

# Live streaming strategy, corporate social responsibility, and online consumer purchasing behavior: Basis for Integrated marketing strategy module of Chinese e-commerce company

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## Abstract

The paper determined the live streaming strategy, corporate social responsibility and online consumer purchasing behavior of the Chinese online consumer. A total of 265 valid questionnaires results were gathered with live-streaming users in Anhui Province as the representative respondents, and the data were analyzed descriptively through weighted average and ranking methods, regression analysis and Pearson r. The data were analyzed using descriptive analysis with weighted average and ranking methods, regression analysis, Pearson r and other methods. The study revealed that Chinese consumers of live streaming platforms agree that product factors, live streamer's characteristics, live studio atmosphere and promotion factors play an important role in the live streaming strategy. They also agreed that consumer rights and interests, environmental protection, employee rights protection and corporate charity play an important role in corporate social responsibility. In addition, Chinese consumers of live streaming platforms agreed that perceived usefulness, perceived ease of use, shopping risk as well as brand's word of mouth play an essential role in their online purchasing behavior. Through this study, the author finds that CSR is not a significant predictor of a company's live streaming strategy. In other words, CSR has no appreciable implications for the development of corporate strategy. Based on the data results, a digital marketing strategy improvement model for Chinese e-commerce companies is proposed, in this way, it makes a positive contribution to the development of live streaming e-commerce businesses in China.

**Keywords:** live streaming strategy, corporate social responsibility, online consumer purchasing behavior, Chinese e-commerce company

## **Live streaming strategy, corporate social responsibility, and online consumer purchasing behavior: Basis for Integrated marketing strategy module of Chinese e-commerce company**

### **1. Introduction**

Affected by the worldwide epidemic as well as the rapid development of 5G mobile phone networks, Chinese netizens' online consumption habits are surging, and live streaming shopping is gradually turning into a popular and emerging shopping method for consumers. According to the 51st Statistical Report on the Development Status of China's Internet. As of December 2022, the scale of China's live webcast users reached 751 million, of which, the scale of live e-commerce users was 515 million, accounting for 48.2% of the overall netizens. From 2017 to 2022, China's live streaming E-commerce penetration rate increased from 0.27% to 20.97% (Chen & Yue, 2023).

There are currently three dominant categories of live e-commerce businesses (Li, 2022). The first category refers to established companies that already have an e-commerce platform, such as Taobao, Jingdong, Jindo, and Lazada. By embedding a live-streaming with goods segment, these companies can allow consumers to understand the features and usage of their products more intuitively, thus increasing sales. The second category is social media platforms that embed live-streaming modules, such as Snapchat and Instagram (Sun et al., 2021). The third category is companies that specialize in live-streaming with goods. These companies are better at integrating supply chain resources and cultivating online celebrity anchors.

Furthermore, today's e-commerce website or APP is regarded as a sales platform as well as a comprehensive communication media and platform. Every move made by a company has an invisible impact on consumers' consumption decisions. Therefore, as a good e-commerce company, it needs to take on the necessary corporate social responsibility, for example, to guide fans or users to spend wisely, actively pay taxes to the state, actively donate during the epidemic and so on. In China, more and more consumers, media and academic experts are paying attention to the CSR status of e-commerce companies.

The researcher was also a live streamer for an e-commerce company, responsible for the live sales of home-produced tea and food products. In fact, a good live streamer is not just about introducing products to the camera, but also about working with a team and mastering a vast array of marketing strategies. For example, investigator's daily work involves product selection, operations, social media operations and live sales. In addition, the company is also very conscious of fulfilling its corporate social responsibility with regard to the working environment of our employees, their salaries and wages, and the procurement of environmentally friendly products.

Based on the above elaboration, the author is inclined to say that although some academic investigations on live e-commerce have been conducted, the scope of the study is still fairly restricted. In addition, most of the current research relates to the problems that arise in live e-commerce, and the studies will propose some solutions to these problems. However, there are fairly few studies that combine CSR and live streaming strategies in a comprehensive analysis from the perspective of live e-commerce consumers.

Therefore, by exploring the impact of both CSR and live-streaming strategies on consumers' purchasing behavior, the author intends to help companies fully understand the extent to which consumers are concerned about the live-streaming strategies and CSR of e-commerce companies, and provide some feasible suggestions and countermeasures for Chinese e-commerce companies to establish a sustainable overall marketing strategy.

