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The Effect of Live Broadcast of Fresh Food on Customer's Purchasing Intention

Young-Geun PARK¹, Dai-Hwan MIN², Hanjin LEE³

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Abstract

Purpose: Social media's increasing adoption and the development of digital technology have completely changed how businesses interact with their clients. The current study is to examine the impact of live broadcasts on consumers' perceptions and actions across a range of fresh food goods. **Research design, data and methodology:** The scrutiny relies on the existing peer-reviewed literature, which may prevent a comprehensive evaluation of some recent advancements in the subject. Despite these caveats, the outcomes of this scrutiny are anticipated to contribute significantly to our understanding of the effect of live broadcast marketing on consumers' propensity to make purchases. **Results:** Previous literature review clearly states that 'Live Broadcast of Fresh Food' to attract relevant customers should be followed: (1) Increased Product Transparency and Trust, (2) Enhanced Customer Engagement, (3) Impact on Customer's Perception of Product Quality, and (4) sense of urgency and scarcity. **Conclusions:** All in all, the study's advice for firms in the food industry to improve their marketing efforts through live broadcasts have important practical ramifications. Promoting openness and trust in the production process and with the audience boosts a brand's reliability. Customers are more likely to participate and feel more connected to a brand.

Keywords: Live Broadcast, Fresh Grocery Industry, Customer Relationship Management

JEL Classification Code: D11, L66, L84

1. Introduction

Social media's increasing adoption and the development of digital technology have completely changed

how businesses interact with their clients. Businesses' interactions with their clients have been transformed by the broad use of digital technologies and the emergence of social media (Apasrawirote & Yawised, 2022). The live

1 First Author. Ph.D. Student, Department of Digital Management, Korea University, Korea. Email: ygpark3088@naver.com

2 Second Author. Professor, Department of Digital Management, Korea University, Korea. Email: mismdh@korea.ac.kr

3 Corresponding Author. Assistant Professor, School of Creative Convergence Education, Handong Global University, Korea. Email: discover@handong.ac.kr

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broadcast of freshly prepared meals is a relatively new marketing strategy that allows businesses to introduce their food to potential clients as they are being prepared (Belz & Schmidt-Riediger, 2010). Customers can judge the quality and freshness of the food by tuning in to a live stream. This creative marketing strategy has become increasingly popular among food manufacturers as they explore novel ways to engage clients and increase their purchasing intention. Modern consumers might need help to judge the quality and freshness of perishable foods purchased online (Dwivedi et al., 2021). Therefore, consumers may hesitate to make purchases due to doubts about the reliability of the product's claims. This gap can be closed via live broadcasts, which feature real-time demonstrations and show clients how their food is prepared. This study, therefore, intends to study how live broadcasts of fresh food influence consumers' propensity to make purchases.

The chief goal of this study is to scrutinize the effect of live broadcasts of fresh food on customers' purchasing intentions. To attain this objective, the following research queries will be discussed; 1. How does live broadcast marketing impact customers' perceptions of product quality and freshness? 2. What role does live broadcasting play in boosting customer engagement with fresh food products? 3. How do live broadcasts influence customers' trust and confidence in the advertised food products? 4. What are live broadcasts' urgency and scarcity outcomes, and how do they impact customer purchasing intentions?

This research is crucial for food businesses and marketers who want to use live broadcasts as a powerful advertising medium. The results will provide useful insights to professionals in the food sector by illuminating the precise effects of live broadcasts on customer behavior and purchasing intention. Businesses may improve consumer engagement and revenue by learning from the effects of live broadcasts on viewers' minds and actions (Chen et al., 2020). In addition, the findings of this study add to the body of knowledge on digital marketing and consumer habits. The effects of live broadcasts on fresh food goods have yet to be thoroughly studied, even though many other aspects of online marketing have been investigated. This disparity underscores the unique qualities of live broadcast marketing, setting it apart from other conventional forms of advertising and prepared video.

