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The explosion of "brainwashing" live broadcast: A study of user purchasing behavior under the mechanism of irrational advertising

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Abstract:
This study aims to explore how irrational advertising factors such as emotional arousal and brainwashing marketing affect users' purchasing behavior and their specific psychological mechanisms in the live e-commerce environment. Through the review of the current research status of e-commerce live broadcast, we find that the social credibility of the broadcast room has a significant impact on consumers' purchase intention, and the bizarre "script" plot may lead to user loss. In addition, the increase of the number of similar broadcast rooms will reduce the irrational consumption degree of consumers, and the vivid color of broadcast rooms does not significantly affect the purchase intention of consumers. The research adopted the questionnaire survey method, collected and analyzed 106 valid questionnaire data, and the results showed that the higher the social credibility of anchors, the easier consumers to buy. The research conclusions have important reference value for short video platforms and relevant departments to build a healthy live e-commerce consumption ecology.

Keywords:
e-commerce live broadcast, social reputation, irrational consumption, brainwashing marketing, user purchase behavior

1 Introduction

The 52nd report on the development of China's internet shows that as of June 2023, the number of live streaming users in China has reached 765 million, accounting for 71.0% of the country's internet users. This shows that the scale of live streaming users has not reached the ceiling of internet users, and there is still huge potential for live streaming consumption among Chinese residents. Previously, Douyin's T97 live room's "Coffee, do you want to drink it or not?" became popular on Douyin with its catchy rap, and it also drove consumer spending. In the current trend of live e-commerce, which has reached a certain scale and is gradually maturing, many live rooms choose to use various brainwashing methods to arouse users' emotions and thereby promote their purchase rates. From the perspective of advertising effects, we can see that non-rational factors such as brainwashing advertising have an impact on users' purchase behavior. So, why can emotional arousal and brainwashing marketing, etc. increase traffic and promote purchases? What are the specific psychological mechanisms that influence users' purchase behavior? What other non-rational factors can affect

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users' purchase behavior?

2 Literature Review

2.1 Literature review on the purchasing behavior of users in e-commerce broadcasting room

In the review of existing domestic literature, this paper finds that most researchers based on the theory of herd consumption find through empirical analysis that the improvement of social presence will prompt consumers to believe more in the information provided by users, and the more concerns consumers have, the more likely they are to follow the trend of consumption. Consumers' cognition and emotion towards products, attractiveness of anchors, content features and incentive strategies all have positive and direct influences on consumers' purchase intention. In other words, researches on the purchasing behavior of users in the live broadcast room of e-commerce mainly focus on the impact of network broadcast on users' purchasing intention and shopping behavior, while there are few relevant literatures on the psychological mechanism that can affect users' purchasing behavior in the live broadcast room.

The development of live e-commerce in foreign countries is slower than that in China, and it is still in the early stage of development, with few relevant studies. In 2007, Kim J studied and proposed that three-dimensional technology could help customers grasp commodity information in all directions, improve customers' shopping experience and sense of participation, and stimulate customers' desire to buy. Cai J proposed in 2018 that consumers of e-commerce live broadcasting would watch live broadcasting due to the pursuit of utility and pleasure, and the products and anchors could meet the two purposes of consumers. Therefore, it can be seen that foreign studies on e-commerce live broadcasting mainly focus on the purpose and purchase intention of consumers watching e-commerce live broadcasting, and there are few studies on the irrational advertising factors used in e-commerce live broadcasting room and the specific psychological mechanism that affects users' purchase behavior.

2.2 The reasons of irrational purchase of users

Domestic researches on the reasons of irrational purchase are mostly carried out from social and cultural dimensions. Wang Chune believes that the formation of irrational consumption concepts is related to the prevalence of today's consumerist cultural ideology and the influence of mass media's consumerism tendency. The form of this influence is recessive and permeable, and the main motivation is to maximize the interests. However, there is a lack of detailed literature on the psychological mechanism affecting the purchase of individual users. Although foreign scholars subdivide irrational consumption into impulse type, conformity type, compulsion type and show-off type, the research scenario is still based on offline physical stores as the consumption background, and few foreign scholars have conducted research on the consumer behavior of users in the new consumption scenario of e-commerce live broadcast.

2.3 Literature review

To sum up, domestic scholars on the e-commerce broadcast room research is quite rich. However, the ac-

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ademic research on users' purchasing behavior in e-commerce live broadcasting still focuses on the factors affecting users' purchasing intention and the formation of irrational consumption concept from a macro perspective, and there is a lack of research on the influence of irrational advertising mechanism on users' purchasing behavior in the context of e-commerce live broadcasting consumption. Foreign studies on e-commerce live streaming started late, and there are few studies on the psychological mechanism of users' purchase behavior in the context of e-commerce live streaming directly related to this paper.

