

# Influence of Self-Media Platform on Local Products Sales in Sichuan Consumers' Purchase Intention

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**Abstract:** The increasing use of social media gives marketers a better space to engage with customers. However, research examining the effectiveness of social media marketing from a brand perspective has been relatively unexplored. Furthermore, few studies on homegrown brands have investigated the impact of consumption intention on consumer-brand relationships. The three objectives are to explore the economic impact of self-media image construction on enterprises related to local products, to assess the differences in consumers' willingness to purchase local products under different demographic variables, and the influence relationship and significance of various factors within the framework of this research, and to make feasible suggestions on how local products can provide better services for the needs of the audience.

**Keywords:** Self-Media Platform; Local Products Sales; Consumer Purchase Intention

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## 1. Introduction

The increased presence and engagement of consumers/customers in social media presents both opportunities and challenges for marketers, as consumers' purchasing decisions are based on peer interactions in social media. Purchase behavior and brand loyalty have long been the focus of marketing researchers. In the context of social media, few studies in the past have examined the dimensions of self-media that provide marketers with excellent opportunities to reach customers or build a brand and personal trust. However, from a brand literature perspective, studies investigating the consequences of self-media marketing (SMM) are still exploratory and need further research support. Furthermore, despite numerous studies documenting the importance of the consumer-brand relationship, homegrown brands have investigated the impact of a brand's native/non-naiveness on the consumer-brand relationship.

## 2. Theoretical Basis

### 2.1 Theoretical significance and value

In a theoretical sense, with the rapid development of we-media, although the research results in the field of we-media are relatively affluent, the research on the content subdivided into the vertical areas of the we-media industry is very lacking. This paper focuses on rural female bloggers and their self-operated local product brands. It uses the female image and brand relationship model to explore the influence mechanism deeply and systematically between self-media image and purchase intention. Based on communication and consumer behavior, supplemented by a feminist perspective, it not only supplements and improves the research in the field of self-media economy but also opens up a new perspective for subsequent research. In terms of theoretical value, by reviewing and sorting out the literature of previous scholars, this research explores the influencing factors of self-media image construction on the purchase intention of local product brands and constructs the theoretical model of this paper. Through the questionnaire survey and empirical analysis, quantitatively studied the influence mechanism of self-media image construction on the purchase intention of local product brands, enriching and enriching the existing theories (Yu. 2017)<sup>[1]</sup>.

## 2.2 Practical meaning and value

In a practical sense, through the research on the content marketing of local product brands, summarize the characteristics and main reasons for the formation of the current local product brand market, and analyze its commercial and social value. It provides new ideas for promoting local product brands in the Internet era and helps farmers. At the same time, this research can be used to observe the communication effect of local product brands under the construction of rural women's images so that self-media as communicators can grasp the current audience's preferences for women's images, understand the shortcomings of short video content design, and strive to achieve. At the same time, understanding the economic benefits behind short videos with rural women's daily life as the theme is very realistic for developing the entire industry's significance (Liu: et al. 2020)<sup>[2]</sup>.

## **3. Understanding the Influence of Self-Media Platform on Local Products Sales to Sichuan Consumers' Purchase Intention**

### **3.1 Research on self-media platform**

Interactions based on self-media platforms are dramatically changing how information is shared between brands and consumers. Self-media interactions occur among users who own/use such brands associated with the self-media platform and are used to share their thoughts and ideas about the brand or product with a target group of people who own or use similar products or brands. Social engagement helps marketers generate user-inspired topics. Interactions in social media help customers share their thoughts and provide a platform for dialogue (Ding: et al. 2005)<sup>[3]</sup>.

### **3.2 Research on the effective promotion of local products**

In the local product selection stage, actual emotional factors dominate over functional aspects, depending on the product category. Some researchers have also found that emotional factors supported by sensibility impact purchase intention most. Building intense brand intimacy, emotional intimacy is a crucial trigger for strengthening the consumer-brand relationship. Consumers' emotional attachment to brands in self-media makes them passionate about brands, and this emotional attachment through effective self-media interaction may lead to purchase intention.

### **3.3 Research on self-media on brand loyalty**

When consumers consistently prefer to buy one brand, consumers demonstrate brand loyalty despite the existence of several other brands. A high level of satisfaction leads to emotional commitment and rational dedication. Through the interaction of self-media promotion, satisfied customers are likely to become loyal. Brand loyalty also leads to a willingness to pay more for the desired brand and recommend the same to others, even when similar other brands are available (Liu. 2018)<sup>[4]</sup>.

## **4. The Conceptual Framework for the Research Study**

### **4.1 Influencing factors of brand image spokesperson**

Brand image spokespersons refer to individuals who use their influence or appeal to attract consumers to buy and use products through image presentation and generate emotional connections. Therefore, brand image spokespersons are not only in the form of pure advertisements but also individuals who appear in any marketing activities. By shaping the image of the brand spokesperson, consumers can connect the brand with the brand's reputation, status, character, and other characteristics to have a good impression of the brand or product being endorsed spokesperson (Chiu: et al. 2019)<sup>[5]</sup>.

### **4.2 Attitude and behavior of brand relationship**

Understand the brand relationship from a dynamic perspective, and think that the brand relationship is a process that requires long-term management and emotional development. A brand relationship may go through stages: relationship building, relationship growth, loyal relationship, relationship breaking, and recombination. Therefore, it emphasizes that brands need to pay attention to managing and maintaining brand relationships. In addition, brand relationships require companies to maintain and operate for a long

time and are crucial to the connection between companies and consumers.

## **5. Influence of Self-Media Platform on Local Products Sales to Sichuan Consumers' Purchase Intention**

### **5.1 Emotional branding**

Emotional branding is a term used in marketing communications to refer to the practice of building brands that directly appeal to consumers' emotional states, needs, and desires. Inspirational brands are successful when they elicit an emotional response from consumers, i.e., the passion for the advertised brand (or product) cannot be entirely rationalized.

### **5.2 Brand reliability**

Brand reliability is one of the critical factors in assessing consumer trust, which is the key to brand success. It is based on the consumer's belief that the brand can deliver its value promise.

## **6. Conclusion**

There is a unique model for promoting local product brands; that is, in the video, the use of the product is integrated into daily life, and the connection between the audience in front of the screen and the product is established. Therefore, brands should focus on creating an IP and a suitable brand image. We can only stand out from the competition by grasping this market development trend. From the perspective of existing theoretical models of previous scholars, we quantify the indicators that affect users' purchase intentions and systematically divide the factors that affect users' purchase intentions. Each element is further studied and discussed, and the proposed hypotheses are verified. The statistical analysis results compare each factor's importance, formulate targeted marketing strategies, and provide practical suggestions for relevant operators to develop marketing strategies and guide consumer behavior.

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