The effect of live broadcasts of fresh food on consumer intent to buy is the primary topic of this research. The study will examine the impact of live broadcasts on consumers' perceptions and actions across a range of fresh food goods (Ma et al., 2022). However, it is critical to recognize that this study has some restrictions. First, the research focuses on marketing during live broadcasts; other advertising forms will be discussed later. The scrutiny will also rely on the existing peer-reviewed literature, which may prevent a

comprehensive evaluation of some recent advancements in the subject. Despite these caveats, the outcomes of this scrutiny are anticipated to contribute significantly to our understanding of the effect of live broadcast marketing on consumers' propensity to make purchases.

2. Literature Review

2.1. Definition and Significance of Live Broadcast in Marketing

In today's digital age, live broadcasting (sometimes called live streaming or real-time video streaming) has become a powerful promotional tool. By broadcasting music and video in real-time via the Internet, companies may reach customers worldwide. The meteoric rise of live broadcasts can be directly attributed to the proliferation of social media and the constant improvement of internet connectivity (Liu et al., 2021). In marketing, Live broadcasts provide an unrivaled opportunity for brands to interact with their customers in real time. Businesses may generate excitement and authenticity by showcasing products, events, or rare behind-the-scenes glances in real-time (Kuncoro & Suriani, 2018). In contrast to more typical static content, live broadcasts encourage a greater sense of immediacy, making viewers feel more engaged and invested in the brand.

However, live broadcasts' interactivity is a powerful tool for drawing in viewers. The audience can engage in the conversation by commenting, liking, and sharing the live broadcast with friends and followers (Lu et al., 2023). Businesses may forge closer ties with their target demographic by engaging with customers in real-time. In addition, businesses may quickly address client needs and problems thanks to the immediate input they receive from viewers. The power of live broadcasts as a marketing tool resides in their capacity to connect with viewers on an emotional level (Liao et al., 2023). Live broadcasts help businesses humanize their brand and create stronger customer ties by giving an immersive and personalized experience. As a result of this deeper connection and emotional investment, consumers are more likely to stick with a brand, which has a beneficial effect on their propensity to make purchases (Guo et al., 2022).

2.2. Role of Live Broadcasts in the Food Industry

Live broadcasts have become increasingly popular as an engaging and efficient marketing tool, and the food industry has taken notice. Companies in the food industry can interact with their customers in real-time via live streaming, showcasing an array of delicious and appealing items. The display of dish preparation is one of the key uses

of live broadcasts in the food business (Earle, 1997). Expert cooks show the ins and outs of preparing mouthwatering delicacies, giving viewers a taste of what it would be like to be in the kitchen with them.

Live broadcasts also take a vital role in the food sector by emphasizing the importance of using high-quality ingredients. Companies can use live streaming to demonstrate the procurement of fresh, high-quality ingredients, giving buyers confidence in the genuineness and healthfulness of their final items. Because the audience can see firsthand that care has been taken to source only the finest component, they are more likely to put their faith in what you have to say (Hollebeek & Macky, 2019).

Nevertheless, food firms can use live broadcasts to disseminate information about new recipes, cooking strategies, and other defined innovations (Humphreys & Wilken, 2015). By interacting with the hosts in this way, viewers can pose queries and get answers in real-time. To build brand loyalty and advocacy, businesses must respond quickly to customer questions and complaints. Finally, another pro for the food business is the quick feedback loop made possible by live feeds. Companies may monitor client feedback in real time, allowing for change adjustments to promotional efforts (Liu et al., 2022). Companies in the food industry can maintain a competitive edge thanks to their ability to quickly adapt to changing market conditions, client tastes, and new prospects.

2.3. Effect on Customer Behavior and Purchasing Intention

Live broadcasts are an effective technique in modern marketing because of their profound effect on consumer behavior and intent to buy. Firstly, it leads to increased engagement. The increased interaction that live streams produce compared to more traditional static content is one of their most noticeable effects (Hu & Chaudhry, 2020). Because of the immediacy and interactivity of live broadcasts, viewers tend to tune in for longer and take a keener interest in the featured items. As a result of this heightened interaction, the audience feels more connected to the brand, which boosts the likelihood of customer retention and loyalty (Zheng et al., 2023).

