

Research and Practice of College Students Impulse Consumption Behavior in The Context of E-Commerce Live Broadcasting: Take Shenyang College Students as an Example

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Abstract: In order to guide college students to establish a scientific and green consumption concept, as well as ensure that they can surfing healthily as qualified citizens who adapt to the future challenges. This paper, based on S-O-R, social presence, trust and other related theories, establishes the mechanism model of impulse consumption in the network broadcast environment. The questionnaire was compiled and distributed to college students in Shenyang. Descriptive statistical analysis and reliability test of the survey results were performed and for the empirical study. The results of the study show that the degree of professionalism of anchors, the intensity of interaction of anchors, the quality of platform information, the perfection of platform services, and the imitation of users follow the trend have a significant positive influence on impulse consumption; the degree of user awareness has a significant negative influence on impulse consumption; the social presence and trust of college students have a mediating role in the influence of the characteristics of the anchors, the platform characteristics, and the characteristics of the users on the impact of impulse consumption. The aim of this research is to provide strong evidence for providing targeted suggestions for e-commerce platforms, e-commerce anchors and college students.

Keywords: Social Presence; Impulse Spending; S-O-R Theory

1. Overview

In today's booming e-commerce, the vast amount of data reveals a phenomenon that

cannot be ignored: consumers are increasingly buying on impulse purchases on the Internet. This behavior is not an individual phenomenon, but it is a general trend [1]. Especially in online shopping environments, consumers tend to make quick decisions and often buy without full consideration. This may be the result of many factors, including the temptation of advertising, the stimulation of the promotion of promotional activities, or the influence of online social networking. As the backbone of the future society, college students shoulder the heavy responsibility of building and inheriting the society. Their vision, knowledge and innovative spirit play an irreplaceable role in social development. However, with the rapid progress of Internet technology, various kinds of impulsive consumption behaviors are also quietly spreading on campus. These phenomena not only disperse students precious learning energy, but also may distort their correct values and consumption concepts. Facing this challenge, we need to take active measures to guide college students to establish a scientific and green consumption concept to ensure that they can grow healthily as qualified citizens who adapt to the challenges of the future.

At present, the impulsive purchasing behavior of college students often has a lot to do with some psychological, social and other aspects [2]. Previous studies mainly examine the influence of anchor characteristics, anchor knowledge and other personal characteristics on the impulsive consumption behavior of college students. The level is relatively simple, and the

platform characteristics and college students themselves. However, the combination of the three is lack of in-depth research on the impulsive consumption behavior. This paper will college students impulse consumption influence factors as a research object, combined with the situation of electricity live platform and college students inner perception, selected the host professional degree, anchor interaction strength, platform information quality, platform service perfect, the user copycat, user cognitive degree as a front variable, introducing social presence and trust as a intermediary variable, impulse consumption behavior as a reaction variable, based on the SOR theory model, social presence theory, trust theory model for this study and empirical analysis.

2. Concept Definition

2.1 Social Presence

The sense of Social Presence was first proposed by the University of Maryland professors Schott and Williams and other scholars in 1976. The theory of social presence is a comprehensive perception, and different scholars have different differences in the dimension of social presence [3]. Xie divided the sense of social presence into three dimensions: coexistence, communication presence and emotional presence, and studied the emotional mechanism of the online conformity behavior of consumers [4].

2.2 Trust Theory

The source of trust is a persons understanding of some of the characteristics or characteristics presented by the object he trusts. It is an important factor that determines the trust relationship. For trust source, scholars conducted a lot of research at home and abroad, put forward the practicability, ability, consistency, integrity, credibility, goodwill, loyalty, Mayer summarized the previous research results, put forward the "goodwill", "ability" and "integrity" three factors as trust influence factor and measure index, and established a "trust 3 dimensions" model, the model then developed into a "trust integration" model, got the recognition of scholars and use [5].The "goodwill" in the model means that the trusted object will actively benefit themselves without self-interest and will not put themselves into danger for their own interests, which is the basis of trust; the "ability" in the model means that the

trusted object has strong strength and sufficient knowledge reserve to provide quality products or services, which is an important influencing factor; honesty means that the trusted object can adhere to certain principles and positions at any time, not being influenced by negative factors, and constantly provide the truth [6].

