

## **A Study on the Influencing Factors of Chinese Consumers' Purchases of Products Promoted by Foreign Streamers**

Wenyan Yi <sup>1</sup>

Li Li <sup>2,\*</sup>

Yitang Zeng<sup>3</sup>

---

\*Corresponding author

<sup>1</sup> Associate Professor, Wuhan Business University, Wuhan, China, xyh7130@126.com

<sup>2</sup> Professor, Wuhan Donghu College, Wuhan, China, lili@wdu.edu.cn

<sup>3</sup> Associate Professor, Wuhan Business University, Wuhan, China, 346316766@qq.com

### **ABSTRACT**

Drawing on the theory of perceived value, this study develops a research model to examine the factors influencing Chinese consumers' purchasing behavior in response to product endorsements by foreign streamers. A total of 251 valid responses were collected via the Credamo platform, ensuring sample diversity. Using SPSS 28.0 and AMOS 28.0 for data analysis, the study finds that convenience value, information value, and quality value significantly enhance consumers' perceived trust in the promoted products. In turn, this trust positively influences their purchase intentions. The results highlight the mediating role of trust and the importance of perceived value dimensions in shaping consumer behavior in cross-border influencer marketing.

*Keywords:* Perceived value, perceived trust, purchase intention.

### **INTRODUCTION**

With the acceleration of globalization and the rapid advancement of Internet technology, cross-border e-commerce in China is booming. The phenomenon of foreign streamers live-streaming to promote products has emerged as a new and eye-catching trend. An increasing number of Chinese consumers have begun purchasing a wide range of imported products, such as cosmetics, skincare items, fashionable clothing, smart home appliances, and high-tech products, by watching live broadcasts from foreign streamers. The rise of this consumption pattern is underpinned by a complex and diverse array of background factors.

From an economic perspective, China's sustained economic growth has led to an increase in residents' income, which in turn has enhanced consumer purchasing power and demand. People are no longer content with domestic products and services; instead, they have a strong interest in high-quality, personalized, and culturally unique imported goods. Foreign streamers, with their in-depth knowledge and vivid presentations of their home-country products, can accurately convey to Chinese consumers information about the products' features, advantages, and usage. In this way, they attract consumers to make purchases. This cross-national consumption pattern has broken geographical barriers, enabling consumers to conveniently enjoy high-quality products from around the world. At the same time, it has opened up a new avenue for foreign businesses to enter the Chinese market.

The boom of social media has provided both technical support and a platform for the live-streaming of goods by foreign streamers. Social media platforms with huge user bases, such as Douyin, Xiaohongshu, and Kuaishou, possess strong capabilities for information dissemination and influence. Foreign streamers can open accounts on these platforms to showcase products through live streaming and short videos and interact with consumers in real time. Consumers can easily access recommendations from various foreign streamers on social media platforms and participate in consumption-related discussions through likes, comments, and shares, creating a positive consumption atmosphere and word-of-mouth effect. This type of social media dissemination can cause the information about goods promoted by foreign streamers to spread exponentially, attracting the attention and participation of more Chinese consumers.

However, behind this booming consumption phenomenon, there are numerous problems and challenges. Issues related to product information, quality, and after-sales service arise periodically. Thus, conducting in-depth research on the factors influencing Chinese consumers' purchases of products promoted by foreign streamers is of significant practical and theoretical importance for protecting consumer rights and interests, regulating the cross-border e-commerce market, and promoting the healthy development of China's consumer market.

### **HYPOTHESES AND RESEARCH MODEL**

#### **Perceived Value and Perceived Trust**

The theory of perceived value originates from the theory of customer value. Its central premise is that when consumers purchase a product or service, they evaluate various costs incurred (including monetary, temporal, and effort-related

expenses) against the value they receive (such as product performance, service quality, and brand image) to determine their overall satisfaction and benefits from the purchase.

Perceived value is typically segmented into various dimensions, with scholars concentrating on distinct aspects and criteria for classification. Zeithaml (1988) suggested that perceived value encompasses three primary dimensions: product quality value, service quality value, and emotional value. This highlights the significance of consumers' evaluations of product performance, service experience, and the emotional satisfaction derived from these elements during the purchasing process. Sweeney and Soutar (2001) expanded the perceived value to include five dimensions: economic value, functional value, emotional value, social value, and cognitive value. Xu, Peak, and Prybutok, (2015) contended that perceived value comprises functional value, quality value, hedonic value, and aesthetic value. Gan and Wang (2017) posited that perceived value involves utilitarian value, hedonic value, and social value. Zhang (2017) proposed that perceived value is manifested through social value, informational value, emotional value, and hedonic value. Prodanova *et al.* (2019) classified perceived value into entertainment value, convenience value, and innovation value.

