

# A STUDY ON THE RELATIONSHIP BETWEEN LIVE COMMERCE CONTENT AND CONSUMERS' IMPULSIVE BUYING BEHAVIOR FOR COFFEE PRODUCTS

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## ABSTRACT

The purpose of this study are 1) to study the impact of live commerce content on consumers' impulsive buying behavior 2) to study the impact of live commerce content on mind-flow experience and 3) to study the impact of mind-flow experience on consumers' impulsive buying behavior of coffee products consumers living in China. 425 questionnaires were distributed to people living in China and finally 385 valid questionnaires were used for statistical analysis and hypothesis testing by using SPSS. The study found that live commerce content significantly and positively influences consumers' impulsive buying behavior; live commerce content significantly and positively influences mind-flow experience; and the study also found that mind-flow experience significantly and positively influences consumers' impulsive buying behavior.

**Keywords:** Live Commerce, Impulsive Buying, Mind-flow Experience, Coffee Products, China

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## INTRODUCTION

Live commerce is a concept that combines e-commerce and live streaming and is a new marketing channel for marketing promotion. Live commerce began in China and was affected by COVID-19, with nationwide epidemic prevention and control measures, which greatly limited residential consumption activities. In this context, the live commerce business entered the era of speeding up, which at the same time also led to a slowdown in the development of the physical market. To this end, major enterprises and businesses have diversified sales channels, innovative marketing methods, adequate organizational structure, and a series of activities to ensure that enterprises can survive and develop. Once the user has generated an authentic experience, it is easy to cause empathy among the target group. In the live commerce environment, consumers are prone to impulsive buying, which is easily stimulated by the shopping environment, which not only enhances the user's purchase rate but also improves the user's sense of experience (Wu, 2022).

Live commerce as an emerging shopping model is viral among users. During the live shopping, anchors and users communicate and interact through real-time pop-ups, lottery activities, sending coupons, etc., to obtain more helpful information and form an open virtual community around the anchors. Compared with the traditional e-commerce shopping model in which customers contact merchants in a single line of communication, the interaction under live commerce is more targeted, immediate, intuitive, and interactive, changing from passive service to active guidance, creating a more realistic shopping scenario. For merchants, live commerce has a solid ability to realize traffic, which not only breaks the geographical restrictions and market barriers of traditional marketing but also reduces costs by taking advantage of the high efficiency of information technology, breaks the time limit, satisfies people's desire to buy and improves the shopping experience. Today's live commerce emphasizes the interaction and empathy between the anchor and the audience, in line with the social habits of users in the Internet era. According to the China E-Commerce Report 2019, the size of China's Internet users has exceeded 900 million, the Internet penetration rate has reached 64.5%, and e-commerce turnover has reached 34.81 trillion yuan. ([https://www.gov.cn/xinwen/2021-07/03/content\\_5622668.htm](https://www.gov.cn/xinwen/2021-07/03/content_5622668.htm)) China's e-commerce market is expanding thanks to integration with live commerce and will continue to lead the world in the future, moving towards high service and high level.

In recent years, China's digital economy has been booming. In the digital wave of new consumption models emerging, the type and content of live commerce have also shown diversification. The products sold in live commerce are the restrictions of categories and regions, ranging from small food and beverage, beauty, clothing, fresh food, home appliances, and digital to large cars and houses. According to data released by the China Academy of Information and Communications Technology (CAICT), China's data economy has reached 39.2 trillion yuan by 2020, accounting for 3.2 times the GDP growth rate (Wang, 2022). In 2021 China's coffee market size reached 381.7 billion yuan, and the Omni-channel brand layout, China's coffee market once again returned to the wind. According to Avery Consulting, China's coffee market has entered a period of rapid development, with the market size reaching 10,000 billion yuan in 2025, and is expected to maintain a 27.2% growth rate rise in the industry. IT Orange data shows that in 2019, 2020, and 2021, the number of financing events for domestic coffee brands will be 20, 17, and 21, with transaction amounts of 1.51 billion yuan, 1.02 billion yuan and 5.921 billion yuan. In terms of financing scale, 2021 is more than the previous two years combined, becoming the peak year after the "Internet coffee" era in 2018. ([https://www.cqcb.com/shishijingwei/2022-06-08/4913395\\_pc.html](https://www.cqcb.com/shishijingwei/2022-06-08/4913395_pc.html))