Additionally, it boosts product perception. Customers have a better impression of the product's quality and freshness after seeing it in action via live broadcasts. Businesses can provide customers with an authentic experience by streaming live demonstrations of their food goods being prepared and consumed (Song et al., 2022). Customers gain a more meaningful grasp of the product's features and benefits thanks to this hands-on approach, and as a result, they are more likely to make a purchase.

However, trust and credibility can also be established

through live broadcasts. Customers are exposed to the brand's authentic procedures for handling and preparing food items. Customers are more likely to feel confident in the product's dependability and safety if they know that the company behind it is open and honest with them (Wongkitrungrueng & Assarut, 2020). This component of live broadcasts can have a major impact on brand reputation and customer loyalty in today's times when customers place a premium on honesty and openness. Finally, it generates a sense of urgency. The immediacy of live broadcasts makes them an effective tool for encouraging viewers to make snap judgments about purchasing. Companies can capitalize on urgency and scarcity by presenting limited-time specials, exclusive deals, or flash sales during live streams (Zhou & Huang, 2023).

2.4. Research Gap and the Need of the Current Study

There is a significant knowledge gap regarding the specific effects of live broadcasts in the context of fresh food marketing, as the existing body of research has primarily explored the impact of live broadcasts on customer behavior and purchasing intention in industries like tourism or fashion (Lin et al., 2022). Due to their perishable nature and the special issues involved in their marketing, food goods need specific analyses. To fill this knowledge gap, this study will examine the impact of live broadcasts on consumers' perceptions and decisions when shopping for perishable food items, focusing solely on the food business. The study will provide light on the efficacy of live broadcasts in the food industry by concentrating on food market specifics such as product freshness, quality, and transparency. If food firms want to find new ways to connect with their customers and encourage them to make purchases, they need to learn how live broadcasts affect the marketing of fresh foods. The findings of this study have important practical consequences for the food industry since they will help businesses improve the effectiveness of their live broadcast marketing strategy in the face of intense competition.

Table 1: Broadingcast Effects on the Fresh Food

Used Resource	Research Gap
Liu et al. (2021), Kuncoro and Suriani (2018), Lu et al. (2023), Liao et al. (2023), Guo et al. (2022), Earle (1997), Hollebeek and Macky (2019), Humphreys and Wilken (2015), Hu and Chaudhry (2020), Zheng et al. (2023),	This research investigates the impact of live broadcasts on consumers' perceptions and decisions when shopping for perishable food items, focusing solely on the food business. As a result, the research gap due to their perishable nature and the special issues involved in their marketing, food goods need specific analyses will be filled out.

Song et al. (2022), Wongkitrungrueng and Assarut (2020), Zhou and Huang (2023), Lin et al. (2022)	
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3. Methodology

The research embraces a systematic literature review (SLR) technique to methodically amass data on how live broadcasts of fresh food affect consumers' propensity to make purchases. Using the SLR approach, you can find, evaluate, and synthesize previous studies that fit certain criteria. Using an SLR allows researchers to provide a thorough and impartial review of the relevant literature, bolstering the trustworthiness and validity of their discoveries (Jamaluddin & Saibani, 2021).

3.1. Data Collection Procedure

The research will use PRISMA or QCA techniques to compile the literature investigation. PRISMA technique is a well-established and rigorous methodology for performing systematic literature reviews. It entails systematic searches, screening, and selecting studies according to predetermined inclusion and exclusion criteria. Reviewing is made more open, rigorous, and objective through PRISMA. In contrast, qualitative content analysis (QCA) provides a qualitative approach to textual data analysis, permitting an in-depth investigation of themes and patterns within the chosen studies (Kim & Kang, 2022; Cotte Poveda & Pardo Martínez, 2013). This method allows for a comprehensive and detailed comprehension of how live broadcasts affect consumer behavior in the perishable food sector.

3.2. Screening and Selection Criteria for Prior Studies

The screening and selection criteria are crucial to ensuring that the included research is credible and applicable (Mengist et al., 2020). Studies focusing on the effect of live broadcasts on consumer behavior and the intent to buy fresh food are of major interest and will be included. By incorporating a wider range of viewpoints and results, this method will strengthen the reliability of the review. In contrast, the exclusion criteria will reject studies that are unavailable in English or do not explicitly explore live broadcasts of fresh food, thereby ensuring the review's coherence and emphasis.

