

The Impact of Online Celebrities Live Streaming on Consumers' Purchase Intention

Yuxin Liu^{1, †}, Yiran Wang^{2, *, †}

¹Tianfu School, Chengdu, China

²Hongwen School, Qingdao, China

*Corresponding author: kris.wang@hongwenfeh-qd.com

[†]These authors contributed equally.

Abstract. Under the vigorous development of the Internet and electronic commerce, online shopping has gradually become one of the mainstream shopping methods. The novel marketing method of "online celebrity" live delivery has also replaced the traditional marketing method in recent years. The particularity of "online celebrity" identity and the timeliness and authenticity of product information transmission stimulate consumers' desire to purchase when online celebrities sell goods live. Research shows that live broadcasts can stimulate consumers' purchase desire and increase the frequency of their impulse consumption, but there are few studies involving the influence of online celebrities' shopping on consumers' purchase desire. Therefore, this paper studies the impact of online celebrities' live delivery on consumers' purchase desire and extracts the factors that stimulate consumers' purchases by combing the relevant literature. The study found that online celebrity's communication and interaction ability, identity, commodity preference and promotion methods have a positive impact on consumers' purchase intention, among which consumers' satisfaction and trust play an intermediary role.

Keywords: Stimulus-organism-response; live stream marketing; purchase intention; consumer; online celebrity.

1. Introduction

With the development of the Internet, 5G technology will be further improved. More and more people are using the Internet. According to statistics, there are 854 million Chinese netizens. The huge number of mobile Internet users reflects people's increasing dependence on the mobile Internet. Due to the convenience of online shopping, more and more people will choose to meet their material needs through online shopping in daily life, which makes the e-commerce market expand and get further rapid development.

According to a report, as of June 2019, there were 639 million online shoppers in China, accounting for 74.8% of the total number of netizens [1]. The number of online shoppers continues to increase. In terms of mode, there is a lot of space for the development of new retail methods such as live delivery, which has become a new trend in online consumption. This will be a good marketing opportunity for merchants. With the exposure of the Internet and the promotion of famous people, there are more opportunities to improve brand awareness. Buyers have more choices. Therefore, live delivery provides a new marketing model.

At present, the online celebrity live e-commerce model is still a new marketing model. The academic community has not carried out in-depth research on this. There are very few relevant articles. Secondly, this study focuses on the impact of "Internet celebrities" on consumers' purchase desire, but few studies have been conducted specifically. Third, in the current literature on consumers' purchase intentions, there are few articles that discuss the characteristics of the Internet and the impact of celebrities and products promoted by Internet celebrities on consumer satisfaction and trust. Therefore, this study will use the S-O-R model, with the identity of online celebrities, ability and other factors as variables, to study its impact on consumers' purchase desire.

Online celebrities with goods need to meet two conditions, celebrity and live broadcast. Based on the development in recent years, both of these aspects have been fully reflected. So, its

implementation ability is increasingly enhanced. As information providers who interact with consumers directly, Internet celebrities' marketing ability, product cognition ability, influence and identity of Internet celebrities will affect consumers' purchase intention. The study of consumers' purchase intention under the scenario of network celebrity live broadcast can provide better suggestions for the marketing model of network celebrity live broadcast marketing, help its development get better and better, and thus help the management team of network celebrity and e-commerce live broadcast platform to enhance their brand value. Based on the dominant power of the Internet and the influence of network celebrities, network celebrities live with goods this new marketing promotion method can be explored very well. Therefore, this paper will review relevant literature, summarize and put forward relevant suggestions.