There is no doubt that live commerce and the coffee industry are both hot emerging industries in China right now, and more and more companies are combining the two. In addition, some international coffee brands are also focusing on and trying live commerce, in the future, coffee

live commerce may become an important market segment. (<https://www.coffinance.com/detail/4445>)

## LITERATURE REVIEWS

### **The Relationship between Live Commerce Content and Consumers' Impulsive Buying Behavior**

In today's increasingly progressive Internet technology, live commerce has attracted many users, and more businesses have joined live commerce. However, the live commerce experience can vary for different audiences, thus affecting consumers' impulsive spending behavior. The authenticity, real-time, and interactivity of the live commerce experience will have a positive impact on impulsive buying behavior, which means that the higher the live commerce experience, the higher the audience consumer trust, the perception of fun, and the sense of presence, which in turn promotes consumers' impulsive buying behavior (Gao, 2022). In addition, Guo (2019) pointed out in her study that merchants can make consumers feel immersive by demonstrating product use scenes in live commerce. The usefulness of the information conveyed by the video can have a significant positive effect on consumers' purchase intention, i.e., the more valuable information conveyed, the more it can stimulate consumers' purchase intention. Wang (2014) found through empirical research that commodity discounting can significantly and positively affect consumers' sense of arousal, and provocation may otherwise contribute to consumers' impulsive buying intentions. Live commerce marketing stimulation has a significant impact on consumers' impulsive buying. Yi (2019) synthesized the theory of ambient cues and the theory of mind-flow experience and found that in formativeness and entertainment enhance the mind-flow experience. The mind-flow experience increases the user's online browsing time and leads to online impulsive buying.

The main factors affecting consumers' impulsive buying are personal traits, marketing stimulus, and live atmosphere. Live commerce content's information, entertainment, interactivity, and usefulness can theoretically drive consumers' impulsive buying behavior. Consumers' impulsive buying research started earlier in foreign countries and later in China. Especially in the field of webcasting application research, many aspects and areas of research still need improvement, such as the consumer's impulsive buying willingness in the process of live commerce. Therefore, this study will conduct an empirical study on consumers' impulsive buying behavior in live commerce and explore the impact of the three main characteristics of live commerce content (information content, entertainment content, and emotional content) on consumers' impulsive buying behavior. Therefore, the following assumptions are made:

H<sub>1</sub>: Live commerce content has a positive impact on consumers' impulsive buying behavior.

### **The Relationship between Live Commerce Content and the Mind-flow Experience**

Koufaris (2002) categorized the mind-flow experience into three primary levels: pleasure, attention, and perceptual control. Wu (2015) combined e-commerce website characteristics to focus on four levels of mind-flow experience: pleasure, concentration, curiosity, and sense of control. In today's increasingly developed Internet and social marketing technology, live commerce shopping has become the first choice of more and more customers. In live commerce, this information trait can influence consumers' buying behavior, and it has also become a topic of general interest in both academia and industry. Based on the context of live commerce marketing, Lin (2021) suggested that the professionalism, interactivity, attractiveness, and reliability of live commerce information all positively impact impulsive buying. Meanwhile, the mind-flow experience plays a significant role in mediating this process. Jiang (2019) stated that live commerce is more than introducing products. Instead, it captures the psychology of consumers who want to buy inexpensive things, for which there are occasional lucky draws and a limited supply of customized products. Limited-time drop-offs and large coupons can attract consumers to continue to watch the live commerce and produce

a high mind-flow experience so they will be willing to buy. Therefore, the following assumptions are made:

