

Impact of Network Marketing on Knitting Brands Based on the Stimulus-Organism-Response Framework in Sichuan of China

Zhongxi Zheng

North Bangkok University, Bangkok 10220, Sai Mai

Abstract: This paper introduced the live broadcast form of anchor products, studied the influence mechanism of live broadcast interactive marketing of knitting brands on consumers' purchase intention, and provided marketing suggestions for merchants to conduct live broadcast interaction. Through literature research, market research, and online survey, this paper constructed the research model of marketing impact model for knitting brands based on the S-O-R model. Six influencing variables of attractiveness, trustworthiness, purchase convenience, expertise with the elements of stimuli, and perceived enjoyment and usefulness with the aspect of an organism were set to test the relationship between impulsive purchase with the element of the response.

Keywords: Network Marketing; Knitting Brands; Stimulus-Organism-Response

1. Introduction

With the advancement of Internet technology, online shopping has already been upgraded from text and pictures to multimedia. Social commerce has become an integral part of e-commerce. In addition, with the popularity of live streaming, some manufacturers of social e-commerce platforms have begun to use live streaming as a tool for e-commerce in China. This has led to a new social commerce model called live commerce. Live e-commerce is conducted in real-time and is highly interactive with consumers. The anchor displays the product's appearance, function, and related introduction. Consumers may ask about product prices, shipping, and other questions (Chen: et al. 2017)^[1]. The streamer can respond based on the content of the live broadcast and influence the behavior of consumers. They then click on an embedded link provided by the vendor to complete their purchase. Live-streaming commerce can be divided into three types: (1) live-streaming platforms (e.g., TIK TOK) that include commercial events, (2) e-commerce websites, marketplaces (e.g., Tmall), or mobile apps that integrate live-streaming capabilities, and (3) Social networking sites (SNS) that add live-streaming features (e.g., Facebook Live) to boost sales.

2. Theoretical Basis

2.1 S-O-R framework to study framework

S-O-R models environmental stimuli that influence individual cognitive and affective responses to study consumer behavior from organism-mediated different retail stimuli, also known as emotional responses. Stimuli include factors beyond the individual's control that affect the internal state of an organism when exposed to external stimuli. The organism links motivation and behavior, modulating the final behavior in response to stimuli (Fiore; & Kim 2007)^[2]. The answer is a combination of factors that respond to the organism's regulatory outcomes. Today, the S-O-R approach provides a traditional foundation for consumer behavior research and facilitates research on the e-commerce shopping experience.

2.2 The concept of live broadcast marketing

The live broadcast adopts the Internet and streaming media technology, covering factors such as image, text, sound, etc., giving a vivid and robust sense of the scene, creating sound, visual effects, leaving a deep impression on the audience, and gradually becoming the mainstream communication mode of the Internet. Live broadcasting has sparked a new media revolution. At the same time, brands have reshaped their marketing strategies in the new era of live broadcasting and focused on live broadcasting marketing (Yu. 2017)^[3].

2.3 Research on live broadcast marketing

After 2016, the frequency of live broadcast marketing was higher. Some scholars have analyzed the advantages and modes of live broadcast marketing. Online celebrities' expressed situation and benefits and lived broadcasts' combination mode. Some critics analyzed the advantages, development reasons, and influencing factors of live broadcast marketing (Gan: et al. 2017)^[4].

3. Understanding the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise

3.1 Type of interaction

Zhang: et al. (2019)^[5] believed that interaction is one-way, reactive, and fully interactive. One-way communication is unilateral transmission represented by TV broadcasting, and one party's response is the response; full interactive communication is a multimedia system that imitates real society.

3.2 Interactive marketing dimension

Some scholars have divided the dimensions of physical store interactive marketing. Chung; & Cho. (2017)^[6] believed that the service quality impact dimensions related to interactive marketing include: (1) Entity quality: service entities, equipment, environment, and physical products; (2) Company quality: evaluating the company or its impact on customers and potential The image of customers; (3) Interaction quality: the interaction between customers and employees.

4. The Conceptual Framework for the Research Study

First The live broadcast is an emerging marketing model, and live broadcast marketing of knitting brands is relatively rare. Focusing on user experience and user experience as the center, this paper discusses the influence dimensions of on-site interactive marketing of knitting brands and the internal mechanism of consumer purchases, provides a theoretical basis for on-site interactive marketing of knitted brands, and enriches the research on online consumer decision-making behavior and network interactive marketing research, to fill the knitting brand on-site marketing gap.

Second Based on the emerging interactive marketing of live broadcast, this research studies the influence of live broadcast of knitting brands on consumers' purchase intention from the perspective of consumer experience, provides practical strategic guidance for clothing enterprises to carry out live broadcast interactive marketing and provides feasible strategies for professional clothing anchors to improve live broadcast skills solution. This study puts forward live interactive marketing strategy suggestions and optimization plans for case brands, which have reference significance for similar knitting brands.

5. The Countermeasures for the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise

5.1 Network marketing

Network marketing is a business model that depends on product type sales through the online platform. Knitting products could be considered personal products, and their sales would largely depend on the interest of the customer and the way of network marketing promotion through influencers.

5.2 Knitting brands

Many knitting products will count on the brand effect to sell to the public for better customer trust and perceived value. The brand effect creates the ability of reputations to influence people's future behavior in searching for the products they want according to their desire and preference.

5.3 S-O-R Model

S-O-R represents Stimulus, Organism, Response. This theory based on psychology explains that stimulus is the impulse that contains what people look for. Organism, an individual, responds to the effects, reactions, responses, and answers. This theory explains that a statement was delivered to the individual should meet the needs of the individual, either material or non-material. The material intended is knitting in this study. At the same time, the non-material part includes a sense of security and wants to be noticed and appreciated through their products. Nike spends so much on promotion and creates a sense of value when people wear that to play sports or walk on the street.

6. Conclusion

The results of this study have theoretical implications for future research. First, we explain the factors that influence the urge to buy impulsively from customers who have purchase experience on the live streaming platform. Live streaming commerce is a new social commerce model that is just emerging. Second, this study contributes a novel research model based on the S-O-R framework and establishes a theoretically grounded link between perception and customer urge to buy impulsively in live streaming commerce. The results show that perceived enjoyment positively affects the urge to buy impulsively. The findings confirm that these factors influence consumers' emotional states. Product usefulness and ease of purchase positively affect perceived usefulness. When users perceive practical value from social commerce sites, they are more likely to satisfy these domains. The more convenient the buying interface, the more likely consumers are to buy.

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