

Analysis of The Impact of The Group Buying Talent Mode on Consumer's Purchase Intention

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Abstract. Group buying talent is a new mode of Internet group buying business in recent years. It usually occurs on media platforms such as short videos and uses celebrity influence to sell a large number of goods. This study aimed to explore the influential factors on consumers' purchase intention. This paper applied and further developed the celebrity endorsement theory, increases the situation of Internet sales on the basis of the study of various factors of this theory, and enriches its impact on consumers. Finally, SWOT was used for case analysis and combined with theory to provide suggestions. Through the research, the following results can be obtained. The group buying talent model that takes advantage of the celebrity could increase the wishes of consumers. However, this model did not test the professionalism of endorsement, so it may reduce consumer recognition. Therefore, consumers will indeed be attracted by such a model, but there may also be resistance. In this context, the specific impact of the group buying talent model will be discussed later.

Keywords: Purchase intention; Celebrity endorsement theory; Group buying.

1. Introduction

1.1 Background

The essence of Douyin's group-purchasing business is Douyin's entry into the local lifestyle business. In the past few years, local life has emerged as a backdoor "group-purchasing" business on the Internet. The initial group purchase business was proposed by Meituan, Dianping and other Internet companies. It has three basic features: low price, convenience and mass purchase. Its business originally consisted of multiple (at least 2-3) consumers who were willing to buy a product at a low price by forming a batch purchase driven by the platform. In the subsequent development, group-purchasing business has abandoned the disadvantage of being difficult to form a group and gradually evolved into a convenient business that only 1-2 people can consume. Group-purchasing also represents a large part of local life business.

There are two main reasons why Douyin chooses to carry out group purchasing business at present. One is that the local living business is booming. Second, Douyin has an absolute advantage in short video traffic in the industry. Relying on the underlying logic and content ecology of short video, it aims to create "online content browsing + offline physical consumption". The service is part of Douyin's expansion from information to service flow, where content connectivity can be amplified through "online + offline + community" to form a system as a whole.

Group purchasing promoters are bloggers with a certain number of followers of Douyin. They sell products and services by releasing promotional videos. At present, many of Douyin's "group purchase promoters" belong to major MCN organizations, which can facilitate access to store exploration resources, docking with merchants, and forming large-scale publicity.

1.2 Research Gap

Group purchasing promoters for local businesses tend to select ordinary people and local Internet celebrities. Before this, there has been a study on the influence of online celebrity with the characteristics of credibility on consumers' purchase intention on the issue of whether promoters influence purchase intention, when the consumers form positive emotional reaction to the product because of the interesting and novel content of the Short Video, and feel happy, satisfied, and excited, the purchasing intention of the consumers will be significantly enhanced, and it is easy to promote the purchasing or recommending behaviour (Wang, 2021). In another aspect, also has analysed the reasons and development of the popularity of group purchase promoters' short videos (Qing, 2022). This article analysed the popularity of group purchase promoters' videos from various aspects, including platform brand, users' life, profit channels for merchants, consumers' income generation, consumption experience and comprehensive social benefits. The research on traditional group-purchasing business models (in the case of traditional group-purchasing software Meituan) mentioned that community group purchasing as a lightweight, low-barrier-to-entry, replicable business model, it is difficult to meet the needs of all users with one platform.

Although there are many studies on traditional group purchasing and Internet celebrity sales, due to the appearance of group purchasing talents business and the rapid development of e-commerce platform, the original group purchasing business has undergone some changes and is facing a new turning point. Before that, traditional group purchasing apps such as Meituan and Dianping had the vast majority of market share, while the emergence of Douyin's group purchasing talent business could shake up their original market position. But in the above-mentioned research results, there is no information about the purchasing power and willingness to buy of the masses, and this paper need to fill this gap. Therefore, research topic is the nascent group purchasing talents business on the impact of consumer willingness to buy, to Douyin's group purchasing talents as an example.

1.3 Fill the Paper

In order to investigate how Douyin group purchasing talent model affects consumers' purchase intention. Take the group purchasing expert in Douyin as a case for analysis. Using SWOT analysis method to find out the relationship among the characteristics of internet group celebrity and consumers' purchase intention.

The first part is generally the introduction, including the purpose, background, significance and research content of the writing. The second part is the theory, including all the theories, models and concepts applied in writing this paper The third part is mainly about the improvement of Douyin group purchasing.

2. Literature Review

2.1 Definition & Development

The celebrity endorsement hypothesis has been developed using the three key models of "source model" "match-up hypothesis" and "meaning transmission". However, the word "celebrity" is widely used to describe people who are frequently featured in the media and who have a high profile in a number of different industries, such as sports and entertainment. These individuals work for companies that market consumer goods, services, ideas, or organizations. Companies that operate in business markets definitely take advantage of customer referencing, i.e., they share details about successful relationships with current client organizations to establish their position as reputable suppliers with new target customers, and occasionally they take advantage of well-known people (West, 2022).