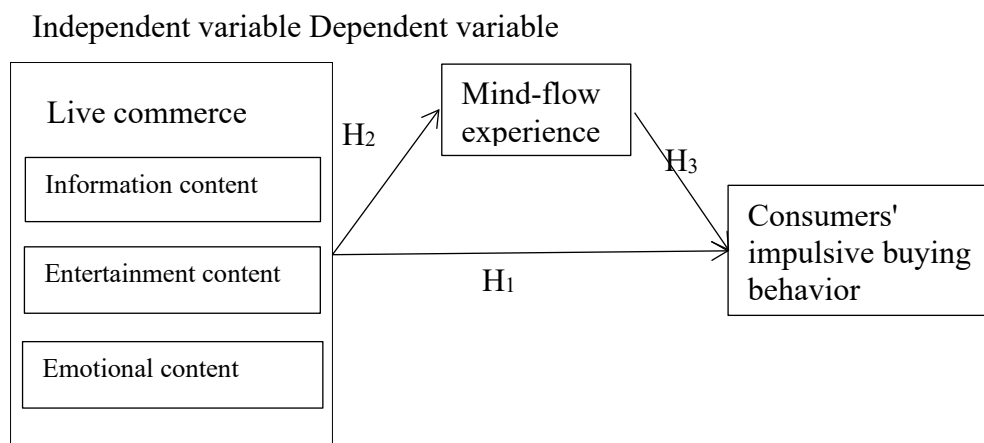
H<sub>2</sub>: Live commerce content has a positive impact on the consumers' mind-flow experience.

### **The Relationship between Mind-flow Experience and Consumers' Impulsive buying Behavior**

Consumer impulsivity falls under the category of subjective emotions, and to elicit impulsive buying, an individual's subjective positive emotional response can play a role. Impulsivity is emotion, which is the instantaneous generation of violent emotional jumps. Therefore, impulsive buying intentions often cause strong emotional fluctuations (Yao, 2016). Ma (2022) introduced the mediating variable of mind-flow experience in her study, which was categorized into three levels: perceived control, mental concentration, and pleasure. A research model was constructed to investigate the factors of live opinion leaders influencing customers' buying intention, and it was suggested to increase the product involvement, interactivity, and visibility of opinion leaders. The suggestion of prompting consumers to form positive emotions, improving the minds-flow experience, and mediating effect in the mind-flow experience to stimulate buying intention. According to Gong (2019), consumers will have a strong positive perception and feeling about an item after looking at the product or being stimulated by the external environment. This induces the behavior of consumers to choose their products or services more positively. While consumers are immersed in live commerce, they often feel happy and ignore it thinking that time passes too quickly. These consumers are influenced by many, for example, incentives, limited-time purchases, and other factors, and are often more likely to make impulsive buys. Therefore, the following assumptions are made:

H<sub>3</sub>: Mind-flow experience has a positive impact on consumers' impulsive buying behavior.

From the literature review, the conceptual framework can be drawn as shown in Figure 1.



**Figure 1** Conceptual Framework

## **RESEARCH METHODOLOGY**

In order to investigate the impact of live commerce content on the mind-flow experience and consumers' impulsive buying behavior, this study adopts a quantitative research method. The population of the study is the entire population residing in China. The Cochran formula (1977) was quoted to calculate the unknown population sample according to the study's sample size calculation method. With a confidence level of 95%, 385 people with experience in live commerce buying coffee products in China were selected. The sampling method was mainly a simple random sampling technique. The researcher chose the appropriate measurement scale for this study based on previous literature studies and hypotheses by reading relevant domestic and international studies. Each questionnaire item draws on established scales with appropriate modifications for live commerce content. The questionnaire was divided into four parts: The

first part was screening questions. The second part is the basic information of the respondents. The third part is the measurement of independent and dependent variables. This section includes 11 questions on live commerce content (LCC), ten questions on mind-flow experiences (MFE), and three questions on consumers' impulsive buying behavior (CIBB). This section was measured using a five-point Likert scale ranging from "Strongly Disagree = 1" to "Strongly Agree = 5". The fourth section was an open-ended question. The impact of live commerce content and mind-flow experiences on consumers' impulsive buying behavior was further explored, as well as factors that may influence people's engagement, providing recommendations for further research.

Pre-testing of the questionnaire was conducted before formal testing, and the pre-tested questionnaire was analyzed for reliability and validity to ensure the structure of the questionnaire design and the validity of the formal test. In this study, Cronbach's  $\alpha$  value in the data variables was calculated using SPSS 26.0; if the resultant value is more significant than 0.6, it means that the value has a high confidence level and can be used. If the result is less than 0.6, the confidence of the value is low and needs to be excluded. This study uses this methodology to derive a Cronbach's  $\alpha$  value of 0.956 for live commerce content, a Cronbach's  $\alpha$  value of 0.897 for consumers' impulsive buying behavior, and a Cronbach's  $\alpha$  value of 0.967 for the mind-flow experience. Based on the results, it is stated that the above variables are plausible and can be analyzed.

