Impact of Interactive Marketing on Jiangsu Consumers' Impulse Buying Intention in Coffee Product Live Broadcasts

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Abstract

Early online shopping research pointed out: "Interactivity with consumers can have a positive effect on consumers' impulse purchasing intentions through certain internal perceptions." This article aims to study the impact of interactive marketing on consumers' impulse buying intentions in live broadcasts of coffee products. The reason for the topic is that with the development of digital technology, live broadcasts have become an important form of self-media, and live shopping It has also gradually become an emerging consumption method. However, although interactivity is an essential feature of live broadcast marketing and is more profound and broader than interactivity on traditional online shopping websites, the dimensional division in live broadcast marketing and the impact mechanism of various interactive factors on impulse purchase intention is still unclear. Therefore, this article uses empirical research methods to explore the impact of interactive marketing on consumers' impulse buying intentions in live broadcast rooms regarding coffee consumption. The number of respondents for this study was 385. This study's results show consumers' impulse buying intention on coffee products through live broadcasts of interactive marketing.
Keywords : *Interactive Marketing, Impulse Buying Intention, Coffee Product Live Broadcasts*

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INTRODUCTION

The advancement of internet technology has upgraded online shopping from text and pictures to multimedia. Social commerce has become an essential part of e-commerce. The popularity of live streaming has led some vendors on social commerce platforms in China to adopt it as a tool for e-commerce (Sun et al., 2019). This has resulted in the emergence of a new model of social commerce called live-streaming commerce. Live-streaming commerce is carried out in real-time and is highly interactive with consumers. Live streamers showcase the product's appearance, function, and any related product introduction. Consumers can ask about product prices, shipping, and other queries (Chen et al., 2017). Live streamers can answer based on the live content, which can affect consumer behavior. There are three types of live streaming commerce: (1) live streaming platforms incorporating commercial activities, such as TikTok; (2) e-commerce sites, marketplaces, or mobile apps integrating live streaming features, such as T-mall; and (3) social networking (Li et al., 2021) sites (SNSs) that add live streaming features, such as Facebook Live, to facilitate selling. Compared to traditional e-commerce, live-streaming commerce has significant advantages in product presentation, time cost, shopping experience, and sales logic. It is an essential channel for vendors and a new business model that allows them to face and interact with consumers directly (Wongkitrungrueng & Assarut., 2018). As Chinese consumers' awareness and acceptance of coffee culture increases, their coffee demand intensifies. From taste and quality to purchasing experience, consumers' pursuit of coffee has changed from a simple, refreshing effect to a pursuit of quality of

life. With the popularity of e-commerce and mobile payments, the online coffee market is gradually rising. The cooperation between online and offline coffee shops will further promote market development and achieve resource sharing and mutual benefit (Wang & Lin., 2022).

This study aims to explore the impulse buying behavior of Jiangsu consumers for coffee products during live broadcasts under interactive marketing platforms. The study has two main goals:

1. To examine how perceived enjoyment, perceived usefulness, and service quality influence consumers' impulsive buying intention of coffee products during live broadcasts.
2. To suggest solutions to improve consumers' behavior and perceived value by enhancing their attitudes and expectations towards coffee product consumption during live broadcasts.

The study focuses on three independent variables, perceived enjoyment, perceived usefulness, and service quality, to determine their effect on consumers' impulsive buying intention, which is the dependent variable.