**Objectives of the Study** - The purpose of this study is to demonstrate the implications of Chinese

e-commerce companies' live streaming strategy plus CSR on consumer purchase behavior and to identify the factors that influence live streaming strategy and CSR on consumer purchase behavior.

Specifically, this dissertation aimed to determine the live streaming strategy in terms of product factors, live streamer's characteristics, live studio atmosphere and promotion factors. It aimed to assess the corporate social responsibility in terms of consumer rights and interests, environmental protection, employee rights protection and corporate charity. It aimed to describe affecting factors on Chinese online consumer behavior in terms of perceived usefulness, perceived ease of use, shopping risk as well as brand's word of mouth. It was intended to demonstrate the remarkable association and influences on CSR and online consumer behavior. Furthermore, it aimed to analyze the significant relationship and impact between live streaming strategy and online consumer behavior. Finally, based on the result develop an integrated marketing strategy framework.

## 2. Methods

**Research Design** - In order to make the research as efficient as possible, the researcher in this paper mainly employed descriptive analysis to do the research. It is a method of investigating and researching different aspects of the current situation and different factors faced, with the collection and recording of information and data, focusing on the static description of objective facts. It generally includes frequency, mean, plurality, variance, quartiles, kurtosis, median, skewness, frequency (Kendler et al., 2023). The reason why the investigator adopted this method was that this method measures the composite and average endorsement of each indicator by the questionnaire respondents, thus verifying the relationship and impact of the three variables. In details, the investigator could determine the relationship and impact among live-streaming strategy, CSR and Chinese online consumers purchasing behavior based the useful information provided by descriptive analysis.

**Participants of the Study** - In order to improve the reliability and validity of the analysis results of the investigated population, the author randomly distributed 341 online questionnaires in Anhui Province. There were several requirements about participants of the study. First, since the study were conducted among online consumers, the respondents were set to be from 22-55 years old. Second, the survey area was chosen Anhui Province only, as it represented the mid-range consumer market in China. There were three categories of participants. The first type was the group of people who entered through the link of Wenjuanxing, a famous online questionnaire survey website in China published by the researcher on QQ, Wechat and Moments of Friends. The second type was people automatically matched by this website, who were willing to take part in the survey. The third relied on the author's friends in Anhui, to whom she sent targeted questionnaires.

**Data Gathering Instrument** - The investigator selected questionnaires as data-collection instruments of this research. The section of the questionnaire questions on corporate social responsibility draws on well-established measurement scales (Chen, 2018) . The questions on live streaming strategy and online consumer purchase behavior variables were self-administered.4 Likert scale was employed in this research to measure employee's productivity and organizational outputs. The questionnaire was divided into two parts. First part was basic information of participants and the other part was concerning three variables. Four dimensions were included for each variable, and five questions were designed for each dimension. In total, 60 questions were presented. The Cronbach Alpha coefficients of the 12 indicators associated with this study ranged from 0.803 to 0.981. This indicated a very high pre-survey reliability of this study. After passing the pre-survey test, the author started the formal questionnaire distribution and collection.

**Data Gathering Procedure** - The investigator designed the questionnaire and uploaded it to Wenjuanxing, a well-known online survey website in China. After creating a link, on the one hand, the researcher forwarded the link to QQ, Wechat, Moments of Friends and other channels. Friends, students and others were invited to participate in the survey. On the other hand, the website automatically send links to other suitable Anhui users and invited them to fill out the questionnaire. The entire questionnaire collection time was two weeks, which was from March 15 of 2023 to March 30, and the author finally excluded users who had not seen the live broadcast

or had not placed orders in the live broadcast platform from 314 questionnaires, and kept 265 valid questionnaires.

**Ethical Considerations** - This paper elaborates ethical consideration from the following three aspects. First, the age of the participants was considered. The author did not adopted employee under the age of 22 and above the age of 55 as the participants. Consumers under the age of 22 were mainly financially dependent on their parents, so their purchases might not be in their control. Furthermore, consumers over the age of 55 were also excluded from the survey. This is because they lack certain online spending habits. Second, the rights of participants were considered. Before the questionnaire, the author gave the respondents an informed consent. This content clearly explained the purpose of our research and the support they need to provide in research. The data and information were only collected after the participant agreed. Also, participants owned the right to discontinue the survey at any time because a part of them thought this questionnaire was too long to complete. They could withdraw their consent, and their responses were not be included in the dissertation. Third, participant's privacy was valued. In the research process, survey respondents' personal information did not appear in questionnaires. Respondents can use a code or serial number, and the questionnaire options do not include questions that violate their privacy.