For consumers in the live-streaming rooms of foreign streamers, perceived value is reflected in three dimensions: convenience value, information value, and quality value. This is because consumers expect to be able to purchase the products they need conveniently, obtain information about cross-border products, and pay attention to the quality and shopping security of these products.

As an important theory within the field of consumer behavior research, the theory of perceived value has been widely applied in recent years to explore consumer purchase decisions and product evaluations. It emphasizes that when consumers purchase goods or services, their perceived value influences perceived trust. Regarding how to enhance consumer trust in e-commerce transactions, studies have indicated that information quality, product quality, and service quality positively impact consumer perceived trust (Wang & Gu, 2020). When consumers' perceptions align with product quality, consumer satisfaction increases, as does their trust in the seller (Fang, 2014). Consumers tend to trust products with quality certification or endorsements more (Zhu & Ma, 2020). Consequently, the following hypotheses are proposed:

H1: Convenience value positively affects perceived trust.

H2: Information value positively affects perceived trust.

H3: Quality value positively affects perceived trust.

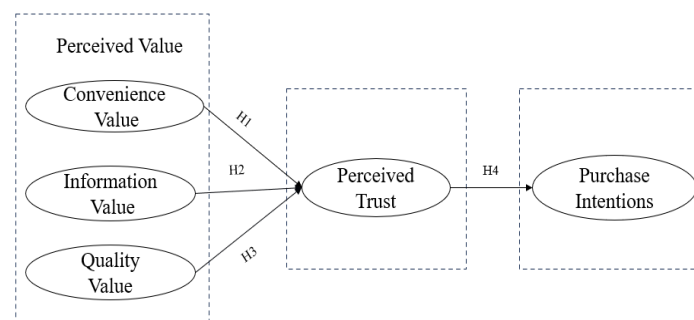
### Perceived Trust and Consumer Purchase Intentions

Trust is the cornerstone of online shopping. Fears of insecurity and concerns about product quality and after-sales service are crucial reasons why many consumers are reluctant to opt for online purchases (Wang & Gu, 2020). Live streaming, however, aids in forming consumers' cognition of products, offering them a preliminary visual understanding. Streamers showcase every detail of the products to the audience, providing a certain level of product information and thereby reducing cognitive load while meeting consumers' need for complete information. Compared with offline shopping, live-stream shopping does not allow direct contact with products; the more complete the information provided by streamers, the less consumers worry about uncertainty. The quality of information that users are exposed to is a prerequisite for influencing their trust. When consumers receive authentic and reliable information during the purchasing process, they tend to form a positive impression of the brand (Bao & Yuan, 2019). In the context of emerging shopping scenarios such as e-commerce live streaming and short-video marketing, perceived trust has a significant impact on consumers' purchase intentions and behavior.

Sweeney and Soutar (2001) found through empirical research that perceived value can directly influence consumers' attitudes and purchase intentions. The higher the value that consumers perceive, the greater the likelihood that they will make a purchase. Therefore, the following hypothesis is proposed:

H4: Perceived trust positively affects consumer purchase intentions.

### Research Model



Source: This study.  
Figure 1 Research Mode

## RESEARCH DESIGN

### Scale Development

The research model includes five latent variables, with the corresponding measurement items adapted from established scales. These will be further refined within the context of this study. Specifically, the sources of the measurement items for each variable are as follows: the measurement items for convenience value are adapted from Ko, Cho, and Roberts (2005), for informational value from Logan, Bright, and Gangadharbatla (2012), for quality value from Sweeney and Soutar (2001), for perceived trust from Wang and Gu (2020), and for purchase intention from Xu, Gao, and Jia (2023). All measurement items employ a 7-point Likert scale, where 7 signifies “Strongly Agree,” 4 signifies “Neutral,” and 1 signifies “Strongly Disagree.” After the initial questionnaire was developed, a pretest was conducted with 50 respondents. Based on the pretest results, the questionnaire was further refined to develop the final version.

### Data Collection

The questionnaires were distributed through the Credamo platform, and a total of 251 valid samples were ultimately obtained. Table 1 presents the demographic information of these valid samples.

