

Research on Influencing Factors of Purchase Decisions of Working-Class Consumer Groups in New First-Tier Cities in Live Streaming E-commerce for Mukbang

Yingjie Wang

Department of Journalism and
Communication, Chengdu Sport
University, Chengdu, China
Corresponding author:
wangyingjie2004@outlook.com

Abstract:

With the development of the Internet and short-video platforms, mukbang for product sales has emerged as a new form of e-commerce marketing. This study focuses on the working population in new first - tier cities, and hypothesizes that the five dimensions—anchor image, anchor personality, live broadcast room style, product display method, and user psychological drive, as well as their subordinate sub - dimensions, may influence the purchase decisions of working consumers in new first-tier cities in mukbang live streaming commerce. This study conducts descriptive statistical analysis and correlation analysis on questionnaire data through a survey, and concludes that all five dimensions influence the purchase decisions of the research group in live streaming e-commerce for mukbang, yet with varying degrees of impact. This study analyzes the consumption behaviors and characteristics of office workers in new first-tier cities in live streaming e-commerce for mukbang. This study helps consumers correctly understand their consumption behaviors and develop rational consumption concepts. Meanwhile, it assists enterprises in optimizing product services and refining marketing strategies.

Keywords: Live streaming e-commerce for mukbang; working-class consumer groups in new first-tier cities; purchase decision; influencing factors.

1. Introduction

This study focuses on the rapid development of In-

ternet technology and the widespread popularity of short-video platforms in recent years. Live streaming e-commerce for mukbang, as a new marketing

model integrating entertainment and commerciality, has rapidly emerged in the e-commerce sector. In mainstream social platforms like Tiktok and Taobao, live streaming e-commerce for mukbang has emerged as a new option for shoppers through vivid and genuine product displays and immersive consumption experiences. Some consumers of live streaming e-commerce for mukbang exhibit excessive consumption behaviors [1]. This study is highly significant for exploring the behavioral characteristics of consumers in live streaming e-commerce for mukbang, as it helps consumers rationally understand their consumption behaviors and enables relevant enterprises to optimize their marketing strategies based on consumers' behaviors. At present, certain progress has been made in the research on mukbang and mukbang live streaming with product promotion. Many scholars have conducted in-depth studies on them, and through numerous empirical investigations and discussions, they have uncovered certain laws and phenomena within the domains of mukbang and mukbang live streaming with product promotion. Part of the research focuses on mukbang and live-streaming commerce via mukbang, and explores the current development status of mukbang [2]. Other literatures have prospectively analyzed the development prospects of mukbang and explored users' motivations for watching mukbang [3,4]. Some studies focus on the interaction between mukbang and user behavior, and offer guiding suggestions for the standardized operation of mukbang through relevant research [5]. There are studies exploring how users' motivation for watching mukbang affects their willingness to purchase food products in mukbang, as well as the impact of mukbang videos on users' purchasing intentions. Additionally, some studies analyze consumers' excessive consumption behaviors in mukbang [6-8].

On the basis of the above, this study focuses on the one-sided influence of food live streaming on users' behaviors. Moreover, the target group is set as office workers in new first-tier cities. Assuming that user behavior does not affect live streaming e-commerce for mukbang, this study examines whether five dimensions: The personality of live-streaming hosts, the hosts' image, the video style of the live-streaming room, the product display method, and users' psychological drive will influence consumers' purchasing decisions.