THEORITICAL FOUNDATION

Stimulus-Organism-Response (SOR) Model
The S-O-R model helps us understand how external stimuli affect an individual's cognitive and affective responses. This model is applied to study consumer behavior, particularly in response to retail stimuli mediated by emotional reactions. Donovan and Rossiter introduced the S-O-R framework to examine how individuals perceive and behave in response to external stimuli in retail and environmental psychology (Chung & Cho., 2017). The stimuli are factors beyond an individual's control but affect their internal states when exposed to external stimuli. The organism acts as a bridge between the stimulus and behavior, regulating the final behavior in response to the stimulus. The response is a summary factor influenced by the organism's regulation results (Xiang et al., 2016). Today, the S-O-R approach provides a traditional basis for studying consumer behavior and helps study the e-commerce shopping experience. Based on the SOR theory, Chan et al.. (2021) developed a model to understand how consumers choose coffee products during live-streaming situations. They also introduced perceived trust and risk as variables influencing consumer behavior. In another study, Zuo & Xiao., (2021) investigated the impact of cues in live-streaming shopping environments on impulsive buying behavior. They also examined the mediating roles of cognitive reactions (perceived usefulness) and affective reactions (perceived enjoyment) on such behavior.

Hawkins Stern Impulse Buying Theory
According to the Hawkins model, consumers develop their self-concept and lifestyle based on internal and external factors (Stern, 1962). These factors lead to consistent needs and desires, which require fulfilling consumption behavior. This behavior generates satisfaction and experience, which affect the consumer's future psychology and behavior, particularly the adjustment and change of self-concept and lifestyle. Consumer behavior, as the Hawkins model suggests, " Emotions are the result of internal and external factors that interact in a complex way. These factors first shape the consumer's self-concept or self-image, manifesting through their lifestyle (Ruvio & Shoham., 2016). This lifestyle encompasses the products they use, how they use them, and their thoughts and feelings about them. The subjective factors contributing to the self-concept are divided into internal and external. Those who are driven by internal factors are people who pay great attention to their sense of self. They often independently determine their actions and do not rely on external influences. Those who are driven by external factors care very much about their image in the minds of others (Sheth., 2020). They are often concerned about what others think of them, so their behavior is usually determined by whether others like what they do rather than their true feelings, internal

and external (Thomas et al., 2016). Driven by internal factors: You are a person who pays great attention to your sense of self. You often independently determine your actions and do not rely on external influences. Driven by external factors: You are a person who pays great attention to your image in the minds of others. You care very much about what others think of you, so your behavior is often determined by whether others like what you do rather than your true feelings. the variance in behavior (Hohmann & Garza., 2022). Impulsivity is considered a potential moderating variable in the intention-behavior pathway. The TPB also considers attitude, subjective norms, and perceived behavioral control as constructs influencing behavior (Ajzen, 2020). Studies have shown that impulsive tendencies and store crowding significantly impact impulsive buying behavior. With e-commerce experiencing a significant increase in internet purchases, marketing has become more competitive. Marketers face the challenging task of comprehending the behavior of their customers. Strategic marketing planning relies heavily on consumer behavior since they act as the user, buyer, and payer. The theory of planned behavior (TPB) defines behavioral intention as the most reliable factor in predicting changes in consumer behavior (Chung et al., 2018). This means that a person's intentions to act in a certain way strongly indicate whether or not they will follow through with that action, especially when external factors that influence consumer behavior are considered. In other words, understanding their intentions is vital to accurately predict whether someone will change their behavior in response to certain stimuli. However, intention only explains a portion of the variance in behavior (Dhanesh & Duthler., 2019). Therefore, it is essential to consider mediating or moderating variables that can aid in coffee promotion using the tenets of behavioral economics in the intention-behavior pathway. Impulsivity has been postulated as one variable that can be applied to multiple behaviors.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) has studied impulsive buying behavior. According to the TPB, behavioral intention can predict actual behavior change, but it does not fully explain the variance in behavior (Hohmann & Garza., 2022). Impulsivity is considered a potential moderating variable in the intention-behavior pathway. The TPB also considers attitude, subjective norms, and perceived behavioral control as constructs influencing behavior (Ajzen, 2020). Studies have shown that impulsive tendencies and store crowding significantly impact impulsive buying behavior. With e-commerce experiencing a significant increase in internet ppurchases, marketing has become more competitive. Marketers face the challenging task of comprehending the behavior of their customers. Strategic marketing planning relies heavily on consumer behavior since they act as the user, buyer, and payer. The theory of planned behavior (TPB) defines behavioral intention as the most reliable factor in predicting changes in consumer behavior (Chung et al., 2018). This means that a person's intentions to act in a certain way strongly indicate whether or not they will follow through with that action, especially when external factors that influence consumer behavior are considered. In other words, understanding their intentions is vital to accurately predict whether someone will change their behavior in response to certain stimuli. However, intention only explains a portion of the variance in behavior (Dhanesh & Duthler., 2019). Therefore, it is essential to consider mediating or moderating variables that can aid in coffee promotion using the tenets of behavioral economics in the intention-behavior pathway. Impulsivity has been postulated as one variable that can be applied to multiple behaviors.