In view of this, this paper, combined with the background of "brainwashing" in the e-commerce live broadcast room, studies the specific psychological mechanism of emotional arousal, brainwashing marketing and other irrational advertising factors affecting users' purchase behavior, which has certain reference value for short video platforms and relevant national departments to formulate strategies and promote the construction of a benign e-commerce live broadcast consumption ecology.

3 Research methods

3.1 Hypothesis Establishment

Based on the above questions, corresponding hypotheses are proposed here:

H1: The brighter the color palette, the easier it is for consumers to buy.

H2: The more bizarre the plot of the broadcast "script", the easier it is for consumers to buy.

H3: The higher the social reputation of the anchor, the easier it is for consumers to buy.

H4: The more times you encounter a similar studio, the less irrational it is.

In order to prove the hypothesis, this study adopted the questionnaire survey method, sampled the population, and made questionnaires.

3.2 Questionnaire design and distribution

The paper verified the hypothesis through empirical research, selecting user groups who watched and had consumption behaviors in e-commerce live broadcast rooms as the investigation subjects. It summarized variable items and combined the current situation of e-commerce live broadcasts to process the items in a situational manner, thus obtaining a questionnaire suitable for this study.

3.2.1 Scale design

The personal characteristics scale is mainly designed to measure the user's personal characteristics, including gender, age, occupation, etc., as shown in the table, there are 3 items in total.

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Table 1 Personal characteristics inventory

Variable name	Serial number	Item
personage trait	W1	sex
	W2	age
	W3	occupation

This table is mainly used to reflect the general situation of consumers' consumption behavior in the e-commerce broadcasting room. As shown in the table, there are 3 questions in total.

Table 2 User behavior characteristics scale

Variable name	Serial number	Item
user Behavior trait	Q1	Which platforms do you often watch live streaming on
	Q2	The frequency of purchasing goods in the e-commerce broadcast room is
	Q3	What are the most attractive features of the broadcast room

In this paper, the influence factors are divided into four dimensions, which are tone class, script class, reputation class and frequency class. As shown in the table, there are 10 questions in total.

Table 3 Dimensions scale of influencing factors

Variable name	Serial number	Item
colour	A1	Brighter background
	A2	Monotonous background
SCRIPT	B1	The anchor first called the fan to mediate the conflict, and the result was that during the mediation process, he dug out a large box in the fan's yard and opened it on the spot in the live broadcast, and found that it was a box of jade bracelets and began to sell the link
	B2	The products are directly spread on the table and then the anchor links to explain
reputation	C1	The anchor has carried fake and shoddy goods live but has sincerely apologized
	C2	The anchor has been diligently live with goods and has not had negative news
frequency	D1	Compare and choose the most cost-effective purchase
	D2	Refer to product reviews and other word-of-mouth data purchase
	D3	Buy according to the communication data such as likes and interactions
	D4	According to the performance of the anchor to choose their favorite anchor broadcast room purchase

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3.2.2 Questionnaire distribution

This survey was mainly distributed and collected through wechat moments, wechat groups and friends forwarding and other network channels, and a total of 116 questionnaires were collected. After screening, 106 effective questionnaires were obtained, and the effective rate of this questionnaire survey was 91.4%.

3.3 Data analysis

This part mainly analyzes the basic information of the survey objects, including gender, age, occupation, platform for watching the live broadcast room, frequency of purchasing the live broadcast room of e-commerce, and the characteristics of consumers towards the live broadcast room, as shown in the table.

Table 4 Survey object basic information scale

Variable	Sample characteristics	Number of people	Proportion (%)
sex	female	81	76.4
	male	25	23.6
age	Under 18 years old	3	2.8
	18-25 years old	64	60.4
	26-35 years old	9	8.5
	36-45 years old	8	7.6
	Over 46 years old	22	20.8
occupation	Pupil	49	46.2
	Enterprise personnel	8	7.6
	Government/public institution personnel	14	13.2
	freelancer	17	16
	other	18	17
platform	Douyin	89	84
	Kwai	23	21.7
	RED	42	39.6
	Weibo	19	17.9
	bilibili	17	16
	TaoBao	32	30.2
	other	5	4.7
frequency	Several times a day	4	3.8
	Several times a week	20	18.9
	Several times a month	40	37.7
	seldom	36	34
	never	6	5.7

