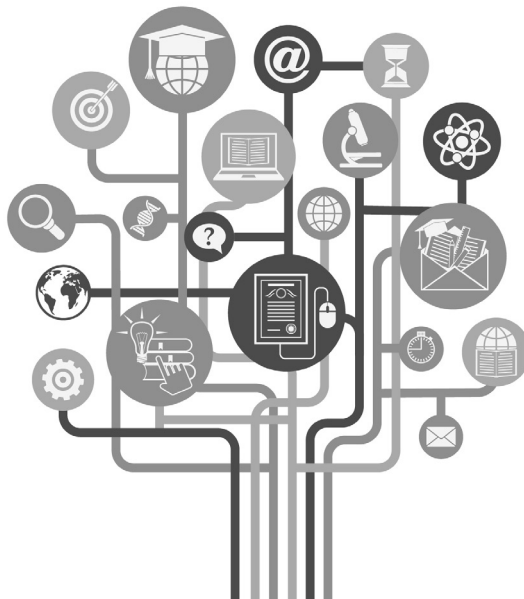


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## The Impact Model of Consumer Rights Safeguard Trigger in the Context of Live Stream E-commerce Grounded Research Based on the Consumer's Perspective

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# The Impact Model of Consumer Rights Safeguard Trigger in the Context of Live Stream E-commerce Grounded Research Based on the Consumer's Perspective

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## Abstract

Live streaming e-commerce is rapidly growing as a new type of e-commerce model. Simultaneously, consumers face new and unknown issues in which their legitimate rights and interests cannot be guaranteed. This study employs qualitative research methods based on grounded theory, with interviews conducted with 16 users who have had a specific live streaming e-commerce viewing experience. The original records were obtained as textual data, and a theoretical model of the triggering impact of consumer rights protection in the context of live streaming e-commerce was built. In the theoretical model, violations of informed purchases, transaction security, even bargaining, after-sales service, and individual privacy by live streaming e-commerce operators were the objective factors that triggered consumer rights protection behaviors. Furthermore, consumers deviated from supervision rights and perceptual purchases for individual appeals were subjective factors that reduced consumer rights protection demands. The effects of live streaming e-commerce on how operators handle consumer complaints may have a direct impact on consumer rights protection behaviors. By influencing consumers' subjective

factors, objective factors can either directly trigger or promote consumer rights protection behaviors. Furthermore, in many cases, it is a combination of multiple factors that triggers consumers' protection of their legitimate rights.

**Keywords :** Grounded Theory; Live Streaming E-commerce; Protection of Consumers' Rights and Interests; Rights safeguard

## Introduction

Live streaming e-commerce from the budding start to the rapid development of the same time, this new mode of consumption is also facing new problems in the maintenance of rights. When some streamers sell goods, there are phenomena such as exaggerating publicity and guiding consumers to bypass private transactions on the platforms. Consumers encounter counterfeit and inferior goods, difficult to guarantee after-sales service, etc. The complex relationship between sellers and platforms, as well as between live streaming platforms and e-commerce trading platforms, has greatly reduced the legitimate rights and interests of consumers such as the right to know and the right to fair trade, which has aroused great concern from all walks of life. Judging from the rapid development of live streaming e-commerce, various technical, hidden, ambiguous, and easily blamed infringements on consumer rights have emerged one after another. If we directly use existing live streaming e-commerce consumer rights protection cases to summarize the legal issues of infringement, we will omit key hidden phenomena and problems that are difficult for consumers to protect their rights, and will also ignore consumer rights protection. The core demands are not conducive to the matching of legal regulations and live streaming e-commerce, various technical, hidden, ambiguous, and easily blamed infringements on a consumer in the rapid development process.



Although the existing research has sorted out and summarized the problems encountered in the protection of consumer rights under the e-commerce model, it is only based on hot phenomena and legal matching perspectives or investigates the infringement behavior of operators through questionnaires. There is a lack of classification from the perspective of consumers to summarize the infringement of consumer protection in the whole process of live streaming shopping. This research attempts to use grounded theory qualitative research methods, from the perspective of consumers' awareness of the protection of the rights of live streaming e-commerce, and deeply explore various behavioral issues that infringe consumers' legitimate rights and interests in the process of live streaming e-commerce. Comprehensively sort out and give feedback on the problems in the live purchase process for further research and analysis, and provide a practical reference for the protection of consumer rights under the new sales model.

