

## The Influence Factors of Customer Satisfaction On Cosmetics Purchasing Through Live Streaming

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### Abstract

The rapid growth of e-commerce live streaming in China has transformed consumer behavior, particularly in the cosmetics industry. China's deep internet integration fuels massive online shopping. E-commerce live streaming is driving a surge in impulse purchases (especially cosmetics), predicted to grow further. Businesses need to understand this behavior in live streams to succeed, but research specifically linking live streaming to impulse purchasing is lacking and urgently needed.

This study investigates how customer characteristics (age, gender, education) and the feature of live streaming influence impulsive purchase of cosmetics purchase in live streaming, and then cognitive impulsive stimulation and psychological impulsive stimulation affect customer satisfaction of cosmetics purchase through live streaming. Quantitative data from 400 cosmetics consumers reveal that: 1) Special offers and professional streamer are primary drivers of impulse purchases; 2) Psychological stimuli outweigh cognitive factors in triggering unplanned buying; 3) While price satisfaction scores highest, product quality satisfaction remains low. The findings demonstrate that the live streaming model excels at capturing attention but requires robust quality governance to sustain consumer loyalty. Future success hinges on balancing hedonic immediacy with substantive value delivery.

**Keywords:** Live streaming commerce, Cosmetics, Impulse purchasing, Customer satisfaction, Streamer

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## Introduction

With the rapid development of e-commerce, the connection between the Internet and consumers has become closer. According to the "Statistical Report on the Development of China's Internet" released by the China Internet Network Information Center (CNNIC), as of December 2024, the number of Internet users in China reached 1.108 billion, an increase of 35.49 million from December 2021, and the Internet penetration rate reached 75.6%. In terms of mobile network terminals in China, the total number of terminal connections in China's mobile network was 3.528 billion, and the number of mobile Internet of Things connections was 1.845 billion. The number of short video users in China exceeded 1 billion for the first time, and the user utilization rate was as high as 94.8% (CNNIC, 2025). It can be said that the foundation of the Internet of Everything has been further consolidated. In addition, the proportion of online consumption in consumption continues to increase, among which the group that shops online accounts for 80.0% of the overall size of Internet users. Obviously, online shopping is being accepted and loved by most of people. At the same time, with the rapid development of e-commerce live streaming, people's consumption concepts are also changing. Impulse purchasing behavior has become a common phenomenon in consumer groups. Related research statistics: Impulse purchasing behavior occurs more frequently in the cosmetics industry, and is still on an upward trend. Based on the observation of various e-commerce platform shopping festivals, we can boldly infer that consumers' impulse purchasing behavior in the live streaming scenario will account for a higher proportion of consumers' purchasing behavior in the future. Obviously, if merchants want to improve their online sales skills, they must master consumers' consumption characteristics, especially consumers' purchasing behavior preferences and perceived risks. Of course, this is only a premise, and corresponding marketing strategies need to be proposed on this premise (Bao & Yang, 2022).

However, the existing research focuses more on online shopping itself, and there are few special studies on the correlation between e-commerce live streaming and impulse purchasing. Therefore, it is very important to strengthen research in this area in order to promote the further integration of live streaming mode and digital marketing technology, achieve an increase in sales conversion rate, and help companies better attract traffic users and better occupy the market.

## Research Objectives

- 1) To identify factors related to customer characteristics and the feature of live streaming on impulsive purchase of cosmetics purchase through live streaming.
- 2) To examine the effect of cognitive impulsive stimulation and psychological impulsive stimulation on customer satisfaction of cosmetics purchase through live streaming.

## Research hypothesis

In order to explore the influence factors on customer satisfaction of cosmetics purchase through live streaming, the following hypotheses are examined in this study:

**Hypothesis 1:** customer characteristics and the feature of live streaming positively affect impulsive purchase of cosmetics purchase through live streaming.

Hypothesis 1a: age, gender and education of customer characteristics positively affect impulsive purchase of cosmetics purchase through live streaming.

Hypothesis 1b: performance of streaming, the styles of streaming and live streamers of the feature of live streaming positively affect impulsive purchase of cosmetics purchase through live streaming.