2. Factors Stimulating Consumers to Form Purchasing Intension

2.1 Communication and Interaction Ability of Online Celebrities

The communication and interaction ability of online celebrities refers to the real-time, two-way and high-intensity interaction between online celebrity anchors and consumers in the process of live broadcasting. With the development of live broadcast technology, live streaming platforms have established a platform for instant communication and sharing between popular anchors and consumers as well as among consumers. The basis and support for the growth of interactive marketing are provided by the development of new information technologies. Compared with traditional marketing, interactive marketing has more diversified ways to achieve, and it will be easier to evaluate its marketing effect [2]. Consumers learn about goods and services via static words and images in the early stages of e-commerce development, but the consuming environment in the live broadcast period is more realistic. In the live broadcast room, viewers may engage with the presenter and other viewers and learn more about the true nature of the product. Online inquiries from viewers are welcome during the live show. The anchor will provide knowledgeable responses to the inquiries made by various customers or attend to any specific requirements. This sort of communication and interaction capability is a huge encouragement for the live broadcast audience, which will directly affect the time that customers spend in the live broadcast room, hence boosting their trust in goods and services and influencing their purchase intentions. Therefore, the "communication and interaction ability of online celebrities" is also taken as one of the prediction variables. Accordingly, the ability to communicate and interact during the online celebrity live broadcast of goods has a positive impact on consumers' purchase intentions.

2.2 Identity of Online Celebrities

The identity of an online celebrity includes its popularity, professionalism, number of online celebrity fans and ability to bring goods. Fame is a measure of how well-known and recognizable a person is to the general population. The fame of online celebrities often has an impact on consumers' purchase inclinations. Celebrities significantly affect consumer trust, thereby affecting consumers' purchase intention [3]. The online celebrities in the subdivided vertical fields are all professional. For example, Li Jiaqi is a famous beauty blogger, with 50 million fans on the website, and is affectionately called "Brother Lipstick" by fans, which is enough to show her professionalism in the beauty field. Grounded theory can demonstrate that the professionalism of internet superstars will have a profoundly favorable impact on consumers' desire to make purchases [4]. In studying the impact of KOL (online celebrity opinion leader) on consumers' purchase intention, took popularity, professionalism, etc. Popularity and expertise affect consumers' purchasing intentions by influencing their knowledge and trust, as evidenced by KOLs [5]. The selling capacity of an online celebrity refers to the trading volume and transaction amount of goods sold by online celebrities during live broadcasts. An internet celebrity's commercial value and influence increase with their ability to sell more products. The number of fans of an online celebrity refers to their following on social media, the audience that they may directly influence, and a significant quantitative indication to gauge their

impact. The more admirers a celebrity has online, the more people will pay attention to them, the more people will want to follow them, and the more impact they will have. Thus, the identity of the online celebrity during the online celebrity live broadcast delivery process is positively affecting consumers' purchase intentions.

2.3 Way of Promotion

The preferential attribute refers to a series of preferential activities taken by an online celebrity during the live broadcast, including the discount on the sales price of the goods in the live broadcast room, the lottery for shopping in the live broadcast room, the sale of limited products, the limited time second killing, the distribution of coupons and the gift giving. Promotion is a short-term activity that combines external and internal incentives to persuade customers to purchase specific goods and services. The anchor of an online celebrity live show encourages viewers to make purchases with instant-win games, raffles, and the distribution of coupons [6]. But by using empirical research methods, the live broadcast promotion price has a positive impact on consumers' purchase intention [7]. Interaction with online celebrities for advertising will improve how buyers view the worth of clothing and, consequently, how likely they are to make a purchase [8]. The price of goods or services is a factor that consumers value more in any consumption scenario, according to this study's analysis of the existing literature and observation of and summarization of the activity strategies used by many online celebrities to draw viewers during live broadcasts on various e-commerce platforms. Therefore, this study summarizes the preferential attribute as a predictive variable.

Based on this, the preferential attributes of products in the online celebrity live broadcast delivery process positively affect consumers' purchase intentions. Customers may feel joyful and happy in the internet celebrity live broadcast thanks to sales promotion. Consumers' level of enjoyment when making purchases online is referred to as perceptual marketing [9]. The requirements of customers have changed as society has developed. Customers purchase to fulfill their own wants, and some are more eager to express their feelings throughout the online purchasing experience. New technologies have improved marketing strategies used in the online consuming process as well as online purchase activities. The anchor of an online celebrity live broadcast typically inserts some interesting links to foster a fun environment, pique consumers' curiosity, and influence their followers' buying intentions. Top online celebrity live broadcasts, like Li Jiaqi and Weiya, frequently invite celebrities to perform live in the studio, use their celebrity to draw fans, and sing and dance there to change the atmosphere, improve the live broadcast process' marketing strategies, and influence viewers' purchase intentions. Consumers' desire to purchase is positively impacted by the method of live e-commerce marketing [10]. Also, the promotion method and interactivity of live broadcasts would positively affect the purchase intention of clothing consumers through perceived value [5]. Therefore, in this study, the way of sales promotion is also taken as one of the predictive variables. Accordingly, the entertainment attributes in the online celebrity live broadcast delivery process positively affect consumers' purchase intentions.