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	Scene layout	36	34
	Interesting script	23	21.7
peculiarity	Anchors have high reputation	53	50
	Good quality	87	82.1
	Price advantage	93	87.7

From the survey data, in terms of gender, the ratio of men to women is about 1:4. According to Cicada's "2021 Tiktok Live E-commerce Analysis Report", more than 70% of the transaction users of Tiktok e-commerce consumers in 2021 are female, which shows that female users have higher purchase intention. In terms of age, respondents were mainly 18-25 years old, followed by those over 46 years old. As can be seen from the table, most of the people who participate in online shopping are young groups who are more receptive to new shopping methods and channels, but with the development of online shopping, consumers of all ages have a certain radiation. In terms of occupation, the survey subjects are mainly students, accounting for 46.2% of the total number. Because students are more curious to try new things and have stable living expenses, they are the backbone of current live shopping. On the live broadcast platform, 84% of the survey respondents choose to watch the live broadcast room from the Douyin platform, indicating that in the current mobile Internet era, the short video platform has become the main channel for consumers to shop the live broadcast room of e-commerce with its light weight and simple characteristics. In terms of frequency of use, 37.7% of the survey respondents said that they would place orders in e-commerce broadcast rooms several times a month, and only 5.7% of the survey respondents had never consumed in e-commerce broadcast rooms. The orientation of consumers to choose the broadcast room is related to personal habits, 87.7% of the survey respondents said that they pay more attention to the price and 82.1% of the survey respondents are more concerned about the quality of the product, indicating that compared with the characteristics of the broadcast room itself, consumers are more concerned about the cost of buying the product itself.

4 The level of purchase intention: the credibility of the communication subject is the key

The higher the social credibility of broadcast anchors, the more consumers will be willing to buy. Anchors play a very important role in the e-commerce broadcasting room where products are sold. First of all, the anchor itself has a guiding role for users, that is, the personal charm of the anchor can attract and connect with users, guide them to enter the broadcast room, and generate a certain stay to provide opportunities for traffic conversion. Secondly, the existence of anchors increases the added value of products to a certain extent. Fu Yejin (2021) believes that to become an excellent network anchor, not only needs excellent psychological quality, strong cooperation ability and flexible expression ability, but also needs skilled commodity sales, superb planning ability and hard-working spirit, as well as the mentality of serving fans wholeheartedly. It is even more necessary to regulate their words and deeds according to relevant regulations. This shows that the words and deeds of anchors themselves will have an effect on the consumption behavior of users in the broadcast room. The positive social reputation brought by legitimate and compliant anchors is a factor that users need to consider when consuming live e-commerce. The interaction between anchors and consumers

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plays a decisive role in their consumption behavior. The existence of anchors not only adds a new shopping experience to online live shopping, but also greatly increases the added value of live shopping. In e-commerce live broadcasting, the strong affinity and high trust of anchors with high social reputation will narrow the distance between them and users, meet their emotional needs and stimulate purchasing behavior at necessary moments.

Through research, it is found that the higher the social credibility of broadcast anchors, the easier consumers to buy. The questionnaire data shows that 91.5% of the respondents said that anchors with high social reputation are more attractive to them to purchase broadcast rooms. Therefore, it can be said that the hypothesis is valid, and the probability of users producing irrational consumption is positively correlated with the social reputation of e-commerce anchors themselves.

First of all, anchors with high credibility are often able to establish a strong emotional connection with the audience. This connection can make users feel part of a community, which increases the likelihood of following the host's recommendations. That is, it is driven by emotion to encourage users to make purchases, rather than solely based on the value evaluation of the product itself. Secondly, when the host has a high social reputation, users are more likely to have a sense of trust in it. This kind of trust can make it easier for users to make decisions, making them more inclined to make purchase decisions without fully considering them. Finally, when users see other users actively buying under the recommendation of the anchor, individuals may be affected by group behavior and have a herd mentality, that is, the mentality of "I want to buy when others buy". At this time, when the social credibility of anchors is high, their recommendation may be regarded as an authoritative opinion by users, which will aggravate the herd effect and stimulate users' purchase behavior.

5 Aesthetic fatigue and cognitive dissonance: A script with a bizarre plot can also bring a risk of user loss

Adding a "script" with a bizarre plot to the broadcast room will significantly reduce consumers' willingness to buy. As Merowitz, who proposed the "media situation theory", pointed out in his description of the communication situation, the nature of the interaction in the social environment depends on the patterns of information flow rather than the physical setting. At present, the Internet and mobile Internet have reconstructed the original communication network and eliminated the gap in people's ability to obtain information to a large extent. In the virtual cluster communication scenario of live broadcast, which breaks the space, each live broadcast room is like an exclusive "room", and the real-time interaction and feedback provide a more concentrated display space for "performance" live broadcast.