Information was collected through a web-based questionnaire, and data was analyzed after collection. The survey results were analyzed for descriptive statistics, hypothetical inference analysis, and open-ended questions. Multiple regression analysis was conducted using the software analysis tool SPSS to explore the factors influencing consumers' minds-flow experience and impulsive buying behavior.

## RESEARCH RESULTS

### Respondents' Profiles and Studied Variables

The results of the study show that: the gender hierarchy of the sample in this study is more evenly distributed. The data show that 185 were male, accounting for 48.05%, and 200 were female, accounting for 51.95%. When classified by age, the main distribution is between 19-35 years old, with 265 people accounting for 68.83% of the total. This is followed by 60 people under 18 or 15.58%. There were 54 people between the ages of 26-35, accounting for 14.03%. Only six respondents were over 35 years old, accounting for 1.56%. When classified by highest education level, most respondents were found to hold a college degree, with the highest percentage of 51.17%, with 197 respondents. This is followed by 170 graduates from undergraduate schools or 44.16%, and 15 graduates with advanced degrees, or 3.89%. Only three people, or 0.78%, had an education level of secondary school or below.

When classified by monthly income level, 169 respondents (43.90%) were found to have a monthly income of less than 1,500 RMB. In the second group, 72 respondents had an average monthly income between 3001-5000 RMB, accounting for 18.70%. This was followed by 60 respondents whose average monthly income was 1501-3000RMB, accounting for 15.59%. There were also 47 respondents with an average monthly income of over 8,000 RMB, accounting for 12.20%, and 37 respondents with a monthly income of 5001-8,000 RMB, accounting for 9.61%.

When classified by respondents' purchase channels, it was found that 203 people (52. 73%) bought coffee products through TikTok live commerce. The second largest platform was Taobao, with 62 respondents buying through Taobao, accounting for 16.10%. This was followed by Kuai Shou, with 52 respondents, or 13.51%, and 27 respondents, or 7.01%, who bought through the Jingdong platform. The criticisms that accounted for less were the little red book and Weibo, accounting for 3.90% and 1.04%, respectively. In addition, 22 respondents

bought through other platforms, distributed in Xigua Video, Mushroom Street, and VIP shop, accounting for 5.71%. When classified by the frequency of watching coffee product live commerce, once every two weeks was the most frequent, with 127 people, or 32.99%, watching. This is followed by watching it every 2-4 days, totaling 112 people or 29.09%. Once again, it was viewed once a week, totaling 96 people or 24.93%. Lastly, it was once a day, with 50 people or 12.99%.

### Descriptive Result of the Variables

Table 1 shows the mean, standard deviation, and interpretation of the variables of interest. The findings show that live commerce's information, entertainment, and emotional content are critical to generating consumer mind-flow experience and impulsive buying behavior. Content marketing causes consumers to immerse themselves in live commerce, and when they do, they will have a higher desire to buy. In the interaction between anchors and users, actively create a harmonious and joyful atmosphere scene, more likely to attract users' attention. The mean values of all variables in the table are above 3.6, indicating that live commerce content, mind-flow experience, and consumers' impulsive buying behavior are at a high level.

**Table 1** Descriptive Statistic for Variables

Variables	Mean	Std. Deviation	Agreeable Level
Live Commerce Content (LCC)			
IC 1	3.90	0.83	High
IC 2	3.88	0.89	High
IC 3	3.85	0.88	High
EC 1	3.99	0.87	High
EC 2	3.92	0.90	High
EC 3	3.66	0.96	High
EC 4	3.79	0.98	High
ET 1	3.84	0.94	High
ET 2	3.90	0.87	High
ET 3	3.88	0.93	High
ET 4	3.85	0.94	High
Consumers' Impulsive Buying Behaviors (CIBB)			
CIBB 1	3.85	0.97	High
CIBB 2	3.89	0.95	High
CIBB 3	3.71	0.99	High
Mind-flow Experience (MFE)			
PC 1	3.84	0.94	High
PC 2	3.88	0.97	High
PC 3	3.82	0.93	High
D 1	3.78	0.98	High
D 2	3.88	0.95	High
D 3	3.90	0.89	High
D 4	3.77	0.96	High
P 1	3.92	0.83	High
P 2	3.92	0.84	High
P 3	3.96	0.83	High

Note: IC 1-3 refers to the "Information Content" item, EC 1-4 refers to the "Entertainment Content" item, and ET 1-4 refers to the "Emotional Content" item. CIBB 1-3 refers to the "Consumers' Impulsive Buying Behavior" item, PC 1-3 refers to the "Perceptual Control" item, D 1-4 refers to the "Dedication" item, and P 1-3 refers to the "Pleasure" item.