### Literature Review

Live streaming e-commerce is a new type of sales method that streamers use live streaming platforms to introduce products and recommend sales (Wang, Liang, Xue & Ge, 2021). The streamer recommends products in real-time through on-site explanations, evaluations, etc., and interacts with users at any time through the comment area to create a shopping experience close to offline (Wongkitrungrueng & Assarut, 2020). However, live streaming e-commerce as a more open and flexible economic model will inevitably bring higher risks and uncertain factors, and consumers are facing new and unknown infringements of consumer rights. Because of the problems in the live streaming e-commerce process, combined with existing research, it can be found that the novelty and

high degree of freedom of the live streaming e-commerce market bring chaos in the market order, incomplete standard rules, and lack of legal supervision, unclear transaction subjects, and other problems, resulting in frequent violations of consumer rights and interests such as false advertising, fake and shoddy products and product defects (Hu & Chaudhry, 2020).

The development of live streaming e-commerce and the hysteresis of legal “post-regulation” has become the topic of research on related infringement issues. Sun and Shao et al. (2020) examine that it is difficult for live streaming e-commerce infringement issues to form “pre-restraint” norms and guidance before it is exposed, which makes the live streaming e-commerce operators in a large number of transactions have a fluke mentality to evade responsibility. It is difficult to effectively protect legitimate rights and interests. Based on the instant consumption characteristics of live streaming e-commerce, the impact of live stream operators’ behavior on consumer rights has also become a hot spot of concern. Based on related research, it is showed that live streaming e-commerce brands, streamers, and live stream platforms belong to the same community of interest benefits, and problems such as false propaganda, data falsification, and rights protection difficulties may arise during the live stream process (Zhang & Sun, 2020). To create a popular atmosphere in the live stream room and stimulate impulsive consumption under the effect of fan agglomeration, live streaming e-commerce operators often entice consumers by buying fans to brush praise and falsely report transaction volume, which constitutes false propaganda and unfair competition. (Luo, Cheng, Zhou, Yu & Lin, 2021).

There is also research focusing on the impact of streamer status on consumer rights. Zhou and Jia (2018) demonstrated that the streamer



plays the role of artificially screening products. If the streamer has lax product checks, exaggerated product descriptions, and knows and sells fake products, it will inevitably affect the legitimate rights and interests of consumers. Judging from the social phenomenon of the streamer's waivers of responsibility, when consumers want to return goods after purchasing goods, sellers will find various reasons to shirk responsibility, or even directly not reply to messages, which infringes on consumers' right to regret (Steennot, 2013). Some streamers lack a sense of responsibility and professional ability. The nonsense and falsify during the live stream sales process, and even some minors also join the live stream delivery. Once there is a serious product quality problem, consumers will be held accountable if the streamer deliberately falsifies will become a problem. When further dividing the identities of streamers, some studies analyze the rights protection behavior of live streaming e-commerce based on consumers' emotional attitudes towards streamers. Liebers and Schramm (2019) investigated that the emotional preference of the fan group for the streamer will downplay the fact that the streamer is suspected of false propaganda, and the fan group will adopt the "problem transfer" method to seek explanations for the idol streamer. At the same time, when the streamer is the relatives and friends of consumers, if there is a product quality problem, most consumers will choose to be silent in order not to damage the relationship between relatives and friends, and bear the consequences of being infringed.

Although many scholars have conducted in-depth research on the problems of live streaming e-commerce mode and the current situation of infringement of consumer rights, through the analysis of these research results can find that there are many infringements of live streaming e-commerce operators such as the mismatch between merchandise and

its type version, the quality is poor, the false promotion, and the after-sales service is difficult guaranteed. There is a lack of research on consumer rights protection behaviors under live streaming e-commerce transactions from the perspective of consumers. In this study, starting from the specific circumstances of the infringement of consumer rights, a more systematic improvement of consumer rights protection in the context of live streaming e-commerce is put forward in a targeted manner. Hope to provide meager theoretical support for related theoretical research, and provide some help to promote the healthy and orderly development of the live streaming e-commerce industry.

## **Research Methods and Data Sources**

### **Research Methods**

Grounded Theory is a qualitative research method to establish new theories from empirical data (Glaser & Strauss, 1967). Researchers generally do not have theoretical hypotheses before the start of the research, and directly start from field investigations, extract and summarize empirical generalizations from the original data, to raise the phenomenon to the theoretical level. Grounded theory is a bottom-up method of establishing a substantive theory, that is, searching for core concepts that reflect social phenomena based on systematically collecting data, and constructing relevant social theories through the connections between these concepts (Strauss & Corbin, 1990). This research uses grounded theory research methods to construct a theoretical model of consumer rights triggering in the live stream environment of e-commerce.