2.3 The SOR Theory

The theoretical framework of S-O-R, namely the stimulus-organism-response model, is an important extension of the traditional stimulus-response model. The intermediate variable--organism is introduced in this framework [7], This concept not only enriches our understanding of human inner activities, but also enables us to better explain and predict individual behavior. It is a highly respected and important theory in the field of environmental psychology, providing psychologists, social scientists, and marketers with a whole new perspective to explore consumer behavior and psychological responses [8].

The SOR theoretical framework emphasizes the influence of intra-individual mental states on their extrinsic behavior, which provides a comprehensive framework for analyzing and understanding complex behavioral patterns in humans. By comprehensively considering both environmental stimuli and individual internal responses, marketers can more accurately develop strategies to promote product sales and improve customer satisfaction [9]. With the deepening of scientific research, the SOR model is expected to become one of the most influential theories in the field of environmental psychology in the future.

2.4 Impulse Consumption

Impulse consumption, which is a consumption behavior that occurs without careful deliberation or planning, often stems from the strong influence of various external factors. With the rapid progress and popularization of network technology, we have witnessed the birth and prosperity of countless shopping festivals, such as "Double 11", "818", "Goddess Festival" and "Double 12". These festivals seem to be carefully planned by businesses, frequently setting off a consumption boom among

college students. In addition, with the rise of live broadcasting economy, many entertainment APP short video platforms such as Kuaishou and TikTok have become a new shopping paradise. By live streaming of goods, bloggers enable consumers to watch the goods in real time, or even place orders directly. This convenience of "consumption by hand" has greatly stimulated the consumption desire of young consumers. However, such consumption patterns also bring challenges to the financial management of college students, who need to learn to control their impulsive consumption behavior and avoid unnecessary economic burden.

3. Research Process

3.1 Model Construction

Based on the SOR model, this paper selects the professional degree of anchors, interaction intensity of anchors, platform information quality, platform service quality, user following the trend, user cognition degree as the external environment stimulus, selects the social presence and trust as the inner activities of users, and takes impulse consumption as the behavioral response.

In the context of e-commerce live broadcasting, college students generate the inner changes of trust and social sense of presence under the professional degree of anchors, interactive intensity of anchors, platform information quality, platform service quality, users following the trend and cognitive degree of users, and then make the behavioral response of impulse consumption. As shown in Figure 1.

3.2 Study Hypothesis

According to the constructed model of influencing factors of college students impulse consumption behavior in the context of e-commerce live broadcasting, the influence of external stimulus elements on the internal state of college students and their impulsive consumption behavior is explored, and the following assumptions are put forward.

3.2.1 Effect of external stimulation (S) on user internal status (O):

Q1a: In the context of e-commerce live broadcasting, the professional degree of anchors has a significant positive impact on college students sense of social presence.

Q1b: In the context of e-commerce live broadcast, the interaction intensity of anchors

has a significant positive impact on college students sense of social presence.

Q2a: In the context of e-commerce live broadcasting, the professional degree of anchors has a significant positive impact on the trust of college students.

Q2b: In the context of e-commerce live broadcasting, the interaction intensity of anchors has a significant positive impact on the trust of college students.

Q3a: In the context of e-commerce live broadcasting, the information quality of the platform has a significant positive impact on college students sense of social presence.

Q3b: In the context of e-commerce live broadcasting, the improvement of platform services has a significant positive impact on college students sense of social presence.

Q4a: In the context of e-commerce live broadcasting, the quality of platform information has a significant positive impact on the trust of college students.

Q4b: In the context of e-commerce live broadcasting, the improvement of platform services has a significant positive impact on the trust of college students.

Q5a: In the context of e-commerce live streaming, users who follow the trend has a significant positive impact on the social sense of presence.

Q5b: In the context of e-commerce live broadcasting, users cognition has a significant negative impact on the social sense of presence.