2. Research Methods

This study employs the questionnaire survey method to explore the dimensions influencing the consumption decisions of office workers in new first-tier cities in live streaming e-commerce for mukbang. New first-tier city office workers are the subjects of the survey. The total

number of surveys conducted so far is 143, with 62 male respondents and 81 female respondents. They are engaged in various industries such as the Internet, finance, and media, and are mainly distributed in new first-tier cities in the Sichuan-Chongqing region and the eastern coastal area. Questionnaires can reach research participant groups across different cities, occupations, and income levels through dissemination on online social platforms like WeChat, Weibo, and Xiaohongshu, ensuring sample diversity. First, the questionnaire uses the frequency of watching live streaming e-commerce for mukbang as the classification dimension, dividing respondents into two main groups: those who rarely watch live streaming e-commerce for mukbang and those who do. To explore the reasons why individuals who hardly watch live streaming e-commerce for mukbang, and further to explore and analyze the factors that may stimulate their viewing of live streaming e-commerce for mukbang, a questionnaire in the form of multiple-choice questions is employed. A questionnaire with Likert-scale questions is used to explore the degree to which various factors influence the purchase decisions of individuals who watch live streaming e-commerce for mukbang.

2.1 Principles of Questionnaire Design

This questionnaire targets office workers in new first-tier cities and centers on the core of "influencing factors of purchase decision-making". It sets direct questions on five dimensions which may impact the purchase decisions as well as their sub-dimensions, viewing behavior and professional income, thus avoiding information redundancy. Meanwhile, jump logic is set up according to "whether to watch live streaming e-commerce for mukbang" to distinguish between potential users and existing users of live streaming e-commerce for mukbang, and data of different groups (such as reasons for not watching and improvement expectations) is collected in a targeted manner. We use a 1-5 point scale for influencing factors (such as anchor image, psychological drive, etc.) and their sub-dimensions (such as anchor's appearance and makeup, anchor's personalized logo, etc.), converting the subjective feelings of the target group into quantifiable data for subsequent descriptive statistical analysis and correlation analysis. This questionnaire also focuses on the fast-paced life characteristics of working-class in new first-tier cities, and includes guiding questions like "Product Features Suitable for Fast-paced Life" and "Sense of Immersion in Overtime Scenarios" to enhance its relevance to the target research group.

2.2 Data Analysis Tools

This study employed descriptive statistical analysis and SPSS-based correlation analysis to analyze the valid data collected from the questionnaire.

Descriptive statistical analysis can intuitively present the general situation of basic data, quickly and intuitively display sample characteristics (such as gender, occupation, income distribution) and behavioral habits (viewing duration, time periods, purchase frequency), and intuitively reflect the basic current situation of live streaming e-commerce for mukbang consumption among office workers in new first-tier cities. Meanwhile, directly use data to answer “which hypotheses are valid” and “which factors are significantly crucial”. For potential user groups, the reasons why they refuse to watch live streaming e-commerce for mukbang (e.g., “exaggerated content” has the highest proportion) and the improvement expectations (e.g., “reducing exaggerated performances”) are counted, thereby providing a basis for comparative analysis and strategic suggestions.

Correlation analysis based on SPSS can verify the association hypotheses between variables by calculating correlation coefficients (Spearman coefficients), verify research hypotheses such as whether the anchor image affects purchase decisions, and determine the strength of the association between each dimension, its sub-elements, and purchase behavior. It also can intuitively identify key influencing factors, screen out those with significant impacts from a large number of sub-variables (e.g., the correlation coefficient of high definition video quality in live streaming rooms is 0.713), and distinguish primary and secondary factors to identify key sub - dimensions.

3. Research Results

According to the questionnaire data, 8.39% of all respondents stated that they hardly watch live streaming e-commerce for mukbang. The reasons mainly lie in their lack of interest in this type of live streaming, their perception that the content of live streaming e-commerce for mukbang is exaggerated, false, and vulgar, their concerns about video quality and after-sales issues, and their formation of an inherent negative impression of live streaming e-commerce for mukbang. The respondents stated that the likelihood of watching live streaming e-commerce for mukbang could be increased by reducing exaggerated performances, strengthening the control over product quality and authenticity, enhancing audience interaction, and improving anchors’ professionalism.

91.61% of respondents engage in watching live streaming e-commerce for mukbang, and the viewing time is

relatively evenly distributed across different periods, with 75% of them having made purchases during live streaming e-commerce for mukbang. According to the data from the questionnaire survey, the average scores of the five dimensions, namely anchor image, anchor personality, live broadcast room video style, product display method, and user psychological drive, are 3.72, 3.67, 3.68, 3.87, and 3.73 respectively, indicating that the five dimensions all have a certain impact on the purchase decisions of the respondents in eating broadcast live-streaming sales.