**Data Analysis** - All analyses for this survey were conducted using SPSS version 28. Specifically, firstly, the investigators used a weighted average and ranking method to identify live streaming strategies in four areas: product factors, live streamer characteristics, studio atmosphere and promotion factors; to assess corporate social responsibility in four areas: consumer rights, environmental protection, employee rights protection and corporate philanthropy; and to describe four areas: perceived usefulness, perceived ease of use, shopping risk and brand reputation to influence Chinese online factors that influence Chinese consumers' buying behavior in terms of perceived usefulness, perceived ease of use, shopping risk and brand reputation. Secondly, Pearson r analysis was also employed in this research to determine significant relationships between several variables. Thirdly, regression analysis was undertaken to determine the significant predictors of live streaming strategy. Finally, case diagnostics were used to identify outliers.

### 3. Results And Discussion

**Table 1**

*Live Streaming Strategy*

Indicator	Weighted Mean	Verbal Interpretation	Rank
Product Factors	3.51	Strongly Agree	1
Live Streamer's Characteristics	3.28	Agree	2
Live Studio Atmosphere	3.02	Agree	4
Promotion Factors	3.23	Agree	3
Composite Mean	3.26	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Table 1 shows the mean values for each dimension of live strategy, and the overall trend in survey respondents' attitudes towards this variable is agreement, with a score of 3.26. This indicates that all four dimensions are important aspects of live strategy that consumers care about and agree with. In fact, the 4P theory of marketing (product, price, channel, promotion) validates exactly these four indicators (Kaur & Singh, 2019). However, there are differences in the rankings, and in general, the rankings are, in descending order of recognition: product factors with 3.51, live streamer's characteristics with 3.28, promotion factors with 3.23, live studio atmosphere with 3.02.

The author argues that the product factor scores the highest with 3.51 because consumers are most concerned about the live strategy or the product itself. The product is the core, foundation and key element of marketing. Bueren, et al., (2018) state that the essence of marketing is to satisfy the needs and wants of consumers because it is only through the product that consumer needs and wants can be satisfied and sales and profits can grow.

The final dimension in the ranking was live studio atmosphere with a score of 3.02, showing a trend of agreement. The author believes that the live studio atmosphere is only an icing on the cake for consumers as a secondary factor. Therefore, consumers do not agree with this dimension as much as other dimensions. Some scholars argue that live-streaming atmosphere is not the most important factor influencing consumers' purchasing behavior because they may be more concerned about the quality and price of the product itself and ignore the influence of live-streaming atmosphere on consumers' purchasing behavior. In addition, if live studio atmosphere does not match consumers' preferences, it may also cause consumers to ignore or not pay attention to the live studio atmosphere (Li, et al., 2020).

The two dimensions that ranked in the middle were live Streamer's characteristics (3.28 score) and promotion factors (3.23 score). Survey respondents expressed agreement. Overall, good live streamer characteristics can attract viewers' attention, thus increasing the attention and viewing rate of a live stream. At the same time, the characteristics of liver streamers can also create good feelings and recognition among viewers, thus increasing user loyalty and engagement. In addition, merchandise promotions can provide more choices and purchasing opportunities, as well as more benefits and added value to users (Xiao, et al., 2023). Therefore, survey respondents gave good scores to these two dimensions.

**Table 2**

*Corporate Social Responsibility*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Consumer Rights and Interests	3.57	Strongly Agree	1
Environmental Protection	3.46	Agree	3.5
Employee Rights Protection	3.46	Agree	3.5
Corporate Charity	3.47	Agree	2
Composite Mean	3.49	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Table 2 shows the four dimensions of CSR, with a score of 3.49, showing an overall trend of approval. This means that the survey respondents agree that the CSR variable plays a role in consumer purchasing behavior. The four dimensions are, in descending order, consumer rights and interests (3.57), corporate charity (3.47), environmental protection (3.46), employee rights protection (3.46).

