



A Study of Impact of Consumer-Perceived Value on the Sales and Marketing Performance of Skincare Enterprises in the Context of E-commerce Live Streaming Using Consumer Trust as a Mediation

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Abstract

Background and Aims: According to the National Bureau of Statistics, the size of China's e-commerce market was 32550 billion yuan in 2018. By 2022, the size of China's e-commerce market had reached 47570 billion yuan, with annual growth rates of 13.57%, 9.46%, 7.1%, 10.4%, and 12.9%. More and more enterprises are choosing to open e-commerce live-streaming services. This paper aims to study the relationship between consumer perceived value and marketing performance in the skin care product e-commerce live broadcast room. Relationship between consumer trust and marketing performance in the skin care products e-commerce studio.

Materials and Methods: This article analyzes the relationship between consumer value perception, consumer trust, and skincare marketing performance in the context of e-commerce live streaming through literature research and empirical analysis.

Results: Through empirical analysis, it can be concluded that there is a positive relationship between consumer perceived value and marketing performance in skincare e-commerce live streaming rooms; There is a positive relationship between consumer trust and marketing performance in the live streaming room of skincare e-commerce; Consumer trust in skincare e-commerce live streaming rooms can serve as a mediator between perceived value and marketing performance.

Conclusion: Advancements in technology, particularly the rise of live video in online shopping, have reshaped consumer preferences. Price sensitivity takes precedence over experiential factors, especially in skincare products, where lower live broadcast prices significantly boost consumer engagement and drive purchase decisions.

Keywords: E-commerce Live Streaming Business; Value Perception; Consumer Trust; Marketing Performance

Introduction

In recent years, the dynamism of China's e-commerce landscape has reached unprecedented heights, reflecting the profound transformation of consumer behaviors and market trends. According to the National Bureau of Statistics, the e-commerce market in China surged from 32.55 billion yuan in 2018 to a staggering 47.57 billion yuan by 2022, with consistent annual growth rates.

This paper ventures into the heart of this transformative wave, focusing on a particularly intriguing facet of the e-commerce evolution — the meteoric rise of e-commerce live streaming services. As consumer preferences continue to shift towards immersive and interactive online experiences, enterprises are increasingly embracing the trend of live streaming to engage with their audiences in real-time.

The allure of e-commerce live streaming is palpable, evident in the numbers and strategic decisions of businesses navigating this dynamic landscape. More than a mere trend, it has become a strategic imperative for enterprises to leverage this platform effectively. Against this backdrop, our research embarks on a journey to dissect the intricate relationships between consumer value perception, trust, and marketing performance within the context of e-commerce live streaming.

Through an amalgamation of literature research and empirical analysis, we aim to unravel the underlying dynamics that govern consumer behavior in the fast-paced and visually-driven world of e-commerce live streaming. By scrutinizing the interplay between perceived value and trust, we endeavor to offer valuable insights that can guide businesses in formulating effective strategies for this burgeoning market.

As we navigate through the dimensions of price perception, experience perception, and consumer trust, the empirical evidence presented herein seeks to contribute not only to the academic understanding of e-commerce dynamics but also to provide actionable intelligence for businesses seeking success in this evolving landscape.

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In essence, this research stands as a beacon for those seeking to comprehend the symbiotic relationship between consumer perceptions and marketing performance in the captivating realm of e-commerce live streaming.

Objectives

After obtaining data by sorting existing literature and empirical investigation, the following research objectives are proposed for the live broadcast market of skin care products:

- 1) The relationship between consumer perceived value and marketing performance in the skin care product e-commerce live broadcast room.
- 2) The relationship between consumer trust and marketing performance in the skin care products e-commerce studio.
- 3) Can the consumption trust in the skin care products e-commerce studio play an intermediary role between perceived value and marketing performance?

Literature review

The influence of consumers' purchasing decisions can be divided into internal influence and external influence. After the attributes of goods meet the internal influence and external influence, under the stimulation of consumption desire, consumers will analyze and choose the most suitable purchasing scheme for the use scenario and their own situation among the available commodities (Cheng Yunxing, 2010). In the context of web celebrity live broadcast, web celebrity anchors improve the perceived value of potential customers through their own characteristics and price competition, transform the consumption intention into shopping behavior, promote potential customers into effective customers, and increase sales performance while increasing customers' assets (Huang Yuwei, 2022). The popularity, personalized service, and interactive behavior of anchors of e-commerce live broadcast enterprises can all enhance the perceived value of consumers, and customers with high perceived value will have purchase behavior and loyalty to the corporate brand (Lu Caixiu, 2022).

