

The Influence of Self-Media Key Opinion Leaders on Sichuan Consumers' Purchase Intention of Electronic Products

Yingying Luo

North Bangkok University, Bangkok 10220, Thailand.

Abstract: With the development of the Internet, electronic word-of-mouth (eWOM) communication has become popular, and consumer behavior has changed dramatically. After getting attention and interest in the products or services, the consumers will now search eWOM information before purchasing and share the experiences with others after buying in the online spaces, especially in the virtual communities of consumption. Meanwhile, they start to pay attention to the online opinion leaders who can filter the valuable information and provide some recommendations for products or services. Opinion leaders and eWOM affect the consumers and play crucial roles in marketing strategies through the brand level, professional level, user dependency, detail of promotional information, and way of recommendation to consumer purchase intention. With the development of the Internet, more and more individuals who share similar interests gather online and lead to virtual communities, such as the virtual communities of consumption. The three research objectives are; to explore the electronic products online Sichuan consumers' purchase intention through self-media, to evaluate the effect of influencing factors to purchase intention, and to put forward the critical suggestion on the role of key opinion leaders through self-media.

Keywords: Self-Media; Key Opinion Leaders; Purchase Intention

1. Introduction

The main reason why many self-media platforms can accumulate more users in a short period and achieve high marketing achievements is that there are key opinion leaders (Key Opinion Leader, referred to as KOL). They often come from different fields and are active on major media platforms. Their professional knowledge and expressive ability help consumers learn more information. They will also express their views and profiles in disseminating information to influence potential users' purchasing behavior. Through professional display and explanation, it has mobilized consumers' desire to buy and has become a key force in influencing the marketing of many product brands and consumers' purchasing decisions. It is vital in carrying out marketing activities and formulating marketing strategies.

2. Theoretical Basis

2.1 Theoretical Significance and Value

The research angle of scholars focuses on the marketing field, and most of them carry out research from the perspectives of product quality, product reputation, etc. Few scholars analyze how opinion leaders affect consumer behavior from the perspective of opinion leaders; even some scholars The influence of opinion leaders on consumers' purchasing behavior is also based on the traditional word-of-mouth environment, not in the context of self-media, to analyze the impact of self-media key opinion leaders on consumers' purchasing decisions; it can be seen that, We-media opinion leaders have changed over the development of the times. It is necessary to define a new definition of self-media opinion leaders, expand the research angle of existing literature, improve existing research, and enrich we-media key opinion leaders and consumers.

2.2 Practical meaning and value

Unlike traditional opinion leaders, today's self-media key opinion leaders have derived many different characteristics in the market environment. They can be subdivided into various fields and industries, and they are more professional and have evident business characteristics. It is increasingly valued by enterprises and brands, which has also led them to move towards the path of e-commerce gradually. Therefore, analyzing the influence of specific characteristics of key opinion leaders on consumers' purchase intention can further help companies or brands to identify and cultivate talents that fit their marketing directions to carry out in-depth cooperation with key opinion leaders and formulate better marketing.

3. Understanding the Influence of Self-Media Key Opinion Leaders on Sichuan Consumers' Purchase Intention of Electronic Products

3.1 Consumer demand theory

Zhang (2019) ^[1] defined it as a guide for enterprises to carry out production activities. Consumer demand refers to the ability or desire that consumers are willing and able to buy a particular commodity. Its primary connotations include two fundamental aspects: one is that consumers have the desire to buy a specific entity; The cost of a thing both are indispensable. The actual purchase desire of consumers depends on the price of goods or services demanded by consumers, as well as the expenses of its substitutes. The price consumers can pay, and intention depends on the consumer's income and willingness to pay for the purchase. It is precisely because of the two essential characteristics of consumer demand that consumers often refer to opinion leaders' recommendations when purchasing products and purchase some products that meet their own needs according to the introduction of opinion leaders.

3.2 Trust Theory

Jia (2020) ^[2] explained Trust theory involves many disciplines and has a wide range of disciplines, including economics, management, psychology, sociology, marketing, etc., which shows the richness of trust theory itself. The definition of trust in the social sciences generally focuses on the relationship between the two parties that generate trust, and trust refers to the dependence of one party on the other in a risky situation. In addition, trust also includes trust in sales staff and manufacturers. Brand, scale, reputation, and other aspects will affect the credibility of consumers. Today, in the course of the rapid development of self-media, trust is still an important factor affecting consumer purchases. It can be seen that the key opinion leaders of the media need to master the professional knowledge in their fields, increase their attention, and gain consumers' trust. Key opinion leaders' words, deeds, or opinions will affect consumers' choices, and they also need to choose carefully when recommending products.

3.3 Perceived Value Theory

Liu: et al. (2021) ^[3] assumed the theory of perceived value is derived from the theory of value, which in Marxist economics refers to the undifferentiated human labor condensed into commodities. In the consumption field, value also refers to the satisfaction and satisfaction obtained by consumers in the process of purchasing behavior. Since different consumers have different feelings when consuming goods, the concept of perceived value came into effect.

4. The Conceptual Framework for the Research Study

4.1 Self-Media key opinion leaders

The idea of key opinion leaders arose from the need for communication in the 1940s. The concept is that people can change their opinions and preferences more because of trusted personalities in their network than because of some more traditional force, such as advertising. KOLs have a wider reach and influence on their audiences; they are experts in their fields and have

trustworthy credibility. Due to the fragmentation of the digital world on cultural differences, the term KOL is more likely to be used in countries such as China, South Korea, the Philippines, etc.

5. The Influence of Self-Media Key Opinion Leaders on Sichuan Consumers' Purchase Intention of Electronic Products

Chen; & Xia. (2021)^[4] referred purchase intention as usually the basis of purchase behavior. In most cases, individuals first form purchase intention before they can implement specific actions to generate purchase behavior. Previous studies have held that in complex purchases, the purchase behavior based on consumers' rational decision-making consists of five stages: identifying needs, collecting information, evaluating plans, purchasing decisions, and post-purchase evaluation. Intention to buy is also generally considered to be summed up in the purchase decision stage. If consumers have made a good evaluation of the product, once the influence of exceptional circumstances is excluded, consumers will take effective purchasing behavior. Specifically, it is a positive intention when consumers express a certain degree of preference for products or services. The possibility of purchasing or the number of products purchased will increase accordingly, thereby strengthening the relationship with enterprises.

6. Conclusion

Based on the consumer demand, trust theory, and perceived price theory in Sichuan Province, the research focuses on the influence of key opinion leaders on consumers' purchase intention. The research collects and analyzes data through questionnaires, verifies the hypotheses put forward, and roughly predicts according to past scholars and literature: consumers' popularity, professionalism, user viscosity, detailed information of recommended products, and recommendation methods of we-media key opinion leaders. The higher the degree, the stronger their willingness to buy. Sichuan Province has a good product foundation, and the development of electronic products is relatively smooth. Exploring the influence of self-media key opinion leaders on consumers' willingness to buy electronic products in Sichuan will help optimize the development model of key opinion leaders in Sichuan Province, drive the development of electronic products in Sichuan Province, and provide a reference for key opinion leaders in other fields.

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