Meanwhile, the five dimensions are subdivided in this study, data are presented in the form of questionnaire Likert scale questions, and the following conclusions are drawn through correlation analysis.

3.1 Dimension of Anchor Image

Since the analysis reveals that the normal distribution is not satisfied between the anchor image and its subordinate sub - dimensions, Spearman correlation is employed for analysis [9]. The correlation coefficient between the anchor’s image and appearance makeup is 0.653, significant at the 0.01 level; the correlation coefficient with the clarity and appeal of language expression is 0.621, also significant at the 0.01 level. The absolute values of the correlation coefficients between appearance makeup, appeal of language expression and anchor image are all greater than 0.6 and positive, so there is a significant positive correlation among appearance makeup, appeal of language expression and anchor image. The correlation coefficient between the anchor’s image and their dressing style and temperament is 0.576, showing significance at the 0.01 level. The correlation coefficient between the anchor’s image and their personalized image logo is 0.488, also showing significance at the 0.01 level. The correlation coefficient between the anchor’s image and their language expression style (speech rate, dialect, Mandarin proficiency) is 0.495, again showing significance at the 0.01 level. Therefore, the absolute values of the correlation coefficients between dressing style and temperament, personalized image logo, language expression style, and the anchor’s image are all greater than 0.4 and less than 0.6, indicating a relatively significant positive correlation.

In summary, the appearance makeup, and appeal of language expression of the anchor have a significant impact on the purchase decisions of the target consumer groups in live streaming e-commerce for mukbang; the dressing style, temperament, personalized image identifiers, and language expression style of the anchor have a relatively large impact on the purchase decisions of the target consumer groups in live streaming e-commerce for mukbang. As shown in Table 1.

Table 1. Spearman Correlation Coefficients between Anchor Image and Sub - dimensions

Anchor's appearance makeup	Correlation coefficient	0.653
	Significant	0.01
	Sample size	143
Anchor's dressing style and temperament	Correlation coefficient	0.576
	Significant	0.01
	Sample size	143
Anchor's clarity and appeal of language expression	Correlation coefficient	0.621
	Significant	0.01
	Sample size	143
Anchor's personalized image logo	Correlation coefficient	0.448
	Significant	0.01
	Sample size	143
Anchor's language expression style (speech rate, dialect, Mandarin proficiency)	Correlation coefficient	0.495
	Significant	0.01
	Sample size	143

3.2 Dimensions of Anchor Personality

Similarly, the anchor personality and its subordinate sub-dimensions do not follow the normal distribution, Spearman correlation is employed for analysis. The correlation coefficient between the anchor's personality and professional background (such as dietitian, foodie, etc.) is 0.386. Since the absolute value of the correlation coefficient is less than 0.4, there is no correlation between the anchor's persona and their professional background. The correlation coefficient between the anchor's personality and the personality traits (humorous and sincere) they present is 0.418 ($p < 0.01$). The coefficient with similar experiences (work experience, state of mind) is 0.488 ($p < 0.01$), and that with the mention of new first-tier city life scenes (fast pace, overtime culture) is 0.494 ($p < 0.01$). Since the absolute values of these correlation coefficients are all between 0.4 and 0.6, there is a relatively significant positive correlation between the anchor's persona, their personality traits, similar work experiences, and the mention of new first-tier city life scenes.

In conclusion, the professional background of the anchor has no influence on the purchase decisions of the target group in live streaming e-commerce for mukbang; the personality characteristics of the anchor, similar work experience, and the mention of life scenes in new first-tier cities have a great influence on the purchase decisions of the target group in live streaming e-commerce for mukbang.

