# Article information:

Frontiers | Research on the impact of live streaming marketing by online influencers on consumer purchasing intentions  
<https://www.frontiersin.org/articles/10.3389/fpsyg.2022.1021256/full>

# Article summary:

1. The live streaming economy has seen rapid growth in recent years, with the number of users watching live streaming in China reaching 617 million.

2. Online influencers play a role in influencing consumer spending intentions, as they provide useful information to others and can easily gain the trust of consumers.

3. The S-O-R model is used to explain the influence of environmental characteristics on user behavior and psychological activities, and has been applied to research on consumer purchase intention and purchase behavior.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article provides an overview of the impact of live streaming marketing by online influencers on consumer purchasing intentions. The article is well-structured and provides a comprehensive overview of the topic, including an introduction to the live streaming economy, an explanation of how online influencers influence consumer spending intentions, and an analysis of how the S-O-R model can be used to explain this phenomenon.

The article is generally reliable and trustworthy; however, there are some potential biases that should be noted. For example, while the article does mention that online influencers can have a positive effect on consumer spending intentions, it does not explore any potential negative effects or risks associated with this type of marketing strategy. Additionally, while the article does provide evidence for its claims (such as citing statistics from various sources), it does not provide any counterarguments or alternative perspectives on the topic. Furthermore, while the article does discuss how online influencers can influence consumer spending intentions, it does not explore other factors that may also affect purchasing decisions (such as product price or retailer reputation).

In conclusion, while this article provides a comprehensive overview of how online influencers can influence consumer purchasing intentions, there are some potential biases that should be noted when considering its trustworthiness and reliability.

# Topics for further research:

* Negative effects of live streaming marketing
* Impact of product price on consumer purchasing intentions
* Influence of retailer reputation on consumer spending
* Alternative perspectives on online influencer marketing
* Counterarguments to the S-O-R model
* Research on consumer behavior in the live streaming economy

# Report location:

<https://www.fullpicture.app/item/3ea24abc4896e7e51380cf2d8ef33a2c>