Research on The Impact of User Experience Quality on Consumers' Shopping Intention in The Field of Live E-commerce

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Abstract: With the popularity of smart phones and the improvement of communication technology in China, more and more people watch live broadcast with various application software. According to statistics, as of June 2019, the number of live network users (including anchors and live viewers) in China has reached 433 million, accounting for 50.7% of the total Internet users. With the popularity of live broadcasting, China's live e-commerce industry is also booming. The market scale of live e-commerce has increased from 19 billion yuan in 2017 to 433.8 billion yuan in 2019, and is expected to reach 961 billion yuan in 2020. In the process of attracting users to live e-commerce, we find that the quality of user experience in the field of live e-commerce will affect consumers' shopping intention, and consumers with good quality of user experience will have stronger shopping intention.

1. Introduction

In April 20, 2020, general secretary Xi Jinping came to Jinmi village, Xiaoling Town, Zhashui County, Shaanxi, to investigate the situation of tackling poverty. In the e-commerce center of Jinmi village, when several staff members were preparing for live selling, General Secretary Xi went to the live broadcast platform and talked with them cordially, encouraging them: e-commerce has great potential in promoting agricultural and sideline products. This dialogue, which netizens call "the strongest with goods in history", quickly ignited the network, and the live e-commerce behavior was pushed to a new climax. Live broadcast e-commerce refers to a new service mode that uses live broadcast technology to display goods online, consult and answer questions, and guide sales through some Internet platforms. The specific form can be set up by the shop itself or promoted by professional anchors. At present, live e-commerce is still an emerging industry, and there is little research on consumer shopping intention in the field of live e-commerce. From three aspects of product satisfaction, business service satisfaction and anchor recognition, this paper studies the impact of user experience quality on consumers' shopping intention, and gives some opinions on the research results to the producers and anchors participating in the live e-commerce.

2. Literature review

2.1 Live E-commerce

Live e-commerce is a new industry emerging in recent years. It is a way of online display and Q & a consultation of products by shops themselves or professional anchors through live broadcast platform. Many experts and scholars have put forward their own views on the development of live e-commerce.

Luan Chunhui (2020) believes that live e-commerce is the fruit of live broadcast technology encountering content marketing. In the context of the popularity of video media, the live broadcast technology encountered Taobao e-commerce, thus forming the live e-commerce industry. Wen Jun (2019), Dean of the school of social development of East China Normal University and professor of Sociology (2019), believes that the live e-commerce has enhanced the interaction between the anchor

and the audience, and how many people watch and buy goods online may also stimulate consumers to consume. Zhao Yu (2019), a professor at the school of media and international culture of Zhejiang University, believes that live e-commerce emphasizes the interaction and empathy between the host and the audience, which conforms to the social habits of Internet users. Li Lanlan (2017) believes that the strong drainage function of the live broadcast platform, the huge liquidity of online Red economy and the fragmentation of consumers' shopping methods have all promoted the development of e-commerce online live marketing, and e-commerce have entered the webcast market one after another, injecting new vitality into the development of e-commerce.

From the experts' evaluation of live e-commerce, we can see that live e-commerce is a new marketing method, which can shorten the distance between the two sides through the interaction between the host and the audience, and then attract consumers to buy goods through the anchor's explanation.

2.2 The influencing factors of consumers' shopping intention

Due to the short development time of live e-commerce, the research on live e-commerce is not perfect, and there are few studies on the influencing factors of consumers' shopping intention in the field of live e-commerce at home and abroad. However, the research on the influencing factors of consumers' shopping intention in the field of e-commerce has been very mature. Therefore, the author selects some of these articles as the reference of this paper