3.3 Dimensions of Live Broadcast Rooms Style

The live broadcast room style and its subordinate sub-dimensions do not follow the normal distribution, Spearman correlation is used to analyze them. The correlation coefficient between the live-streaming room style and the scene layout (including background decoration and lighting effects) is 0.603 ($p < 0.01$). The correlation coefficient between the live - streaming room style and the background music and atmosphere creation is 0.605 ($p < 0.01$), and that between the live - streaming room style and the high - definition picture quality and bright lighting is 0.713 ($p < 0.01$). The absolute values of the correlation coefficients between the live - streaming room style and the scene layout, as well as between the live - streaming room style and the background music and atmosphere creation, are all greater than 0.6 and positive. Therefore, there is a significant positive correlation between the live - streaming room style and the scene layout, as well as between the live - streaming room style and the background music and atmosphere creation. The correlation coefficient with the themed scene layout (Japanese izakaya, kitchen style) is 0.511 ($p < 0.01$). Since the absolute value of the correlation coefficient between the live broadcast room style and the themed scene layout is greater than 0.4, less than 0.6, and positive, there is a relatively significant positive correlation between the live broadcast room style and the themed scene layout.

In conclusion, the layout of the live broadcast room, background music, and atmosphere creation have a significant

impact on the purchasing decisions of the target group; the thematized arrangement of the scene exerts a relatively greater influence on their purchasing decisions.

3.4 Dimension of Product Display Mode

The product display methods and their subordinate sub-dimensions do not satisfy the normal distribution, so use Spearman correlation to analyze them. The correlation coefficient between the product display method and the product detail display (appearance, production process) is 0.645 ($p < 0.01$), and that between the product display method and highlighting the product's suitability for the fast-paced life in new first-tier cities (convenience, high efficiency) is 0.603 ($p < 0.01$). The absolute values of these correlation coefficients are all greater than 0.6 and positive. Therefore, there is a significant positive correlation between the product display method, the product detail display, and highlighting the product's suitability for the fast-paced life in new first-tier cities. The correlation coefficient with the anchor's tasting experience sharing is 0.533 ($p < 0.01$), and the correlation coefficient with the user review display is 0.571 ($p < 0.01$). With absolute values of correlation coefficients greater than 0.4, less than 0.6, and positive, there is a relatively significant positive correlation between the product display method and the anchor's tasting sharing and user reviews.

In conclusion, the display of product details and the emphasis on the product's adaptability to first-tier new cities have a significant impact on the target group's purchase decisions; tasting and sharing experiences as well as user reviews exert a relatively large influence on their purchase decisions.

3.5 Dimensions of User Psychological Driving

The psychological drive of users and its subordinate sub-dimensions do not follow the normal distribution, Spearman correlation is employed to analyze them. The correlation coefficient between psychological drive and the purchase intention triggered by the "anchor's same style" is 0.537 ($p < 0.01$). The correlation coefficient between psychological drive and the purchase behavior resulting from the social sharing value of the product (such as gifting and taking photos) is 0.498 ($p < 0.01$). And the correlation coefficient between the influence of psychological drive on purchase decision and the orders placed due to herd mentality is 0.517 ($p < 0.01$). All these show a relatively significant positive correlation. The correlation coefficient with trying niche new products out of curiosity is 0.627 ($p < 0.01$), indicating a significant positive correlation.

To sum up, products with the same style as anchors, the social sharing value of products, and herd mentality have

a relatively large impact on the purchase decisions of the target group; curiosity also has a significant impact on their purchase decisions.

4. Discussion

The anchor's personality and image can engender different levels of trust among consumers, thus influencing their purchase decisions in live streaming e-commerce for mukbang. High-definition picture quality, appropriate lighting effects, and themed scenes can create a great viewing atmosphere, enhancing consumers' sense of immersion. Meanwhile, detailed product displays and real tasting sharing allow consumers to better understand the products. All aspects mentioned above meet consumers' information needs during the consumption process, influencing their purchasing decisions. "Same style as the anchor", social sharing value, and herd mentality indicate that consumers are concerned not only with the value of the product itself, but also with the social attribute value and psychological satisfaction derived from live streaming e-commerce for mukbang [10-11].