**Hypothesis 2:** cognitive impulsive stimulation and psychological impulsive stimulation positively impact on customer satisfaction of cosmetics purchase in live streaming.

## Literature Review

### Development of live streaming in China's e-commerce

China's e-commerce live streaming began in 2016 and began to grow rapidly in 2019, which is why it is called the "first year of e-commerce live streaming". Since 2020, during the three-year epidemic period, the transaction scale of live streaming e-commerce has achieved explosive growth. From the perspective of live streaming e-commerce service companies and the number of employees, as of the end of 2020, there were more than 8,800 live streaming e-commerce service companies in China, which has increased more than three times compared with 2019. From the perspective of the number of employees engaged in live streaming e-commerce services in China, as of the end of 2020, the number of employees engaged in live streaming e-commerce services in China has exceeded 1.23 million. From the perspective of the attention paid to live

streaming in China's e-commerce, it has increased 14 times year-on-year compared with 2019. At the same time, driven by the rapid development of e-commerce live streaming in my country, a large number of live streaming anchors of various types have emerged, who use various rhetoric to market products in front of the camera. In addition, farmers and entrepreneurs have also gone online and started live streaming their products to increase sales. According to statistics from the Micro Hotspot Big Data Research Institute, the number of e-commerce live streaming in China reached 20 million in 2020, with more than 100 billion people watching online, and the number of products on the shelves also reached 40 million (CNNIC, 2025).

At present, the e-commerce live streaming industry mainly exhibits three characteristics: First, the embedded live streaming function, which has long been widely used, such as: Pinduoduo App installed Pinduoduo live streaming platform, TikTok embedded TikTok live streaming. In essence, live streaming is used as a marketing platform for e-commerce. This model needs to borrow the fame of Internet celebrities and stars to promote products and achieve sales targets through short-term promotions. All viewers can see that the purpose of live streaming is to increase sales and reduce advertising costs. Second, the product link function, the connection between the live streaming platform and the e-commerce platform is achieved through the product link function. At present, TikTok is a typical example. People can experience it very intuitively on live streaming such as TikTok. If viewers are interested in a product described by the anchor, they can directly click on the product link displayed by the anchor and complete the purchase of the product through online payment. The third is the function of live streaming. In addition to the above two functions, there are also e-commerce platforms with live streaming content as the main function. This is determined by the characteristics of the goods. For example, Little Red Lips uses this model to induce viewers to consume. This live streaming marketing color is very obvious.

The current live streaming e-commerce industry is guided by the anchor group. Because the nature and types of live streaming goods are different, the anchor group is also varied. There are ordinary marketers, Internet celebrities, and some well-known stars. This reflects the specialization and diversification of the development direction of live streaming e-commerce from the side.

E-commerce and content are beginning to merge continuously live streaming e-commerce has advantages that traditional e-commerce does not have, and it is more likely to realize direct user connection manufacturing. The anchor can quickly figure out the needs of users through different comments and consumption analysis data of fans, and use this as a basis to guide the upstream links, improve the efficiency of supply and demand matching, and shorten the product development cycle.

To sum up, e-commerce live streaming is gradually becoming more professional and large-scale, whether it is the host group or the integration of e-commerce and content. It is currently developing in two directions: one is vertical development, which requires live streaming to focus on products in one field, so this direction is more professional; the other is to develop in the direction of a live streaming matrix, which requires the host to have a strong ability to build its own supply chain. Therefore, the commercial degree or commercial value of this aspect is more obvious.

### **Social comparison theory**

Festinger (1957), first proposed the social comparison theory in 1954. In his opinion, when the self-evaluation standard is missing in reality, people fall into confusion. At this time, people will subconsciously choose to compare, compare their abilities and thinking with others. Many scholars agree with this. Some scholars believe that comparison can meet the needs of self-evaluation and clarify certain uncertainties (Bao & Yang, 2022). Social comparison is not universal, but a comparative evaluation carried out in a targeted manner for social stimuli. Of course, social comparison includes many things, including comparative behavior and personal characteristics (Taylor & Lobel, 1989). The process of social comparison is related to the individual. It is a necessary process of the individual's spontaneous behavior. Of course, it is also a relatively normal phenomenon. The comparison between individuals and others has certain positive significance and can have a huge impact on the individual's self-concept and individual expectations for the future (Wood, 1989; Bao & Yang, 2022). Social comparison is not a goal, but a normal process of self-judgment (Suls & Wheeler 2000). Studies have shown that social comparison is closely related to satisfaction, and satisfaction can be predicted and evaluated accordingly (Crawford Solberg et al., 2002). Therefore, it can be concluded that after consumers have impulsive buying behavior, consumers' post-purchase evaluation can also be combined with social comparison for