Q6a: In the context of e-commerce live streaming, users following the trend has a significant positive impact on trust.

Q6b: In the context of e-commerce live broadcasting, users cognition degree has a significant negative impact on trust.

3.2.2 Effect of external stimulation (S) on impulse consumption behavior (R):

Q7a: In the context of e-commerce live broadcasting, the professional degree of anchors has a significant positive impact on impulse consumption.

Q7b: In the context of e-commerce live broadcasting, the interaction intensity of anchors has a significant positive impact on impulse consumption.

Q8a: In the context of e-commerce live broadcasting, the information quality of the platform has a significant positive impact on impulse consumption.

Q8b: In the context of e-commerce live streaming, the improvement of the services of the platform has a significant positive impact on impulse consumption.

Q9a: In the context of e-commerce live streaming, users imitation of following the trend

has a significant positive impact on impulse consumption.

Q9b: In the context of e-commerce live broadcasting, the cognitive degree of college students has a significant negative impact on impulse consumption.

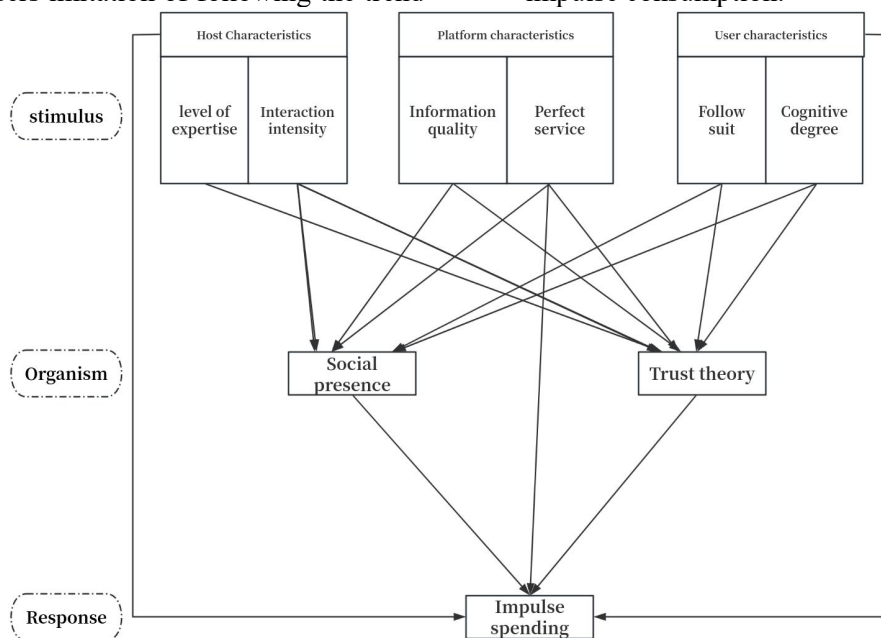


Figure 1. Influencing Factors of College Students Impulse Elimination Behavior in the Context of E-Commerce Live Streaming

3.2.3 Impact of internal state (O) on impulse consumption behavior (R):

Q10: In the context of e-commerce live broadcasting, the social sense of presence has a significant positive impact on impulse consumption.

Q11: In the context of e-commerce live broadcasting, trust has a significant negative impact on impulse consumption.

3.2.4 Mediator role of the body (O):

Q12a: In the context of e-commerce live broadcasting, the sense of social presence plays an intermediary role in the professional degree and impulse consumption of anchors.

Q12b: In the context of e-commerce live broadcasting, the sense of social presence plays an intermediary role in the interaction intensity and impulse consumption of anchors.

Q12c: In the context of e-commerce live broadcasting, the social sense of presence plays an intermediary role in the platform information quality and impulse consumption.

Q12d: In the context of e-commerce live broadcasting, the social sense of presence plays an intermediary role in the improvement of platform services and impulse consumption.

Q12e: In the context of e-commerce live

broadcasting, the sense of social presence plays an intermediary role in users imitation and impulse consumption.

Q12f: In the context of e-commerce live broadcasting, social sense of presence plays a mediating role in user cognition and impulse consumption.