Terms

1. An array of factors, such as the store environment, life satisfaction, self-esteem, and the consumer's emotional state, inevitably triggers impulsive shopping. Impulse purchases are those unplanned and spontaneous buying decisions people make, often driven by emotions (Gogoi & Shillong., 2020). Such purchases can be stimulated by various factors, including but

not limited to an unexpected need, a visually appealing product display, a compelling promotional campaign, and a reduced ability to evaluate the pros and cons of the purchase carefully. In essence, impulse buying results from a momentary lapse of judgment, which can lead to positive and negative outcomes depending on the circumstances. Impulse buying can lead to uncontrolled emotional reactions that trigger compulsive behavior. This can create chronic and pathological consequences (Pandya & Pandya., 2020).

2. Perceived enjoyment is the subjective experience of pleasure that an individual feels when using technology, independent of objective performance measures. It is a feeling of satisfaction that arises from performing certain activities, such as playing a video game or browsing social media, that provide a sense of joy and fulfillment. When encountering such activities, they experience a sense of pleasure and can easily immerse themselves in them. Learning these activities continually evolves and can create enjoyment and excitement (Teo & Noyes., 2011).

3. Perceived usefulness is an individual's belief that a technology or system can assist them in achieving specific goals or tasks. This belief significantly influences their attitude and intention toward using that technology or system (Denny et al., 2021). Perceived usefulness is crucial in various domains, such as online shopping, coffee consumption, and customer satisfaction with live broadcast technology. It also predicts online shopping behavior, perceived risk, and perceived ease of use. The idea of perceived usefulness is often studied with other factors, such as compatibility, facilitating conditions, personal innovativeness, self-efficacy, and enjoyment (Malik & Annuar., 2021). Understanding perceived usefulness is essential for marketers, policymakers, and researchers in developing effective strategies, identifying target populations, and evaluating the usability and acceptance of technologies.

4. In terms of service quality, every organization should prioritize improving the quality of service provided to its customers. By prioritizing customer service, growth and customer retention can be achieved. Customer-centric support can help create engaging, innovative, and personalized service delivery. Smooth and consistent service delivery over extended periods is essential to consistently growing and retaining customers (Ramya et al., 2019).

HYPOTHESIS

The Impact of Perceived Enjoyment on Impulse Buying Intention

Impulse buying happens when buyers do not think much about the importance of their purchasing product. This buying behavior, such as perceived enjoyment, can lead to more impulsive purchases (Husnain et al., 2019). Involuntary purchases occur when a sudden desire arises, followed by a strong urge to buy, and then a significant decrease in excitement. Previous studies on shopping behavior suggest that specific triggers prompt people to spend more money online. Online shopping is convenient, with a wide range of products and competitive prices, making it more likely that people will give in to their emotional impulses and purchase. Impulsive buying is driven by immediate emotional responses, disregarding the acquisition process. This study focuses on purchasing coffee products impulsively (Kim et al., 2021).

H1. Perceived enjoyment does not significantly impact Jiangsu consumers' impulse buying intention in coffee product live broadcast interactive marketing.

