024, the scale of live streaming e-commerce in China reached 4 trillion yuan, an increase of 47.69% year over year. The market size of China's e-commerce live streaming industry from 2020 to 2023 was 1.5 trillion yuan, 2.2 trillion yuan, 3.5 trillion yuan, and 4 trillion yuan, respectively. Economic data shows that the market size of China's e-commerce live streaming industry has grown rapidly.

In the eyes of pragmatic consumers, products with a good brand reputation are worth buying. When consumers encounter products with a good brand reputation and discounts, they often have the impulse to purchase them.

Empirical analysis reveals a strong correlation between brand reputation, consumer shopping experience, and impulsive consumption in live streaming contexts. In the context of e-commerce live streaming, both brand reputation and consumer shopping experience can stimulate consumers to engage in impulsive consumption behavior, among which consumer shopping experience has a greater impact on consumer impulsive consumption behavior. When a company enhances its brand reputation and enhances the consumer shopping experience through marketing methods, consumers are more likely to engage in impulsive consumption behavior.

Keywords: e-commerce live streaming; brand reputation; consumer shopping experience; impulsive consumption

Introduction

In 2024, the scale of China's live streaming e-commerce will reach 4 trillion yuan, a year-on-year increase of 47.69%.

The market size of China's e-commerce live broadcasting from 2020 to 2023 is 1.5 trillion yuan, 2.2 trillion yuan, 3.5 trillion yuan, and 4 trillion yuan, respectively (Yang,
Economic data shows that the market size of China's e-commerce live broadcast industry is growing rapidly.

According to realistic consumers, products with a good brand reputation are worth buying. When consumers encounter a brand with a good reputation and a discount, they will often have the urge to buy.

**Objective**

As the competition in the e-commerce live broadcast business becomes more intense, how to get consumers to consume in the live broadcast room is something that all business managers want to solve. Impulse consumption is when consumers do not respond to external stimulation in specific situations.

Further rational thinking will lead to consumption behavior. Compared with rational consumption, impulse consumption is more common in live broadcast rooms. Enterprises need to grasp the stimulation points of impulse consumption, use the mastered stimulation points to achieve the purpose of consumer purchasing, and then use the good purchasing experience in the live broadcast room to amplify the effect of stimulation points (Huang, 2022).

Therefore, this study aims to explore the following issues:

- In the context of live broadcasts, can brand reputation affect consumers’ impulse consumption?
- In the context of live broadcasts, can the shopping experience amplify the role of brand reputation?
- What is the relationship between shopping experience, brand reputation, and consumers’ peak consumption?

**Methodology**

**Research methods**

The survey is intended for people who watch and consume live e-commerce broadcasts. A questionnaire is designed based on the three variables of brand reputation, impulse consumption, and shopping experience in the context of e-commerce live broadcasts. The questionnaire data is used to analyze brand reputation, impulse consumption, and shopping experience and the influencing mechanisms between them. An online platform delivers the questionnaire to the respondents.

After obtaining the original data of consumers through questionnaires on three variables: brand reputation, impulse consumption, and shopping experience, statistical software is used to analyze the management of each variable, verify whether the hypothesis is established, and make suggestions based on the data analysis.

**Research hypothesis**

*Brand reputation and impulse consumption*

Based on the ELM model's research on consumers, when consumers choose to use the edge path to process information, they will invest the least time and energy in thinking but will get the same results as the core path. A good brand reputation will make consumers relax
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and think, choosing the marginal path to think about problems, thereby triggering impulse consumption (Lian, 2022; Lu, 2022).

A brand's reputation can stimulate consumers' psychology. When the stimulation accumulates and continues to experience fluctuations in the external environment, consumers will quickly make purchasing decisions in a short period of time and convert them into shopping behaviors (Jin, 2023).

H1: Brand reputation positively affects consumers’ impulse consumption.