Q13a: In the context of e-commerce live broadcasting, trust plays an intermediary role in the professional degree and impulse consumption of anchors.

Q13b: In the context of e-commerce live broadcast, trust plays an intermediary role in the interaction intensity and impulse consumption of anchors.

Q13c: In the context of e-commerce live streaming, trust plays an intermediary role in the platform information quality and impulse consumption.

Q13d: In the context of e-commerce live broadcasting, trust plays an intermediary role in the platform service improvement and impulse consumption.

Q13e: In the context of e-commerce live broadcasting, trust plays an intermediary role in users imitation and impulse consumption.

Q13f: In the context of e-commerce live

broadcasting, trust plays an intermediary role in users cognition and impulse consumption.

3.3 Study Subjects

At the beginning of 2024, the method of pre-survey was adopted to analyze the initial questionnaire, and the promotion of the pre-survey can provide strong support for the accuracy and pertinence of the establishment of the questionnaire items [10]. Then, the reliability and validity of the pre-survey data was tested, and combined with the analysis results of the questionnaire data and the suggestions obtained from the communication with the respondents, some adjustments were made to the questionnaire to ensure the accuracy of the questionnaire. A total of 550 questionnaires were collected to students of different majors in Shenyang University, and 512 valid questionnaires were obtained. Among the subjects were 114 (22.266%), 398 female cases (77.734%); Age of 20 years and under (40.430%), 31-35 years old (59.570%); Most of the subjects were in liberal arts (43.945%), Followed by agriculture (16.922%), Medical department (17.773%), Finally, the science department (11.914%), Engineering (9.375%); Most of the amount available to the investigators is concentrated in 1000-2000 yuan (54.883%), Followed by 2000-3000 (37.695%), Less than above 3000 (6.641%) and below 1000 (0.781%).

3.3.1 Survey tools

Based on the proposed research model and hypothesis, the questionnaire was divided into two parts. The questionnaire takes the form of a fifth-level scale. The first part is the personal basic information questionnaire: such as gender, grade, monthly disposable expenses, major, etc., a total of 5 items. The second part is the main variable survey: by the host professional degree, anchor interaction intensity, platform information quality, platform service quality, users follow suit, user cognition, social presence, trust, impulse consumption nine dimensions, questionnaire, a total of 32 items, questionnaire 17 items, 1~5 grade score, according to the degree of the index, the higher the score said first write the questionnaire. In the study, the reliability of the questionnaire was 0.928, in which the reliability of anchor professionalism was 0.812, the intensity of anchor interaction was 0.825, the platform information quality was 0.779,

the platform service quality was 0.804; the user was 0.797; the cognitive reliability of users was 0.828; the social presence reliability was 0.909; the trust was 0.890; the impulse consumption reliability was 0.904, so the reliability of the questionnaire was good. Anchor professionalism, anchor interaction intensity, platform information quality, platform service quality, users follow the trend, user cognition, social presence, trust, impulse consumption dimension and general questions. The KMO value of the volume is greater than 0.6, which indicating the structural validity of the questionnaire

3.3.2 Data processing

In this paper, SPSS26.0 for quantitative data. structural equation model using AMOS24.0.

4. Results Analysis

4.1 Description and Statistical Analysis of External Stimulation, Intermediary and Impulse Consumption

As it shown in Table 1, the average professional degree of anchors is 3.652, indicating that anchors get a relatively high evaluation in terms of professional degree. The standard deviation is 1.076, indicating that the are differ between anchors; the average interaction of anchors is 3.648, which is similar to that of anchors, indicating that anchors are also active in interaction. The standard deviation is 1.103, which also shows the difference in interaction between different anchors; the average information quality of the platform is 3.84, which is the highest score among all variables, indicating that users are generally satisfied with the quality of information provided by the platform. The standard deviation is 0.956, relatively low, which means that the platform maintains a relatively stable and high level of information quality; the average value of the platform service quality is 3.757, slightly lower than the information quality but still high overall. The standard deviation is 1.028, indicating that the service quality fluctuates among different users; the average value of imitation is 3.714, which reflects the imitation. The standard deviation is 1.038, indicating that different users are different in this orientation; user cognition: the mean is 2.385, the lowest score among all variables, indicating that users awareness of the platform or anchor is