### **Data Sources**

This research adopts semi-structured interviews that combine personal in-depth interviews and focus group interviews on live streaming



e-commerce consumers to obtain the original experience data. The combination of these two interview methods can achieve the interview objectives more effectively. In the process of selecting the interviewees, the age and life experience of the interviewees were considered, and the age group of the interviewees was determined to be between 22-40 years old, and a research questionnaire was issued to 60 friends by means of pre-research to screen out users who use live streaming e-commerce more frequently and who have a deeper understanding and awareness of consumer rights protection. Finally, 16 users who used e-commerce live shopping were selected as interview subjects. Ten of them received in-depth interviews, and each interview lasted about one hour. Focus group interviews were conducted in 2 groups (3 persons in each group), each interview lasted 1 hour, and a total of 6 group interview records were obtained. With the consent of the interviewee, the interview content was recorded and archived, and then the interview record was sorted out. This article randomly selects 12 interview records for coding analysis and model construction, and the remaining 4 interview records are reserved for theoretical saturation testing. Respondents' statistics are shown in Table 1.

**Table 1** Demographic information of interviewees

Demographic Information	Category	Quantity	Percentage
Gender	Male	8	50%
	Female	8	50%
Education	College	3	18.75%
	Undergraduate	3	18.75%
	Master	6	37.5%
	Doctor	4	25%



**Table 1** Demographic information of interviewees (continue)

Demographic Information	Category	Quantity	Percentage
Occupation	Student	8	50%
	Teacher	4	25%
	Employees	3	18.75%
	Freelancer	1	6.25%
Income (RMB:yuan)	0-3000	4	25%
	3000-6000	4	25%
	6000-9000	6	37.5%
	9000 or more	2	12.5%
Area	Guizhou	6	37.5%
	Henan	3	18.75%
	Beijing	3	18.75%
	Other areas	4	25%
Total		16	100%

### Category refinement

**(1) Open coding.** Open coding is an open line-by-line analysis of the original data obtained, and the key phenomena are conceptualized and categorized (Heath & Cowley, 2004). To ensure the authenticity of open coding, this research uses the original words of the interviewees as the data for initial concept mining. After collating the data collected by 12 interviewees, more than 560 original sentences are extracted, with the help of NVivo11. 0 The software encodes the interview data and draws conceptual labels such as exaggerated product quality, false product discounts, and ambiguity in product introductions. Then, the initial concepts are repeatedly compared for the sameness and oppositeness,



and the initial concepts that are repeated less than 3 times are eliminated, and the initial concepts are summarized, and 44 initial concepts are condensed. Finally, the initial concepts with similar properties and contents are combined to further induce 20 initial categories, as shown in Table 2.

**Table 2** Open coding categorization (continue)

Initial category	Examples of original sentences (initial concept)
A1 False propaganda	The performance and efficacy of the products they advertise are inconsistent with things, they often exaggerate the efficacy of the products, and even the graphics and texts are seriously inconsistent with the actual products (the quality of the products is exaggerated); The streamers often play some routines on the price promotions and preferential activities of the products. The first class is basically not what we normally understand (the price discount is false); The streamer often uses some ambiguous propaganda statements to make our understanding of the product exceed our expectations. When we finally ask them, they will be different Explanation (ambiguity in product introduction)
A2 Special shot link	Some goods purchase links are often set up on platforms such as Tiktok, but the link lacks the introduction of product details. We are very worried that the purchase of goods does not match the introduction (external link purchase); The streamer may introduce a product in the live stream room , but sometimes we are required to take a link to another product (the product link is different) ; Sometimes the streamer introduces multiple items in the live stream room, but only one product is described in the link (Incomplete link description)
A3 Abuse of limit words	In the process of explaining, the streamer likes to say that our product is “the lowest price in the audience, you lose if you don’t buy it” (product information is exaggerated); Of course we are skeptical of their explanation of the product, but the streamer is sometimes humorous Exaggerated explanation of the product (effect rendering)