The increase in consumers' perceived value can affect consumers' shopping behavior and consumers' loyalty to the brand. Therefore, this paper puts forward the hypothesis:

H1a: Price perception positively promotes the marketing performance of skincare enterprises

H1b: Experience perception positively promotes the marketing performance of skincare enterprises

Deutsch Based on the prisoner's dilemma, the psychological concept of trust is proposed. Trust not only enables people to trust others and gain trust from others. In specific scenarios, trust is reflected as a behavioral choice in individuals (Deutsch, 1960). Interpersonal trust has a concrete representation. An individual has expectations and hopes for another individual, believing that the other party will keep the oral promise and written contract, creating a sense of trust (Rotter, 1971). Trust is the subjective judgment generated by consumers after considering interpersonal relationships and a large amount of information. Consumer trust plays a key role in online shopping platforms. Consumers trust the broadcast room based on the reputation, reputation, and service team of anchors, and generate the willingness to consume (Xiong Xin, 2022). E-commerce enterprises can influence consumers' consumption trust by hiring stars or head anchors. When the head anchor in the studio interacts with the audience, consumers rely on their own experience to judge the emergence of the head anchor represents the enterprise has certain strength and head anchor cooperation, so consumers have trust in the studio, consumer trust establishment stimulated consumer consumption will into consumer behavior (Huang Yuwei, 2022).

Consumers' consumption trust can transform consumers' consumption willingness into consumption behavior, and promote the sales performance of enterprises, and consumers with high consumption trust will give enterprises a high corporate reputation. In summary, this paper puts forward the hypothesis:

H2a: Interpersonal trust is positively promoting the marketing performance of skincare enterprises



H2b: Institutional trust is positively promoting the marketing performance of skin care products enterprises

In an electricity sales situation, the consumer's perceptual experience value and perceived emotional value an important factors of perceived value, customers when buying goods, not only care about the commodity itself but will also focus on the goods service expectations, when consumers' emotional demand by products and services, consumers' dependence on enterprises and trust will be further strengthened (Xiong Xin, 2022).

The perception of consumers on e-commerce platforms will gain more cost-effective product promotion information. Based on the principle of maximum goodwill, consumers believe that the enterprises will not harm their own interests and will not harm their own interests, even if they do not harm their own interests (Wu, 2023).

While the marketing method improves the perceived emotional value, it will also make consumers have trust in the broadcast room. Consumers believe that enterprises will not do behaviors that threaten their own interests and hope the other party to abide by the contract. Therefore, this paper puts forward the hypothesis:

H3: Perceived value positively promotes consumer trust

Under the perspective of an electric business platform, consumer consumption trust between perceived value and shopping behavior acts as the intermediary variable, consumer trust in the influence mechanism of enlarging the perceived value of the stimulus, increases the role of perceived value, also in the influence mechanism, influence consumer consumer trust to encourage consumers will consumption into consumer behavior (Xiong Xin, 2022).

In the scenario of e-commerce live broadcast, in the research on consumers' purchase intention, consumer trust can act as an intermediary variable between variables, and can significantly affect the purchase intention of consumption (Huang Yuewei, 2022). Consumers 'purchasing behavior of hating the rich is influenced by consumers' perceived value, and consumer trust plays an intermediary role between the two. Consumers 'perceived value achieves double-link stimulation to consumers' continuous purchasing behavior and enhances the role of perceived value (Wu, 2023).

H4: Consumer trust acts as an intermediary variable between perceived value and marketing performance

Conceptual Framework

Conceptual Framework: Understanding the Dynamics of E-commerce Live Streaming

The conceptual framework illustrates the intricate relationships between key elements in the context of e-commerce live streaming, shedding light on the interplay of consumer value perception, trust, and marketing performance.

Independent Variables:

Perceived Value:

Price Perception: Consumers' sensitivity to the price of products showcased in e-commerce live streaming.