Firstly, consumer rights and interests rank first in all four dimensions, with a mean score of 3.57. It is also the only dimension in this group that received strong approval. The author compares several other dimensions and concluded that this is the aspect most relevant to consumers' own interests and is the most fundamental social responsibility that companies need to fulfil. It is clear that the survey respondents, as consumers of live streaming platforms, are more concerned about their own interests and needs than other aspects. The author analyses several reasons for this as follows. Firstly, the existence and development of an enterprise cannot be achieved without the support and trust of consumers. If a company's products or services have quality problems or fraudulent practices, it will have an impact on consumers and thus damage the company's brand image and reputation. Therefore, the protection of consumer rights and interests is a key factor for enterprises to safeguard their own interests. Secondly, consumer protection helps to maintain a fair competitive market environment. If companies compete unfairly, it will affect the fair competition environment in the market and thus harm the interests of consumers. The protection of consumer rights and interests helps to maintain a level playing field in the market. Thirdly, consumer rights protection helps to enhance consumer loyalty and word of mouth, thus promoting the long-term development of the business. Again, the literature supports the author's view that the profits of a business come from the consumers, who are the end-users of the business. And the interests of consumers are inextricably linked to the stable development of the business (Chen & Zhang, 2020). Therefore, the survey respondents gave a strong endorsement of this dimension.

Secondly, corporate charity has a mean score of 3.47, with survey respondents agreeing, ranking second among the four dimensions. The author suggests that the development of social media has contributed to

corporate charity activities, with a large number of companies actively involved in charity in China during the epidemic, and that these events were spread through social media, which tended to arouse the sympathy of survey respondents. Consumers perceive companies that are actively involved in philanthropy as more socially conscientious and responsible, and trust them more when they buy from such brands. Again, the literature corroborates the author's view. Firstly, companies can have a positive impact on society by being charitable, and this influence can be passed on to consumers, making them feel that the products or services they buy have some social significance and value. Secondly, empathy and resonance: consumers may feel helpless or powerless for some reason, and corporate philanthropy can make them feel empathy and resonance, thus creating a sense of emotional identification (Sun, 2022).

Finally, environmental protection and employee rights protection both received a mean score of 3.46, showing a trend of agreement, but came in last place. It can be seen that survey respondents do not agree with these two points as much as the first two. This is partly due to the fact that some consumers, when purchasing live products, are more concerned about the products themselves or the benefits that are closely related to them, and are not concerned about environmental protection, sustainable development strategies or the protection of employees' rights. Another reason for this is that these two aspects of publicity are more often found on the CSR report pages of companies' websites rather than on social media platforms. This has led to a lack of awareness among consumers. In addition to this, some studies have given other reasons. Firstly, environmental and employee rights protection issues are more abstract and complex than other issues, and it is difficult for consumers to directly perceive the impact they have on them. Secondly, consumers may perceive the performance of companies in terms of environmental protection and employee rights protection as their basic duties and may have a negative impression of companies that do not fulfil their relevant responsibilities, but may not have much additional positive impression and recognition of companies that do (Asante, et al., 2019). Thus, many reasons and factors lead survey respondents to give slightly lower recognition to these two dimensions.

**Table 3**

*Factors on Chinese Online Consumer Purchasing Behavior*

Indicator	Weighted Mean	Verbal Interpretation	Rank
Perceived Usefulness	3.36	Agree	4
Perceived Ease of Use	3.45	Agree	2.5
Shopping Risk	3.53	Strongly Agree	1
Brand's Word of Mouth	3.45	Agree	2.5
Composite Mean	3.45	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Table 3 displays the average point of factors on Chinese online consumer behavior, with a grand composite mean of 3.45. There is an overall trend of agreement among survey respondents. This indicates that the survey respondents, as Chinese online consumers, consider the four dimensions of perceived usefulness, perceived ease of use, shopping risk, brand's Word of Mouth to be important influencing factors on online purchasing behavior and become an indispensable part in purchasing decisions. Meaningfully, they play an essential role in influencing purchase decisions.