**Table 2** Open coding categorization (continue)

Initial category	Examples of original sentences (initial concept)
A4 Substantive connection	Some streamers say that they recommend high-quality products for us, but in fact they and the merchants are together, and they work together to figure out how to sell the products to us (interested); I feel that the streamers' income comes from the merchants and platforms. The starting point for everything is still based on them (maintenance of interests)
A5 Prohibited products	I found that sometimes some items that are forbidden to be sold in life can also be purchased in the live stream, such as the sale of wild animals (illegal sale); Some prescription drugs that are difficult to buy in pharmacies can be bought in the live stream. And the live-streamed commercial houses sell cosmetics (lack of qualifications)
A6 Quality assurance	The streamer praised the product during the live stream, but found that the quality was obviously not good after buying it (the product was of poor quality); The product that appeared in the promotion and the model of the purchased product was inconsistent, although the style was similar, but the careful comparison was still very big The difference (the mismatch between merchandise and its type version); The streamer introduces a certain brand of goods, but we only have a little contact with this brand after we buy it, and even directly counterfeit the brand (suspected of fakes); The food packaging I bought is simple, and some are connected. There is no production date. I doubt if it is harmful to the human body (food safety)
A7 logistics timeliness	Some live stream merchants are slow to deliver goods, and the logistics and distribution selected are also slow, which are still different from current e-commerce (logistics and distribution are slow); Some are products recommended by local live stream platforms, and some school teachers and students are also asked to do it. For sales, we also actively respond to purchases, but after purchasing, we find that the goods have not been received for 5 or 6 days. If we check the live stream link, we can't find the previous purchase information at all (the logistics information is missing)



Table 2 Open coding categorization (continue)

Initial category	Examples of original sentences (initial concept)
A8 Over-the-counter transactions	I have encountered a few occasions where the streamer guide us to enter WeChat to conduct transactions, so that the price can be lower (low price outside the platform); The live stream does not have a purchase link, and we need to add the WeChat sold by the streamer, pay in WeChat and give the shipping address, I think this is very insecure (WeChat transaction)
A9 Fake data	We saw tens of thousands of people in a live stream room, but I felt that there were not so many people who actually watched it. Later, I learned that there is a situation where the streamer purchases virtual data on the platform (fake traffic); I have received other people's push to watch For information on live streaming and purchase of orders, 6-7 yuan will be given for one order after completion. Although I did not participate, similar situations really exist (fake purchases)
A10 Monopolistic Competition	I often watch the live streams of big guys such as Wei Ya and Li Jiaqi, but there are some minor problems in these big guys' live streams, but even in this way, their live streams are also very good (head monopoly); The reputation of the platform also has an effect on the live stream. Influence, live stream of Taobao is combined with the original Taobao. I buy things very convenient, but this is also combined with the problems in the original Taobao (platform monopoly)
A11 Difficult to return or exchange	During the product introduction process, the streamer will inform us in the form of product clearance, special price and lowest price that the product will not be returned or exchanged once it is sold. We bought it based on the price. It turned out that the quality was not good, but it could not be returned ( No refunds or exchanges); After the live shopping products were bought back, the goods were found to be undesirable, but when they wanted to return the goods, they were blocked by the streamer for various reasons. Anyway, the end is the trouble of returning and replacing the goods (difficulty in returning and replacing goods)

**Table 2** Open coding categorization (continue)

Initial category	Examples of original sentences (initial concept)
A12 Lack of evidence	Sometimes the product we bought feels inconsistent with the description of the host. When we want to go back to confirm that the streamer has spoken, we find that the live playback has been deleted. I can only look at the product parameters according to the detailed introduction, but it is the same now (evidence deleted ); Sometimes I really want to make a complaint, but we can't find effective evidence. Even though I recorded the screen during their live stream, sometimes the link is not there after you buy it. How can you complain? (Find No evidence chain)
A13 Poor service	After a day, I want to check if it is shipped, but the QR code sent over shows that the live stream is over, and I can't find my purchase information (the link is invalid);There is a problem after the electronic lock I purchased is installed, contact the streamer for the result The streamer kept saying that it would be solved, but it didn't. In the end, it didn't reply directly (after-sales no reply)
A14 Information leakage	I often receive text messages from the live stream platform inexplicably, saying that such and such streamers start streaming, such and such product promotions, etc. I am very worried about my information security (purchasing information leakage); I often receive recommendation information for some products on different platforms, and I found me later All search records of is recorded (search information leakage)
A15 Fake comments	After receiving the goods, I was asked by the streamer team to review the reviews, review the reviews and post pictures to return 2-3 yuan in cash for general products, but I feel that this has induced real reviews (participate in false reviews)
A16 Content violation	In order to increase popularity, some streamers will use pornographic and personal offensive language to stimulate everyone (the language of the live stream is inappropriate); Some streamers in order to attract traffic, dress revealingly during the streamer process, and even perform vulgar performances (vulgar behavior); I It is also found that a small number of streamers are not well-educated, speak unobtrusively during the live stream, and even make some inappropriate remarks (the quality of the streamers is not good)



Table 2 Open coding categorization (continue)