*Shopping experience and impulse consumption*

Consumer purchasing behavior is a complex inner decision-making process. From a psychological perspective, purchasing behavior is the external manifestation of consumers' inner fluctuations. The shopping experience is the subjective feeling of consumers during the shopping process, which can affect consumers' behavior (Wang, 2021).

Decision-making, that is, the enhanced shopping experience, can affect consumers' decision-making time, allowing consumers to complete the purchase behavior in a short time.

In the research on the shopping experience of consumers on e-commerce shopping platforms, consumers feel that the improvement of shopping experience when shopping will prompt consumers to purchase goods regardless of cost to experience the actual effectiveness of the goods (Yin, 2022).

H2: The shopping experience positively affects consumers’ impulse consumption.

*Brand reputation and shopping experience*

Brand reputation is an important channel for corporate promotion. Brand reputation not only means strict control of products but also attaches great importance to consumer services and after-sales tracking (Chen, 2023). Only when customers are satisfied in all aspects will customers give great praise in terms of reputation.

Product quality and service quality are also antecedent variables of the shopping experience, so improving brand reputation also improves consumers' shopping experience (Qin, 2023).

A brand's reputation is built on goods and services. When consumers unanimously recognize a brand's reputation, it indicates that the company's produced goods and services can satisfy their needs.

A good brand reputation can serve as a good link between consumers. Talking material can satisfy consumers’ interpersonal and social needs.

H3: Brand reputation positively affects the shopping experience.

*The intermediary role of the shopping experience*

Based on research on online shopping, the shopping experience can amplify consumers' perceptions of store advantages during the shopping process (Li, 2023; Li, 2022).

Consumer evaluations of online shopping platforms are a component of brand reputation (Yang, 2018). Shopping experience can amplify the impact of consumer evaluations on other consumers; that is, shopping experience acts as an intermediary variable that affects shopping behavior.

H4: Shopping experience can be a mediating variable between brand value and impulse consumption.
Results

Descriptive statistical analysis
We collected questionnaires from the Questionnaire Star online platform. A total of 325 valid questionnaires were collected for this survey.

The gender ratio of the respondents this time is not much different, both fluctuating around 50%, which proves that the respondents of this questionnaire are random, because when the number of respondents is larger, the value will be getting closer to 50%.

Most people who watch e-commerce live broadcasts are young. The age distribution of the respondents this time further supports this argument. The 18- to 35-year-old group accounts for 49% of the total number of respondents.

Correlation analysis
The correlation analysis in this article mainly uses SPSS software to conduct correlation analysis between each variable and dimension in order to determine whether there is a correlation between each variable and dimension and to make a preliminary judgment for subsequent regression analysis.

Table 1 - Correlation coefficient
(made by the author)

<table>
<thead>
<tr>
<th>variable</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
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<td>3</td>
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<td>1</td>
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<tr>
<td>4</td>
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<td>.731*</td>
<td>.615*</td>
<td>1</td>
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</tr>
<tr>
<td>5</td>
<td>.662*</td>
<td>.915*</td>
<td>.768*</td>
<td>.597*</td>
<td>1</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
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<td>.897*</td>
<td>.753*</td>
<td>.579*</td>
<td>.748*</td>
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<tr>
<td>7</td>
<td>.678*</td>
<td>.787*</td>
<td>.921*</td>
<td>.593*</td>
<td>.724*</td>
<td>.721*</td>
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<td>.929*</td>
<td>.546*</td>
<td>.697*</td>
<td>.673*</td>
<td>.712*</td>
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<td>.444*</td>
<td>.570*</td>
<td>.573*</td>
<td>.569*</td>
<td>.628*</td>
<td>.704*</td>
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<tr>
<td>11</td>
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<td>.596*</td>
<td>.626*</td>
<td>.353*</td>
<td>.563*</td>
<td>.603*</td>
<td>.566*</td>
<td>.591*</td>
<td>.65*</td>
<td>.619*</td>
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</tr>
</tbody>
</table>

Note 1: Variable 1 is impulse consumption; variable 2 is brand reputation; variable 3 is shopping experience; variable 4 is anchor reputation; variable 5 is reputation in the e-commerce live broadcast room; variable 6 is product reputation; variable 7 is interactive experience; variable 8 is sensory experience; variable 9 is the price dimension; variable 10 is the interaction dimension; and variable 11 is marketing means.

