

A Study on the Influence of the Image Characteristics of the Hosts with Goods on the Consumption Intention of College Students -- An Empirical Study Based on the Consumption Groups of College Students

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Abstract: The continued impact of COVID-19 has pushed the purchasing power of Chinese consumers and the new consumption form of e-commerce live streaming to the peak, making it a hot consumption hotspot today. Data show that by June 2021, China's Internet penetration rate is 71.6%, the scale of Chinese Internet users is about 1.011 billion; Chinese online shopping consumers have reached 812 million, up 7.0% from 2020; the number of users participating in e-commerce live broadcast, has reached 384 million, online shopping users account for 38.0% of the overall national Internet users. At the same time, the digital economy and the new profit model, like e-commerce live streaming, are realizing rapid development. E-commerce live streaming shopping has also become a favorite new shopping mode for contemporary consumers. The rise of e-commerce live streaming platforms has changed the way consumers shop, and live streaming has become a hot topic today.

Keywords: Image Characteristics of the Cargo Anchor; Consumption Willingness; Influence

1. Background

China's e-commerce live streaming first originated in 2015, with the "Double 11 Carnival Shopping Festival" first appearing in 2018, which is a deep integration of the network live streaming field and the e-commerce field. E-commerce live broadcasting refers to a new shopping way that anchors use the live broadcasting platform to conduct live broadcasting with goods. The outbreak of COVID-19 in 2020 has brought new opportunities to the development of the e-commerce live streaming industry. E-commerce live broadcasting contains huge marketing and consumption potential. The form of e-commercial live broadcast presents diversified forms and rich content to consumers, and establishes the close information interaction between anchors and consumers, and between consumers and consumers. The interaction in the process of live broadcast makes consumers enhance the sense of social presence, produce an immersive experience in the live broadcast room, and stimulate the desire to buy.

2. Research objectives

Analyze the influence of college students' consumption willingness on economy under the image characteristics of cargo anchor.

Explore the influence mechanism between the following groups of factors.

According to the statistical analysis results, compare the importance of each factors, and formulate targeted suggestions to improve consumers' consumption willingness, so as to provide highly reference opinions for the cargo anchors to improve their professional ability and consumption willingness.

3. Range of study

3.1 Significance and value

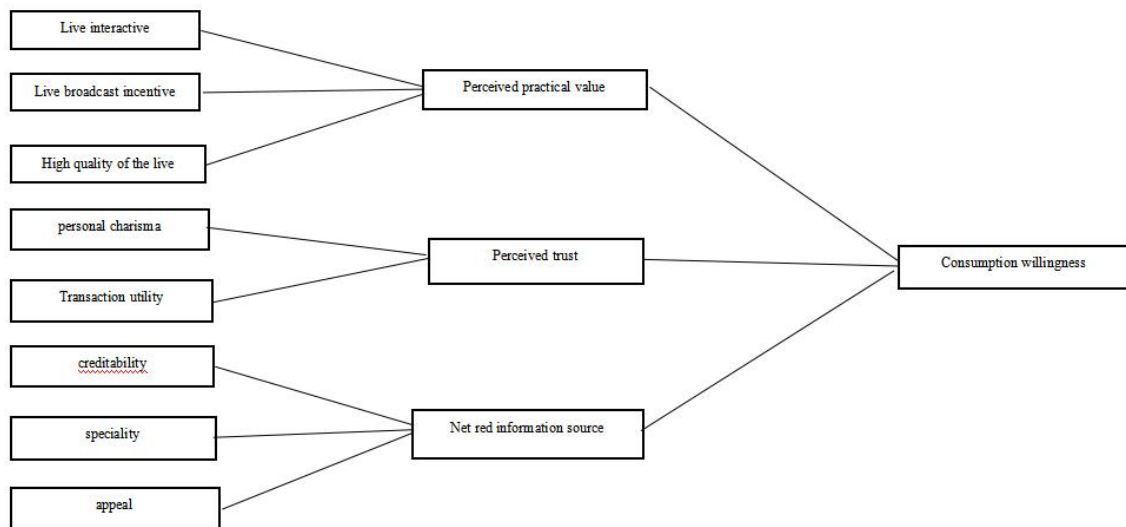
In terms of the theoretical value. This study on the basis of classic literature at home and abroad, with consumer consumption intention perspective, explore the influence of college students' consumption willingness, build a model can fully reveal the college students blind box consumption willingness, help to enrich the pragmatic theory, S-O-R model literature, to enrich and enrich the existing pragmatism theory, S-O-R model.