3.3. Data Analysis Approach

Data analysis will constitute a comprehensive and systematic review of the chosen research. The first step is to extract the most important data from each study, such as the aims, procedures, major results, and conclusions. After that, we will use a theme analysis to find commonalities and distinctions among the research (Han & Kang, 2020). This method will allow for the distillation of findings concerning the impact of live broadcasts on consumers' purchase propensity (Paul et al., 2021).

This study ensures a thorough and objective synthesis of the available research on live broadcasts of fresh food and their effect on customer behavior by applying a systematic literature review and utilizing the PRISMA technique or QCA. The stringent screening and selection criteria will ensure the inclusion of only high-quality papers, and relevant insights and research gaps will be identified through the theme analysis (Snyder, 2019). The selected approach will lay a solid groundwork for the following discussions and consequences for practitioners, making a significant academic contribution to the study of marketing and broadcasting techniques for fresh foods.

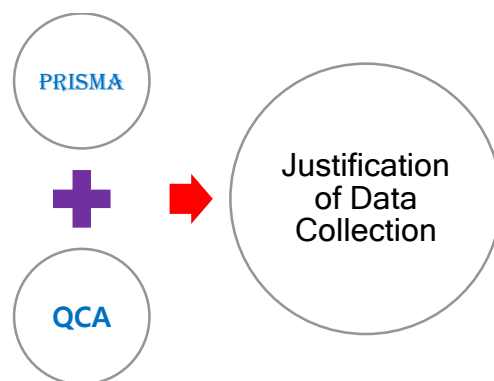


Figure 2: Methodology of the Research

4. Research Findings

4.1. Increased Product Transparency and Trust

In several previous studies, Live broadcasts have been shown to increase product transparency and encourage customer trust. Song et al. (2022) examined how live cooking demonstrations affected consumers' opinions of food goods. According to the results, buyers valued the increased openness and authenticity of live broadcasts because they saw the full culinary process, from ingredient selection to preparation. Similarly, Wang and Fan (2021) looked at the impact of live broadcasting on the food business. They discovered that consumers saw live broadcasting from food manufacturers as more reliable compared to more

conventional forms of promotion.

However, live broadcast boosts transparency and trust in different ways. Companies increase their level of marketing transparency by letting clients watch the preparation and selection of ingredients in real-time (Wang et al., 2023). When consumers see how their purchases are made from start to finish, they have more faith that the goods they purchase are authentic and of excellent quality (Wongkitrungrueng & Assarut, 2020).

Implications for food businesses arise from the greater product transparency and trust from live broadcasts. Companies streaming food should highlight the products' high quality and freshness to take advantage of this trend. Companies can win over their customers' trust by being open about their processes and procedures, including where they source their ingredients. Live broadcasts allow food firms to communicate with their audience in real time, answering questions and addressing concerns as they arise (Wongkitrungrueng et al., 2020).

4.2. Enhanced Customer Engagement

As numerous studies have shown, live broadcasts dramatically increase customer engagement with fresh food goods. Live product demos were found to increase customer involvement in a study by Xu et al. (2021). According to the results, live broadcasts inspire more interaction from viewers than recorded ones in the form of comments, likes, and shares. Interactive broadcasts led to greater viewer participation and prolonged viewing hours, as shown in a study by Morgan et al. (2019) that looked into the efficacy of live Q&A sessions in the food business.

Live broadcasts increase audience participation in different ways. Interactive and engaging live broadcasts allow viewers to participate in the action as it unfolds. People feel more connected and involved when they can leave comments, ask questions, and get instant answers from hosts (Harmeling et al., 2017). Customers have a deeper emotional connection to the business due to their participation in an online community where they feel respected and heard.

Opportunities for food businesses to improve client engagement through live broadcasts are substantial. To take advantage of this phenomenon, businesses must encourage audience participation and make the broadcast memorable by including Q&A sessions, polls, and interactive challenges (Lau, 2020). Businesses can increase viewer interest in live streaming by having celebrities or celebrity chefs host the broadcasts. Food firms can grow their consumer base and strengthen their brand recognition by regularly providing informative and entertaining content (Zhang et al., 2023).