Table 1 Demographic Characteristics of the Survey Sample

Variable	Category	Sample Size	Percentage
Gender	Male	82	32.27%
	Female	170	67.73%
Age	Under 25	155	61.75%
	26–35	57	22.71%
	36–45	28	11.16%
	Over 45	11	4.38%
Education Level	High school or below	17	0.677%
	Junior college	31	12.35%
	Bachelor’s degree	149	59.36%
	Master’s degree or above	54	21.51%
Monthly Income	Below 1,500 RMB	60	23.90%
	1,501–3,000 RMB	92	36.65%
	3,001–4,500 RMB	20	9.97%
	4,501–6,000 RMB	34	13.55%
	Over 6,000 RMB	45	17.93%

Source: This study.

## DATA ANALYSIS

### Reliability and Validity Assessment

The measurement model was evaluated for both convergent validity and discriminant validity. Convergent validity assesses the internal consistency of the measurement model, with test indicators including Cronbach’s alpha ( $\alpha$ ), the composite reliability (CR) value, and the average variance extracted (AVE) value (Hair *et al.*, 2022). As indicated in Table 2, both Cronbach’s  $\alpha$  and CR values surpass the threshold of 0.7, and the AVE values for all measurement items exceed 0.5, suggesting that the scale possesses strong convergent validity (Hair *et al.*, 2022). Furthermore, the values on the diagonal of the AVE matrix are greater than those below the diagonal, which signifies good discriminant validity across the dimensions.

Table 2 Reliability and Validity Test

Variable	Cronbach’s Alpha	CR	AVE	CV	IV	QV	PT	IP
		0.83						
CV	0.836	0.9	0.635	0.797				
IV	0.760	0.76	0.513	0.493	0.717			
QV	0.828	0.82	0.545	0.499	0.464	0.739		
PT	0.806	0.80	0.513	0.564	0.486	0.555	0.716	
IP	0.704	0.68	0.515	0.472	0.374	0.503	0.461	0.718

Source: This study.

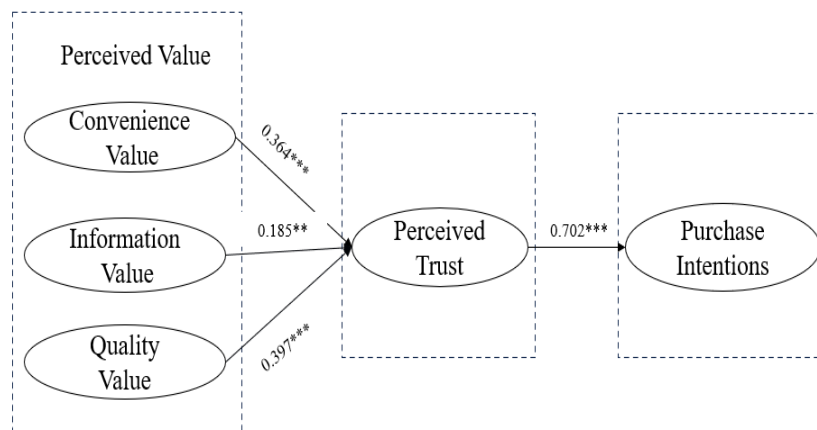
### Model Fit and Hypothesis Testing

The model fit and hypothesis testing were conducted using SPSS28.0 and Amos 28.0 in this study. As shown in Table 3, the value of the NFI is close to 0.9, which is considered acceptable. Other model fit indices have all reached the reference value standards, indicating that the overall model fit is satisfactory. The results of the hypothesis testing, as illustrated in Figure 2, confirmed that the hypotheses H1, H2, and H3 are supported. This means that the views that convenience value, information value, and quality value have a positive impact on perceived trust are supported. Moreover, hypothesis H4 is also validated, which claims that perceived trust has a positive influence on purchase intention.

Table 3 Model Fit Indices for the Structural Model

Model fit indices	Reference value	Value of this model
CMIN/DF	< 3	1.930
RMSEA	< 0.10	0.061
TLI	> 0.9	0.934
IFI	> 0.9	0.947
NFI	> 0.9	0.896
CFI	> 0.9	0.946
PNFI	> 0.5	0.724

Source: This study.



Note: \*:  $P < 0.05$ , \*\*:  $P < 0.01$ , \*\*\*:  $P < 0.001$

Source: This study.

Figure2 Structural Model

## CONCLUSIONS

### Result Discussion

The findings indicate that convenience value, informational value, and quality value positively influence perceived trust, which subsequently has a positive effect on purchase intention. This implies that e-commerce platforms and foreign streamers should concentrate on improving shopping convenience during live-streaming sales. They can streamline the purchasing process, improve payment options, and offer straightforward return and exchange policies. Additionally, they should provide comprehensive, precise, and detailed product information, such as product features, usage instructions, origins, ingredients, etc., to assist consumers in better understanding the products. Furthermore, they should rigorously maintain product quality, select reputable and dependable suppliers, and ensure that the products offered meet established quality benchmarks. By doing so, they can bolster the perceived trust of Chinese consumers, thereby increasing their inclination to make purchases.