Experience Perception: The degree to which consumers perceive positive, engaging, and immersive experiences in the live streaming environment.

Mediating Variable:

Consumer Trust:

Interpersonal Trust: Trust built through interactions with live-streaming hosts and influencers.

Institutional Trust: Trust is derived from the reputation, reliability, and credibility of the e-commerce platform.

Dependent Variable:

Marketing Performance:

Sales Performance: The effectiveness of e-commerce live streaming in driving sales and revenue.

Customer Equity: The long-term value and loyalty of customers acquired through live streaming.

Brand Value: The impact of live streaming on enhancing the overall brand value of the enterprise.

Methodology

1) Literature analysis method, by collecting literature, summarizing the existing books and literature on perceived value, marketing performance, and consumer trust, establishing a set of their own theoretical research process of perceived value, marketing performance, and consumer trust, and laying a foundation for paper literature review and questionnaire preparation.

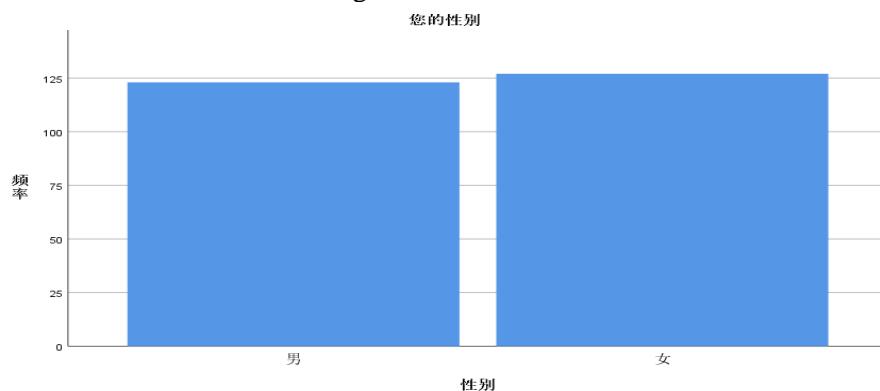
2) Questionnaire survey method: applicable and mature scales are selected for perceived value, marketing performance, and consumer trust, the final questionnaire is designed according to the use scenario, and the influence mechanism between perceived value, marketing performance, and consumer trust is analyzed through the questionnaire data.

3) Empirical analysis method, statistical software is used to analyze the collected data of perceived value, marketing performance, and consumer trust, and the data is used to explore whether the assumptions of this paper are valid.

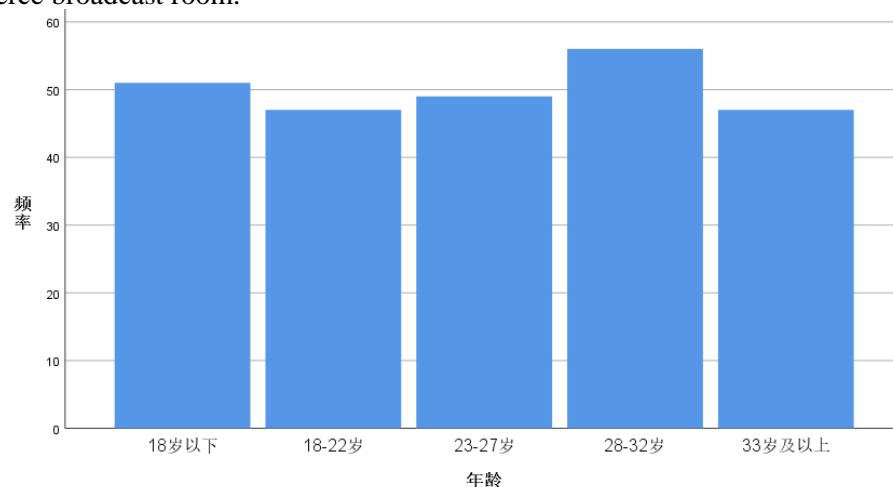
Results

1. Descriptive statistics and analysis

In this study, an online platform was used to distribute questionnaires, and 250 valid questionnaires were collected. Data from the population sample are now subjected to a descriptive analysis and the results are shown in the figure.

