

A Study on the Mechanism of Short Video Marketing on the Purchase Intention of Group Purchase Packages Among Young Consumers in Chaoyang District, Beijing

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Abstract: In recent years, with the rapid development of the Internet, the rapid rise of cloud data computing, 5G, big data and other emerging technologies have brought great changes to our study and life. This paper takes the users of Douyin local life group purchase board as the research object. From the perspective of the audience, this paper uses the technical model and the method of analysis and coupon survey to understand the usage situation of Douyin users, and discusses the relationship between the factors affecting users' usage intention and their actual usage behavior. The data were collected statistically and then analyzed by SPSS 20.0 software. The empirical results show that the popularity rate of Douyin app is high and the user stickiness is certain. Gender, age and educational background were significantly correlated with the use behavior in different degrees.

Keywords: Douyin; Local Life Group Purchase; Technical Model; Consumer Personality Characteristics; SPSS Data Analysis

1. Background and problem statement

In today's rapid development of the Internet, the short video field as a subsidiary product of the Internet to take the essence of the process of removing its dross, technology innovation again prompted the development of the self-publishing industry.

2. Objectives of the study (Please list three objectives of the study)

Analysis of the economic impact of users' willingness to buy in the group buying segment of short video platform packages.

To investigate the mechanisms of influence between the following groups of factors: what is the influence and significance of the central path (interactivity and information quality) and the purchase intention of users of the group purchase segment of the short video platform.

According to the collected data and the analysis of the data, the comparison of various factors for the short video platform package group purchase segment user purchase willingness to influence the strength of the ranking.

3. Scope of Study:

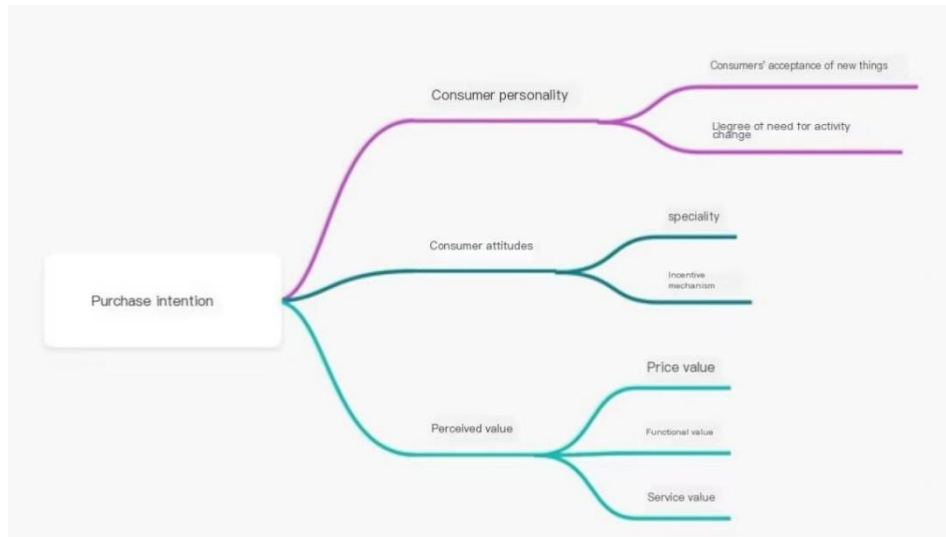
3.1 Theoretical significance and value.

From a theoretical point of view, most of the current academic research on short video is focused on users' willingness to buy, purchase motivation and user demand for a single short video platform package group purchase segment, and the content of the research is relatively concentrated, and the scope of research is relatively narrow compared to other research topics.

3.2 Practical significance and value.

Based on the actual sense, the short video platform package group purchase section compared to the homogeneous industry although making a late start, but late start and rapid progress is also as a short video platform package group purchase section of a large label and appear.

4. Conceptual framework of the study: Compiled by the author



5. Theoretical foundations: If you have completed or have ideas, please list them.

5.1 Willingness to be.

By combing through the relevant literature, I have compiled some scholars' studies on the definition of purchase intention from different perspectives, such as Table 2-2 shows this.