According to Zheng cancan (2019), promotion discount, perceived control of perceived interactivity, perceived response, and impulsive traits all have significant promoting effects on consumers' impulse buying behavior. Including marketing incentives, situational factors and so on will have an impact on consumer impulse buying behavior. Ding Meiling (2018) believes that live e-commerce uses situational factors and consumers' own psychological factors as a means to influence consumers' shopping intention to attract consumers to buy goods. Jia Xiaofeng (2019) believes that the social existence of the anchor and the social presence of other buyers have a significant indirect positive impact on purchase intention and integration intention, while trust, perceived entertainment value and perceived utility value have a positive impact on consumers' purchase intention. Li Yuxi and Ye Li (2020) believe that the interactivity, preference and authenticity of e-commerce live broadcasting, as well as consumers' perception of trust and demand release, have a positive impact on consumers' purchase intention. Hamza Kaka Abdul Wahab and Meng Tao (2019) believe that Internet Celebrities, as the third party selected by marketers, can effectively attract consumers to buy products and improve product sales by communicating with target audiences through their blogs and Internet pages. Mingyao Hu, Sohail s Chaudhry (2020) believed that improving consumers' participation in e-commerce live broadcasting is very important for e-commerce operators to establish relationships and establish consumer loyalty.

In the study of these documents, we found that in the past, the research contents of the influencing factors of consumers' shopping intention in the field of live e-commerce were all single. Only the consumers' shopping psychology or the host's own influence were analyzed unilaterally, and various influencing factors in the field of live e-commerce, such as products, services, anchors, etc., were not combined Research and analysis. And for the consumer's own herd psychology, impulse buying psychology analysis is more, and for other aspects of the research is less. However, consumers' shopping intention is not only affected by a single factor, but also determined by a variety of factors. Mu Sheng (2020), postdoctoral in Business Administration of Guanghua School of management, Peking University, holds that the success of live e-commerce should include four aspects: anchor, user, goods (supply side) and script. For example, consumers of products with high performance price ratio will have greater willingness to purchase; for those who do pre-sale publicity, sales promotion and after-sales service, their repeated buyers will increase; if the social image of the anchor is good, the public image will be more popular, and the products with live delivery will be better accepted by consumers, and the product sales will be better. Therefore, the study of consumer's shopping intention in the field of live e-commerce should not start from one aspect, but from many aspects, analyze and summarize the research results, and finally draw a

conclusion.

The innovation of this study is mainly from the quality of user experience, the introduction of product, business services, anchor three measurement dimensions, the construction of the "ternary theory" model, a comprehensive and in-depth analysis of the product cost performance, product brand awareness, product praise rate, business pre-sale publicity, sales promotion discount, after-sales service, anchor interactive service The frequency of the anchor, the public image of the anchor, the diversity of the content and form of the anchor on the consumers' purchase intention. At the same time, this paper uses factor analysis and logit regression analysis to analyze the sample data, and the results verify the positive impact of each variable on consumers' purchase intention, which also provides a new theoretical basis and research perspective for the research of online consumer purchase decision-making.

3. Model construction and research design

3.1 Theoretical Basis

The 21st century is the era of "experience economy". With the gradual improvement of consumers' requirements for products or services, the experience generated by products or services has undoubtedly become the key factor for enterprises to obtain user recognition. E-commerce anchors publicize and promote activities through live broadcast, and the success of these activities comes from the user's feelings, and the user's experience further affects the user's purchase intention. Therefore, it is particularly important to explore the relevant factors affecting the quality of user experience.

In view of the changes of consumers' life style in the Internet and wireless application era, dentcom has proposed a new consumer behavior analysis model - AISAS model. The model includes: attention, interest, search, action and share. Based on the characteristics of shopping malls in the network era, AISAS model takes the information collection (search) and information sharing (share) after consumers pay attention to commodities and generate interest as two important links. Both of these links are inseparable from the application of consumers to the Internet.

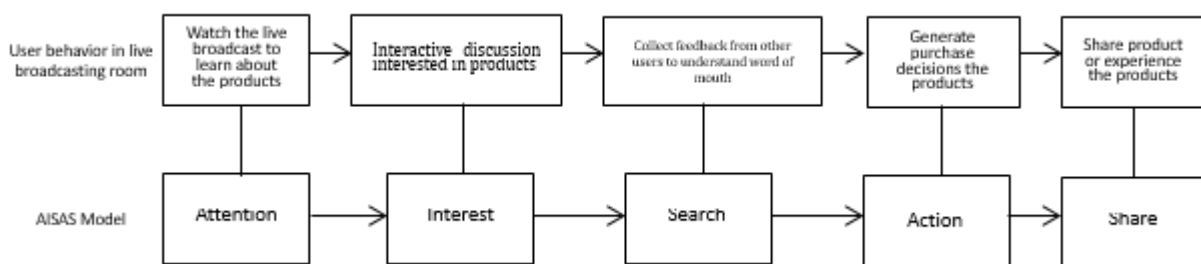Interactive discussion interested in products