The word "play" comes from literature and drama theory, and has a very broad extension. The core of the script in modern plays lies in the story, and a good story needs a complete plot assembly. Now entering the Internet era, with the highly commercialized live broadcast field from the beginning of its birth, "script" has become a borrowed concept. The "script" in the field of live broadcasting is more like a "castrated" drama segment, which only pursues one-sided and shallow dramatic effects in order to attract the attention of the public and gain traffic in a short time, which is the so-called "the essence of drama is conflict". For example, Yin Shihang, which has a total of about 15 million followers of Kuaishou and Tiktok, recorded sales of more

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than 46 million yuan in 2021 with a five-hour live sale featuring a proposal. Despite the flawed "plot", the poor performance of the performers and the poor marketing logic behind the broadcast, it has created a high level of attention and rich profit returns.

According to the questionnaire survey, in reality, only 22.6% of the respondents said they would support the broadcast room with the outrageous "script". Moreover, too bizarre "scripts" will reduce consumers' willingness to buy. Yin Shihang's example shows that appropriate dramatic conflict effects can play a role in attracting users' attention. However, with the popularity of today's live delivery, users are becoming more familiar with various marketing techniques of various broadcast rooms, and users are increasingly tired of the script of the "bizarre" plot, and then turn to choose the broadcast room purchase that only focuses on the display and explanation of products. Not only that, the broadcast room with a bizarre "script" will also distract users' attention from the commodity itself to the content and performance of the broadcast room, resulting in users no longer focusing on consumption. At the same time, if the performance of the anchor is too exaggerated and bizarre, it may also lead to cognitive dissonance among the audience, that is, they may begin to question the authenticity and credibility of the live content, and thus turn to the products sold in the direct broadcast room. These factors have led to a bizarre "script" of the e-commerce broadcast room is facing the crisis of user loss.

6 Rational consumption: Consumers are gradually immune to the discipline of consumption space

The more times they encounter similar broadcasters, the less irrational consumers become. Bauer(1960) first applied perceived risk in the field of psychology to the field of consumer behavior, and proposed that perceived risk is the subjective cognition of consumers, and all purchasing behaviors have certain risks. Consumers will feel more unknown risks and uncertainties in online shopping than in traditional offline shopping. Especially in the context of limited-time promotion of broadcast room, consumers' reaction and thinking of perceived risks under certain time pressure will significantly affect their purchasing behavior. The best way to reduce the perceived risk brought about by the fear of the unknown is to face it, that is, when the user is accustomed to the whole process of a certain type of e-commerce broadcast room and knows all the possible results, the user's perceived risk will be reduced or even disappeared. For example, the live broadcast of the T97 coffee brand flagship store on the Tiktok platform, one of the features of the live broadcast room is that the lips of the main mouth are very exaggerated, and the second feature is that the lines of the main mouth are woven into a singing performance form. This novel way of performing led to the explosion of T97 coffee. According to Sina Financial report, within 30 days after T97 coffee became popular, the total number of viewers reached 72,275,400, and the highest number of viewers reached 8.09 million. In this regard, many brand studios have imitated the performance style of T97 studios. However, as other similar broadcast rooms have sprung up to invade major live broadcasting platforms, the result is that the overall popularity of this featured broadcast room has slowly declined in the consumer market. This means that as consumers watch more of the same broadcast room, irrational shopping behavior will decrease.

According to the results of the questionnaire, when users see the same kind of goods sold in many broadcast rooms, 75.5% of the respondents will first examine the cost performance of the product before making a purchase. In other words, when users frequently contact this kind of broadcast shopping, their perceived risks

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will be reduced and irrational consumption behaviors will be reduced. In other words, when users encounter such broadcast rooms more and more times, after repeated comparison, they will gradually learn how to distinguish which broadcast rooms provide real benefits and which are exaggerated propaganda. At the same time, with the increase of viewing times, users will become familiar with the process of the broadcast room, the way of product display and the means of promotion. This familiarity will help users better assess the true value of the product and reduce the likelihood of being misled by marketing strategies. As a result, users have gradually developed an "adaptive immunity", that is, they are no longer sensitive to the promotional techniques in the broadcast room, reducing the timely purchase behavior caused by promotion and time pressure, and reducing the degree of irrational consumption.

