

# Research on the Influence of Restrictive Promotion of E-commerce Live Broadcast on Consumers' Impulse Purchase Intention

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## **Abstract**

As the market competition of e-commerce live broadcast becomes increasingly fierce, merchants began to use various promotion methods to attract more consumers and increase product sales. Among them, two restrictive promotion methods, limited time and limited quantity, have been widely recognized and used by marketing managers. However, at present, the discussion between restrictive promotion methods and consumers' impulse purchase intention in the context of e-commerce live broadcast is still insufficient. Moreover, consumers in the context of e-commerce live broadcast may doubt the true intention of promotions while feeling the scarcity of goods, and there is a lack of integrated exploration for such complex consumer psychological reactions. In addition, consumers' pursuit of unique needs will directly affect their attitudes towards products and promotion methods, so it is necessary to pay attention to consumers' personal characteristics. Based on the above research needs, this paper uses SPSS 26.0 statistical software to explore the possible mechanism by which restrictive promotion methods of e-commerce live broadcast affect consumers' impulse purchase intentions through scenario experiments, so as to provide theoretical support and practical guidance for merchants to implement restrictive promotion methods. Based on the cognitive-affective personality system theory and self-expression theory, a theoretical model is constructed with restrictive promotion methods of e-commerce live broadcast as independent variables, perceived scarcity and perceived deception as mediating variables, and consumer uniqueness needs as moderating variables. The results show that different restrictive promotions have significant differences on consumers' impulse purchase intention, perceived scarcity and perceived deception, and the method of limited quantity can stimulate impulse purchase intention more and make consumers feel higher perceived scarcity and lower perceived deception than limited time. Perceived scarcity and perceived deception have significant positive and negative effects on consumers' impulse purchase intention respectively, and play a mediating role in the relationship between promotion methods and consumers' impulse purchase intention. The impact of restrictive promotions in e-commerce live broadcast on perceived scarcity and perceived deception is moderated by consumer uniqueness needs, and when consumer uniqueness needs are high, limited quantity method will make consumers feel higher perceived scarcity and lower perceived deception than limited time method; on the contrary, when consumer uniqueness needs are low, limited time method will make consumers feel higher perceived scarcity and lower perceived deception than limited quantity method.

## **Keywords**

E-commerce Live Broadcast, Restrictive Promotion, Consumers' Impulse Purchase Intention, Perceived Scarcity, Perceived Deception, Consumer Uniqueness Needs