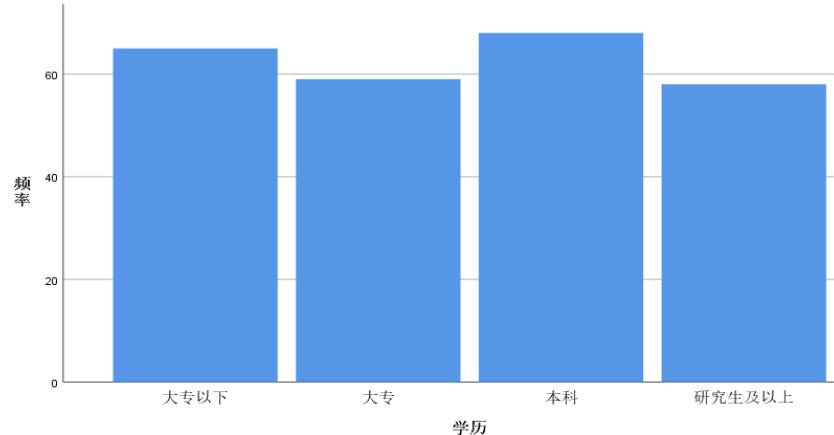


As can be seen from the gender statistics chart of the interviewees, the gap in the gender ratio of skin care products purchased in the e-commerce broadcast room is not very obvious. The data shows that both men and women have a demand for skin care products, and have bought skin care products in the e-commerce broadcast room.



It can be seen from the age distribution map of the respondents that the people who place orders in the e-commerce broadcast room include young, young, and middle-aged groups, and there is no saying that young people are the main consumer groups. The marketing means of an e-commerce broadcast room can be different according to the target age group of the product. As can be seen in

Figure 4-5, the consumers aged 28-32 are relatively high, which means that the consumers in this age group have strong economic strength and strong consumption desire. Emerging broadcast rooms can choose this age group as one of the characteristics of the main user portrait of the broadcast room. The number of young consumers is also large, and it is an emerging market to be developed.



As can be seen from the distribution of education statistics, regardless of the education level, the respondents will watch the live broadcast to buy skin care products. The higher the educated people, the firmer the judgment of their own experience. When highly educated people have consumer trust in the products of the enterprise, to avoid the cost of trial and error, highly educated people will choose the same broadcast room to continue to order the same goods.

2. Correlation analysis

This paper uses SPSS26.0 to analyze the correlation analysis between the three variables of perceived value, consumer credit, and marketing performance and the seven dimensions that it describes.

Table 1 Correlation analysis

Variable	1	2	3	4	5	6	7	8	9	10
Perceived value	1									
Consumer trust	.892**	1								
Marketing performance	.921**	.873*	1							
Price perception	.948**	.884*	.909**	1						
Experience perception	.984**	.857*	.887**	.877	1					
Sales performance	.804**	.788*	.883**	.809	.765**	1				
customer equity	.840**	.788*	.925**	.829	.809**	.750*	1			
brand value	.846**	.810*	.921**	.848	.807**	.749*	.775	1		
interpersonal trust	.847**	.953*	.822**	.836	.815**	.732*	.737	.775*	1	
System trust	.820**	.913*	.810**	.817	.786**	.746*	.739	.736*	.74	1

Note: ** indicates that the correlation is significant at level 0.01.

From Table 1, the correlation coefficient of perceived value and marketing performance is .921**, The analysis data shows that the two variables are significant at the 0.01 level, so the correlation

between perceived value and marketing performance is strong, that is, perceived value can affect marketing performance in the context of live broadcasting. The correlation coefficient of marketing performance and price perception is .909**, The correlation coefficient of marketing performance and experience perception is .887**, Marketing performance and the two dimensions in 0.01 level are significant, proving value perception and experience perception two dimensions and marketing performance are directly related, can be seen from the data, in a live situation, consumer price sensitivity is higher than experience, namely, the price factor has a greater influence on marketing performance.

The correlation coefficient of perceived value and consumer trust is 0.873** In addition, there is a significant relationship at the level of 0.01. Compared with the correlation coefficient between perceived value and marketing performance, it can be seen that perceived value factors stimulate marketing performance more strongly than consumer trust. In the context of e-commerce live broadcasting, improving perceived value has higher benefits than improving consumer trust.

In summary, the Table of Fig3.1 The data can preliminarily confirm the hypothesis of H1a, H1b, H1c, H1c, H2a, H2b, H2c and H3.