generally low. The standard deviation is 1.112, indicating the cognitive difference between users; social presence. The average sense of sense is 3.484, indicating that users can feel a certain sense of social presence during the process of live broadcasting, that is, the experience of interacting and connecting with others. The standard deviation is 1.127, indicating that this feeling is somewhat different between different users; Trust: the mean value is 3.356, which is relatively low,

indicating that users trust in the platform or anchor needs to be improved. The standard deviation is 1.232, showing the large difference of trust among users; the mean value of impulse consumption is 3.447, indicating that users have some tendency to impulse consumption during live broadcast. The standard deviation of 1.266 shows that this tendency is different between different users.

Table 1. Results of the Descriptive Statistical Analysis

variable name	least value	crest value	mean	standard error	skewness	kurtosis
Professional degree of anchor	1.000	5.000	3.652	1.076	-0.845	-0.481
Degree of interaction between anchors	1.000	5.000	3.648	1.103	-0.735	-0.728
Platform information quality	1.000	5.000	3.840	0.956	-1.214	0.498
Platform service quality	1.000	5.000	3.757	1.028	-1.065	-0.067
Users follow suit	1.000	5.000	3.714	1.038	-0.913	-0.324
Degree of user cognition	1.000	5.000	2.385	1.112	0.732	-0.828
A sense of social presence	1.000	5.000	3.484	1.127	-0.583	-1.267
trust	1.000	5.000	3.356	1.232	-0.393	-1.438
impulse purchase	1.000	5.000	3.447	1.266	-0.567	-1.269

Table 2. Pathway Coefficient and Significance Test of Anchor Characteristics, Platform Characteristics, User Characteristics and Impulse Consumption

way	Estimate	S.E.	C.R.	P	Standardized path coefficient (β -value)
Impulse consumption <- -the professional degree of anchors	0.188	0.064	2.92	0.003	0.146
Impulse consumption <- -anchor interaction degree	0.194	0.059	3.281	0.001	0.16
Impulse consumption <- -platform information quality	0.267	0.083	3.224	0.001	0.177
Impulse consumption <- -platform service quality	0.307	0.074	4.138	***	0.224
Impulse consumption <- -users imitate	0.196	0.063	3.12	0.002	0.145
Impulse consumption <- -user awareness level	-0.222	0.072	-3.07	0.002	-0.173

To sum up, the live broadcasting platform has a good performance in terms of anchor professionalism, interaction degree, information quality and service quality, but the cognition degree of users is generally low, and the degree of trust needs to be improved.

4.2 Correlation Analysis of External Stimulation

4.2.1 Influencing factors of social presence
As it shown in Table 2, the professionalism of the anchors had a positive effect on the social presence (β =0.118), and the effect was significant (P <0.05). This shows that the more professional the anchor is, the stronger the sense of social presence.

The degree of interaction of anchors also has a positive and significant impact on the sense of social presence (β =0.134). Anchors with a high degree of interaction can more effectively connect with the audience, thus enhancing the

sense of social presence.

The platform information quality (β =0.144) and the platform service quality (β =0.177) also have a significant positive impact on the social presence. A platform that provides high-quality information and services can create a stronger sense of social presence for the audience.

Users imitation behavior (β =0.119) also has a positive impact on social presence, possibly because the interaction and imitation behavior between users enhance the overall community atmosphere and sense of social presence.

However, the level of user perception (β = -0.144) has a negative impact on social presence. This may be because users struggle to form a strong sense of social presence when they have a low understanding of the platform or anchor.

4.2.2 Factors influencing trust

The professional degree of anchors (β =0.128)

and the interactive degree of anchors ($\beta = 0.165$) have a significant positive impact on users trust. This shows that professional and interactive anchors are more likely to gain the trust of users.