comprehensive evaluation to determine their true thoughts of satisfaction or dissatisfaction.

### **Trait coping theory**

Lazarus (1993) believes that coping style is stable and can be measured in the measurement of applied questionnaires to measure individual traits, so this kind of coping style is also called trait coping theory. Lazarus (1993) believed that this coping style has two distinct characteristics: one is that it transcends time; the other is that it transcends situations. The research on trait coping is divided into two stages. In the first stage, scholars believed that individuals have individual preferences for certain coping strategies in different situations, thus forming their own coping styles. According to the different attitudes of individual coping styles, they were divided into avoidant coping styles and direct coping styles. Although this division simplified the complex coping process in the early stage, it still has certain theoretical significance. Later scholars have continuously enriched and extended the coping strategies. In the second stage, scholars mainly explored from the perspective of personality traits, taking the Big Five personality as the general research object, which is also stable in various time stages and various situations. According to the research, it is said that the relationship between the Big Five personality and coping, and obtained the following results: neuroticism is negatively correlated with emotional coping stars, and extroversion is positively correlated with problem coping; neuroticism is also negatively correlated with problem coping: conscientiousness is negatively correlated with problem coping stars; openness is not related to most coping strategies in the scale. Of course, this irrelevance is not really irrelevant, but is presented in a more clever way.

### **Consumer behavior and customer satisfaction**

Regarding the concept of consumer behavior, consumer behavior is the entire process of an individual or group selecting, purchasing, using and handling a product. The purpose of this process is to meet consumer needs. Bao and Yang (2022) analyzed the factors affecting consumer behavior and believed that consumers cannot make purchasing decisions out of thin air, and consumer behavior will inevitably be affected by external and self-demands. "From a macro perspective, the overall economic level, growth rate, and social and cultural factors of society have laid the foundation for the general environment of individual consumer behavior; from a micro perspective, consumer behavior is affected by individual income levels, savings, consumer preferences, education, lifestyles, and psychological needs. Liu (2023) clarified the relationship

between consumer behavior and behavioral influences, and divided them into two-factor, three-factor, and four-factor theories, in which the degree of influence of relevant factors is different. In model establishment, the second factor usually includes personal factors and environmental factors, such as personality, age, group, government policy, technology, etc. The third factor includes network factors and internal factors, such as online store image, payment procedures, psychological factors, etc. The four factors usually include cultural factors and personal factors. By reasonably dividing the factors that affect purchasing behavior, we can analyze them in detail to stand the actual situation and achieve good marketing results." In analyzing the factors that affect consumer behavior, customer satisfaction is very important. Looking back, the concept of customer satisfaction was first proposed by Cardozo (1965) believed that higher satisfaction has two obvious effects: the first effect is to affect the customer's re-purchase behavior. Customers who are satisfied will naturally be more willing to repurchase; the second effect is to affect customer loyalty. If the product satisfies customers, they will naturally have higher loyalty. On the contrary, if the product makes customers dissatisfied, customer loyalty will continue to decline or even disappear directly. According to the research, it is said that after consumers make impulse purchases, they are not satisfied with the goods, and even dissatisfied; as mentioned above, consumer satisfaction post-purchase is related to many factors, which are closely related to the attributes or price of the goods themselves. In general, satisfaction includes many aspects, but the most basic ones are service, innovation, price, connotation, quality, etc.