Figure 1: AISAS model

3.2 Research Model

To sum up the above considerations, this paper takes e-commerce live broadcasting as the background, combines the previous research results, starting from the three dimensions of user live experience, explores "product, business service, anchor" as three predictive variables, and each prediction variable is subdivided into three explanatory variables. Taking "product" as the predictive variable, taking "product's cost performance, product's brand popularity, and product's praise rate" as its explanatory variable; taking "merchant's service" as its predictive variable, taking "pre-sale publicity, sales promotion activities and after-sales service" as its explanatory variable; taking "anchor" as the predictive variable, the predictive variable will change" The frequency of anchor service interaction, the public image of the anchor and the diversity of the content form of the anchor "are used as the explanatory variables, and the shopping intention of consumers is taken as the result variable.
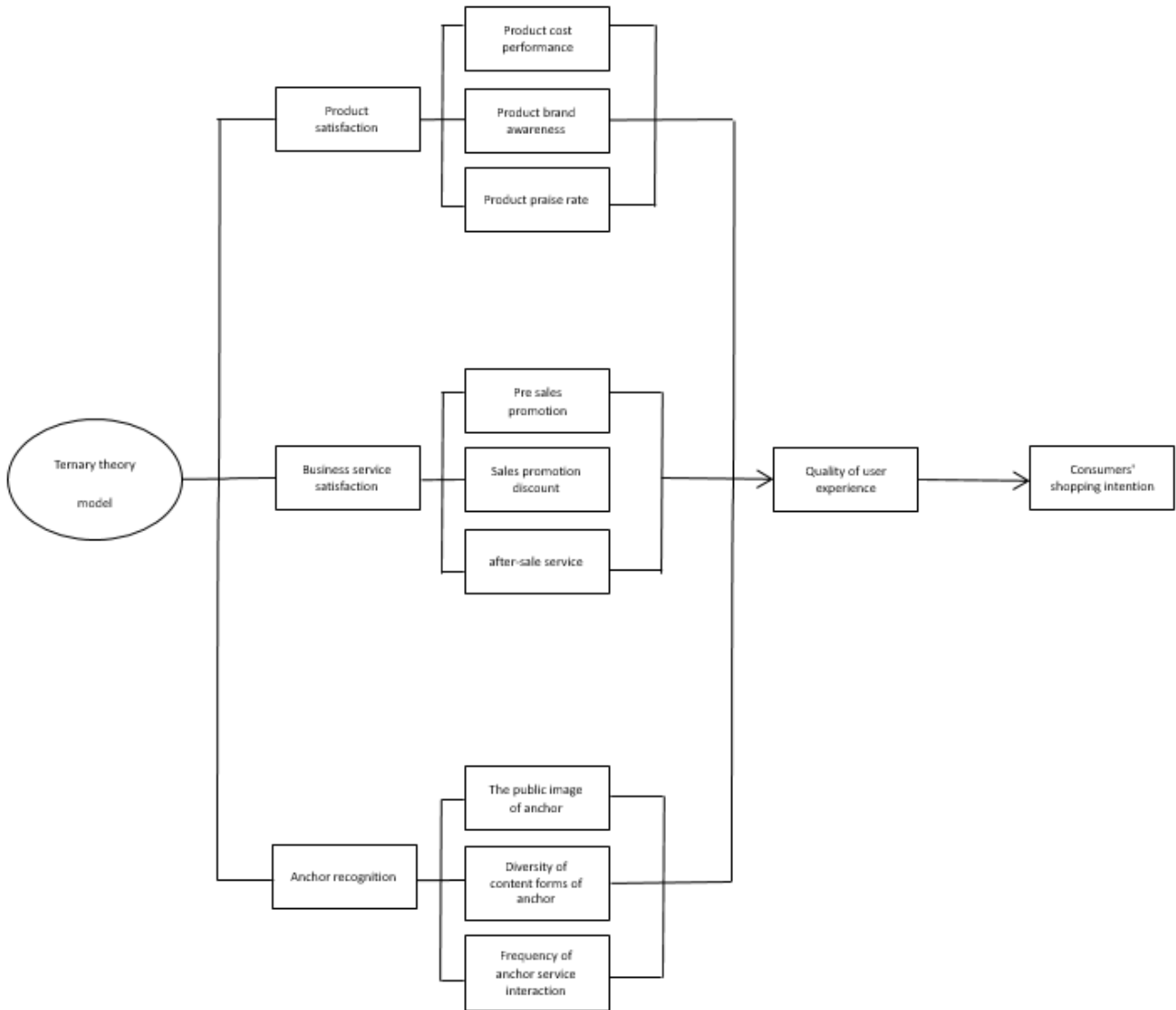
Figure 2: "ternary theory" model