3. Regression analysis

Table 2 The return of perceived value and consumer trust to Marketing Performance

	Non-standard beta values	Standard error	Standard beta value	T	conspicuousness (P)	collinearity (VIF)
(constant)	.341	.105		3.238		
sex	.029	.040	.017	.718	.473	1.014
age	-0.24	.014	-.04	-1.695	0.91	1.011
record of formal schooling	-0.12	.018	-.016	-.662	.509	1.022
Perceived value	.672	.050	.708	13.389	.000	4.998
Consumer trust	.235	.051	.243	4.597	.000	4.974
R ²	0.863					
R ² after adjustment	0.861					
F	308.465					
P	0.000 ^b					
Dependent variable: marketing performance						

The regression analysis included gender, age, and academic background as control variables, the independent variables were perceived value and consumption trust, and the dependent variables were marketing performance. In the designed regression model, the value of R² is 0.861, which means that in the context of e-commerce live broadcasting, consumers' perceived value and consumer trust can explain nearly 90% of the changes in marketing performance. The value is also relatively low in terms of collinearity, and there is no problem of collinearity. It can be seen from the table that the perceived value of consumers in the context of e-commerce live broadcasting has a greater impact on marketing performance than that of consumer trust. Combined with the data of correlation analysis, it can be concluded that the focus of marketing resources should be tilted to the perceived value.

In conclusion, in the context of e-commerce live broadcasting, consumers' perceived value and consumer trust can positively affect marketing performance, which partially verifies the hypothesis that H1a, H1b, H1c, H2a, H2b, and H2c are established.

Table 3 Regression analysis of perceived value

	Non-standard beta values	Standard error	Standard beta value	T	conspicuousness (P)	collinearity (VIF)
(constant)	.528	.131		4.023	.000	
sex	.026	.049	.015	.533	.594	1.015
age	.000	.017	.000	-.009	.993	1.012
record of formal schooling	-.038	.022	-.048	-1.736	.084	1.013
Price perception	.438	.044	.576	9.982	.000	4.348
Experience perception	.376	.061	.356	6.188	.000	4.325
R ²	0.813					
R ² after adjustment	0.810					
F	212.701					
P	0.000 ^b					
Dependent variable: consumer trust						

The regression analysis in Table 3 included gender, age, and educational background as control variables, the independent variables were price perception and experience perception, and the dependent variables were consumer trust. The designed regression model, R² was 0.813 and significant at 0.000, proving that the model explains 81.3% of the change in consumer trust, and there is no problem with collinearity. Price perception and experience perception, as two dimensions of perceived value, price perception and experience perception can positively promote consumer trust in the context of live broadcast, that is, representing that perceived value can positively promote consumer trust in the context of live broadcast, which proves that the hypothesis H3 of this paper is valid.

4. Intermediation relationship test

Table 4 Intermediation test

Parameter	Value of assessment	Low	Maximum value	Conspicuousness
IND	0.210	0.116	0.310	0.000
TOTAL	0.875	0.828	0.922	0.000
R	0.240	0.132	0.352	0.000

In this study, the intermediate relationship test model was constructed through AMOS software, and the IND path is path a and path b, which is the main variable to test the intermediary relationship. The TOTAL is the IND plus path c. The lowest and highest values of IND are greater than zero, proving that consumer credit can act as a mediating variable between perceived value and marketing performance, namely, H4 is assumed in this paper.

Discussion

In the data obtained in this survey, although the influence of consumers' experience perception is not as good as that of price perception, e-commerce live broadcasting, as an emerging e-commerce sales channel, will have a higher sense of experience than traditional e-commerce in terms of real-time and interactivity. Consumers are also human beings, and people will pursue a social sense of society. When consumers watch the live broadcast and ask questions in the broadcast room, the interaction between anchors and consumers can not only answer the questions of consumers but also satisfy their social sense of society. The popularity of instant messaging has narrowed the distance between consumers



and merchants. A good atmosphere and shopping experience in the broadcast room can maintain consumer loyalty. Consumer loyalty is also one of the marketing purposes of enterprises.

