

User Transfer Behavior in Live Streaming Social Media

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ABSTRACT

This study delved into the intricate dynamics of user transfer behavior within the realm of live streaming social media e-commerce in Jiangsu, China, meticulously examining user profiles and their corresponding transfer behaviors. It sheds light on the multifaceted factors influencing users' engagement with various platforms, paying particular attention to their perceptions and the challenges they encounter in this digital landscape. Participants, categorized based on diverse profile variables, provide a comprehensive understanding of their user transfer behavior and its utilization in the context of e-commerce. The pivotal aim of this research is to craft actionable strategies addressing the complexities and challenges prevalent in the live streaming social media e-commerce sector in Jiangsu. This exploration not only contributes to a deeper understanding of the current state of e-commerce but also serves as a guide for developing more user-centric platforms and strategies in the rapidly evolving world of digital commerce.

KEYWORDS

E-Commerce; Live; Streaming; User; Transfer behavior; Social media.

1 Statement of the Problem

This study aims to assess the user transfer behavior in Live Streaming social media E-Commerce in Jiangsu, China.

Specifically, the study aims to answer the following questions:

1.1 What is the profile of the participants in terms of:

- (1) Age
- (2) Gender
- (3) Highest Educational Attainment
- (4) Occupation
- (5) Browsing duration.

1.2 What is the assessment of the participants on the extent to which user transfer behavior is manifested in live streaming social media e-commerce

- (1) Exploratory and Variability
- (2) Social Influence
- (3) Platform Features and Satisfaction

1.3 What are the problems and challenges encountered by the participants in their utilization of live streaming social media ecommerce?

2 RESULTS AND DISCUSSION

This chapter presents the results of the data analysis and their corresponding discussion. The presentation follows the sequence of the research questions as stipulated in the statement of the problem.

2.1 Participants' Profile

Table 1 Frequency and percentage distribution of participants in terms of Age

Age Level	Frequency	Percentage
Under 25 years old	42	13.73
26-40 years old	119	38.89
41-55 years old	111	36.27
Over 56 years old	34	11.11
Total	306	100.00

The data reveals that most or 38.89% are within the age rate of 26 – 40 years.

Table 2 Frequency and percentage distribution of participants in terms of Gender

Gender	Frequency	Percentage
Male	159	51.96
Female	147	48.04
Total	306	100.00

As seen in the table above, 51.96 percent are male, 48.04 percent are female.

Table 3 Frequency and percentage distribution of participant in terms of Highest Educational Attainment

Highest Educational Attainment	Frequency	Percentage
Junior high school and below	7	2.29
High school	48	15.69
Undergraduate	176	57.52
Master degree and above	75	24.51
Total	306	100.00

The data reveals that most of 57.52% participants are undergraduate (include college).

Table 4 Frequency and percentage distribution of participant in terms of Occupation

Occupation	Frequency	Percentage
Relevant Practitioners	75	24.51
Student	49	16.01
Freelancer	18	5.88
Other	164	53.59
Total	306	100.00

The data reveal that most or 53.59% participants are Other Occupation.

The data reveals that most or 30.07% are within the browsing duration of 1 hour – 2 hour.

Extent to which the participants' assessment on user transfer behavior in live social media e-commerce.

The result suggests that in the dynamic realm of live streaming e-commerce, user loyalty is highly influenced by a constant search for new experiences, advertisements, and financial incentives, leading to frequent switching between platforms. To retain users, platforms must rapidly adapt to

Table 5 Frequency and percentage distribution of participant in terms of Browsing Duration

Browsing Duration	Frequency	Percentage
Less than 30 minute	46	15.03
30 minute-1 hour	90	29.41
1 hour-2 hour	92	30.07
More than 2 hour	78	25.49
Total	306	100.00

Table 6 Mean and descriptive of interpretation of the participants assessment on the extent to which they manifest user transfer behavior in live streaming e-commerce in terms of Exploratory and Variability