The credibility of the source is based on research by psychologist Carl Hovland and his colleagues, who found that a message's persuasiveness is significantly influenced by the sender's credibility. (Hovland, Janis & Kelley, 1953; Hovland & Weiss, 1951)

According to Mowen and others (1979), a pairing would be most effective if there was a perception of congruence (i.e., correspondence) between the endorser, brand, and target audience. Relevance and anticipation lead to congruence. Relevance is a measure of how much the celebrity endorser's (stimulus) knowledge adds to a convincing portrayal of the message. The degree to which given cues follow a theme-evoked pattern is known as expectancy (Heckler & Childers, 1992).

The meaning transfer model makes it clear that celebrities' success as endorsers ultimately results from their intrinsic cultural connotations (McCracken, 1989). He holds that cultures make up the world and that these cultures have essential value. Before it reaches the consumer, it first converts to consumer products via mechanisms in fashion and advertising.

2.2 Important Result

The following section of this essay will assess the effects of the theory's three source credibility, competence, and trustworthy aspects on buy intention based on prior pertinent research.

First, believability can influence purchasing intent favourably. According to a study, consumers are more likely to accept arguments in communication if the endorser has high credibility, but the opposite is also true (Gotlieb et al., 1994). This is human nature, even if their speech is illogical. Additionally, a lot of attention has been paid to the effectiveness of source credibility on consumers' changing behaviours in the study of endorsements, from 1970s to 1990s. Consumer attitudes and intentions have consistently shown to be strongly and directly impacted by credibility (Erdogan, 1999). Evidently, credibility significantly influences consumers' purchasing decisions, which might boost their responsiveness and trust.

Second, there are both positive and negative effects of knowledge on purchase intention. Trustworthiness is essential for persuasion when advertising complex items with significant financial, performance, and/or bodily hazards (Friedman & Friedman, 1979). Eisend and Langner (2010) found that competence had a delayed effect but no direct impact. An endorser's competency significantly affects the perceived performance and financial risk for technology-based items (Biswas et al., 2006). When the consumer is well-informed about the advertised goods, this effect is increased. When the consumer is well-informed about the advertised goods, this effect is increased. To this end, Lafferty, Goldsmith, and Flynn (2005) have demonstrated that although later adopters are considerably affected by an endorser's skill, innovators are not. It is clear that the influence of expertise is unclear and may not have a big impact.

Last but not least, reliability will positively affect your decision to buy. The objectivity, honesty, and integrity of the endorser play a role in how trustworthy they are. Erdogan and Ohanian (1999) (1991) McGinnies and Ward (1980) assert that sentiments are influenced more by the credibility of the source than by the subject matter. Wang and Scheinbaum (2018) discovered that endorser trustworthiness was the key factor in source credibility for low-involvement clients. Additionally highlighting the impact of trust on efficacy was (Priester and Petty, 2003). Trustworthiness typically has a greater psychological effect on the likelihood of making a purchase, and this effect is quite important.

Overall, the perceived knowledge and reliability of message senders always support their credibility (Amos et al., 2008). Some people view expertise and reliability as subdimensions of credibility.

2.3 Summary

In conclusion, the notion of celebrity endorser in advertising has been studied throughout the years, with different theories. Purchase intention is positively influenced by credibility and trustworthiness, whereas knowledge can have either a positive or negative effect. Some people consider reliability and knowledge to be many dimensions of credibility. However, these three components have various contents, as well as different emphasises and influences.

Clearly, celebrity endorsement tactics have a very beneficial effect on consumers' intentions to purchase. Customer psychology has been impacted by the elements, which can be used to modify consumer behaviour.