The information quality of the platform ($\beta = 0.202$) and service quality ($\beta = 0.285$) have a greater impact on user trust. A platform that provides high-quality information and services can greatly enhance users trust in the platform. Users imitation behavior ($\beta = 0.099$) also had a positive impact on trust, but less so.

Similarly, the user cognition degree ($\beta = -0.155$) has a negative impact on the trust, that is, the lower the users cognition degree of the platform or anchor, the lower the trust degree.

4.2.3 Influencing factors of impulse consumption

Trust is the most important factor affecting impulse consumption ($\beta = 0.257$), which shows that users trust in the platform or anchor can greatly promote impulse consumption behavior.

The professional degree of anchors ($\beta = 0.097$) and the degree of interaction ($\beta = 0.101$) also had a positive impact on impulse consumption, but the impact degree was relatively small.

The information quality of the platform ($\beta = 0.11$) and the service quality ($\beta = 0.127$) also have a positive impact on impulse consumption, but not as much as that of trust.

User imitation behavior ($\beta = 0.104$) also has a positive impact on impulse consumption, indicating that the mutual influence between users can promote impulse consumption.

Social presence ($\beta = 0.13$) also has a positive impact on impulse consumption, possibly because users who feel a strong sense of social presence are more likely to be influenced by the environment and others and produce impulse consumption.

User cognition degree ($\beta = -0.114$) has a negative impact on impulse consumption, which may be because the lower the users cognition degree of the platform or anchor, the less likely it is to produce impulse

consumption.

4.2.4 External intermediary effect of social presence and trust in external stimulation & impulse consumption

In this study, the Bootstrap method of Amos26 software was used to test the mediation effect test, and the sample was set to 5000 times, when the biased corrected confidence interval of the indirect effect did not include 0, indicating the mediation effect. The results of the final mediation effect tests are summarized as shown in Table 3.

4.2.4.1 Social presence acts as an intermediary variable

Impulsive consumption: the professional degree of anchors promotes impulse consumption by enhancing the social sense of presence. This effect was small (Estimate=0.02) and was not statistically significant ($P=0.052$).

Consumption of social presence: the degree of interaction of anchors has a positive influence on social presence and influences impulse consumption through social presence (Estimate=0.021, $P=0.022$). This shows that anchors with a high degree of interaction can enhance the audiences sense of social presence, thus promoting impulse consumption.

Impulsive consumption: The higher the information provided by the platform, the stronger is the audiences sense of social presence, which increases the possibility of impulse consumption (Estimate=0.028, $P=0.025$).

Platform service quality Impulconsumption: Platform service quality has a significant positive impact on social presence, and this impact further promotes impulse consumption (Estimate=0.032, $P=0.013$).

Users imitate the social sense of presence impulse consumption: the following the imitation behavior between users affects the impulse consumption by enhancing the social sense of presence (Estimate=0.021, $P=0.034$). This suggests that social presence plays an important role in promoting impulse consumption.

Table 3. Effect Values and Significance Tests of the Influencing Factors of Impulse Consumption in College Students Based on Bootstrap Method

way	Estimate	S.E.	C.R.	P	Standardized path coefficient (β -value)
Social sense of presence <- - -Professional degree of anchors	0.136	0.065	2.094	0.036	0.118
Social sense of presence <- - -degree of anchor interaction	0.146	0.06	2.446	0.014	0.134
Social sense of presence <- - -platform information quality	0.192	0.082	2.331	0.02	0.144
Social sense of presence <- - -Platform service quality	0.218	0.074	2.923	0.003	0.177