The basic idea of the "ternary theory" model is as follows: the quality of user experience in the field of live e-commerce is measured by the three indicators of "product, business service and anchor". The existence of cost performance, brand awareness and high praise rate of products will affect the quality of experience of users in the process of watching e-commerce live broadcast, thus further affecting consumers' purchase intention. At the same time, the pre-sale publicity service, sales promotion discount service and after-sales service determine the user's experience quality about the business service, thus affecting consumers' purchase intention. In addition, the public image of the anchor, the frequency of service interaction between the anchor and the consumer, and the diversity of the content form of the anchor become the indicators to measure the quality of user experience, which further directly affect the purchase intention of consumers.

3.3 Research Hypothesis

3.3.1 Product Satisfaction

3.3.1.1 Brand Awareness of Products

Brand is initially through the name of the product, so that consumers can identify manufacturers. With the rapid development of the market, the brand name of products has become the carrier for merchants to seek quality assurance, legal protection and expand the potential market. The research of kamins and marks (1991) shows that good brand awareness means reducing purchase risk and improving customer loyalty. Cubbetal (1995) found that Hotels with high brand awareness can

make consumers perceive value and attract more consumers. In today's network developed environment, there are many kinds of businesses, serious information asymmetry between the buyer and the seller, and there are many problems in the transaction process, such as the uncertainty. Therefore, the traditional brand awareness still plays a role and becomes the benchmark of product quality. In the process of e-commerce live broadcasting, the brand awareness of the product is one of the important factors for consumers to consider.

3.3.1.2 Cost Performance of Products

Cost performance ratio is the ratio of the performance value and the price value of a commodity, and it is a quantitative way to reflect the purchasing degree of goods. According to the theory of consumer demand in economics, the demand for non essential goods will decrease with the increase of price, and consumers in the market are more willing to buy goods with high cost performance. Especially in online shopping, commodity information can be open and transparent, and consumers can easily compare multiple stores, so as to choose the best.

3.3.1.3 High Praise Rate of Products

The positive rate of a product is the ratio of the number of positive comments received by the consumers, which reflects the evaluation of the product or service by the consumer. The evaluation of the business by the consumer includes high praise, medium evaluation and poor evaluation. The higher the proportion of positive comments in the total number of reviews, the better the product experience perceived by consumers. Before purchasing a product, consumers will refer to the existing evaluation details interface, check the favorable rate and written evaluation of the goods by the existing buyers, and obtain the product quality and service quality information of the merchants to decide whether to purchase or not.

Based on this, the following assumptions are put forward:

H1: brand awareness, cost performance, and high praise rate of products have a positive impact on consumers' purchase intention.

3.3.2 Anchor Recognition

3.3.2.1 Diversity of Content and Form of Anchor

E-commerce live broadcast has rich media forms and diversified content. Consumers can watch the host's introduction and trial of the product, and even include the behind the scenes content of the product, such as the purchase of raw materials, product production and other diversified content. In the live broadcasting room of e-commerce, the anchor will give a detailed introduction and dynamic display of the product, introduce the use, advantages and effects of the product, explain the benefits of the product to consumers, and answer all kinds of questions and concerns of consumers on the product. Through the form of diversified content presentation, the anchor can enhance the strength of the relationship with the buyer, enhance the consumer's preference for the product, and then affect the consumer's purchase intention.