3. Methods

3.1 Research design

conceptual framework and overview What and why are the main topics that qualitative research primarily addresses. It examines the contrasts between species or qualities and may also look into their causes; Typically, researchers analyze and categorize data based on their personal knowledge of the market, the products, and the users, and they infer connections between variables. The current characteristics and theoretical analysis of "Douyin app" and the entire short video market have been the subject of significant research by numerous academics. Taking "Douyin app" as an example, the whole short video industry has achieved favorable development in the era of visual culture, the production of short videos has gradually become popular, and users' participation and initiative in short videos have been continuously improved, which have created good conditions for the vigorous development of "Douyin app" (Qin, 2019; Han, 2017; Wang, 2018). As a typical representative of the whole short video industry, "Douyin app" has the common characteristics of short video apps in the new media era, such as the verticality of communication content (Wei, 2019; Chen, 2018). But at the same time, "Douyin app" also has attributes that another similar short video software does not have (Cheng & Lou, 2020). Compared with the above literature, this paper will analyze the development of "Douyin app" from four dimensions: advantages, disadvantages, opportunities, and threats according to the SWOT analysis model, in comparison to the literature mentioned above, this study will examine the growth of the "Douyin app" from four perspectives: benefits, drawbacks, opportunities, and threats as determined by the SWOT analysis model. SWOT analysis is based on the examination of the competitive environments and circumstances both inside and outside the company. It compiles a list of the important internal and external opportunities and threats, as well as the research object's internal and external strengths and weaknesses and arranges them into a matrix. Finally, it examines them. Utilizing the concept of systematic analysis, it compares and analyzes a variety of aspects to produce a number of results, And the resulting conclusions are typically used to make decisions. The situation of the study object can be accurately, thoroughly, and systematically analyzed using this method.

3.2 Douyin in China

Current situation: since the beginning of 2020, the epidemic that has swept across China has almost brought the offline business development of merchants to a standstill. Online business has become an inevitable trend! Under the current situation that Ctrip, Meituan and other deterministic demand led cultural tourism and local life service platforms almost form a monopoly on the market, businesses face intensified competition and rising costs such as platform Commission, Douyin, a low-cost traffic platform, has become a rigid demand. Douyin group purchase: A social media platform called "Douyin" allows users to make short music videos. On September 20, 2016, today's headlines hatched and debuted it. It serves as a platform for all ages' brief musical snippets. Users of this software can pick tracks to utilize as the soundtrack for their original works and music clips. In accordance with user preferences, the software will update users' favorite videos. Group buying is mainly based on short videos, which can also generate benefits through live broadcasting. In the past, group buying was more displayed in the form of graphics and text, which caused a serious gap between the pictures and the real objects, while Douyin group buying in the form of video can more vividly reflect the beauty and realism of the products, giving people a real feeling.

3.3 SWOT Analysis

3.3.1 Strength

The internal strength of Douyin's group purchasing talent business is trustworthiness. It is worth mentioning that Douyin has a high content output capability, and the video gives the audience an intuitive experience with a relatively high degree of engagement. One of the three components of the celebrity endorsement theory is credibility, which is defined as the audience's conviction that the endorser has the necessary expertise, training, or experience to draw valid conclusions from the data he offers. From a novel vantage point, (Zhang, 2010) investigated the extent of celebrity endorsement (involvement) and discovered that consumers' perceptions of brand culture are aided by consumers' extensive engagement with celebrities in endorsement brands (Zhang& Liu, 2010). When the customers perceive those celebrities have invested a lot in advertising, they will feel that the advertising is more authentic, thereby enhancing the trustworthiness of the entire advertising. Therefore, this paper conclude that this will increase consumers' desire to buy to a certain extent.

3.3.2 Weakness

The internal weaknesses of Douyin's group purchasing talent business are expertise. Most of Douyin's group purchasing experts are amateurs or lesser-known Internet celebrities. So, there may be mixed professionalism, video quality fluctuating, and therefore the possibility of celebrities with low credibility. Celebrities risk losing their credibility, endangering the goods and brands they promote. Negative spokesperson incidents, according to some studies, won't significantly affect established, well-known businesses but will primarily hurt emerging brands and virtual ones. Since the majority of merchants on Douyin are small-scale personal brands, comparable incidents will have a significant impact on their expertise (and reputation).

3.3.3 Opportunities

Since 2013, China's government has focused on the development of e-commerce platforms and introduced numerous policies to reduce the operating costs of e-commerce platforms, in order to stimulate the The external opportunities of Douyin's group purchasing talent business is attractiveness. Douyin has a higher tonality compared with other short video operators, which means that Douyin's short video creators have a more fashionable and attractive appearance compared to other platforms. strength, or superiority of higher quality. Attractiveness generally mainly refers to the attraction of appearance. It is generally clarified that charismatic celebrity endorsers improve audience attitudes toward advertising and its products. The importance of a celebrity's physical appearance, however, might not be as significant as thought. According to some experts, it has no discernible impact on consumers' buying intentions. Rapid development of e-commerce platforms (Zhou, 2009).

3.3.4 Threats.

The external threat of Douyin's group purchasing talent business is expertise. Before Douyin, the group purchasing business in China had matured, and traditional group purchasing service providers such as Meituan had cultivated many groups purchasing talents. They have rich experience in commenting and can rationally analyze the attributes of products from the perspective of consumers. At present, the video output of most group-purchasing talents on Douyin is still very simple and convergent, lacking fun and professionalism. Expertise refers to the level of the the professional skills as well as intellectual to demonstrate the things, including ability, experience in use, professional qualifications (Chen,2018).