### Analysis of Open-end Question

According to the table, 5.45% suggested that merchants should offer consumers a reasonable price; 3.90% suggested choosing a good product and improving the quality of the product; 3.11% suggested adding entertaining interactions; and 3.11 suggested improving the professionalism of the live commerce and the quality of their work.

**Table 2** Analysis of Open-end Question

Variable	Classification	Frequency	Percent %
Respondents' suggestions	Affordable price	21	5.45
	The selection of products to check and improve product quality	15	3.90
	Increase fun, entertaining interaction	12	3.11
	Improve the professional skills and quality of live broadcasters	12	3.11

### Hypothesis Analysis

Verify that H<sub>1</sub>, H<sub>2</sub>, and H<sub>3</sub> hold based on multiple regression on the data from the study.

**Table 3** Results of H<sub>1</sub> Multiple Regression Analysis

Variable	B	S. E	Beta	t	P-value	VIF
(Constant)	0.417	0.178		2.343	0.020	
Live commerce content	0.923	0.041	0.762	22.557	0.000***	1.022
male	0.052	0.056	0.032	0.930	0.353	1.078
TikTok	-0.180	0.095	-0.111	-1.886	0.060*	3.111
Taobao	-0.263	0.111	-0.120	-2.378	0.018**	2.270
Kuai Shou	-0.228	0.115	-0.096	-1.985	0.048**	2.112
Jingdong	-0.149	0.134	-0.047	-1.115	0.266	1.612
Weibo	0.141	0.279	0.018	0.505	0.614	1.101
R = 0.761 R <sup>2</sup> = 0.579 Adj. R <sup>2</sup> = 0.571 F (7,377) = 73.997 P = 0.000						

Note: \*, \*\*, \*\*\* significant at 10, 5 and 1 percent level, respectively.

The results show that the regression model in this study has statistical significance,  $F(7,377) = 73.997$ ,  $P = 0.000$ ,  $P < 0.05$ , suggesting a linear correlation between the dependent and independent variables. According to Table 3, the coefficient (B) of influence of the independent variable live commerce content on consumers' impulsive buying behavior is 0.923,  $P = 0.000$  and  $P < 0.05$ , indicating that live commerce content has a significant positive impact on consumers' impulsive buying behavior.

Regarding gender, the female category is specified as the reference class, so the results in the regression coefficient table are based on the reference class output. As seen from Table 3, the P value of males is more significant than 0.05, so compared with females, male consumers' impulsive buying behavior has no significant difference.

Regarding channels, the little red book category was designated as the reference category. As can be seen that TikTok  $P = 0.060$  is less than 0.05, B value = -0.180, Taobao  $P = 0.018$  is less than 0.05, B value = -0.263, and Melon  $P = 0.048$  is less than 0.05, B value = -0.228 means that TikTok, Taobao, and Melon's impulsive buying behaviors are lower than the little red book. The influence of Jingdong and Weibo on consumers' impulsive buying behavior is insignificant.

**Table 4** Results of H<sub>2</sub> Multiple Regression Analysis

Variable	B	S. E	Beta	t	P-value	VIF
(Constant)	0.831	0.123		6.764	0.000	
Live commerce content	0.799	0.028	0.830	28.285	0.000***	1.022
male	0.059	0.039	0.046	1.521	0.129	1.078
TikTok	-0.100	0.066	-0.078	-1.521	0.129	3.111
Taobao	-0.034	0.076	-0.020	-0.448	0.654	2.270
Kuai Shou	-0.081	0.079	-0.043	-1.019	0.309	2.112
Jingdong	-0.062	0.093	-0.024	-0.665	0.507	1.612
Weibo	-0.004	0.193	-0.001	-0.022	0.983	1.101
R = 0.826 R <sup>2</sup> = 0.682 Adj. R <sup>2</sup> = 0.676 F (7,377) = 115.715 P = 0.000						

Note: \*, \*\*, \*\*\* significant at 10, 5 and 1 percent level, respectively.

