

# Star Live Broadcast on the Purchase Intention of College Students——Taking TikTok Live Broadcast as an Example

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**Abstract:** Affected by the global epidemic, the more vivid and intuitive e-commerce live broadcast has become the growth power of e-commerce platforms. The platforms begin to constantly look for new live broadcasting modes to attract more traffic into the broadcast rooms, and star anchors are one of them. Under the background of the continuous improvement of communication technology and the large-scale popularization of mobile terminal equipment and 5G network, live broadcasting with goods has gained a technical basis for its development. Since the launch of the live streaming shopping function on Taobao e-commerce platform in 2016, the e-commerce live streaming industry has developed rapidly, and many people with goods have been born. At the beginning of 2020, the sudden outbreak of "house economy" made the mobile Internet's rapid growth for the first time after the stock era, and the e-commerce live broadcasting market faced the tide and stood in the typhoon of The Times. In order to alleviate the impact of the epidemic, many Internet celebrities, celebrities, even mainstream media, local officials and entrepreneurs have joined in the live broadcasting, while realizing self-rescue, but also injecting a boost into the live broadcasting economy. Under the leadership of Taobao, TikTok and Kuaishou, the whole e-commerce live streaming with goods industry will have a stronger development momentum in 2022.

**Keywords:** Live Broadcast with Goods; E-Commerce Live Broadcast; Internet Economy

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## 1. Background

The objective law of consumers' purchase intention in the context of the epidemic era plays an important role in guiding the high-quality development of the future economy, but up to now, there is still little academic research on this issue. Current is the most used "star + web celebrity" combination live mode, compared with the traditional anchor, star group with their own flow, has a strong appeal, can quickly gather popularity in a short time; the same, the two multiply, flow double superposition, more interactive, topic heat, attract more popularity, can maximize release the economic value of fans, high speed realization, the formation of sales transformation, directly bring the increase in sales.

## 2. Research objectives

The paper analyzes the influence of various factors in the star live broadcast on consumers' purchase intention, which has a certain positive effect on the Internet economy.

Explore the importance of star live broadcast to consumers' purchase intention, through the dilemma of star live broadcast with goods, and analyze the causes of the dilemma.

According to the statistical analysis results, the importance of each factor is compared, which has a certain promoting effect on the e-commerce industry.

### 3. Range of study

#### 3.1 Theoretical significance and value

In terms of theory. This study on the basis of classic literature at home and abroad, with the perspective of appearance level era, star with the influence of consumer purchase intention, build a can fully reveal the star live with goods for consumers to buy the intrinsic model mechanism, help star live with goods purchase intention related literature, enrich and enrich the existing consumption decision-making theory.

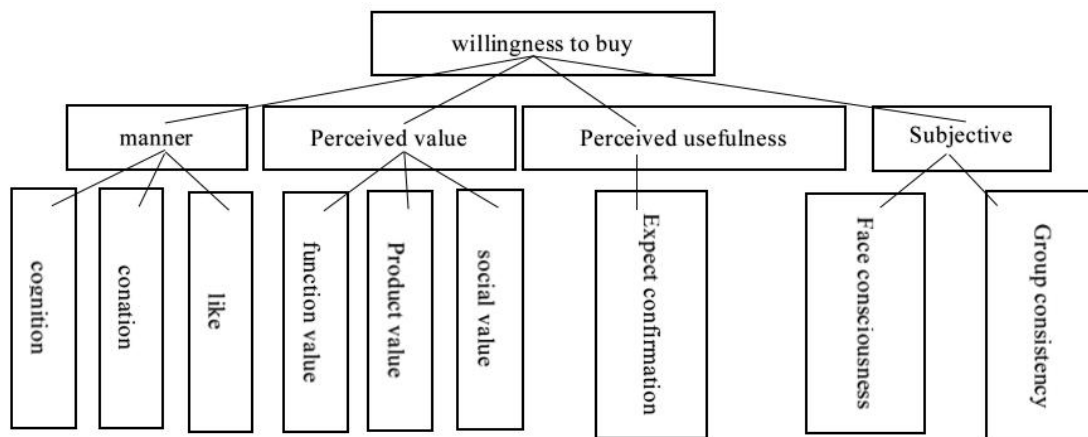
#### 3.2 Practical Meaning and Value

In practical terms. Exploring the influencing factors of their purchase intention will help enterprises to better understand the influencing factors of consumers' purchase intention in live broadcast rooms, and have certain practical value for their considerable economic benefits in the market.