It is an objective fact that consumers' purchase decisions are influenced by relevant factors. Consumers should correctly recognize their live streaming food consumption behaviors and develop the concept of rational and healthy consumption.

The study was conducted over the past two months. But the development of the Internet and the form of live streaming e-commerce for mukbang is extremely rapid, and its update and iteration speed is incalculable, so research findings also have a certain timeliness. When the research is completed, the industry situation may have changed, thereby reducing the practical value and guiding significance of the research findings.

5. Conclusion

The research results of this study show that the five dimensions: anchor image, live broadcast persona, live room style, product display method, and user psychological drive, all influence the purchase decisions of office workers in new first-tier cities when making buying choices in eating broadcast live streaming with goods. Thus, it is further concluded that there are certain differences in the impact of the sub-dimensions of the above five dimensions on the purchase decisions of live streaming consumers among office workers in new first-tier cities.

This study provides a certain degree of valuable reference for future research in this area. It mainly enhances the target consumers' more rational and comprehensive understanding of their own consumption behaviors, and

also promotes the optimization of marketing strategies of relevant enterprises based on consumers' behavioral characteristics. Meanwhile, by identifying the reasons why potential users of food live-streaming commerce don't watch and their desired improvement measures, relevant enterprises can further optimize their marketing models and strategies to expand their market scope. Finally, this study did not subdivide the working population in new first-tier cities, but focused on the consumption behavior of live streaming e-commerce for mukbang and its influencing factors among the overall working population in new first-tier cities. In the future, a detailed study can be conducted on refining the classification of office workers in new first-tier cities, exploring the consumption behaviors of live streaming e-commerce for mukbang and the influencing factors of purchase decisions among groups like "single individuals" and "people who live from paycheck to paycheck", so as to facilitate in-depth discussion of this research.

References

- [1] Lee David, Wan Christine. The impact of mukbang live streaming commerce on consumers' overconsumption behavior. *Journal of Interactive Marketing*, 2023, 58(2-3): 198-221.
- [2] Wang Xing. Research on the communication status and strategies of food-related short videos. Master's Thesis, Beijing Foreign Studies University, 2024, 000200.
- [3] Xie Danying, Gao Fangfang. Only love and delicacies deserve our devotion: An exploration of the uses and gratifications of food broadcasting users. *Journal of China Internet Communication Studies*, 2019, (01): 166-180.
- [4] Kircaburun Kagan, Harris Andrew, Calado Filipa, et al. The psychology of mukbang watching: A scoping review of the academic and non-academic literature. *International Journal of Mental Health and Addiction*, 2021, 19: 1190-1213.
- [5] Shen Shuo. Commercialising potential as a critical factor of differential media management: A cultural zoning study of China's regulation of mukbang and online eating disorder communities. *Media, Culture & Society*, 2023, 45(2): 373-387.
- [6] Song Haegyeong. A study on mukbang user's consuming behavior. Master's Thesis, University of Nevada, Las Vegas, 2021.
- [7] Chen Chenyang. Does watching others eat in videos make you buy? Food eating videos and their relationships to food purchase. Master's Thesis, Concordia University, 2021.
- [8] Ma Huanjun. Cultural variations in mukbang live streaming: A comparative study of consumer overconsumption behavior in China and Korea. *The Korea Academy of Business Integration Academic Conference*, 2024: 297-307.
- [9] Hauke Jan, Kossowski Tomasz. Comparison of values of Pearson's and Spearman's correlation coefficients on the same sets of data. *Quaestiones Geographicae*, 2011, 30(2): 87-93.
- [10] Chica Manuel, Rand William, Santos Francisco C. The evolution and social cost of herding mentality promote cooperation. *iScience*, 2023, 26(10).
- [11] Chen Yi. Influence and mechanism of perceived value on consumer purchase intention. *Journal of Business Economics*, 2025, (10): 73-76.