### **Impulse purchasing**

The research on impulse buying started early. In the 1940s, DuPont first When studying consumer purchasing habits, the impulse buying tendency of consumers was first discovered. As a result, DuPont began to formally propose the concept of impulse buying, also known as unplanned buying. The research of subsequent scholars is basically based on this definition. Zhang et al. (2022) extended the definition of impulse buying, believing that impulse buying needs to be stimulated by the outside world, otherwise, the so-called unplanned buying behavior is difficult to produce. Huo et al. (2023) found that most people have experienced impulsive consumption, and mainly new products, which expanded the research on impulse buying to product categories. In the 1980s, some scholars chose to explore impulsive buying from a behavioral perspective. Zhang et al. (2022) pointed out that impulsive buying behavior is closely

related to psychological stimulation, and many times this kind of buying behavior occurs because of great stimulation. Wu et al. (2020) showed from a psychological perspective that impulsive consumption is essentially a cognitive and emotional response. Liu (2023) pointed out that consumer goal conflict inhibits impulsive buying. The inhibitory effect of goal conflict on impulsive buying is achieved by reducing closure requirements and improving the level of through standing. The perception of limited resources through goal conflict prompts consumers to form lower closure requirements and higher levels of through standing. The relationship between consumer goal conflict and impulsive buying is affected by regulatory focus. Compared with defensive focus, promotion focus further inhibits the impulsive buying of consumers with goal conflict.

Online impulsive buying has been studied since the beginning of this century. In general, scholars' research on impulsive buying in the e-commerce environment mainly explores the website design features that affect impulsive buying in the e-commerce environment. For example, Shang (2023) studied the impact of website characteristics on impulsive buying based on the technology acceptance model. Huo et al. (2023) used presence and flow experience as intermediaries to study bullet screen interaction, online product display and consumer impulse buying behavior, showing the impact of media layout (text, pictures, videos) on consumer impulse buying. Based on the cue use theory, Xue et al. (2020) deeply analyzed the impact of website characteristics on online shopping users' trust and pleasure from two perspectives: internal cues (product information, visual appeal and navigation) and external cues (security and response speed), and further influenced the willingness to repurchase.

### **Customer characteristics**

In this section, three basic characteristics of the customer are mentioned, which are age, gender and education that might affect customer satisfaction.

1) Age: The customer of online shopping is mostly dominated by young adults, or closely related to the personality traits and psychological behavior characteristics of young adult consumers. According to China's national conditions, the age stage of young-adults is between 25 -34 years old. This population subset is the most active group in China's online community and has considerable online consumption experience. The characteristics of the young-adult consumer group show that they have strong independence and great consumption potential. Consumers in this age group have accumulated enough consumption experience and can choose

products and services independently. In conclusion, age positively affects customer satisfaction (Hossain et al., 2020).

2) Gender is a significant indicator in research, which should be equality that is a key principle. Gender equality in research is essential not only for fairness but also inclusiveness. Gender equality provides important leverage for enhancing the competitiveness of research and innovation (Hossain et al., 2020).

3) Education: In term of education, it is designed to divide into 4 indicators, such as postgraduate, undergraduate, collage and others. Some studies have showed that younger generations with higher education are more capable of adapting to new products and technology. In other words, this group has a relatively high awareness of online shopping. In short, it could be drawn that education level correlates with customer satisfaction (Dhanya & Velmurugan, 2021).

This study examines the impact factors of live streaming on customer satisfaction. Customer characteristics are important factor in customer satisfaction so that it is necessary to discuss the characteristics of customers in terms of age, gender and education.

### The feature of live streaming

Customer satisfaction with cosmetics purchased through live streaming in China has been highlighted due to the below 3 factors: performance of streaming, the styles of streaming and live streamers.