4. Result & Discussion

4.1 Results

Since 2013, China's government has focused on the development of e-commerce platforms and introduced numerous policies to reduce the operating costs of e-commerce platforms, in order to stimulate the rapid development of e-commerce platforms.

Through the above research, the following results can be obtained. The group buying talent model that takes advantage of the celebrity effect has a significant positive impact on the wishes of consumers. For example, it improves the attractiveness to consumers; It improves consumers' trust in transactions. But at the same time, this model does not test the professionalism of endorsement, so it may reduce consumer recognition.

This analyse shows that although the group buying talent model has some shortcomings, it also faces some challenges. But obviously, compared with the traditional group purchase mode, it has a significant positive impact on consumers' willingness to consume, but there are also subtle drawbacks. Celebrity endorsement affects consumers' purchase behavior in three aspects: source attraction, expertise and trustworthy. In this analyse, Douyin group buying consumers are easily moved by celebrity endorsements.

Therefore, combined with the SWOT analysis above, there are four suggestions for Douyin's group purchase business.

First, this paper can further implement the investment promotion policy and expand the scale advantage of large number of users. In addition, this paper can constantly optimize the algorithm, ensure the progressiveness of the algorithm, and better analyse the preferences of consumers.

Facing its own disadvantages, Douyin can continuously improve the richness of the platform content and promote different user groups to settle on the platform. For example, adopt different incentive plans for different types of users, and apply more generous policies to promote the release of works for rare types of users. At the same time, it can strengthen the publicity in small and medium-sized cities and improve the awareness of consumers in small and medium-sized cities.

Facing the existing market advantages. Douyin should take advantage of the advantage period to expand the market, such as giving merchants more preferential policies to prevent them from entering other platforms.

At the same time, it can strengthen the publicity in cities with relatively slow economic development and improve the awareness of consumers who lives in there.

Previous studies on celebrity endorsement focused on attraction and exposure, such as visual attention. (Li, Liu & Xie, 2022) However, this study focuses on its impact on consumers' will, that is, how to change consumers' views and feelings in this way and pay attention to its actual sales effect and the results achieved in the field of group purchase.

Previous studies have concluded that celebrity endorsements have greater appeal and higher exposure. This paper complements this conclusion, based on the mode of online celebrity endorsement, which has a closer relationship with consumers, which is like the combination of endorsement and sales. It is easier to perceive the psychological changes of consumers and the actual sales effect. Therefore, it can draw a richer conclusion, that is, the new group purchase mode of celebrity endorsement can make consumers feel more trust and even love, so there is a stronger willingness to consume.

At the same time, this analyze negates the expertise of celebrity endorsement theory. In fact, in the online group purchase business, spokesmen are not required to have strong professional knowledge. This has a certain negative impact on consumers' willingness to consume.

5. Conclusions

Since 2013, China's government has focused on the development of e-commerce platforms and introduced numerous policies to reduce the operating costs of social network shopping platform, in order to stimulate the rapid development of social network shopping platform.

In the background of post epidemic era, this paper takes Douyin as an example to study the effectiveness of the "group buying talent" business based on the Internet platform. Using the credibility, expertise and trustworthy of celebrity endorsement theory, this paper compares and refers to previous relevant research to explore the impact of this business on purchase intention. Through the research, the following results can be obtained. The group buying talent model that takes advantage of the effectiveness of celebrity on the wishes of consumers. However, at the same time, this model does not test the professionalism of endorsement, so it may reduce consumer recognition.

According to the SWOT analysis of Douyin, this paper puts forward four suggestions. The first is to implement the policy of attracting investment, expand the scale advantage of a large number of users, and further optimize the algorithm. The second is to continuously improve the richness of the platform content and promote different user groups to settle on the platform. The third is to use the advantage period to expand the market. The fourth is to cooperate with traditional platforms and provide preferential activities.

This paper hopes to provide reference conclusions for the future research of Internet group buying business and provide a new theoretical framework for its actual effect. At the same time, it verifies the practicality of the celebrity endorsement theory in this field and explores the different effects of different aspects of the theory in different fields. There are still some deficiencies in this paper. First, the research and application of celebrity endorsement theory is limited and does not cover every relevant framework. At the same time, some of the relevant case studies cited are old and may not fully support the current market situation. However, this paper still puts forward a new point of view on this basis and uses actual cases to analyze. Through the above analysis, this paper explores and verifies the negative effects of some factors that are often ignored in the celebrity endorsement theory. In the past, the theoretical framework often focused on the positive effects of various factors. Therefore, this paper hopes to improve this theory in the future.

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