Initial category	Examples of original sentences (initial concept)
3 A17 Affective preference	<p>I was watching the product purchased by my friend's streamer. The quality of the product is indeed not as good as he said, but I'm not good to look for her directly, so I can only stop buying it next time (emotional involvement); I see a celebrity that I like bringing the goods. I'm willing to buy it, sometimes I don't need it, I will buy it, and I don't care about the quality of the product, etc. (fans preference)</p>
A18 Rights defending to no avail	<p>Sometimes I really want to complain to them, but it is basically useless to report to them directly, and it is useless to complain to the live stream platform (the rights protection has no result); Live stream platforms such as Taobao live stream are okay, but some are small and local On the live stream platform, I really can't find the relevant information after I buy it. If something goes wrong, I don't know who to look for (the rights protection platform is chaotic)</p>
A19 Unclear subject of responsibility	<p>If there is a problem in the purchase of live stream, the first thing we think about is to find the streamer, but is there no responsibility for the supervision of the platform and the merchant's own products? If they can control it first, there will be fewer problems with live stream (the problem of responsibility definition); I have encountered the phenomenon that the streamer buckled and the platform also wrangled in the complaint. According to law, I should complain to the relevant department, but this And go, how can it be so difficult to solve a simple thing (shirk responsibility)</p>
A20 Willingness to defend rights	<p>The things I bought were not of high value. I was fooled and treated as a lesson, and I didn't bother to make a serious complaint (lack of awareness of rights protection); The main reason was that they were too much and didn't want to complain. Bad behavior (behavior trigger)</p>

(2) **Axial coding.** Axial coding is based on open coding, through cluster analysis to establish associations between different categories. The main task is to better develop the main category. The specific method is to divide similar categories according to their interconnection and logical order. Classes make the category more rigorous (Corbin & Strauss, 2014). Based on the analysis of the concepts and logical relationships of each category, this research found that there is a certain category classification among the pre-factors triggered by consumer rights protection, as shown in Table 3.

**Table 3** Main category formed by Axial coding

Category	Main category	Corresponding category	The connotation of the category
Operator behavior	B1 Informed purchase	A1 False propaganda	During the live streaming e-commerce, the streamer adopts false or misleading publicity methods
		A2 Special shot link	The live stream seller additionally sets a special purchase link to mislead consumers to buy
		A3 A buse of limit words	The streamer uses and disguised the use of extreme advertising vocabulary in the process of bringing the goods to induce consumers to buy
	B2 Transaction security	A4 Substantive connection	During the delivery process, the streamer claimed that product recommendations only represent personal opinions, but in fact they belong to a community of interests with the merchants
		A5 Prohibited products	Some offline prohibited and restricted items are sold through live stream
		A6 Quality assurance	Sell OEM, counterfeit, fake and inferior goods during the live stream
		A7 Logistics timeliness	During the live streaming e-commerce process, due to the live stream team, the delivery is slow and the logistics information is not available, etc.


**Table 3** Main category formed by Axial coding (continue)

Category	Main category	Corresponding category	The connotation of the category
Operator behavior	B3 Even bargain	A8 Over-the-counter transactions	The streamer directly or indirectly guides consumers to transfer to social software platforms other than the live stream platform to conduct transactions in the live stream room through language, graphics, etc.
		A9 Fake data	The live stream team purchases fake data such as the number of people and purchases in the live stream room
		A10 Monopolistic Competition	Live stream platforms and streamers take advantage of scale to occupy a large market, and there is suspicion of unfair competition
	B4 After-sales service	A11 Difficult to return or exchange	Consumers are facing problems such as restrictions on returns and exchanges by live stream merchants after purchase, and refusal to return and exchange products.
		A12 Lack of evidence	The original live stream content cannot be reproduced due to the closure of the live stream link and the cancellation of the live stream playback, etc.
		A13 Poor service	After-sales information, services, etc. cannot be inquired or evasive, etc.
Individual appeal	B5 Individual privacy	A14 Information leakage	Consumers' purchase information and personal information on live streaming e-commerce are leaked and sold, etc.
	B6 Supervision rights	A15 Fake comments	Consumers cater to the live stream team's manipulation of the number of positive comments from consumers
	B7 Perceptual purchase	A16 Content violation	In order to attract traffic, e-commerce streamers perform vulgar performances and inappropriate remarks during the live stream
A17 Affective preference		Consumers are faced with the phenomenon of celebrities bringing goods and buying blindly in order to support celebrities	



**Table 3** Main category formed by Axial coding (continue)

Category	Main category	Corresponding category	The connotation of the category
Complaint handling	B8 Merchant processing	A18 Rights defending to no avail	In the process of consumer rights protection, there are situations in which various stakeholders cannot solve problems, such as prevarication among stakeholders
		A19 Unclear subject of responsibility	In the process of consumer rights protection, there are situations in which key complaints cannot be found and the responsibility for rights protection cannot be confirmed
Rights safeguard	B9 Willingness to defend rights	A20 Willingness to defend rights	Consumers' active rights protection behaviors when they encounter infringements

**(3) Selective coding.** Selective coding is the further condensing and integration of the axial coding content. That is, mining the core category from the main category, and analyzing the connection relationship between the core category and the main category through the “storyline” method, thereby developing a new substance theoretical framework (Zarif, 2012). This study identified the core category of “triggering consumer rights protection under live streaming e-commerce”, and centered on the “storyline” of the core category, the typical relationship structure of the main category is shown in Table 4.