The Impact of Perceived Usefulness on Impulsie Buying Intention

Perceived usefulness plays a vital role in determining the likelihood of impulse buying. When customers perceive a high usefulness value in a product, they are more likely to purchase it. Virtual brand communities' perceived value impacts the intention to buy new products through direct and indirect mechanisms (Chen et al., 2017). Direct mechanisms involve the direct and positive

effect of the perceived value of a virtual brand community on consumers' intention to purchase a new product. Indirect mechanisms include the effect of the perceived usefulness of the virtual brand community on the intention to purchase the new product through factors such as group and brand identification. Perceived value directly influences consumers' purchase decisions and intentions and indirectly impacts such decisions through factors like group and brand identity (Li, 2015). Therefore, enterprises and virtual brand communities should strive to enhance the perceived value of their products to encourage consumer purchasing behavior.

H2. Perceived usefulness does not significantly impact Jiangsu consumers' impulse buying intention in coffee product live broadcast interactive marketing.

The Impact of Service Quality on Impulse Buying Intention

The quality of service is a critical factor in influencing customers' impulse buying behavior for online coffee products. According to several studies, service quality dimensions such as reliability, tangibles, assurance, and empathy significantly affect customer repurchase intention and loyalty (Thaichon & Quach., 2014). The research suggests that the quality of the relationship between customers and service quality highly influences online live broadcasts of coffee product consumption. Furthermore, it has been found that the relationship between customers and coffee products, influenced by service quality, positively impacts repurchase behavior. Interactive marketing for coffee consumers reveals that service quality factors such as product quality, facilities, and atmosphere significantly and positively impact impulse buying intention (Abbas et al., 2020).

H3. Service quality does not significantly impact Jiangsu consumers' impulse buying intention in coffee product live broadcast interactive marketing.

CONCEPTUAL FRAMEWORK

The S-O-R approach emphasizes several factors influencing impulsive buying behavior, including attractiveness, trustworthiness, expertise, product usefulness, purchase convenience, price, responsiveness, and substantiability. Perceived enjoyment, usefulness, and service quality should be considered to increase impulsive buying behavior. In live-streaming commerce, live streamers play a crucial role by acting as representatives or endorsers of the product or brand. According to a study by Bergkvist & Zhou., (2016), celebrity endorsements can positively impact people's impression of a promoted item, leading to increased cognitive assimilation among consumers. This highlights the importance of creating associations between brands and attractive treamers (Xu et al., 2020).
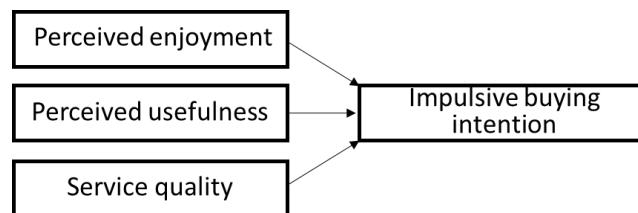

Figure 1. The Conceptual Framework

RESEARCH METHODS

Population and Sample

The research population for this study consists of consumers from Jiangsu, China, who typically discover coffee products through live broadcasts on interactive marketing channels. The sample for this analysis comprised 385 individuals, and data was collected in January 2024 using the WeChat Survey Platform in Jiangsu, China.

This study's minimum research sample size is determined using a widely accepted formula for analysis (Das; et al. 2016).
- The margin of error (confidence interval) – 95%
- Standard deviation 0.5
- 95% - Z Score = 1.96
- Sample size formula = (Z-score) ^{2} * Std Dev*(1-StdDev) / (margin of error) ^{2}
- $(1.96)^2$ x 0.5(0.5) / $(0.05)^2$
- (3.8416 x 0.25) / 0.0025
- 0.9604 / 0.0025 = 384
- 384 respondents would be needed for this study based on a confidence level of 95%

Correlation Analysis

Correlation analysis is a widely used technique to investigate the relationship between two or more variables. The Pearson correlation coefficient is employed to examine their degree of correlation. The value of the correlation coefficient, represented by the symbol 'r,' reflects the strength of the correlation between the variables. At the same time, the p-value signifies the correlation's significance level.