3.3.2.2 Frequency of Interaction Between Anchor and User Service

The real-time and interactive nature of live broadcasting makes e-commerce live broadcasting more attractive and interesting. Consumers can not only ask questions to the anchor and other consumers in real time, but also interact with consumers regularly. They can stimulate consumers' purchase desire by drawing lottery and issuing discount coupons, and generate continuous attention, forwarding, recommendation and other behaviors. The e-commerce service in the live broadcast mode can maximize the real-time communication between the host and the customers, ensure the professional explanation and timely interaction for the customers in the live broadcast process, meet the shopping needs of customers and improve the repurchase rate of customers.

3.3.2.3 The Public Image of Anchor

In the live e-commerce mode, most of the time, it is based on the commercial value of the anchor fans. It is shopping around the anchor's appearance, sales ability, influence and other aspects. The

public image of e-commerce anchor is one of the hot spots of public concern. The anchor who spreads positive energy to users and society through public welfare activities will be more recognized and supported by consumers. Weiya, who is popular in the live broadcasting industry, began to devote herself to the public welfare broadcasting and made a lot of contributions to poverty alleviation. During this year's epidemic, Weiya team prepared 30000 N95 masks, 10080 disinfectants and other rescue materials with a total of 1 million yuan to Central South Hospital of Wuhan University. In addition, Li Jiaqi, who is known to the public as "the first brother of lipstick", conducted a special public welfare live broadcast of Hubei love in the evening of March 26, 2020. At the same time, Li Jiaqi personally donated 1 million yuan to the China Social Assistance Foundation, which was targeted for the charity project of "Hubei anti Walker salute action", to raise life security funds and care funds for medical staff in the front line of anti epidemic in Hubei Province. Li Jiaqi said that as practitioners of e-commerce live broadcasting, they will devote more energy to public welfare and charity in the future. The public welfare image presented by the anchor on social media will convey positive and positive life attitude and values to the public, so as to enhance consumers' emotional cognition and trust to the anchor. According to gabarino & Johnson (1999), trust refers to the confidence of consumers in the quality and reliability of services provided. The public welfare spirit conveyed by the anchor can easily make users have pleasant emotion and approval emotion, and enhance the trust value of users to the anchor, which will affect consumers' perception of products and services, thus stimulating their purchase intention. Therefore, in today's era of rapid development of the Internet, the importance of e-commerce anchors to public welfare activities has also become a standard for consumers to consider anchor recognition.

Based on this, the following assumptions are put forward:

H2: the diversity of content forms, the frequency of service interaction and the public image of the anchor have a positive impact on consumers' purchase intention.

3.3.3 Business Services

3.3.3.1 The Pre-sale Propaganda Service of Merchants

The business's pre-sale publicity service is usually embodied in various forms, such as detailed picture and text introduction, distinct propaganda slogan, and red envelope. In addition, some businesses will answer questions for their potential consumers by establishing group chat, so as to meet consumers' shopping needs and stimulate their purchase intention to a greater extent. At the same time, the store will also push the news of related e-commerce live broadcast through the way of putting in posters, so as to publicize the follow-up live broadcast of e-commerce.

3.3.3.2 Sales Promotion Discount

In the live broadcasting room of the anchor, the sales promotion discount of the seller will be clearly presented to the consumers, such as: giving out red packets, limited time discount, full reduction and other welfare activities, thus affecting consumers' purchase intention. The service attitude of the service staff and a sudden idea will dominate consumers to make consumption decisions. Therefore, how to arouse the resonance of consumers and obtain the emotional support of consumers is also an important thing to be considered in the e-commerce platform.

3.3.3.3 After Sale Service

According to the sales process of the network, after the consumer completes the transaction and payment online, the merchant arranges the distribution process offline and processes the user feedback online, which belongs to the after-sales service stage. On the one hand, businesses can provide consumers with the maximum welfare through seven days' unreasonable return and free freight insurance. On the other hand, they should pay attention to the cultivation of the quality of after-sales personnel, and do a good job in the after-sales work of sold goods with the attitude of actively solving problems for consumers, so that users can feel the business philosophy of honest operation and high-quality service. Amum (2002) believes that high-quality and reliable services will reduce the transaction costs of consumers, while network services are mainly manifested in

information quality, response time, product distribution and after-sales service.

Based on this, the following assumptions are put forward：

H3: the pre-sale publicity service, sales promotion discount and after-sales service have a positive impact on consumers' purchase intention.