The results show that the regression model in this study has statistical significance,  $F(7,377) = 115.715$ ,  $P = 0.000$ ,  $P < 0.01$ , suggesting a linear correlation between the dependent and independent variables. As shown in Table 4, the coefficient (B) of the independent variable live commerce content of mind-flow experience is 0.799,  $P = 0.000$ , and  $P < 0.01$ , indicating that live commerce content significantly positively affects the mind-flow experience.

Regarding gender, the female category was designated as the reference category. As seen in Table 4, the p-value for males is greater than 0.05. Thus, there is no significant difference in mind-flow experience for males compared to females.

Regarding channels, the little red book category is designated as the reference category. As can be seen in Table 4, the P-values of Taobao, Kuai Shou, TikTok, Jingdong, and Weibo are all greater than 0.05. Therefore, there is no significant difference in the flow experience of all other channels compared to the little red book.

**Table 5** Results of H<sub>3</sub> Multiple Regression Analysis

Variable	B	S. E	Beta	t	P-value	VIF
(Constant)	0.300	0.190		1.581	0.115	
Mind-flow experience	0.934	0.043	0.742	21.547	0.000***	1.008
male	-0.008	0.058	-0.005	-0.132	0.895	1.079
TikTok	-0.048	0.097	-0.030	-0.492	0.623	3.087
Taobao	-0.201	0.113	-0.092	-1.775	0.077*	2.265
Kuai Shou	-0.128	0.117	-0.054	-1.091	0.276	2.107
Jingdong	-0.109	0.138	-0.034	-0.792	0.429	1.614
Weibo	0.161	0.286	0.020	0.563	0.574	1.100
R = 0.746 R <sup>2</sup> = 0.556 Adj. R <sup>2</sup> = 0.5748 F (7,377) = 67.566 P = 0.000						

Note: \*, \*\*, \*\*\* significant at 10, 5 and 1 percent level, respectively.

The results show that the regression model in this study has statistical significance,  $F(7,377) = 67.566$ ,  $P = 0.000$ ,  $P < 0.01$ , suggesting a linear correlation between the dependent and independent variables. According to Table 5, the coefficient (B) of the influence of mind-flow experience on consumers' impulsive buying behavior is 0.934,  $P = 0.000$ , and  $P < 0.01$ , so mind-flow experience significantly influences consumers' impulsive buying behavior.

Regarding gender, the female category is designated as the reference category. Table 5 shows that the p-value for males is more than 0.05; hence, there is no significant difference in the impulsive buying behavior of male consumers compared to females.

Regarding channels, the little red book category is designated as the reference category. Table 5 shows that  $p = 0.077$  for Taobao is less than 0.1 and B-value = -0.201, indicating that consumers' impulsive buying behavior on Taobao is lower than that of the little red book. It

indicates that the significance level is 10%. There is no significant difference in the impulsive buying behavior of TikTok, Kuai Shou, Jingdong, and Weibo.

## DISCUSSION & CONCLUSION

This study uses a web-based questionnaire to explore the role of live commerce content in coffee products in guiding and influencing the mechanism of impulsive buying. Based on the S-O-R theoretical model and rational behavior theory, a live content marketing model for e-commerce is established. The introduction of live commerce increases the research field of content marketing, verifies the scientific of the S-O-R model from the perspective of consumers' impulsive buying, extends the current application of the S-O-R model in the marketing field, and enriches the connotation of the model. This study draws the following conclusions: live commerce content is significantly positively correlated with consumers' impulsive buying behavior; live commerce content is significantly positively correlated with consumer mind-flow experience; and mind-flow experience is significantly positively correlated with consumers' impulsive buying behavior.

The research results show that improving the ability of live commerce content can effectively stimulate consumers' impulsive buying. In live commerce marketing, the more detailed the value-added content, the better the personalized service, and the more optimized the interactive behavior, the more significant the impact on consumers' impulsive buying.

According to the study results, in live commerce, informational, entertainment, and emotional content promote consumers' impulsive buying behavior. Quality content can become an attractive, impulsive consumer buying and a strategic choice for e-commerce companies. The results of multiple regression analysis show that live commerce content is positively related to consumers' impulsive buying behavior. Among them, emotional content has the most significant positive impact on consumer impulse buying behavior, and entertainment content has the most negligible positive impact on consumers' impulsive buying behavior. The results of this study are similar to those of Wang (2014). In this live commerce content scale, the average Likert scale scores are all above 3.8, which indicates that live commerce content significantly impacts consumers' impulsive buying behavior. Suppose enterprises want to commit to establishing a long-term and stable with consumers in the market. In that case, they need to use content to promote the quality of the market and sublimate the value of the content to the brand. Forming the "fission effect," guiding the new consumer trend, and promoting the excellent development of live commerce content marketing.