Specifically, the first influencing factor is shopping risk, with an average point of 3.53, which is highly endorsed by survey respondents and is the only one of the four dimensions that is strongly endorsed. This demonstrates the high importance consumers attach to issues involving their own interests and safety in the online shopping process. The author analyses the reasons for this as follows. It has to do with the traditional Chinese culture. Chinese consumers have a deep-rooted "conservative" consumer attitude. Unlike their counterparts in physical shops, Chinese consumers generally base their online consumption on the premise of safety and do not want their property to be damaged due to potential online shopping risks. Moreover, the literature points out that there are risks associated with online shopping. First risk is false advertising. Second one is the goods that arrive and do not match the needs. is false advertising. The third one is information leakage, and the fourth is the risk of loss, damage or delayed delivery of goods due to logistics and transportation

problems. Therefore, with the development of Internet technology and the improvement of consumer quality, more and more Chinese online consumers are becoming aware of the risks involved in online shopping. Consumers are beginning to pay more attention to the security of their personal information and financial security and are concerned about fraud and scams during online shopping (Kim et al., 2021). One study, using a questionnaire analysis, found that the riskiness factor of online shopping had a more significant negative impact on Chinese online consumers' purchasing behaviour, with the higher the riskiness of online shopping, the less willing consumers were to purchase (Li & Zhang, 2021). The results of this questionnaire are generally consistent with the results of this study.

Secondly, perceived ease of use and brand's world of mouth scored 3.45 and tied for a ranking of 2.5, which means survey respondents both agreed. Perceived ease of use refers to the ease of use and simplicity that consumers experience when using a website or application. For Chinese online consumers, perceived ease of use is an important influence on their purchasing behavior. Here are some of the reasons why the author analyses this. Firstly, e-commerce platforms with high perceived ease of use help to improve the user experience. Consumers who feel comfortable using a website or app when making an online purchase are more likely to find what they are looking for through scientific navigation and are more likely to pay for it, thus increasing the success of their purchase. If consumers do not feel comfortable using the website or app, they may abandon the purchase or jump to a peer site. Secondly, e-commerce platforms with high perceived ease of use help increase confidence in making a purchase, which can reduce the level of hesitation in the purchase process and thus facilitate consumer buying behaviour (Iriani & Andjarwati, 2020). Thus, consumers would strongly agree that perceived ease of use is an important influence on their purchasing behavior.

Thirdly, brand's world of mouth scored 3.45 along with the above-mentioned perceived ease of use indicator, tying for a ranking of 2.5, with consumers agreeing. The author argues that in China's maturing social media and content e-commerce platforms, the traditional concept of brand word-of-mouth has become e-WOM, with word-of-mouth spreading from word-of-mouth to large-scale online communication. The massive e-WOM coverage and rapid spread time can either amplify a brand's strengths or destroy it overnight. Some literature has analyzed the external environmental influences on consumers' purchase behavior, with platform word-of-mouth also influencing consumers' purchase intentions to some extent. Factors such as platform reputation and awareness can influence Chinese consumers' trust building in e-commerce platforms, and a good word-of-mouth effect will attract more new users and retain old ones. Consumers tend to prefer more well-known e-commerce platforms because they tend to be larger, have stricter control over their affiliated merchants, and have a more transparent shopping transaction process, which can give consumers a greater sense of shopping security (Li & Zhang, 2021). Therefore, this indicator is also agreed by the respondents of this study.

Finally, the dimension perceived usefulness received a mean score of 3.36, ranking last, with survey respondents agreeing. This indicates that consumers consider this dimension to be a more important influence on purchase behavior, but not the most important one compared to the other dimensions.

The author summarizes the following points regarding the reasons why this indicator is an influential factor in consumer purchasing behavior. Firstly, it's a shift in values. As Chinese online shoppers' consumption levels increase and their consumption attitudes change, they focus more on buying practical and cost-effective products rather than simply pursuing brands and prices.

Second, it's affected by economic environment. Against the backdrop of the global economic recession during the epidemic, Chinese consumers will engage in a certain degree of consumption downgrading and they are more concerned about the usefulness of products (Bao & Gong, 2023) Third, information transparency is increasing. With the spread of internet technology, Chinese consumers have access to information about products through various channels before purchase, which allows them to accurately assess the perceived usefulness of products and thus make purchase decisions more easily. Fourthly, consumers' needs are diversified. Chinese consumers are increasingly seeking personalized needs. As a result, perceived usefulness has become an

important reference factor for consumers in making decisions among many options. Of course, the author finds literature on the reasons why this dimension is ranked after the other three dimensions. Although perceived usefulness has an influence on consumers' purchasing behavior, in the Chinese consumer market, factors such as price, brand recognition, social influence and safety and security are more important for consumers' purchasing decisions (Li & Zhang, 2021).