4. Questionnaire and Data Collection

4.1 Questionnaire Design

This paper uses the method of questionnaire survey to collect relevant data. Among them, the questionnaire includes the first part of the paper, personal basic information and the main body of the questionnaire.

The first part of the paper introduces the purpose of the questionnaire, the protection of personal privacy, and expresses the thanks to the respondents for participating in the questionnaire. In the personal information section, the basic information of the respondents, including gender, age and monthly income, was collected. Then, the respondents were asked whether they had experience in watching live e-commerce. If so, they would further investigate the experience of live e-commerce. Otherwise, the reasons for not watching live e-commerce and the tendency of watching live e-commerce in the future would be asked. For the respondents who have watched live e-commerce, the questionnaire is based on the respondents' recent experience of watching online shopping live.

This paper explores the impact of user experience in the field of e-commerce live broadcasting on consumers' purchase intention. The whole research is based on the user experience of consumers. The questionnaire is designed from three aspects: product satisfaction, business service satisfaction and anchor recognition. Because Likert 5 scale has the characteristics of increasing the variation of variables and improving the differentiation between variables, scholars have used this list to do empirical research in recent years. Therefore, we choose Likert 5-scale to measure the variables. Among them, 1-very disagree, 2-basically disagree, 3-general, 4-basically agree, 5-totally agree

4.2 Data Collection

The formal questionnaire is distributed and recovered online by the third-party research organization "questionnaire star", and spread by means of wechat, QQ, microblog, email, questionnaire star interactive community, etc., to investigate online consumers.

After the questionnaires were collected, according to the general principles of screening, the questionnaires that were not standardized, incomplete and all the measurement items showed specific regularity were excluded. A total of 436 questionnaires were collected, 410 valid questionnaires, and the effective rate was 94.03%. Among all the valid questionnaires, 392 respondents had experience of watching e-commerce live broadcast, and 18 respondents had not watched the live broadcast of e-commerce.

4.3 Reliability Analysis

Reliability refers to the consistency or stability between the results of multiple tests, or the estimation of measurement error, so as to reflect the real quantity. The higher the reliability coefficient is, the more consistent, stable and reliable the test results are. Cronbach's alpha was used to analyze the questionnaire.

The reliability analysis of the questionnaire was carried out by testing 9 explanatory variables (cost performance of the product, brand awareness of the product, high praise rate of the product, pre-sale publicity, sales promotion discount, after-sales service, frequency of service interaction, diversity of content forms and public image of the anchor)

Table 1: reliability test results of predictive variables

Variable Name	Number of Corresponding Items	Clone Bach Alpha
Product	3	0.940
Business Services	3	0.937
Anchor	3	0.936
Comprehensive Index	9	0.981

It can be seen from the above table that Cronbach's alpha is 0.981 > 0.7, which indicates that the reliability and stability of the questionnaire as a whole and various factors are very high. The Cronbach's alpha values of all the variables were greater than 0.8, indicating that the reliability of the scale was very good.

4.4 Validity Analysis

Validity is used to measure the degree that the results can truly reflect the characteristics of the measured object, that is, the accuracy of the measurement results. The higher the validity coefficient, the more able to measure the psychological or behavioral characteristics of a test. In this study, the commonly used construct validity was used to analyze the validity.

Firstly, Bartlett's spherical test and KMO value calculation were carried out for each variable of user experience quality, To test whether it is suitable for factor analysis. The results of Bartlett's spherical test and KMO values are as follows:

Table 2: Bartlett sphericity test value and KMO value of "user experience"

KMO Sampling Suitability Quantity		.960
Bartlett Sphericity Test	Approximate Chi Square	5566.596
	Freedom	36
	Significance	.000

It can be seen from the table that the KMO value of perceived risk is 0.960, greater than 0.7; the significance level of Bartlett's ball test is 0.000, less than 0.01, which meets the research requirements.