Studio word of mouth will affect consumer consumption decisions, A good studio brand reputation can improve consumer trust in the studio, consumers before shopping will according to all the information collected a subjective judgment, when the studio brand reputation is good, consumers can receive more positive news, the more positive news, consumer subjective evaluation of studio will be the better side, can stimulate consumers to make purchase behavior.

Conclusion

Table 5 Hypothesis Verification

Hypothesis	Verification result
H1a :	Price perception positively promotes the marketing performance of skin care product enterprises support
H1b :	Experience perception positively promotes the marketing performance of skin care products enterprises support
H2a :	Interpersonal trust positively promotes the marketing performance of skincare enterprises support
H2b :	Institutional trust positively promotes the marketing performance of skin care product enterprises support
H3 :	Perceived value positively promotes consumer trust support
H4 :	Consumer trust acts as a mediating variable between perceived value and marketing performance support

With the upgrade of Internet technology and communication technology, Internet shopping is no longer a single text picture that can attract consumer attention, the new Internet shopping platform content comprehensive, brief information, but consumers only browse commodity information has not met the needs of consumers, the emergence of live video to the general consumption brought new shopping channels, is also an important part of the enterprise development electricity market.

According to the data analysis of this paper, it can be seen that consumers' price perception sensitivity is higher than experience perception. Before consumers enter the broadcast room, the first thing they notice is the cover information of the broadcast room. The goods and price of the cover information are the main driving forces to attract consumers to enter the broadcast room. The image of skin care products in consumer groups has always been high price and low quantity. When the broadcast room is selling skin care products, the lower the price launched in the broadcast room, the more consumers have the desire to enter the broadcast room. The efficacy and price of skin care products are some of the factors that affect consumers' orders. When the price of skin care products is enough to impress consumers, consumers watching the live broadcast will choose to order the goods.

Recommendation

1. Make reasonable use of price competition to enhance consumers' perceived value

It can be seen from the previous data analysis that consumers are more sensitive to the pricing of products in e-commerce live broadcast rooms. In choosing marketing methods to attract consumers to watch and shop, e-commerce live broadcast rooms can appropriately introduce price competition methods and use certain Price competition for each product will allow consumers to enter the live broadcast room to purchase products because of the low price. Low-price and high-efficiency products will greatly enhance consumers' perceived value, and at the same time, they can use these low-priced products to attract more traffic. Consumers enter the live broadcast room to watch, and the e-commerce live broadcast room can use the traffic drainage effect to promote other products.



2. Create a good live broadcast atmosphere and enhance consumers' shopping experience

The importance of experience perception in perceived value is self-evident. Only by providing a good live broadcast experience can consumers be retained to watch the content in the live broadcast room. To create a good live broadcast atmosphere, you first need to ensure the professionalism and on-the-spot adaptability of the anchor. Only professional explanations can present a good shopping atmosphere to consumers. Consumers are willing to accept the anchor's popular use skills and products in the live broadcast room. The relevant principle behind it is that the high-tech skin care products need to be converted into explanations that ordinary people can understand so that consumers can know that the products in the live broadcast room are high in cost, the current promotions are strong, and they can get greater benefits by purchasing now than before. Discount strength. On-the-spot adaptability is to solve various problems raised by consumers in the live broadcast room. Problems that have not been encountered before need to be solved by the anchor through the ability of an on-the-spot response. Only when consumers have no worries will consumers be willing to buy Skin care products.

3. Choose e-commerce platform construction channels with a good brand reputation

When consumers face unfamiliar companies, they will have a skeptical attitude toward them. When the live broadcast room is built on an e-commerce shopping platform with a good reputation, the reputation of the e-commerce shopping platform will hurt the live broadcast room. The impact is that the after-sales policy of the e-commerce shopping platform will give consumers a sense of trust, which will drive consumers to ignore unfavorable factors in consumption decisions, generate purchasing behavior, and improve the sales performance of the live broadcast room.

4. Build the brand reputation of the live broadcast room

The reputation of the live broadcast room will affect consumers' consumption decisions. A good brand reputation for the live broadcast room can enhance consumers' trust in the live broadcast room. Consumers will make a subjective judgment based on all the information collected before shopping. When the brand of the live broadcast room with a good reputation, consumers can receive more positive news. The more positive news, the more positive consumers' subjective evaluation of the live broadcast room will be, which can stimulate consumers to make purchases.

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