Indicators	Weighted Mean	Descriptive Interpretation
1. I often find myself hopping between different live streaming e-commerce platforms.	2.74	Great Extent
2. I am more inclined to try new live streaming e-commerce platforms rather than sticking to the same one.	2.90	Great Extent
3. Prompted by advertisements to try new live streaming e-commerce platforms.	2.75	Great Extent
4. To discover new products/brands on a live streaming e-commerce platform could affect me to switch to another platform.	2.76	Great Extent
5. Discounts and promotional activities often attract me to switch to a new live streaming e-commerce platform.	2.98	Great Extent
Category Mean	2.83	Great Extent

consumer feedback and changing market trends. Additionally, offering competitive pricing is essential to sustain user interest and loyalty, underscoring the importance of novelty and perceived value.

Supporting this perspective, Jeong, U. et al.'s (2023) research indicates a growing trend of user mobility across platforms. With shifting needs, tastes, and interests, users show a propensity to migrate from one service to another, thereby intensifying the battle for user attention across social media platforms. While users may not abandon a platform entirely, they will be attracted to other platforms' unique benefits and offerings. Given these insights, live streaming e-commerce platforms must recognize the importance of adaptability and responsiveness to market trends and user feedback to sustain a competitive edge.

Table 7 Mean and descriptive of interpretation of the participants assessment on the extent to which they manifest user transfer behavior in live streaming e-commerce in terms of Social Influence

Indicators	Weighted Mean	Descriptive Interpretation
1. Consider the recommendations from friends and family in choosing a live streaming e-commerce platform.	2.76	Great Extent
2. I usually choose the live streaming e-commerce platforms recommended by influencers/bloggers I follow.	2.58	Great Extent
3. I refer to user reviews/comments when choosing a live streaming e-commerce platform.	2.88	Great Extent
4. When I find more friends or colleagues using other platforms, I consider transferring to that platform.	2.95	Great Extent
5. Influenced by the trustworthiness of the platform.	3.13	Great Extent
Category Mean	2.86	Great Extent

The implications from this result is findings is that social influence and platform credibility are crucial in shaping user preferences for live streaming e-commerce platforms, emphasizing the need for building trust and a reputable image. Influencers and social media personalities also play a role,

albeit smaller, highlighting the importance of leveraging social proof for user acquisition and retention.

Supporting this perspective, Zhou Tao et al. (2021) supports this view. Their research found that factors such as dissatisfaction, social influence, perceived usefulness, and social identity significantly affect users' transfer intention. Zhu Siyu's (2022) research also found that user comments and interactions in social media also affect user transfer behavior.

Table 8 Mean and descriptive of interpretation of the participants assessment on the extent to which they manifest user transfer behavior in live streaming e-commerce in terms of Platform Features and Satisfaction

Indicators	Weighted	Descriptive
	Mean	Interpretation
1. That new variety of products on a platform makes me more likely to switch to that platform.	2.88	Great Extent
2. I stop using the current one when I find a better live streaming e-commerce platform.	2.42	Moderate Extent
3. When I am dissatisfied with the current live streaming e-commerce platform, I seek other platforms.	3.10	Great Extent
4. I would transfer to a new platform due to its new features or unique selling points.	2.87	Great Extent
5. Availability of my preferred brands or products affects my user-transfer behavior.	2.88	Great Extent
6. The performance or speed of a platform influences my user-transfer behavior.	3.06	Great Extent
7. I usually switch platforms if I face technical difficulties on my current platform.	3.08	Great Extent
Category Mean	2.90	Great Extent

The implication from this data is that user-transfer behavior in live streaming e-commerce is driven by platform features and satisfaction, with users readily switching for diverse products, unique features, or favorite brands, yet sometimes showing inertia despite better options. This pattern underscores the importance of platforms continuously innovating and proactively addressing user concerns to ensure loyalty and reliability.

Supporting this perspective, Wang Zelin's (2020) research found that user experience factors and user satisfaction factors will affect user loyalty and, in turn, affect users' transfer behavior. Zhu Siyu's (2022) research also found that user dissatisfaction and technical factors in social media will also affect user transfer behavior. Technical factors include attractiveness of alternatives, information quality, system quality, technical quality, relative usefulness, and relative value, relative ease of use, etc.