#### 3.3 Regional demographic characteristics of the study

Based on the selected areas of this research topic, the research scope is strictly limited. The distribution of the sample area. Researchers limited the scope of sample collection to two cities in Guizhou Province, including Huishui County and Zunyi City, according to the perspective of their own research ability and scope, including Huishui County and Zunyi City.

### 4. The conceptual framework of the study



### 5. Theoretical principle

Ajzen (1975) believes that individual behavior is determined by his intention to act, and individual intention is dual influenced by individual attitude and individual subjective norms. However, behavioral outcome beliefs and behavioral outcome evaluation influence behavioral attitudes, and subjective norms are determined by normative beliefs and compliance motivation. Plan behavior theory (TPB) is proposed by IcekAjzen in 1991 attitude, subjective norms, perceptual behavior control three aspects affect individual behavior intention, and attitude and perceived behavior control in addition to direct influence behavior intention, also through the subjective norms indirectly influence behavior intention, in addition, perceptual behavior control in addition to through behavior intention has indirect influence on behavior, but also will directly affect the individual behavior.Eagle (1993) believes that the attitude related to consumer behavior refers to the behavior tendency of consumers, that is, meaning movement, which will directly affect the behavior of consumers and is a psychological or physical preparation of consumers before making certain behavior. Wang Jiping (2021) believes that price, product, function, society and service value affect consumers' perceived value and constitute the relevant dimensions of perceived value. Wang Yanbin (2020) believes that perceived usefulness is composed of a single dimension of expected confirmation,

and it is positively correlated with perceived usefulness. Li Dongjin et al. (2009) improved the purchase intention behavior model of Fishbein through the sense of face and group consistency, making it a purchasing behavior model in a specific Chinese cultural environment.

## 6. Correlation studies

Many scholars have studied the willingness of consumers to buy goods with them in live broadcasting. However, due to the rise of e-commerce live streaming with goods in 2016, the previous research lacks extensive and in-depth analysis. At the same time, the behavior mode of consumers in live broadcasting and goods rooms is very different from the traditional browsing self-service e-commerce shopping, so it is necessary to constantly enrich and improve the theory in this field.

Since 2019, the number of "e-commerce live streaming" has been on a rising trend, with only 202 in 2019, but in 2020 and 1,467 and 1,809 in 2021, respectively. Therefore, it is not difficult to find that the COVID-19 epidemic in 2020 is an important turning point in the research of e-commerce live broadcasting. Electricity live is existed as early as 2016, but it was not until 2020 to break circle, began to enter all aspects of people's lives, and prompted people network shopping way changed dramatically, investigate its reason, it is the outbreak during special social management and the psychological needs of the public, promote the traditional electricity and web celebrity economy, the birth of electricity live this new electricity form.

## 7. Expected conclusion

With the prevalence of online shopping and the rise of live streaming marketing, online live delivery has gradually become a popular marketing means in the field of e-commerce. It not only promotes the practice and exploration of enterprises and other relevant personnel, but also gradually attracts the attention of academic researchers.

In the early stage of research, most studies focused on explaining the influence mechanism of live broadcast of goods on consumer behavior through social presence, but rarely in-depth research on the internal mechanism of social presence affecting consumers' willingness or behavior. Based on this practice and theoretical status, and further based on the S-O-R theory, this study explores how the sense of value, such as, will affect college students' purchase intention in live streaming. Therefore, the focus of this article is the influence of star live broadcast on the purchase intention of college students in the era of appearance level. This paper mainly tries to answer the following questions: the influence of consumers' perceived value on their purchase intention, the influence of the attitude of stars' live broadcast with goods on consumers' purchase intention, and the influence of consumers' preferences for stars on their purchase intention? This paper uses the questionnaire with high validity and reliability and the SPSS 26 software.

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