### Theoretical framework

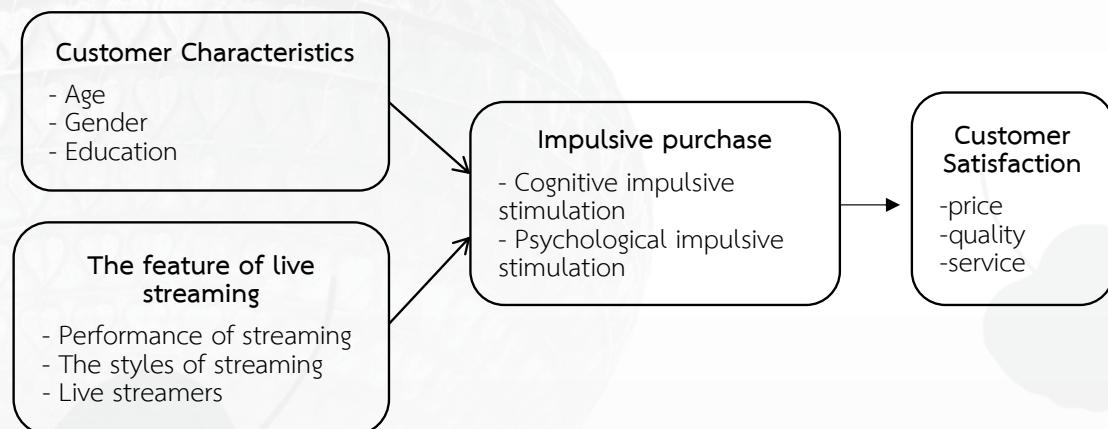


Figure 1 Theoretical framework

## Research Methodology

In this study, quantitative research methodology was adopted as a research method. Quantitative research provides data in numerical form (Apuke, 2017). This is because the data are presented in numerical form, statistical tests can confirm hypotheses when data are being presented.

The study conducts a quantitative research design utilizing survey methodology for data collection. Researchers developed the "Survey on Consumer Satisfaction of Cosmetics Purchases through Live Streaming in China" instrument to examine purchasing behaviors across different gender groups. The survey measures: (1) consumer attitudes toward live streaming cosmetics purchases, (2) post-purchase evaluation of buying experiences, (3) self-assessment of purchasing behaviors, and (4) responses to common issues arising from impulse purchases in live streaming contexts. This data collection approach enables systematic analysis of satisfaction levels and problem areas following impulse purchases in China's live streaming cosmetics market.

The population in this study was composed of all the online shopping customers of cosmetics purchase through live streaming, which is a huge date including male and female. A total of 623 questionnaires were collected online. In consideration of quality control and eliminate gender preference, thus, 200 male and 200 female, the total of 400 samples who have ever purchased cosmetics through live streaming were selected as the sample size for this study. Therefore, a total of 400 valid questionnaires were analyzed in this survey (Yamane, 1973).

## Results

Table 1 The Factors Influencing Impulsive Purchase on Cosmetic Purchases via Live streaming

Variables	Coefficient ( $\beta$ )	t-value	Sig	VIF	Tolerance value
<b>Section 1: customer characteristics</b>					
Age	.036	3.91	.032*	.891	1.566
Gender	.053	3.11	.039*	.968	1.711
Education	.011	6.98	.002**	.533	1.021

Table 1 The Factors Influencing Impulsive Purchase on Cosmetic Purchases via Live streaming (continued)

Variables	Coefficient ( $\beta$ )	t-value	Sig	VIF	Tolerance value
<b>Section 2: The Features of Live Streaming</b>					
Performance of streaming	.016	6.58	.003**	.563	1.168
Styles of streaming	.052	3.63	.035*	.899	1.621
Live streamers' influence	.031	4.70	.016*	.701	1.519

R=.611 Significance levels: \* $p < 0.05$ , \*\* $p < 0.01$

Sample size: N = 400

Table 2 The Factors Influencing Customer Satisfaction on Cosmetic Purchases via Live streaming

Variables	Coefficient ( $\beta$ )	t-value	Sig	VIF	Tolerance value
<b>Section 3: Impulsive Purchase</b>					
Cognitive impulsive stimulation	.061	3.07	.043*	.986	1.906
Psychological impulsive stimulation	.019	6.11	.009**	.602	1.301

R=.865 Significance levels: \* $p < 0.05$ , \*\* $p < 0.01$

Sample size: N = 400

**Hypothesis 1:** customer characteristics and the feature of live streaming positively affect impulsive purchase of cosmetics purchase through live streaming.

Hypothesis 1a: age, gender and education of customer characteristics positively affect impulsive purchase of cosmetics purchase through live streaming.

Hypothesis 1b: performance of streaming, the styles of streaming and live streamers of the feature of live streaming positively affect impulsive purchase of cosmetics purchase through live streaming.