In terms of real value. This study clarified the influencing factors of college students 'consumption willingness of blind box, so that the existing blind box enterprises could better meet the market demand and provide theoretical support for the improvement of consumers' consumption willingness to consume. This will help to enrich and enrich the existing pragmatic theory and S-O-R model, and have certain practical value for blind box enterprises in the marketing strategy of blind box products, improve consumers' willingness to consume and obtain considerable economic benefits in their market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Suzhou, Jiangsu province, mainly among college students in Suzhou, Jiangsu province. The scope of sample collection was limited to Suzhou, Jiangsu province, and the influence of the image characteristics of the cargo anchors in the city on the consumption willingness of college students was investigated.

4. The conceptual framework of the research:



5. Theoretical principle

Li Li (2021) Based on relevant literature and questionnaire data, he empirically studied the influencing factors of web celebrity live broadcast carrying goods on consumers' purchase willingness, and explored its internal mechanism. The basic theories such as S-O-R theory, information source, perceived practical value, perceived hedonic value and purchase willingness are sorted out, and the influence mechanism of web celebrity live broadcast with goods on consumers' purchase willingness is clarified. Liu Min (2021) web celebrity live broadcast with goods on the purchase intention of young groups. Using the research method of questionnaire survey and semi-structured interview, the research found that the unique personal charm, professionalism, transaction utility and visual clues of e-commerce Internet celebrities significantly affected the purchase intention of young people. Xiong Fiber Fiber (2021) conducts empirical research on the impact of web celebrity live broadcast on the audience's consumption willingness through the form of questionnaire. Based on the research literature summarizing the influencing factors of audience consumption, a multiple regression

model of the audience's consumption willingness of web celebrity live broadcast is built. At the same time, SPSS is used to analyze the statistical data, and to study which Internet celebrity information source characteristics become the factors influencing the audience's consumption willingness. Considering the public image of Internet celebrity, social interaction is introduced as an intermediate variable to verify the intermediary role of the intensity of social interaction between the audience and BBB 1. The results show that the degree of credibility, attraction and professionalism affect the influence of professionalism and credibility.

6. Correlation studies

Zosmana (2013) studied the research of Harmacioglu et al. (2009) to examine the influence of internal factors (consumer respect, consumer excitement and new product knowledge) on the impulse purchase of new products, and examined the impact of social norms and reputation on new product knowledge. The results suggest that intrinsic factors such as consumer self-esteem, consumer excitement, and new product knowledge have no effect on the impulse purchase of new products. This study also failed to demonstrate the impact of word of mouth on new product knowledge. Only the relationship between social norms and knowledge of new products is demonstrated. Mbg, Msb, Mmde et al. (2022) showed that online customer shopping experience (OCSE) can serve as a strong predictor of online impulse buying, but lacks sufficient empirical support to form an overall understanding of whether and how OCSE affects online impulse buying, by customer loyalty and self-control.

Conclusion

Perceive practical value: First of all, in the process of live broadcast, anchors and consumers can directly communicate, and consumers can actively participate in the process of live broadcast, put forward their own questions and opinions, and constantly adjust the sales strategy according to these opinions and suggestions, so as to obtain the maximum profits. Secondly, the promotion portfolio is also known as the marketing communication portfolio, which is an important means of marketing activities. Perception of trust: First of all, in the process of live streaming with goods, web celebrity personal charm and highly interactive interaction have a positive impact on consumer attitude. Secondly, consumers often have a psychological expectation of the price of a commodity. Only when the price paid is close to the expected price will consumers have the purchase behavior. The lower the final price, the more consistent with the psychological expectations of consumers, and the more likely the purchase behavior is to occur. Web celebrity information source: first of all, live with goods in the anchor and consumer frequent communication and interaction, this will close the distance between each other, second, consumers in the process of consulting the host will be deeply influenced by the anchor, the anchor for related products show professionalism will greatly improve the user's trust of the anchor recommended goods utility will enhance consumers' perception of goods value, improve consumer consumption willingness.

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