4.3. Impact on Customer's Perception of Product Quality

Previous research has shown that live broadcasts substantially affect consumers' opinions of a product's quality. For instance, Hsu (2013) analyzed in-store product demos' impact on consumers' freshness and quality impressions. Customers' opinions of the featured products were positively affected by live broadcasts since they were able to witness the products' aesthetic value and preparation methods firsthand. Live broadcasts were also investigated by Zhu et al. (2023), who discovered that viewers gave higher ratings to the advertised products because of the enhanced sense of urgency and immersion they provided.

However, customers' opinion of the product's quality is enhanced because of the multisensory experience provided by live broadcasts. Viewers' moods and appetites are positively influenced by the live stream's visual attractiveness of freshly prepared food products and the authenticity of the preparation process (Ho et al., 2022). Furthermore, live broadcasts have an immediacy that cannot be found in recorded videos. Due to the immediacy of the broadcast, viewers may rest assured that the featured items are both high-quality and up-to-date (Su et al., 2020).

The stakes are high for restaurants and food producers because of the impact of live broadcasts on consumer perceptions of product quality (Stephen, 2016). To take advantage of this trend, businesses should put extra effort into making their food look appetizing and appealing via live feeds. Careful and tasteful product displays can improve customers' impressions of a company's items. In addition, food businesses can use live broadcasts to showcase the uniqueness and freshness of their newest offerings or limited-time promotions (Zhang et al., 2022). By making use of immediacy, businesses can inspire customers to act quickly on the basis of their impressions of the products on display.

4.4. Urgency and Scarcity Effects

Previous research shows that live broadcasts create a sense of urgency and scarcity, as has been shown in numerous studies. For instance, Saldanha et al. (2017) investigated their research into the effects of time-sensitive promotions during live broadcasts indicated that consumers were more likely to make rapid purchases for fear of missing out on special offers. Ma et al. (2022) also investigated the scarcity effect and found that marketing with restricted quantities of products resulted in more demand and sales.

Due to the finite nature of the broadcast, viewers are urged to act quickly to take advantage of any opportunities presented. Also, businesses can intentionally use scarcity by offering incentives with limited availability during the live

broadcast. Customers are prompted to purchase quickly when they believe they need more supply (Septianto et al., 2021).

However, live broadcasts offer a unique opportunity for food businesses to increase sales and audience participation by capitalizing on the urgency and scarcity impacts. Businesses can increase their chances of doing so by broadcasting live and offering limited-time discounts, sales, and other limited-access opportunities to viewers. Companies can increase the effectiveness of their promotions by creating a sense of urgency by stressing the limited nature of the offers (Su et al., 2019).

Table 1: Broadingcast Effects on the Fresh Food

Effect	Summary
Increased Product Transparency and Trust	- Buyers valued the increased openness and authenticity of live broadcasts because they saw the full culinary process, from ingredient selection to preparation.
Enhanced Customer Engagement	- Live broadcasts increase audience participation in different ways. Interactive and engaging live broadcasts allow viewers to participate in the action as it unfolds.
Impact on Customer's Perception of Product Quality	- Customers' opinion of the product's quality is enhanced because of the multisensory experience provided by live broadcasts.
Urgency and Scarcity Effects	- Due to the finite nature of the broadcast, viewers are urged to act quickly to take advantage of any opportunities presented.

5. Four Implications

5.1. Leveraging Transparency and Trust for Effective Marketing

This research shows that honesty and credibility are essential to the effectiveness of live broadcast marketing for perishable food items. Companies in the food industry can maximize the benefits of transparency by streaming their whole production process online. Evidence of where ingredients came from, how the food was made, and what precautions were taken to ensure quality will increase client

trust in the food. The trust between a brand and its audience can be strengthened through interactive live broadcasts in which viewers are motivated to ask queries and provide real-time responses.

5.2. Methods for Improving Live-Streaming Interactions with Customers

Companies in the food industry can greatly profit from live broadcasts due to the increased client involvement they provide. Question-and-answer sessions, polls, and live contests are great ways to get people involved and talk about their thoughts. Working with well-known chefs or influencers helps increase participation, as their knowledge and charisma are likely to appeal to a wider audience. In addition, keeping a regular schedule for live broadcasts and publicizing future events via social media can generate excitement and anticipation among viewers, resulting in increased engagement rates.