**Hypothesis 2:** cognitive impulsive stimulation and psychological impulsive stimulation positively impact on customer satisfaction of cosmetics purchase in live streaming.

According to Table 1 and Table 2, this research draws a clear result of hypothesis. First of all, the hypothesis1a and the hypothesis1b are supported, so that customer characteristics and the feature of live streaming have positively impact on impulsive purchase of cosmetics purchase through live streaming. In addition, the hypothesis2 is supported, so that cognitive impulsive stimulation and psychological impulsive stimulation have positively impact on customer satisfaction of cosmetics purchase in live streaming.

## Discussion Conclusion

This study reveals critical insights into impulse buying behavior in live-streamed cosmetics shopping. The key findings of four sections emerge as following:

### Customer Characteristic

Age: 25-34-year-olds show strongest impulse behavior ( $F=8.961$ ,  $p<0.01$ ), likely due to disposable income and tech-savviness.

Gender: Female shows higher psychological impulse stimuli ( $t=2.323$ ,  $p<0.01$ ), reflecting female prefer emotional engagement in cosmetics consumption.

Education: Higher-educated consumers prioritize information quality ( $p=0.008$ ), indicating rational evaluation coexists with impulse.

### The Features of Live Streaming

Promotional Urgency (special offers: mean=3.637, 39% high impact) and ease of transaction (order easily: 36%) are primary impulse triggers. This aligns with scarcity theory, where time-limited deals heighten purchase urgency.

The research demonstrates professional over celebrity. The dominance of streamer's professional (67% impact) challenges the industry of cosmetics heavy reliance on celebrity endorsements. The professional of streamer (67% high impact) outweighs charisma and celebrity status, contradicting assumptions about streamer fame. In cosmetics, as we know, where ingredient efficacy, application techniques, and skin compatibility matter, knowledgeable of a professional streamer is able to bridge the information gap. Therefore, brands should prioritize training streamers on the knowledge of products. In addition, the research shows that trust stems

from competence of professional streamer more than attractiveness and charisma in industry of cosmetics.

The research suggests to reevaluating influencer marketing strategies of cosmetics purchase through live streaming, because it is found that special offers (mean=3.637, 39% high impact) and order easily(36% impact) are primary impulse triggers, which are both able to heighten impulsive purchase urgency.

### **Cognitive and Psychological Impulsive stimulation**

The research demonstrates that psychological impulse stimulation (71%) overpowering cognitive impulse stimulation (53%), impulse buys are driven by instant gratification (feeling happy, arousal) rather than rational assessment. Psychological impulse stimulation (feeling happy: mean=3.822, 71%) surpass cognitive impulse stimulation (enough information: 53%) in driving impulse purchase. This reveals hedonic enjoyment fuels unplanned purchases.

### **Customer Satisfaction**

The research demonstrates price and quality mismatch. While price satisfaction scored highest (mean=3.592, 49%), quality concerns persist (lowest at 14%). High price satisfaction (49%) coupled with low quality confidence (14%) indicates consumers prioritize transaction price that I saved money over product quality whether it is effective. This fuels post-purchase dissonance.

In short term, it would obtain high sales from tactics of price, but returns, negative reviews, and brand distrust will happen for the post purchase in long term. Therefore, the research suggests that streamers should transparently address quality concerns such as lab reports or trial testimonials during the live stream to align expectations of customer.

To sum up, this study reveals that live-streamed impulse purchasing is a general phenomenon where psychological arousal and platform mechanics interact. The industry of cosmetics lies not in exploiting impulsivity alone, but in aligning it with authentic value delivery to minimize mismatch of price and quality.

This study demonstrates that both hypothesis 1 and 2 are supported. Customer characteristics and the feature of live streaming have positively impact on impulsive purchase of cosmetics purchase through live streaming. In addition, Cognitive impulsive stimulation and psychological impulsive stimulation have positively impact on customer satisfaction of cosmetics purchase in live streaming.

In the end, the live streaming model excels at capturing attention but requires robust quality governance to sustain consumer loyalty. Future success hinges on balancing hedonic immediacy with substantive value delivery.

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