In live commerce, information, entertainment, and emotional content improve the mind-flow experience. Among them, the effect of emotional content is significantly stronger than information content and entertainment content. The results of the multiple regression analysis showed that live commerce content was significantly and positively correlated with the mind-flow experience. This result is consistent with Yi (2019) studies. In live shopping, the consumer's information comes from the anchor of the product information, function, brand, production process, and other introductions and displays; However, the information conveyed will need to be more consistent, all reflect the real needs of consumers on the quality of the product. When consumer demand is met, it produces an emotional response of excitement, thrill, joy, and satisfaction, promoting buying behavior.

The discussion in this study is also consistent with the study by Ma (2022), which revealed that all variables of the mind-flow experience significantly contribute to consumers' impulsive buying behavior. In addition, the study by Lin (2021) yielded similar results. He randomly interviewed consumers with live commerce shopping experiences in China. He found that the mind-flow experience was significant for consumers' impulsive buying behavior under live commerce information. In this study, Positive mind-flow experience has a more significant impact on consumers' impulsive buying behavior. It requires enterprises or merchants to carry

out live commerce; flow should focus on improving consumers' satisfaction in the viewing and shopping process or service. Actively provide consumers with accurate product introductions and timely answers to consumer questions, set up a live commerce atmosphere in line with the image of the recommended products, and so on. At the same time, e-commerce enterprises should uphold the concept of "relationship marketing," focus on after-sales service, actively respond to negative comments, prevent the proliferation of negative information, and improve the repurchase rate.

The findings of this study can provide two significant contributions: theoretical and practical. Compared with marketing tools in the real economy, consumers are more likely to generate impulsive buying during online shopping. In terms of theoretical contribution, this study combs through the relevant literature, combines the S-O-R theory, and through constructing the relationship model between live commerce content and consumers' impulsive buying behavior, finds that the mind-flow experience plays a significant mediating role in this process. This study combines the relevant studies of many domestic and foreign scholars on the mind-flow experience and finds that although many scholars have analyzed the mind-flow experience of a live commerce environment, very few scholars have considered the possible role of a consumer's personality. This study consolidates the theoretical foundation of the research on impulsive buying willingness in live commerce content and provides new ideas for coffee enterprises in content marketing.

The practical contribution is threefold: First, it provides a reference value for coffee companies to carry out marketing strategies and improve the management of marketing strategies. More and more coffee companies increasingly adopt live commerce as an emerging marketing tool, but the marketing strategies designed by companies are more or less the same and tend to homogenize content marketing, weakening the brand's competitiveness. Quality live commerce content will attract consumers' attention and enable businesses to achieve the marketing effect of " $1 + 1 > 2$ ". Second, to strengthen the willingness of consumers to buy coffee products in a live commerce environment, providing real business value for companies. With the advent of the new retail era, the application of live commerce content by coffee enterprises is becoming increasingly widespread. The theoretical model built in this study helps coffee companies to improve and innovate the content in the process of live commerce content so that they can understand consumers' needs more deeply and enhance the positioning of their needs to consumers, which has specific practical value. Third, to guide consumers to rational consumption.

In China, there needs to be more empirical research on live commerce content and consumers' impulsive buying, as explored in this study. However, there are still deficiencies and limitations, and we need to conduct more in-depth research in the future:

- 1) Live commerce content affects consumers' cognitive and emotional responses. At the same time, the mechanism of its influence and the existence of mediating and moderating variables can be further studied in the future.
- 2) This study adopted a random sampling method to survey people living in China, and 385 valid questionnaires were eventually collected. The sample is representative to a certain extent, but there is still a need to expand the sample size and area to a certain extent.
- 3) The present study focuses on using quantitative methods, considering the limitations related to the research methodology. Therefore, future studies could use other research methods, such as qualitative concepts through in-depth interviews, focus groups, and other qualitative data collection techniques.

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**Conflicts of Interest:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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