5.3. Utilizing Perceived Product Quality as a Competitive Advantage

Paying close attention to visual presentation and authenticity is essential in live broadcast marketing if you want to capitalize on perceived product quality as a competitive advantage. Investing in high-quality production equipment and staging allows food companies to present their fresh goods in the best possible light throughout the broadcast. Design and thought-out displays entice customers and give the impression that the products are high quality. Promoting your product's high-quality ingredients and freshness during the live broadcast can do wonders for your brand's image. The claims about the product might be given more weight by including customer reviews and testimonials in the live stream. Sharing positive customer experiences online can boost public opinion of a business and its products.

5.4. Managing Urgency and Scarcity to Boost Sales

Live broadcasts can be effective sales tools because of the content's perceived urgency and limited availability. Live broadcasts are a great opportunity for the food industry to create a sense of urgency among viewers by offering special discounts, flash sales, or other limited-time promotions. Customers may be prompted to make instantaneous purchases if they are aware of these offers' limited duration and quantity. Businesses can efficiently control scarcity by strategically limiting the number of products available during the live stream. One way to increase the impact of urgency and scarcity tactics is to work with influencers or hosts who can generate buzz for

exclusive offers.

6. Limitations and Future Directions

Several potential biases and limitations should be addressed, even though this study gives useful insights into the effect of live broadcasts of fresh food on client purchasing intention. To begin, the research heavily draws from secondary sources already published in scholarly journals, that is, peer-reviewed journals. As a result, the literature is likely underrepresented because only research with statistically significant results is published. Because only English-language papers were included in the study, pertinent studies published in other languages may have been overlooked.

Ignoring the role of other marketing channels or factors is another shortcoming, as is the exclusive focus on the effect of live broadcasts on customer behavior and purchasing intention. The study also hypothesizes that viewers' reactions to live broadcasts are consistent across all demographics and cultural backgrounds. Furthermore, as customer preferences and habits might vary considerably across groups, the conclusions may be limited to specific demographics or locations. However, systematic literature reviews are susceptible to bias because they rely primarily on the researcher's judgment in selecting studies to include and extracting data.

Future research could use a mixed-methods approach to solve the study's limitations and further expand our understanding of this topic. By integrating qualitative and quantitative approaches, we can better understand the mechanisms and motivations at work in the effect of live broadcasts on customer behavior. In addition, a complete comprehension of this promotional tactic might benefit from investigating the potential downsides or negative impacts of live broadcasts on customer behavior and perception. Businesses can improve their strategy and avoid mistakes by gaining insight into the doubts, fears, and reservations that customers may have about live broadcasts.

This research explored the impacts of live broadcasts of fresh food on consumer intent to buy and uncovered four significant effects of marketing fresh food. First, it was discovered that live broadcasts improved product transparency by giving customers an inside look at the making process. This created a sense of genuineness and credibility for the company and its products. Second, they lead to more customer involvement, which is good for business as it fosters a sense of belonging and stimulates innovation (Zheng et al., 2022). Thirdly, live broadcasts improve the product's aesthetic attractiveness and perceived freshness, increasing client satisfaction. Finally, time-sensitive offers during live streams create a sense of urgency, leading to quick purchases.

By narrowing in on the effects of live broadcasts in the

perishable food market, this study makes a substantial contribution to the current literature. The study's advice for food firms to improve their marketing efforts through live broadcasts have important practical ramifications. Promoting openness and trust in the production process and with the audience boosts a brand's reliability. Customers are more likely to participate and feel more connected to a brand with interactive features like Q&A sessions. Companies in the food industry can increase their share of the highly competitive fresh food market by adopting these techniques to increase customer engagement, product perception, and sales. For future research, if food firms are serious about understanding their customers' behaviors and what drives them, they should employ a mixed-methods research strategy. Therefore, live broadcasts have a major impact on consumer behavior and purchase intent in the fresh food market, providing businesses with an opportunity to increase customer engagement, boost product perceptions, and boost sales.

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