**Table 4**

*Relationship between live streaming strategy and corporate social responsibility*

Variables	r-value	p-value	Interpretation
<b>Product Factors</b>			
Consumer Rights and Interests	0.578**	0.000	Highly Significant
Environmental Protection	0.584**	0.000	Highly Significant
Employee Rights Protection	0.572**	0.000	Highly Significant
Corporate Charity	0.552**	0.000	Highly Significant
<b>Live Streamer's Characteristics</b>			
Consumer Rights and Interests	0.484**	0.000	Highly Significant
Environmental Protection	0.561**	0.000	Highly Significant
Employee Rights Protection	0.528**	0.000	Highly Significant
Corporate Charity	0.525**	0.000	Highly Significant
<b>Live Studio Atmosphere</b>			
Consumer Rights and Interests	0.381**	0.000	Highly Significant
Environmental Protection	0.472**	0.000	Highly Significant
Employee Rights Protection	0.427**	0.000	Highly Significant
Corporate Charity	0.417**	0.000	Highly Significant
<b>Promotion Factors</b>			
Consumer Rights and Interests	0.566**	0.000	Highly Significant
Environmental Protection	0.550**	0.000	Highly Significant
Employee Rights Protection	0.530**	0.000	Highly Significant
Corporate Charity	0.566**	0.000	Highly Significant

\*Correlation is significant at the 0.05 level /\*\*\*. Correlation is significant at the 0.01 level

The table below shows the relationship between live streaming strategy and corporate social responsibility. In general, live streaming strategy includes product factors, live streamer characteristics, live studio atmosphere and promotion factors four sub variables. Furthermore, corporate social responsibility contains consumer rights and interests, environmental protection, employee rights protection, corporate charity four sub variables.

All these data clearly prove the fact that, the calculated r-values range from 0.381 to 0.584, indicating that there is a weak to moderate direct relationship between the two sub variables of live streaming strategy and corporate social responsibility. Furthermore, between live streaming strategy and corporate social responsibility, the investigators concluded that there was a statistically significant association, as the p-value obtained was less than 0.01.

Based on the above table statistics, the author found the following relationship between live streaming strategy and CSR. Firstly, in terms of the content of the live broadcast strategy, it includes product strategy, anchor strategy, live broadcast room atmosphere strategy and promotion strategy. If a company actively sells green or environmentally friendly products during the live broadcast, and emphasizes the environmental health and safety information of the products through the anchors, creates a green and lively atmosphere in the live studio, and donates to some funds through price promotion, it can play a role in promoting CSR. In other words, the more well-developed and implemented a company's live broadcast strategy is, the more it can convey the brand's CSR status to the public. Secondly, in terms of the public image of the enterprise, the live streaming strategy of e-commerce enterprises is usually public and can attract a lot of attention and viewing. If the message and image of CSR of e-commerce companies can be conveyed in the live streaming strategy, it can improve the image and awareness of the company in the view of consumers and the public, and enhance the sense of social responsibility of the company (Chen & Zhang, 2020).

**Table 5***Relationship Between Live Streaming Strategy and Consumer Behavior*

Variables	r-value	p-value	Interpretation
<b>Product Factors</b>			
Perceived Usefulness	0.602**	0.000	Highly Significant
Perceived Ease of Use	0.624**	0.000	Highly Significant
Shopping Risk	0.569**	0.000	Highly Significant
Brand's Word of Mouth	0.634**	0.000	Highly Significant
<b>Live Streamer's Characteristics</b>			
Perceived Usefulness	0.633**	0.000	Highly Significant
Perceived Ease of Use	0.595**	0.000	Highly Significant
Shopping Risk	0.503**	0.000	Highly Significant
Brand's Word of Mouth	0.558**	0.000	Highly Significant
<b>Live Studio Atmosphere</b>			
Perceived Usefulness	0.602**	0.000	Highly Significant
Perceived Ease of Use	0.564**	0.000	Highly Significant
Shopping Risk	0.414**	0.000	Highly Significant
Brand's Word of Mouth	0.593**	0.000	Highly Significant
<b>Promotion Factors</b>			
Perceived Usefulness	0.709**	0.000	Highly Significant
Perceived Ease of Use	0.696**	0.000	Highly Significant
Shopping Risk	0.612**	0.000	Highly Significant
Brand's Word of Mouth	0.614**	0.000	Highly Significant