2.2 Problems and Challenges in the Social Media Live Streaming E-commerce User Transfer Behavior

Problems and Challenges encountered by the participants in their utilization of Live Streaming Social Media E-commerce are the following:

- (1) Lack of Trust
- (2) Privacy Concerns
- (3) Payment Inconvenience/Insecurity
- (4) Slow Logistics
- (5) Quality Concerns
- (6) Poor Customer Service
- (7) Platform Stability and Performance
- (8) Low Cost-Performance Ratio
- (9) Ads are Intrusive and Overly Aggressive

(10) Decreased User Attention and Poor Interactivity

(11) The Live Content is Complicated/Inconvenience for Use

(12) Product Recommendations Do Not Match User Habits

For the plan of action to address to address the encountered by the participants in the utilization of user-transfer behavior of live streaming social media e-commerce in Jiangsu, China

The plan of action is a proposed to address the problems encountered by the participants in the utilization of live streaming social media e-commerce in Jiangsu, China. furthermore it also address the no results in the assessment of the participants in the live streaming social media e-commerce and their extent of their utilization.

The general objectives outlined for enhancing the strategic approach of live streaming social media e-commerce platforms in China, particularly focusing on user transfer behavior, can be summarized in the overarching goals:

(1) Enhance the attractiveness of the platform to respond to users' Exploratory and Variability: Users seek novelty and diversity in online experiences. Platforms that offer a variety of content and features can meet these needs, making them more attractive to users who value exploration and variability in their browsing experience.

(2) Increase the social influence of the platform: Social influence on the platform is often driven by community engagement and the presence of influential users or content creators. Enhancing these aspects can increase user interaction and the overall appeal of the platform, as well as change users' perceptions of the platform.

(3) Make the platform more featured and improve satisfaction: A platform with rich functions and in line with user needs can bring higher satisfaction. Listen to user feedback and continuously improve the platform's products and services to achieve this goal.

3 Conclusion

This study delves into the complexity of user transfer behavior in social media live streaming e-commerce platforms. We found that user transfer behavior is affected by a variety of factors, including the security and convenience of the payment system, logistics speed and efficiency, product quality, customer service quality, platform stability and performance, and the accuracy of the personalized recommendation system. Of particular note is the significant difference in the impact of these factors among different user groups (based on age, gender, highest educational attainment, occupation and browsing duration). For example, younger users may pay more attention to the interactivity and innovation of the platform, while older users may pay more attention to payment security and logistics efficiency. In addition, the intrusiveness of advertisements and the complexity of live content are also important factors affecting user experience and satisfaction. Overall, these findings reveal the challenges faced by live streaming e-commerce platforms in maintaining user retention and market competitiveness.

4 Recommendations

Based on the findings presented and the conclusions drawn, the researcher put forward the following recommendations:

(1) Jiangsu Live Streaming E-commerce: Platforms should adopt the proposed plan by integrating personalized content, enhancing the interface for user convenience, and offering diverse product ranges. This adaptation will cater to the nuanced preferences of Jiangsu's e-commerce users, potentially leading to increased user retention and a more personalized shopping experience.

(2) Live Streaming E-commerce Management: Management teams are advised to implement the proposed plan, which includes refining marketing strategies, investing in advanced analytics for better user understanding, and enhancing customer interaction. These steps are crucial in creating a more user-friendly environment that encourages longer user engagement and loyalty.

(3) Customers: Through the implementation of this action plan, customers can expect a superior shopping experience characterized by efficient customer service, enhanced product discovery, and personalized interactions. These improvements are designed to not only satisfy but also delight customers, leading to a more fulfilling e-commerce experience.

(4) Researchers: It is recommended The researcher should present the findings of the study. Proposing this plan of action will aid in the evolution of live streaming e-commerce platforms, making them more responsive to user needs.

(5) Future Researchers: The scope of future research should be expanded to include a broader analysis of user behavior patterns in live streaming e-commerce. This would involve examining different demographic segments, exploring emerging trends, and potentially comparing cross-cultural behaviors to provide deeper insights into the evolving landscape of online shopping.

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