Social sense of presence <- - users follow the trend	0.144	0.063	2.272	0.023	0.119
Social sense of presence <- - degree of user cognition	-0.166	0.073	-2.265	0.024	-0.144
Trust <- - the professional degree of anchors	0.168	0.066	2.563	0.01	0.128
Trust <- - the degree of anchor interaction	0.207	0.061	3.405	***	0.165
Trust <- - Platform information quality	0.309	0.084	3.677	***	0.202
Trust <- - platform service quality	0.402	0.077	5.219	***	0.285
Trust <- - , users follow suit	0.137	0.064	2.157	0.031	0.099
Trust <- - , user awareness level	-0.205	0.074	-2.765	0.006	-0.155
Impulse spending <- - trust	0.25	0.059	4.264	***	0.257
Impulse consumption <- - the professional degree of anchors	0.125	0.062	2.016	0.044	0.097
Impulse consumption <- - anchor interaction degree	0.123	0.058	2.118	0.034	0.101
Impulse consumption <- - platform information quality	0.164	0.081	2.034	0.042	0.11
Impulse consumption <- - platform service quality	0.175	0.076	2.306	0.021	0.127
Impulse consumption <- - users imitate	0.14	0.06	2.323	0.02	0.104
Impulse consumption <- - user awareness level	-0.146	0.07	-2.092	0.036	-0.114
Impulse consumption <- - social presence	0.145	0.05	2.886	0.004	0.13

Impulsive consumption: social cognition has a negative impact on social improvisation, thus reducing impulse consumption (Estimate=-0.024, P=0.023). This may be because when users are less aware of the platform or anchor, their sense of social presence is weak, thus reducing the possibility of impulse consumption.

4.2.4.2 Trust serves as the intermediary variable

Professional degree of anchors and trust in impulse consumption: The professionalism of anchors promotes impulse consumption by enhancing the trust of audiences (Estimate=0.042, P=0.029). This shows that the audiences trust in the anchors is an important factor in promoting impulse consumption.

Anchor interaction degree Trust impulse consumption: The degree of interaction has a significant positive impact on the audiences trust, and affects impulse consumption through trust (Estimate=0.052, P=0.004). This further underscores the role of interaction in building trust and promoting consumption.

Platform information quality Trust impulse consumption: The quality of information provided by the platform affects impulse consumption by enhancing the trust of the audience (Estimate=0.077, P=0.003). High-quality information can enhance audiences trust in the platform, thus promoting impulse consumption.

Platform service quality Trust on impulse consumption: Service quality of the platform has a significant positive impact on trust, and affects impulse consumption through trust

(Estimate=0.1, P=0.001). This shows that providing quality services is the key to building user trust and promoting consumption.

Users imitate trust and impulse consumption: the following and imitation behavior among users also affects impulse consumption by enhancing trust (Estimate=0.034, P=0.026). This may be because when users see others follow a trend or imitate a behavior, they trust the behavior more, and thus generate impulse spending.

User cognition Trust impulse consumption: User cognition has a negative impact on trust, thus reducing impulse consumption (Estimate=-0.051, P=0.011). When users have low awareness of the platform or anchor, their trust is also low, thus reducing the possibility of impulse consumption.

In conclusion, social sense of presence and trust play an important mediating role between multiple factors and impulsive consumption.

5. Discussion

To sum up, the professional degree of anchors, interaction intensity of anchors, platform information quality, platform service quality and imitation of users can promote college students impulse consumption, but user cognition has a negative effect on college students impulse consumption. In the process of e-commerce live broadcasting, social sense of presence and trust have a significant positive impact on impulse consumption. As emphasized in the SOR theoretical model, the bodys reaction will have an impact on individual behavior tendencies, and college

students on e-commerce live broadcasting platforms will have impulse consumption behavior. On the one hand, college students pay attention to emotional value and coexistence perception when consuming in the broadcast room. On the other hand, college students have become more and more rational in impulse consumption, and will eliminate the uncertainty in the consumption process through trust. Therefore, the social sense of presence and trust are the effective influencing factors of the impulse consumption willingness of e-commerce live streaming platforms.

6. Deficiencies

Representative of the subjects. This paper takes the ordinary college students as the survey object, and the sampling channel is relatively single, which needs further research. The personality characteristics of college students have different effects on their final impulsive buying behavior. In future studies, the personality test can be added. Moreover, we must realize that the impulse consumption behavior among college students is not determined by a single factor. The psychological mechanisms underlying this behavior are more complex and may involve the interaction of multiple factors. In particular, the mentality of college students in the context of e-commerce live broadcasting may also have an impact on the consumption behavior of college students.

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