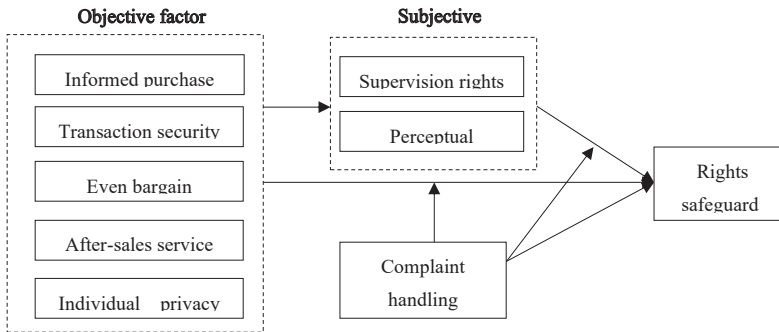
**Table 4** Typical relational structure of the main category

Typical relationship structure	The connotation of relational structure
Operator behavior—Rights safeguard	Operator's infringement is an objective factor that triggers consumer rights protection
Personal appeal—Rights safeguard	Consumers' personal demands are the subjective factors that trigger consumer rights protection actions

**Table 4** Typical relational structure of the main category (continue)

Typical relationship structure	The connotation of relational structure
Complaint handling—Rights safeguard	The result of the operator's handling of consumer complaints is an objective situation that triggers consumer rights protection actions
Operator's Behavior—Individual Appeal—Rights safeguard	Operators' actions may trigger consumer rights protection actions through their impact on consumers' appeals
Operator's Behavior (Complaint Handling) —Rights safeguard	Operators' actions may affect consumer rights protection actions as a result of handling consumer complaints
Individual appeal (complaint handling) —Rights safeguard	Individual appeals may affect consumers' rights protection actions due to the results of the operators' handling of complaints

On this basis, a theoretical framework of factors affecting consumer rights protection has been constructed and developed, as shown in Figure 1. The factors that affect consumer rights protection can be divided into objective factors of business operators' behavior and subjective factors of consumers' appeals. Both of them may directly affect the triggering of consumer rights protection. Objective factors may affect the occurrence of consumer rights protection through subjective factors. At the same time, the results of live streaming e-commerce operators' handling of consumer complaints may affect the actions of operators and consumers' appeals to trigger consumer rights protection actions.



**Figure 1** Consumer rights safeguard trigger theoretical model framework

**(4) Theoretical saturation test.** This study uses the remaining quarter of the interview data (that is, 4 interviews, including 2 individual in-depth interviews and 2 focus group interviews) as a theoretical saturation test. Through the analysis of open coding, axial coding, and selective coding, the results did not find a new relationship structure of the main category, and no new constituent factors were found within the nine main categories. It can be seen that the scope of this research has been very rich, and the above-mentioned live streaming e-commerce consumer rights trigger framework model has reached saturation in theory.

### Consumer rights safeguard trigger influencing factor model explanation

#### 1.The impact of operators' behavior on the triggering of consumer rights safeguard

Operators in live streaming e-commerce sales include live streaming e-commerce platforms, product merchants, and streamer teams. The behavior of the operators is an objective factor that triggers the protection of consumer rights. According to this research, it can be seen that the categories of behaviors related to operators, such as informed purchase, transaction security, even bargain, after-sales service, and individual privacy that easily lead to the protection of consumer rights and interests.



**(1) Informed purchase.** Informed purchases include false propaganda, special shot links, abuse of limit words, and substantive associations that affect consumers' knowledge of information. False propaganda refers to the fact that the streamer adopts false or misleading propaganda methods during the sales process of e-commerce streamers so that consumers cannot fully understand their rights to know. This hurts the advanced protection of live streaming e-commerce consumption and initiates the possibility of consumer rights safeguard. Special shot links mean that live stream sellers additionally set up special product purchase links to mislead consumers to purchase. These live stream orders and special shot links are subject to greater risks, and consumers should remain vigilant. Abuse of extreme words is the streamers use extreme advertising vocabulary in the live delivery process to induce consumers to buy. Consumers at an information disadvantage often affect their judgments with extreme words such as "limited seckill", "best", and "first". Substantial association means that the streamer claims that product recommendations only represent personal opinions during the delivery process, but in fact, the live stream team and the merchant belong to a community of interests, which has become an important factor in causing false publicity.