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As reflected in the data in the table 5, the calculated r values range from 0.414 to 0.709, indicating a moderate to strong direct relationship between the two sub variables of live streaming strategy and consumer behavior. Since the p-values obtained are less than 0.01, a statistically remarkable correlation between live streaming strategy and online consumer purchasing behavior can be displayed. In other words, live strategy strongly influences consumer behavior, and consumer behavior strongly influences live strategy. That is, the better the implementation of a company's live strategy plan, the stronger the online consumer purchase behavior. Accordingly, the more consumers take into account the various influencing factors in live shopping, the more companies will develop a live strategy that is more in line with consumers' wishes.

It show that there is a strong link between live streaming strategy and online consumer buying behavior. The better a company's live streaming strategy is planned and implemented, the more positive consumer buying behavior will be. Conversely, if a brand does not have a sound live streaming strategy, the more negative the consumer's buying behavior may be. Huang (2023) said that when it comes to the impact of live streaming strategy on Chinese online consumers' purchasing behavior, it is manifested that brands can present product information, usage scenarios and promotional policies to consumers in a user-friendly way through live-streaming anchors, allowing consumers to more thoroughly understand product features and other relevant information. This allows consumers to more accurately determine whether they need to buy the product. Corporate live streaming will stimulate consumers' desire to buy by creating a tightly paced atmosphere. consumers are unable to experience the product in person when shopping live, and corporate live-streaming will provide a kind of purchase guarantee for potential users by strategically broadcasting the actual effect and use of the product through models or anchors.

Overall, live strategies and online consumer buying behavior are mutually reinforcing relationships; live strategies can influence consumer buying behavior, and consumer buying behavior is able to affect the development and implementation of live strategies. Therefore, companies should develop appropriate live streaming strategies according to the needs and behavioral characteristics of consumers, so as to achieve goals such as sales and branding.

Table 6 regards the relationship between corporate social responsibility and consumer behavior. In general, corporate social responsibility contains consumer rights and interests, environmental protection, employee rights protection and corporate Charity four sub variables. Furthermore, consumer behavior includes perceived

usefulness, perceived ease of use, shopping risk, and brand's words of mouth four sub variables.

**Table 6**

*Relationship between corporate social responsibility and consumer behavior*

Variables	r-value	p-value	Interpretation
<b>Consumer Rights and Interests</b>			
Perceived Usefulness	0.613**	0.000	Highly Significant
Perceived Ease of Use	0.688**	0.000	Highly Significant
Shopping Risk	0.765**	0.000	Highly Significant
Brand's Word of Mouth	0.653**	0.000	Highly Significant
<b>Environmental Protection</b>			
Perceived Usefulness	0.699**	0.000	Highly Significant
Perceived Ease of Use	0.725**	0.000	Highly Significant
Shopping Risk	0.706**	0.000	Highly Significant
Brand's Word of Mouth	0.698**	0.000	Highly Significant
<b>Employee Rights Protection</b>			
Perceived Usefulness	0.694**	0.000	Highly Significant
Perceived Ease of Use	0.721**	0.000	Highly Significant
Shopping Risk	0.692**	0.000	Highly Significant
Brand's Word of Mouth	0.694**	0.000	Highly Significant
<b>Corporate Charity</b>			
Perceived Usefulness	0.728**	0.000	Highly Significant
Perceived Ease of Use	0.736**	0.000	Highly Significant
Shopping Risk	0.728**	0.000	Highly Significant
Brand's Word of Mouth	0.723**	0.000	Highly Significant

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As can be seen from this table, the calculated r values range from 0.613 to 0.765, indicating that there is a strong direct relationship between the two sub-variables of CSR and consumer behavior. It also shows that the sub variables within each variable are strongly related to each other. In other words, there is a statistically significant relationship between CSR and consumer behavior, as the p-value obtained is less than 0.01.