4.5 Descriptive Statistics

Table 3: descriptive statistics of sample data

Demographic Variables	Subdivided Items	Number of People	Percentage
Gender	Male	159	38.78%
	Female	251	61.22%
Age	Under 18	36	8.78%
	18-25	230	56.1%
	26-40	82	20%
	41-60	34	8.29%
	Over 60 Years Old	28	6.83%
Monthly Disposable Amount	Below 2000	122	29.76%
	2000-3000	72	17.56%
	3000-5000	128	31.22%
	Over 5000	88	21.46%

The analysis results show that among the 410 valid samples, 251 are female, accounting for 61.22%, 159 are male, accounting for 38.78%. The proportion of female users watching live broadcast is greater than that of male users. In terms of age, the surveyed users are mainly 18-25 years old, accounting for 56.1% of the sample. This age group is also the main force of watching live broadcast. In terms of monthly income, 3000-5000 yuan was the largest, accounting for 31.22%,

followed by less than 2000 yuan, accounting for 29.76%.

From the above descriptive analysis, we can see that the data sample of this study is mainly young consumer groups, which is also in line with the consumer groups of online shopping live broadcast. Therefore, the samples collected in this paper have certain reliability and meet the research needs.

5. Empirical Analysis and Hypothesis Test

5.1 Measurement Model Design

In this study, we construct a model to test the influence of various indicators in user experience on consumers' shopping intention, and then establish the following regression model. The definitions and symbols of each variable in the model are shown in Table 4

$$INT_i = \beta_0 + \beta_1 SFP_i + \beta_2 SFS_i + \beta_3 SFH_i + \varepsilon_i \tag{1}$$

$$INT_i = \beta_0 + \beta_1 UP_i + \varepsilon_i \tag{2}$$

Where, β_0 represents constant term, SFS represents satisfaction for product, SFS represents satisfaction for seller, SFH represents satisfaction for host, up (user experience) represents user experience quality (the comprehensive factor of product satisfaction, business service satisfaction and anchor recognition), ε_i is the random error term

Table 4: definition of variables

Properties of Variables		Variable Name	Symbol
Explained Variable		Intention	INT
Explanatory Variables		cost performance	CP
		praise rate	PR
		brand awareness	BA
		public image	PI
		variable content	VC
		interaction frequency	IF
		pre-sale services	PS
		sale discounts	SD
		After-sales service	AS
		user experience	UP

5.2 Measurement of Variables

The score of user experience in the model is summed up by nine explanatory variables. The quality of user experience is divided into three predictive variables: product, business service and anchor. The product includes three sub modules: the performance price ratio, the high praise rate and the brand awareness of the product. High quality and reliable business service will directly affect consumers' purchase intention, including pre-sale service, sales promotion discount and after-sales service. The anchor includes three sub modules: public image, diversity of content forms and interaction frequency

The above three predictive variables were measured by three modules, and the score of each sub module was 1-5 points. Among them, 1-very disagreed, 2-basically disagreed, 3-general, 4-basically agreed, and 5-fully agreed. Therefore, the sum of the scores of the three sub modules is the score of the prediction variable.

The score of user experience in the model is summed up by 9 sub variables. The score of each sub module is 1-5, of which 1 - very disagree, 2 - basically disagree, 3 - general, 4 - basically agree, 5 - fully agree. Therefore, the value of "9" is interpreted as the value of "purchase intention".

$$SFP = 0.367CP_i + 0.371PR_i + 0.369BA_i \tag{3}$$

$$SFS = 0.384PS_i + 0.388SD_i + 0.378AS_i \qquad (4)$$

$$SFH = 0.373IF_i + 0.381PI_i + 0.370VC_i \qquad (5)$$

$$UP = -0.639SFP_i + 0.682SFS_i + 0.300SFH_i \qquad (6)$$

$$UP = 0.367CP_i + 0.371PR_i + 0.369BA_i + 0.384PS_i + 0.388SD_i + 0.378AS_i + 0.373IF_i + 0.381PI_i + 0.370VC_i \qquad (7)$$

5.3 Descriptive Statistics

The numerical characteristics of the variables used in this paper are described and the results are as follows:

Table 5: descriptive statistics of variables

Explanatory Variables	Statistics of Cases	Range Statistics	Minimum Statistics	Maximum Statistics	Average value		Standard Deviation Statistics
					Statistics	Standard Error	
CP	410	4	1	5	3.75	.068	1.375
PR	410	4	1	5	3.76	.067	1.350
BA	410	4	1	5	3.82	.068	1.377
PI	410	4	1	5	3.74	.066	1.347
VC	410	4	1	5	3.74	.070	1.413
IF	410	4	1	5	3.74	.065	1.320
PS	410	4	1	5	3.68	.070	1.419
SD	410	4	1	5	3.73	.069	1.393
AS	410	4	1	5	3.79	.067	1.363
Number of Effective Cases (listed)	410						