**(2) Transaction security.** Transaction security includes related factors such as prohibited products, quality assurance, and timeliness of logistics that affect consumer product acceptance and use safety. Prohibited products refer to items that are prohibited or restricted from being sold offline and sold through live stream, which disrupts the market order and may also endanger the health of consumers. Quality assurance refers to the sale of OEM, counterfeit, fake, and inferior products during the live stream process, which seriously affects the safety of consumer products. The timeliness of logistics refers to the slow delivery and unavailability of logistics information due to the live stream team (Zhu & Liu, 2021).

Consumers also lack the right to inquire about the damage and loss of goods in the logistics, resulting in consumption. The right to accept the product's safety is impaired.

**(3) Even bargain.** Even bargains include over-the-counter transactions, fake data, and monopolistic competition, and other relevant behavioral factors that influence consumers to make fair purchases in the live streaming e-commerce market. Over-the-counter trading refers to the behavior of the streamer directly or indirectly guiding consumers to transfer to social software platforms other than the original live streaming e-commerce platform to conduct transactions through language explanations and low-cost guarantees in the live stream room. Because of the over-the-counter transactions, consumers are defending their rights. At times, there are often greater difficulties in the ability to provide evidence, subject identification, and responsibility sharing, which are not conducive to fair transactions in the market and the formation of an environment for consumer rights protection on the Internet. Fake data refers to the behavior of the live stream team buying the number of people, traffic, and purchases in the live stream room. The behavior of the streamer to create fake data confuses consumers' understanding of product reputation and recognition and affects consumers' independent choice of product purchase. Monopolistic competition refers to unfair competition in which live stream platforms and streamers use their scale advantages to occupy a large number of markets. At the same time, it is easier for platform operators to use algorithms and other technical means to reach a certain consensus against consumers (Ezrachi & Stucke, 2017), so that business activities will be shrouded in a black box that is not transparent enough, greatly disrupting the fair trade order in the market.

**(4) After-sales service.** After-sales service includes related behavioral factors that influence consumers' after-sales service demands, such as difficulty to return or exchange goods, lack of evidence, and poor service.



Difficulty in return and exchange refers to the behavioral problems that consumers face after purchase, such as restrictions on return and exchange of goods by live stream merchants, and refusal to return and exchange goods, which seriously infringes on the legitimate rights and interests of consumers to return and exchange goods. Lack of evidence due to circumstances such as the closure of the live stream link and the cancellation of the live stream playback, the original live stream content cannot be reproduced, etc., causing consumers to be unable to obtain evidence and have nowhere to seek compensation when encountering infringement facts. Poor service means that after-sales information cannot be inquired or prevarication occurs, and consumers are easily in a passive state of rights protection that lacks after-sales protection (Zhu & Liu, 2021).

**(5) Individual privacy.** Individual privacy refers to situations in which consumers' purchase information and personal information on live streaming e-commerce are leaked and sold by operators. However, in a mixed network environment, e-commerce platforms and streamers are not strong enough to protect reasonably collected user information. Infringements such as illegal collection, leakage and trading, and improper use often occur, or those who intend to collect and package user information for sale. The situation is not uncommon, and the protection of consumers' personal information is greatly challenged (Kim, et al, 2016). Live streaming e-commerce operators use various means to obtain various private information of consumers and use them for profit, which infringes the privacy rights of consumers' personal information.

## **2. The impact of consumers' appeals on consumer rights safeguard**

Faced with the infringement of live streaming e-commerce operators, consumers need to make claims for rights protection according to their actual situation, but at the same time, they should improve their

self-protection ability and awareness of rights safeguard, and effectively maintain the market order of live streaming e-commerce from the perspective of rational consumption. From the perspective of consumers, the impact on consumer rights protection includes subjective factors in two aspects: critical supervision and perceptual purchase.

**(1) Supervision rights.** Supervision rights refer to the behavioral perception of consumers who manipulate consumers' positive comments on live stream products or services by live streaming e-commerce operators. "Online reviews" have become an important reference factor for online consumption, and the word-of-mouth effect is obvious. However, in the live stream of e-commerce, some operators use actions such as swiping orders, fictitious transactions, and buying positive reviews to give consumers the illusion of "praise", misleading consumers to judge the accuracy of the product facts, and causing consumers to make Wrong choice (Wayne, 2019). What is being considered at this time is not the purchase behavior of live streaming e-commerce operators on positive reviews, but the active behavior of consumers participating in false reviews. Consumers give up their right to criticize and supervise the live streaming e-commerce market due to their interests, which belongs to the lack of protection of their legitimate rights and interests in personal cognition, and even encourage fraudulent behaviors by operators (Lucille, 2016).