Note 2: * indicates a significant correlation at the 0.01 level (two-tailed).

As can be seen from Tab. 1, the correlation coefficient between impulsive consumption and brand reputation is 0.710, and the correlation is significant at the 0.01 level ($r = 0.710$, $p<0.01$).

From this, it can be judged that there is a significant impact between brand reputation and impulsive consumption.

The regression coefficient between impulse consumption and shopping experience is 0.766, and the correlation between the two is significant at the 0.01 level ($r = 0.766$, $p<0.01$).
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From this, it can be concluded that there is a significant relationship between shopping experience and impulse consumption.

The regression coefficient between brand reputation and shopping experience is 0.826, and the correlation is significant at the 0.01 level ($r = 0.826, p<0.01$).

From this, it can be concluded that there is a significant impact between brand reputation and shopping experience.

To sum up, there is a significant correlation between the variables studied in this article. It can basically be concluded that the hypothesis of this article is partially established. It is necessary to judge whether the hypothesis is really established in the end, and regression analysis of the variables is also required.

**Regression analysis**

*A regression analysis of brand reputation and shopping experience on impulse consumption*

Construct a regression model with brand reputation and shopping experience as independent variables and impulse consumption as the dependent variable to analyze the extent to which brand reputation and shopping experience explain impulsive consumption.

<table>
<thead>
<tr>
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<th>Standard BETA</th>
<th>Sig (P)</th>
<th>T</th>
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<tbody>
<tr>
<td>(constant)</td>
<td>0</td>
<td>0</td>
<td>6.572</td>
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<tr>
<td>Brand reputation</td>
<td>0.244</td>
<td>0</td>
<td>3.928</td>
</tr>
<tr>
<td>Shopping experience</td>
<td>0.564</td>
<td>0</td>
<td>9.089</td>
</tr>
<tr>
<td>$R^2$</td>
<td></td>
<td>0.606</td>
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</tr>
<tr>
<td>adjusted $R^2$</td>
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<td>F</td>
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</tr>
<tr>
<td>p</td>
<td></td>
<td>0.000**</td>
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</tr>
</tbody>
</table>

*Dependent variable: Impulsive consumption*

Tab. 2 shows that when brand reputation and shopping experience are independent variables, both variables are significant at the 0.001 level and account for 60.3% of the changes in impulse consumption in the regression equation.

From the standard BETA coefficient, it can be seen that the brand word-of-mouth is 0.244 (Sig = 0), and the BETA value of shopping experience is 0.564 (Sig = 0). Because the BETA coefficient of shopping experience is larger than that of brand reputation, it proves that shopping experience has a greater impact on impulse consumption.

In summary, the regression coefficients in Tab. 2 confirm the establishment of the hypotheses H1 and H2 in this article.

**Regression analysis of brand reputation on shopping experience**

Construct a regression equation with anchor reputation, e-commerce live broadcast room reputation, and product reputation as independent variables and shopping experience as the dependent variable to analyze the impact of brand reputation on shopping experience.
Table 3 - Regression coefficient of brand reputation on shopping experience
(made by the author)