Enterprises can formulate corresponding marketing strategies based on these findings. For instance, they can emphasize the convenience, information transparency, and high quality of their products during the promotional process. Additionally, they can meet consumers' expectations and needs in these areas through targeted marketing and personalized recommendations, thereby increasing product sales and market share.

### Significance

This study contributes to consumer behavior theory. First, it enriches the application of perceived value theory. The research applies the perceived value theory to the context of Chinese consumers purchasing products from foreign streamers,

expanding its scope. The findings reveal that certain dimensions of perceived value (convenience, information, and quality) significantly impact consumer behavior in cross-border e-commerce live shopping. This offers new empirical evidence for the theory's application in different settings and enriches related theoretical research.

The study also deepens the understanding of perceived trust in decision-making. The results confirm the crucial role of perceived trust in consumer purchase decisions. As consumers' trust in e-commerce platforms, streamers, and products increases, perceived trust directly influences purchase intentions. This study enhances our understanding of how consumers make purchase decisions based on trust in complex online shopping environments and provides new perspectives for future research.

### Limitations and Future Research Directions

The sample for this study was sourced from Credamo, with a sample size of 251. There may be certain limitations to this, as the representativeness of the sample could be restricted and might not fully encapsulate the characteristics and behavioral patterns of all Chinese consumers. Future research could consider expanding the sample size and employing a variety of data collection channels to enhance the generalizability and reliability of the research outcomes.

Although this study constructed a research model based on the perceived value theory and examined several significant influencing factors, the purchase decision-making process is complex and could be influenced by other elements as well, such as cultural differences, individual consumer experiences, and social influences. Future research could explore the mechanisms by which these factors play a role in the process of Chinese consumers purchasing products from foreign streamers, and investigate their interrelationships with perceived value and perceived trust.

With the continuous development of Internet technology and the rapid evolution of consumer behavior, the e-commerce and live-streaming industries are also in a state of flux. Future research could focus on the impact of these dynamic changes on Chinese consumers' purchases of products from foreign streamers. For instance, how the application of new technologies, such as virtual reality and augmented reality, can alter consumers' shopping experiences and perceived value, and subsequently influence their purchase decisions.

### REFERENCES

- Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, satisfaction, and online repurchase intention. *MIS Quarterly*, 38(2), 407-A9.
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27(4): 772-785.
- Hair, J., Hult, G.T.M., Ringle, C.M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* 3rd ed. Thousand Oaks: Sage.
- Ko, H., Cho, C.H., & Roberts, M.S. (2005). Internet uses and gratifications: A structural equation model of interactive advertising. *Journal of Advertising*, 34(2), 57-70.
- Logan, K., Bright, L. F., & Gangadharbatla, H. (2012). Facebook versus television: advertising value perceptions among females. *Journal of Research in Interactive Marketing*, 6(3), 164-179.
- Prodanova, J., Ciunova-Shuleska, A., & Palamidovska-Sterjadovska, N. (2019). Enriching m-banking perceived value to achieve reuse intention. *Marketing Intelligence & Planning*, 37(6), 617-630.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2): 203-220.
- Wang, X., & Gu, B. (2020). Factors influencing purchase intention in mobile social e-commerce based on trust. *Journal of Commercial Economics*, 34(4): 21-31. DOI:10.14089/j.cnki.cn11-3664/f.2020.04.003 (in Chinese).
- Xu, C., Peak, D., & Prybutok, V. (2015). A customer value, satisfaction, and loyalty perspective of mobile application recommendations. *Decision Support Systems*, 79(11), 171-183.
- Xu, X.Y., Gao, Y.X., & Jia, Q.D. (2023) The role of social commerce for enhancing consumers' involvement in the cross-border product: Evidence from SEM and ANN based on MOA framework. *Journal of Retailing and Consumer Services*, 71:103187.
- Zeithaml, V.A. (1988) Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3): 2-22.
- Zhu, H., & Ma, J. (2020). Initiator characteristics, credit endorsement, and the financing performance of crowdfunding poverty alleviation projects for agricultural products in remote impoverished areas. *Chinese Rural Economy*, 2020(3), 22-35 (in Chinese).
- Zhang, C. B., Li, Y. N., Wu, B., & Li, D. J. (2017). How WeChat can retain users: Roles of network externalities, social interaction ties, and perceived values in building continuance intention. *Computers in Human Behavior*, 69, 284-293.