3. Suggestions

3.1 Design Coupons Based on Consumer Satisfaction

Various preferential policies were introduced. The empirical analysis of this paper shows that preferential policies will positively affect consumers' willingness to purchase, and e-commerce companies aim to make profits. Most e-commerce companies can encourage consumers to purchase through free purchases, limited-time purchases, special prices, and pre-sale. E-commerce may also draw customers with discount offers and other strategies to boost customer satisfaction. In addition, inviting traffic stars and online celebrity anchors can also improve consumers' purchase desire through different live broadcast forms.

3.1.1 Scarcity

Any product or tool is more attractive because of its scarcity. The coupon limits the use time, users, areas and channels, so as to make consumers desire to place an order. Consumers also take a wait-and-see attitude towards placing orders. If consumers were given a ten-day coupon period, they may have to wait until the ninth day to consider whether to use the coupon. If the coupon period is two days, consumers' urgencies will come out. The restrictions of people, regions and channels allow businesses to better operate their product prices and businesses.

3.1.2 Profitability

For businesses, coupons are bait. They are designed to attract consumers. After consumers receive coupons, one of the most important tasks is to maximize the use of coupons with their own intelligence. By using different product categories and price settings, businesses can enable consumers to buy more products and services and use coupons with gusto. Coupon drainage is essentially product diversion. This strategy also maximizes profits by allowing consumers to choose other related and complementary products. The two important factors of a popular coupon are scarcity and profitability. By limiting people, time and place, the value of the coupon can be improved. Then, the ultimate goal of promotion can be achieved by setting up full and reduced rules and channeling popular products.

The users of coupons are more inclined toward old customers than new customers. Unless the discount is very strong, or even free, it is difficult to impress new customers. For new customers, the common strategies of merchants are coupons and gifts, coupons and free experience. In the face of new customers, a single coupon cannot impress people, and sellers must do a good job in complementary and experience-supporting measures.

Coupons are a secret weapon to deal with old customers, and a base for receiving coupons should be established. The common diversion strategy of e-commerce players is to add WeChat friends, i.e., give them red packets and coupons, which will guide users to their own circle of friends and naturally increase their own traffic. In addition to adding WeChat friends, establishing WeChat groups, following WeChat official account, official website, APP and other ways, in a word, users should be in their own hands, and coupon benefits should be most exposed to consumers.

3.2 Select Online Celebrities with A Positive Public Image

With the growing grassroots and civilian popularity of online celebrity groups, more and more people are likely to become online celebrities. But the accompanying problem is that the homogenization competition of online celebrities is serious, and the survival status of online celebrities is worrying. The number and quality of online celebrity fans are the basis for the realization of live broadcast products. The platform should select online celebrities with a positive public image. Online celebrity anchors should play their role as opinion leaders, consciously abide by laws and regulations, and not jump out of the border. First of all, the online celebrity economy is also a fan economy, and paying attention to the interests of good fans is important. In the process of online celebrity live broadcast, strengthen the interaction with fans, seek more benefits for fans, improve the bargaining power with manufacturers, and strive for the maximum discount for fans as far as possible; Cooperate with highly praised brands, screen high-quality products, make authentic product endorsement to fans, and reduce trial and error costs of fans. Secondly, create unique Internet celebrity IP, and do not copy others. Each online celebrity should establish its own label and characteristics, shape its own brand image, focus on its own fields, and provide professional recommendations for consumers' purchase decisions, which can bring consumers a good shopping experience. Finally, in the output of live broadcast content, online celebrities should bring valuable content to consumers and convey the correct values and outlook on life. Online celebrity anchors should prioritize their own advantages, look for niche vertical markets that fit their personality types, develop their professional skills, gather followers, create personal brand IP, and increase their popularity in order to increase their impact.