<table>
<thead>
<tr>
<th></th>
<th>standard BETA</th>
<th>Sig (P)</th>
<th>T</th>
</tr>
</thead>
<tbody>
<tr>
<td>(constant)</td>
<td>0</td>
<td>0</td>
<td>4.684</td>
</tr>
<tr>
<td>Anchor reputation</td>
<td>0.154</td>
<td>0</td>
<td>4.177</td>
</tr>
<tr>
<td>E-commerce live broadcast room reputation</td>
<td>0.355</td>
<td>0</td>
<td>8.009</td>
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<tr>
<td>Product reputation</td>
<td>0.323</td>
<td>0</td>
<td>7.206</td>
</tr>
<tr>
<td>R²</td>
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<td>adjusted R²</td>
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<td>F</td>
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<td>226.266</td>
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</tr>
<tr>
<td>P</td>
<td></td>
<td>0.000**</td>
<td></td>
</tr>
</tbody>
</table>

Dependent variable: shopping experience

It can be seen from Tab. 3 that the BETA coefficient of the anchor's reputation is 0.154 (Sig = 0), the BETA coefficient of the e-commerce live broadcast room's reputation is 0.355 (Sig = 0), and the BETA coefficient of the product's reputation is 0.323 (Sig = 0).

The three coefficients can have a positive impact on consumers' shopping experiences, and since the Sig coefficients are all 0, the three dimensions have a significant positive impact on consumers' shopping experiences.

When the three dimensions of brand reputation are used as independent variables, anchor reputation, e-commerce live broadcast room reputation, and product reputation can explain 67.6% of the changes in shopping experience, showing significance at the 0.001 level. Among the three dimensions, e-commerce live broadcast word-of-mouth has the greatest impact on the shopping experience.

In summary, all three dimensions of brand reputation can affect changes in the shopping experience and, overall, can explain most of the changes in the shopping experience. The correlation coefficient in Tab. 3 confirms the hypothesis H3.

Test of the mediating effect

This article uses AMOS software to test the mediating effect between variables. After constructing the model, it performs 2000 calculations through the bootstrap method and observes the value of the 95% confidence interval to determine whether shopping experience can play a role in brand reputation and impulse consumption.

Table 4 - Mediation test coefficient
(made by the author)

<table>
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<tr>
<th>path</th>
<th>Mediating effect coefficient</th>
<th>95% confidence interval lowest value</th>
<th>95% confidence interval maximum value</th>
<th>mediating effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand reputation-shopping experience-impulsive consumption</td>
<td>0.466</td>
<td>0.303</td>
<td>0.528</td>
<td>support</td>
</tr>
</tbody>
</table>
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Tab. 4 reveals that the shopping experience has a mediation effect coefficient of 0.466 between brand reputation and impulse consumption. After 2000 calculations of the bootstrap method, neither the minimum nor the maximum value of the 95% confidence interval contains 0, proving that shopping experience can play a mediating role between brand reputation and impulse consumption. So H4 was also confirmed.

Conclusion

Through the empirical analysis stage, it can be seen that there is a strong correlation between brand reputation, consumer shopping experience, and consumer impulse consumption in the context of live broadcast.

In the context of e-commerce live streaming, both brand reputation and consumer shopping experience can stimulate consumers to engage in impulsive consumption behaviors, among which consumer shopping experience has a greater impact on consumers’ impulsive consumption behavior. When companies improve their brand reputation and increase consumer shopping experiences through marketing methods, consumers are more likely to engage in impulsive purchasing behavior.

In the context of e-commerce live broadcasts, brand reputation can positively enhance consumers' shopping experiences. When a company's brand reputation is positively strengthened, consumers' shopping experiences will also increase. Among them, improving the reputation of e-commerce live broadcast rooms has the greatest effect. Clearly, product reputation comes next, and anchor reputation comes last.

In the context of e-commerce live streaming, the company's brand reputation can have a direct impact on consumers' impulse consumption. When consumers' shopping experience acts as an intermediary variable, the consumer's shopping experience can amplify the stimulation of the company's brand reputation to consumers; that is, the brand's word-of-mouth can further increase the probability of consumers making impulse purchases by affecting their shopping experience. The consumer shopping experience can play a mediating role between the brand reputation of e-commerce live broadcast companies and consumers' impulse purchases.

References:


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