Table 1 Studies on purchase intention by domestic and international scholars

Scholars	Year	A study of purchase intentions
Fishbein&Ajzen	1975	The probability that a consumer will choose to buy a particular product, influenced by both subjective attitudes and the external environment.
Mullet & Karson	1985	It is the prelude to the final purchase behaviour of the consumer. The subjective willingness of the consumer to buy a good or service, stimulated by his or her own factors (e.g. preferences, identity, personality, etc.) and external factors (e.g. price, brand, etc.), is the willingness to buy.
Zeithaml	1988	The likelihood that a consumer is willing to purchase a product based on their experience, preferences and information gathered about the external environment.
Dodds	1991	Willingness to buy contains both the consumer's attitude towards a product or service and the likelihood of the consumer taking the actual act of buying it, with a subjective inclination to consume.
Ajzen&Driver	1992	Purchase intention is a process that consumers must go through before a purchase can take place and also has a decisive influence on actual purchase behaviour.

Eagly & Chaiken	1993	Intention to buy is an expression of motivation to buy and shows the effort consumers put in to achieve a purchase, which is not the same as an attitude to buy.
Hellier	2003	Purchase intention is a consumer's choice of whether or not to buy in a particular situation, either currently or in the future.
Schiffman	2010	It is believed that a customer's purchase intention is a strong indicator of the intensity with which an individual performs a particular behaviour or decides to purchase a product or service.
Amoroso	2016	It is believed that a customer's purchase intention is a large indicator of the intensity with which an individual performs a specific behavior or decides to purchase a product or service.
Wang Changzheng	2003	The consumer's willingness to buy is a psychological appeal, a way of expressing the consumer's desire to buy goods or services that suit him or her and meet his or her expectations.
Han Rui and Tian Zhilong	2005	Purchase intention is the likelihood that a consumer will buy a specific product.

5.2 Consumer personality trains.

As a unique psychological component of an individual, personality can be described by personality type, which is one of the key bases for segmenting the group buying consumer market.

5.3 Consumer attitudes

The meaning of consumer attitudes

(1) Adjustment Function, also known as the practical or utilitarian function. It refers to attitudes that enable people to better adapt to their environment and avoid harm.

(2) Ego Defence Function (EDF). This refers to the formation of attitudes about certain things that help the individual to avoid or forget those harsh circumstances or difficult realities, thus protecting the individual's existing personality and maintaining mental health.

(3) Knowledge or awareness function (Knowledge Function). This refers to the development of certain attitudes that are more conducive to knowledge and understanding of things.

Consumer attitudes and beliefs

Forming a shift

As consumers, each of us has developed many different attitudes towards products, services, advertising, direct mail campaigns, the Internet and retail outlets.

Consistency of attitude

Another nature of attitudes is that they are relatively consistent in relation to the behaviour they reflect. However, despite its consistency, attitudes are not permanent and they do change.

Attitude is an acquired disposition

It is generally agreed that attitudes are acquired through experience.

5.4 Consumer perceived value.

Scholars at home and abroad have studied the concept of customer perceived value from different perspectives and in different industries, making the concept of consumer perceived value not yet unified.

6. Status of research abroad

Foreign scholars' research on the factors influencing consumer attitudes covers a wide range of topics, and most of them explore the factors that influence consumers' overall attitudes towards a particular object, which vary from study to study, but can be broadly categorised into three areas: internal influences, external influences and a mixture of internal and external influences.

Current status of domestic research

The second focuses on the cognitive and affective factors in consumers' attitudes. Through an empirical study, Jiaqi Jiang (2019) found that high interactivity, personal charisma of people, trust and quality of content have a positive impact on consumers' cognitive attitudes, while value-added content, personal charisma of people, high interactivity and incentives have a positive impact on consumers' emotional attitudes in the process of webcast marketing. Through an empirical study, Wang Xiujun et al.

Conclusion

7.1 Your expected findings in this study:

This study takes the users of the hometown group buying section of the short video platform as the research object, and uses the expectancy theory model as the basis framework to integrate consumer personality traits, consumer attitudes and perceived value theory to study the purchase intention of users in the hometown group buying section of the short video platform.

7.2 Please consider how your overall work will benefit which area (refer to your research objectives)

1. In the current social environment, a variety of different group-buying platforms are developing rapidly in domestic and international markets, and the number of customers is gradually rising.

2. Using the existing and optimised Expectation Confirmation Theory Model (ECM) as a basis, we quantify the indicators that influence users' willingness to buy, and at the same time we rigorously classify the factors that influence users' willingness to buy, and study and discuss each factor in depth and argue the various hypotheses proposed.

3. Based on the data obtained, precise statistics and layers of analysis have been carried out to compare and rank the importance of the factors and to develop, at the same time, a targeted marketing strategy.

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