Table 1. Correlation Coefficient Classification

Correlation coefficient r	Degree of relevance
$\lvert r \rvert = 1$	Totally correlated
$0.70 \le \lvert r \rvert < 0.99$	Highly correlated
$0.40 \le \lvert r \rvert < 0.69$	Moderately correlated
$0.10 \le \lvert r \rvert < 0.39$	Low correlation
$\lvert r \rvert < 0.10$	Weak or unrelated

Regression Analysis

Regression analysis is a statistical method for analyzing the relationship between multiple independent variables of a hypothesis and a set of dependent variables. It also assesses the strength of relationships between variables and models future relationships between them. SPSS20.0 was used to include the test of correlations coefficient of determination, multiple linear regression, and testing this study's hypotheses.

RESULT AND DISCUSSION

Correlation Analysis of Perceived Enjoyment and Impulse Buying Intention

The correlation coefficient r between perceived enjoyment and impulse buying intention is 0.732, and P=0.022 is less than 0.05. Thus, it shows that perceived enjoyment significantly correlates with impulse buying intention.

Table 2. Correlation analysis results between perceived enjoyment and impulse buying intention

	Perceived enjoyment
Impulse buying intention Sig. (1-tailed)	1
Perceived enjoyment Sig. (2-tailed)	.732** (.022)

Correlation Analysis of Perceived Usefulness and Impulse Buying Intention

The correlation coefficient r between perceived usefulness and impulse buying intention is 0.726, and P=0.031 is less than 0.05. Thus, it shows that perceived usefulness significantly correlates with impulse buying intention.

Table 3. Correlation analysis results between perceived usefulness and impulse buying intention

	Service quality
Impulse buying intention Sig. (1-tailed)	1
Perceived enjoyment Sig. (2-tailed)	.726* (.031)

Correlation Analysis of Service Quality and Impulse Buying Intention

The correlation coefficient r between service quality and impulse buying intention is 0.812, and P=0.003 is less than 0.05. Thus, it shows that service quality significantly correlates with impulse buying intention.

Table 4. Correlation analysis results between service quality and impulse buying intention

	Service quality
Impulse buying intention Sig. (1-tailed)	1
Perceived enjoyment Sig. (2-tailed)	.812* (.003)

Regression analysis of various variables on impulse buying intention

The model summary is R=0.955, R2=0.963, and the adjusted R2 is 0.956. The results indicate a strong correlation between perceived enjoyment, perceived usefulness, service quality, and impulse buying intention, with a degree of explanation of 95.6%. Additionally, the Durbin-Watson test result is 2.102, approximately equal to 2, indicating that the residuals are independent and the model has no serial correlation problems.

Table 5. Summary of the regression analysis model of constructs and impulse buying intention

Model	R	R²	Adjust R Square	Standard estimate error	Durbin-Watson
1	0.955a	0.955a	0.955a	0.955a	0.955a

0.963	0.963	0.963	0.963	0.963
0.956	0.956	0.956	0.956	0.956
0.88332	0.88332	0.88332	0.88332	0.88332
2.102	2.102	2.102	2.102	2.102

The results of the single-factor analysis show that there are significant differences between the independent and dependent variables. The regression sum of squares is 3886.334, the residual sum is 268.663, and the significance is 0.000, less than the significance level of 0.01. This indicates that perceived enjoyment, perceived usefulness, service quality, and impulse buying intention considerably affect each other.