5.4 Regression Analysis

In this study, logit algorithm and ordinary least square method are used for regression analysis. Consumers' satisfaction with products, business service, anchor's recognition and comprehensive indicators are taken as independent variables, and consumers' shopping intention is taken as dependent variables. Among them, the regression analysis of consumer's satisfaction with product, business service and anchor's recognition on consumer's purchase intention is taken as model (1) and model (3). Taking the regression analysis of three comprehensive indicators on consumers' purchase intention as model (2) and model (4). The results are as follows:

Table 6: regression analysis

Model Variable	LOGIT MODLE		ORDINARY LEAST SQUARES REGRESSION	
	Intention(0 1)		Intention (1 2 3 4 5)	
	Model(1)	Model(2)	Model(3)	Model(4)
SFP	0.537*** (4.528)		0.566*** (6.802)	
SFS	0.0214*** (0.161)		0.480 (6.099)	
SPH	0.344*** (2.577)		0.326*** (4.483)	
UP		0.617*** (5.242)	1.233*** (70.82)	
C	1.237***	1.189***	3.717***	3.717***
R²	0.094	0.067	0.925	0.925

Note: the values in brackets are t, ****** are statistically significant at 1%, 5% and 10% respectively.

It can be seen from the above chart that, except that the merchant satisfaction in logit model has no significant effect on consumers' purchase intention, the significance of product satisfaction and merchant's recognition on consumers' purchase intention is consistent in logit model and ordinary least squares regression. In the model of ordinary least squares regression, when the satisfaction degree of products increases by one unit, the purchase intention of consumers will increase by 0.566 units. Because the products that are satisfied with users may have good brand awareness, higher praise rate and cost performance, they are recognized and loved by more users; for each unit of satisfaction of business services, consumers' purchase intention will increase by 0.566 units The reason is that the high-quality business service will be reflected in all aspects of pre-sale publicity, sales promotion discount and after-sales service, so that businesses can meet the needs of consumers to a great extent, which promotes consumers' purchase intention to a great extent. Every increase in the recognition of the anchor, the purchase intention of consumers will increase by 0.326 units, It shows that the richer the content forms, the higher the frequency of interaction and the good public image will promote consumers' purchase intention. For each additional unit of user experience, the purchase intention of consumers increases by 1.233 units.

6. Conclusions and Suggestions

This paper focuses on the application of user experience quality in the field of live e-commerce, and studies its impact on consumers' purchase intention from many aspects. First of all, according to the theoretical research foundation of domestic and foreign academic circles, including Nicosia model, Howard Sheth model and user experience quality honeycomb model, as well as the market research on user experience quality in the field of live broadcast, three predictive variables are established, and the "three element theory" model is established, and relevant assumptions are put forward. The relationship between different factors was studied by quantitative questionnaire. Finally, logit and least square method were used to analyze the variables to verify the hypothesis results. It is concluded that the brand awareness of the product, the cost-effectiveness of the product, and the favorable rate of the product will have a positive impact on the purchase intention of consumers. The diversity of content forms, the frequency of service interaction and the public image of the anchor have a positive impact on consumers' purchase intention. The conclusion is that the pre-sale publicity service, sales promotion discount and after-sales service have a positive impact on consumers' purchase intention.

From the conclusion of this paper, most of the research hypotheses are supported. According to the research background of this paper, the following suggestions are put forward for the anchors and businesses involved in e-commerce live broadcasting:

1) Select well-known brand products as live products with goods. When selecting products, focus on those products with high cost performance and good user evaluation.

2) In the business sales, do a good job of publicity before sales to facilitate customers to understand the products; provide sufficient promotion discount to customers to attract customers to buy; provide high-quality after-sales service in the after-sales to improve the praise rate of products.

3) Before the live broadcast, the anchor should first establish a good public image to let the audience be willing to watch the live broadcast; pay attention to the diversity of the live broadcast content, explain and introduce the products in detail, and enhance the consumers' purchase intention; in the process of live broadcast, they should fully interact with the audience and seriously answer the questions raised by the audience, so as to meet the needs of customers and improve the repeat purchase rate.

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