7 The vividness of the tone in the broadcast cannot significantly affect the purchase intention of consumers

From the perspective of color psychology, the application of color in packaging design can indeed make the product look more beautiful so that users have a desire to buy, but also stimulate the user's emotional consumption and decision-making behavior. Research shows that about 85% of consumers consider color as a key factor in purchasing decisions. Different colors can lead consumers to have different purchase intentions. For example, green is often associated with health and sustainability and is suitable for marketing organic food or environmentally friendly products. In addition, color can help distinguish different brands and products when users consume them. For example, the Coca-Cola Company's red and white logo allows many people to recognize it by color alone. Finally, different colors can change consumers' perception of the product. For example, bright colors can make a product look more attractive, thus increasing consumers' positive impression of the product. It can be seen that color design plays a crucial role in product packaging, which can better meet the needs of the target audience and stimulate their purchase decisions. So if the color psychology is extended to the e-commerce broadcast room, can the color scenery of the broadcast room also act on the consumer behavior of users?

According to the results of the questionnaire survey, 40.6% of the respondents are more inclined to place orders in the broadcast room with a bright background color, and 59.4% of the respondents are more inclined to consume in the broadcast room with a monotonous background. This shows that the tone of the scene in the broadcast room can not significantly affect the irrational consumption of users.

In the e-commerce broadcast room, the user's perception is actually a multi-dimensional process, and multiple factors together will stimulate the user's consumption behavior. The color factor will indeed affect the first impression of users watching the broadcast room, which makes the vivid scene in the broadcast room in some cases can stimulate the emotional response of users, improve their attention and participation, thus promoting impulse buying. However, this does not directly link the irrational consumption behavior of users with the tonal arrangement of the broadcast room. Because first of all, when the tone of the scene in the broadcast room is not obviously related to the product itself or can not effectively highlight the product characteristics, users still have a great chance to ignore the background and pay more attention to the introduction of the anchor and the actual value of the product. Secondly, too bright colors may lead to visual information overload, making it difficult for users to focus on product details, but distracting their attention and reducing

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the impulse to buy. And different users for color sensitivity and preferences are different, some users may be attracted to bright colors, while other users may not feel bright colors. Therefore, the impact of bright colors on users' irrational behavior varies from person to person.

8 "Early adopters" and "Abandonment" under multiple Factors

Although the users' irrational consumption behavior is frequent in the current e-commerce broadcasting room, the network users are not passive or irrational audiences; Instead, their behavior is often influenced by complex social and psychological factors. The ELM Model, or Elaboration Likelihood Model, was originally proposed by Richard E. Petty and John T. Casioppo in 1986. According to this theory, when individuals contact information, they process information in a central way and a peripheral way. The central way focuses on attitudinal persuasion by changing cognition, while the peripheral way focuses on attitudinal persuasion by changing emotion. Stress at work and in life can lead to an irrational need for emotional release among Internet users, which makes browsing activities in e-commerce broadcast rooms such as Tiktok and XiaoHongshu a means of emotional release.

In this context, the consumption decision-making process of users may rely more on the "edge path", that is, the occurrence mechanism of "heuristic information cues - emotional trust - purchase intention". This consumption behavior is not to obtain the functional value of the product, but as a way to cope with stress. At the same time, FMCG products that use brainwashing advertising strategies cater to consumers looking for immediate emotional release.

Brainwashing marketing strategies are not designed to push the audience to think deeply, but to grab attention quickly with repetitive, simple, and impactful content. Such ads usually do not explain the features of the product in detail, but emphasize melody, short slogans or eye-catching visuals. The lack of detailed information about the product also makes it difficult for the audience to think carefully about the advertising information received. With the blessing of the above two factors, when users watch brainwashing advertisements, they often do not actively think and carefully study the rationality of persuasive information, but will take the "edge path" according to the information other than the goods conveyed in the video to decide whether to make a purchase. Brainwashing advertising is an attempt to guide the advertising audience to process and process the advertising information in the "edge path", and then cause the change of consumer attitude and behavior.

However, it is worth noting that although brainwashing marketing strategies can quickly attract attention, because they do not pay attention to the functionality and use value of the product, it is easy to lead to user aesthetic fatigue. At the individual level, when users are first exposed to brainwashing ads, they may feel pleasure because of its novelty, thus relieving stress. However, when repeatedly exposed to similar advertisements, this novelty quickly wears off and is replaced by a sense of boredom. From a broader perspective, this means that while brainwashing ads can catch on quickly, they can easily turn cold in the short term. In order to continue to attract the interest of consumers, broadcast marketers have to constantly innovate and find new creative ideas. This process not only increases the complexity of marketing work, but also increases the difficulty of maintaining market attention, and increases the operating burden of the broadcast room.

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