Table 6. ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3886.334	3	5122.673	4435.286**	.000c
	Residual	268.663	381	.669		
	Total	4154.997d	384			

** p ≤ .01
a. Dependent variable: Impulse buying intention
b. Predictor variables: Perceived enjoyment, perceived usefulness, and service quality

Table 7. Multiple Linear Regressuin Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.322	.998		3.287	.011
	Perceived enjoyment	.338**	.042	.365	1.462	.031
	Perceived usefulness	.269**	.033	.288	3.102	.024
	Service quality	.055*	.018	.073	3.669	.005

*p≤0.05
a. Dependent Variable: Impulse buying intention
b. Predictor variables: Perceived enjoyment, perceived usefulness, and service quality

The regression equation of the multiple linear regression analysis

$$Y = \alpha + \text{ß}X1 + \text{ß}X2 + \text{ß}X3 + e$$

$$Y = 3.322 + 0.338\ X1 + 0.269\ X2 + 0.055\ X3$$

Description:
Y = Impulse Buying Intention
α = Constant
X1 = Perceived enjoyment
X2 = Perceived usefulness
X3 = Service Quality
e = Error
ß1 = First Regression Coefficient Number
ß2 = Second Regression Coefficient Number

ß3 = Third Regression Coefficient Number

The coefficient table shows the perceived enjoyment, perceived usefulness, service quality, and impulse buying intention after adding constants to the inequality. It can be concluded that there is a significant influence between these levels.

Research Result Analysis

Perceived enjoyment, usefulness, and service quality experienced through live interactive marketing channels can influence consumers' impulse buying intention when selecting coffee products in Jiangsu.

The Effect of Perceived Enjoyment on Impulse Buying Intention

The result of testing the first hypothesis indicates that perceived enjoyment significantly impacts impulse buying intention of coffee products through live broadcast based on the standard regression coefficient of the economic level is 0.338, t=1.462, and the significance level is 0.031<0.05. It shows that perceived enjoyment significantly impacts impulse buying intention. H1 Perceived enjoyment does not significantly impact Jiangsu consumers' impulse buying intention in coffee product live broadcast interactive marketing.

The Effect of Perceived Usefulness on Impulse Buying Intention

The result of testing the second hypothesis indicates that perceived usefulness significantly impacts impulse buying intention of coffee products through live broadcast based on the standard regression coefficient of emotional level is 0.269, t=3.102, and the significance level is 0.024<0.01. It shows that perceived usefulness significantly impacts impulse buying intention. H2 Perceived usefulness does not significantly impact Jiangsu consumers' impulse buying intention in coffee product live broadcast interactive marketing.

The Effect of Service Quality on Impulse Buying Intention

The result of testing the third hypothesis indicates that service quality significantly impacts the impulse buying intention of children's course learning selection based on the standard regression coefficient of personal level is 0.555, t=3.669, and the significance level is 0.005<0.01. It shows that service quality significantly impacts impulse buying intention. H3 Service quality does not significantly impact Jiangsu consumers' impulse buying intention in coffee product live broadcast interactive marketing.

CONCLUSIONS

The research study concluded that perceived enjoyment, perceived usefulness, and service quality significantly impact impulse buying intention for Jiangsu consumers in the selection of coffee product consumption. A recent study has revealed some significant insights for coffee product vendors. The study found that perceived enjoyment is crucial in motivating consumers' impulsive buying behavior. Emotional impulses are the prime drivers of such behavior, and consumers are more likely to remain loyal to a product when they derive greater enjoyment from it. In live streaming commerce, live streamers are the key players in ensuring that live broadcasts are satisfactory to the markets. They leverage their skills and charm to showcase the product, engage with consumers in real time, and entice them to place orders. The study also confirms that these factors can significantly influence consumers' emotional states. Additionally, the usefulness and convenience of a product have a positive impact on its perceived usefulness. Users who perceive utilitarian value from using social commerce sites are more likely to experience satisfaction with the site. High-quality service is paramount because it positively affects customer satisfaction and

loyalty. Organizations can leverage high service quality to retain and attract new customers, reducing customer acquisition costs in coffee markets.

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