**(2) Perceptual purchase.** Perceptual purchase means that consumers have impulsive buying behavior due to external factors. It is also a subjective factor that affects the protection of rights and interests at the consumer level. In this study, it is believed that includes two aspects: content violation and effective preference. Content violations mean that e-commerce streamers perform vulgar performances and inappropriate remarks during the live stream to attract traffic. As an emerging format, live streaming e-commerce is still in a period of barbaric growth. The quality of the streamer and the live content are uneven, and



the content of pornography, vulgarity, and inappropriate speech that can increase popularity and attract traffic appears frequently, which greatly stimulates consumers' immediate impulse consumption. In this situation, consumers often choose to give up their rights safeguard when their rights are damaged after purchase. Affective preference refers to the phenomenon that consumers blindly buy and neglect to protect their rights when they are faced with the situation of a relationship group bringing goods. For example, when celebrity streamers have problems such as false product promotion and quality assurance, their fans' emotional preference for them will dilute the fact that the streamers are suspected of infringements (Prince, Fang, Andy, & Kulbo, 2021). Consumers will also attribute such behavior to product merchants because they preferred celebrities, and will give up the right to complain and defend their rights.

### **3. The impact of operator's complaint handling on the triggering of rights safeguard**

In the case of consumer infringement problems encountered in e-commerce live shopping, the most direct way for consumers is to express their rights claims to the live streaming e-commerce operators, only when the claims have not been deal with properly or the infringement is beyond the scope that the operators can solve that consumers will seek judicial relief. This study points out that objective circumstances such as unsuccessful rights protection and unclear responsibility subjects, such as consumer complaints that have not been resolved by operators, will trigger consumer rights safeguard behaviors.

Rights defending to no avail refers to situations in which the consumer's rights protection process cannot solve problems such as prevarication among various stakeholders. However, as mentioned in the previous article, there are problems such as lack of evidence and operators' mutual excuses in live streaming e-commerce shopping. As a result, consumers' legitimate demands cannot be solved by live streaming



e-commerce operators. Given this situation, consumers complained through legal channels to relevant management departments for the final protection of their rights. The unclear subject of responsibility refers to the situation where the key complaint subject cannot be found in the process of consumer rights protection, and the responsibility for the protection of rights cannot be confirmed. After the occurrence of transaction disputes, due to the lack of clear standards and rules, the responsibility of the business entity is blurred, so that consumers based on live streaming e-commerce cannot be properly handled by the operator after their rights are damaged. Consumers often further demand judicial consumer rights protection.

## Conclusion and Discussion

This research focuses on the mechanism of the role of consumer rights protection in live streaming e-commerce, coded and analyzed through a grounded theoretical research approach based on interview data, revisited the connotation of the relationship between infringement and consumer rights protection in live streaming e-commerce, and explored the impact of nine factors on consumer rights protection triggers such as informed purchase and transaction security in the live streaming e-commerce context.

### 1. Theoretical contributions

This research summarizes various types of rights protection phenomena from the perspective of consumers, explores the role played by organizations of parties involved in e-commerce live streaming in the process of consumer rights protection, adds new content to the connotation of the relationship between consumption problems faced in live streaming e-commerce and consumer rights protection behavior, and provides a new research perspective. The final construction of a mechanistic model of the behavior of live streaming e-commerce



operators, consumers' personal claims and operators' complaint handling that affects consumers' rights protection claims, reflects the influence path of consumer rights protection triggered by the role of the external infringement behavior of live streaming e-commerce operators and consumers' internal rights protection state, as well as the joint role of operators' results of consumer complaint handling and subjective and objective factors.

## 2. Implications for Practice

This research reveals the focus of solving consumer rights protection issues in live streaming e-commerce, and provides an effective reference for the current law to be unable to fully and effectively adjust the practical problems of live streaming e-commerce due to the lag of legal regulations. Therefore, to rectify the chaos in the live streaming e-commerce market and make it develop in a positive direction, operators such as live stream platforms, merchants, and streamers can form behavioral self-discipline and professional self-regulation, and consumers themselves can enhance the awareness and maintenance of rights and interests. The government and industry can strengthen the governance of infringements, determine the responsibilities and tasks of each subject, enable communication, interaction, action, and supervision between multiple subjects to develop cooperation and co-governance, and the overall environment of live streaming e-commerce will be built more perfect.

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