The manifested that better the e-commerce company's social responsibility in these four areas, the more positive the impact on consumer behavior. Conversely, the worse the e-commerce company's social responsibility in these four areas, the more negative the impact on consumer behavior. The literature confirms that the extent to which CSR is fulfilled is directly proportional to consumers' purchase intentions, and that if a company sets an excellent example in fulfilling its social responsibility, this effect will continue to influence consumers and make them consciously participate in social activities. Conversely, if a company hinders the development of society by not fulfilling its social responsibility, then this behavior will cause public resentment and rapid dissemination of negative news about the company through social media, resulting in adverse social impact and public opinion repercussions (Dhyani & Sharma, 2023). In addition, active corporate social responsibility can increase consumer trust and brand identity, and they collected data through a questionnaire method, and the results of their study showed that consumers' perceptions of corporate responsibility in economic, ethical and philanthropic aspects had a significant positive impact on purchase intentions Yu, et al., (2021).

#### 4. Conclusions And Recommendations

Based on the results, consumers of Chinese live streaming platforms agree that product factors, live streamer's characteristics, live studio atmosphere and promotion factors play an important role in live streaming strategies. Consumers of Chinese live streaming platforms agree that consumer rights and interests, environmental protection, employee rights protection and corporate charity play an important role in corporate social responsibility. Chinese consumers of live streaming platforms agree that four important factors influence the behavior of Chinese online consumers, namely perceived usefulness, perceived ease of use, brand's word of mouth as well as risk of online shopping. There is a close correlation between CSR and online consumers' purchasing behavior, which influences each other. There is also a strong relationship between live streaming

strategy and online consumer purchasing behavior, and both are influenced by each other. An integrated marketing strategy framework was developed.

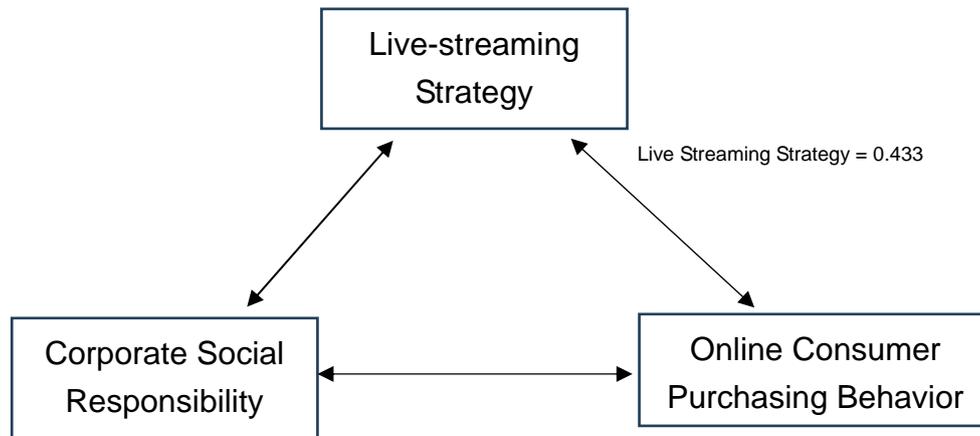


Figure 1. The Integrated Marketing Strategy Framework in Chinese E-commerce Company

When formulating their live-streaming strategies, e-commerce enterprises may base on selling quality products at reasonable prices, selling products through live streamers' professional and interactive presentation to enhance consumers' shopping experience and improve their goodwill and loyalty towards the live-streaming brands. As social citizens, Chinese e-commerce companies are suggested to actively develop and implement corporate social responsibility strategies in terms of environment, employee, consumer and society to enhance the public's positive perception of their brand image. Chinese live streaming companies can create easy-to-operate platforms for consumers to enhance their online shopping experience. It is recommended that word-of-mouth and online shopping risk management be established for them to enhance their brand image and reputation among consumers. Live users are advised to think seriously about product information, anchor talk, pricing policies and that company's social responsibility before making a final payment, and to really buy what is good for them to prevent impulsive buying behavior. For further study, the researcher intends to consider marketing mix, entrepreneurship, and innovation as three new variables. Chinese e-commerce companies can develop a set of integrated marketing development strategies to boost sales, enhance brand influence and reputation, and indirectly improve the overall development environment of China's live industry.

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