Pay close attention to building consumer trust. The webstar anchor can actively engage with viewers during the live broadcast by presenting products in a more thorough and realistic way, addressing viewers' questions about the product, enabling viewers to have an intuitive and thorough understanding of the product, and enhancing viewers' purchase intent. Online celebrity anchors should continue to develop their professional skills and provide clients with high-quality goods and services while doing so. Online celebrity live broadcasts should also place more emphasis on being honest in all business dealings, treating customers with respect, acting in their best interests, promising to deliver as promised, and building their customers' confidence.

3.3 Select the Best Marketing Mode with the Core of Enhancing Consumers' Purchase Intention

The empirical analysis of this paper shows that preferential policies will positively affect consumers' willingness to purchase, and e-commerce companies aim to make profits. Most e-commerce companies can encourage consumers to purchase through free purchases, limited-time purchases, special prices, and pre-sale. E-commerce can also attract consumers through discount promotions and other measures to improve consumer sentiment; In addition, inviting traffic stars and online celebrity anchors can also improve consumers' purchase desire through different live broadcast forms.

The salesperson should focus on introducing the brand and quality of the goods and introduce the price intelligently to make the customer feel that the goods are worth more than they are worth. When consumers begin to evaluate and compare with other brands, the focus of sales should be adjusted to compare the quality, quality, after-sales service and other advantages of their own products and other brands to further stimulate consumers' desire to buy.

In the purchase behavior stage, consumers begin to enter the "critical period of hesitation", which is manifested by repeated choices and uncertain attention, such as asking some questions about product use, life cycle, returns, and warranty, bargaining, comparing prices with other brands, picking out many defects of the product, and reasoning about looking more, the seller should emphasize the biggest selling point of the product, and use the consumer's "herd mentality", List the beneficial feelings of other consumers after purchase to promote consumers' purchase determination.

3.4 Select Online Celebrities with A Strong Sales Ability

Select online celebrities who have a strong sales ability. The economic benefits of online celebrities are particularly prominent during the epidemic. Online celebrity live streaming with goods on platforms such as Tiktok, Kwai and Taobao has been sought after by countless fans. However, due to personal reasons or video content reasons, online celebrity blockades and continuous loss of fans have repeatedly occurred. It is not easy for the online celebrity economic industry to continuously tap the commercial value of online celebrities and maintain the number of fans. In addition to selling cargo data, online celebrities should also establish a good image and improve their professional skills. The image of online celebrity represents the personal image of online celebrity anchors and reflects the image of online celebrity recommended products. Online celebrity anchors can gain the trust of fans by building a good personal image and producing a good brand effect. For example, Li Jiaqi, a live broadcast on Taobao, can get the trust of fans, and fans and consumers have no worries after buying. The empirical analysis of this paper shows that the professionalism of online celebrities will positively affect consumers' purchase intentions. Online celebrity anchors have their own advantages in network traffic, and should constantly improve their live broadcast delivery skills so that consumers think that online celebrity anchors are professional in this field, and can improve their own popularity and promote product sales while improving their personal image.

4. Conclusion

Based on the SOR framework, this paper proposes the relationship between online celebrity live streaming and purchase intention to understand the influence of online celebrities on consumers' purchase intention. The results show that the identity, communication and interaction ability of online celebrities can affect consumers' purchase intention. Professional and well-known online celebrities can usually improve consumers' trust and satisfaction with products, and these organic factors greatly affect consumers' purchase intention. As a result, it boosted sales. At the same time, the promotion activities and intensity of live broadcasts have a positive impact on promoting consumers' purchase intention. This is because the consumer surplus increased after the product was offered. As a result, consumers are more willing to pay.

The results can expand the application scope of the SOR framework in cargo live broadcasting. In addition, it can also help brands to enhance brand awareness and consumer satisfaction through promotion and on-site delivery, so as to enhance brand influence and sales to a certain extent. However, there are limitations to this study. First of all, because network celebrities live with goods is a brand-new field. Therefore, the previous studies that can be referred to have certain limitations. Secondly, since the public's preferences often change, the data validity of this study is also limited to some extent. In the future, more articles can be referred to increase the validity of the research.

References

- [1] China Internet Network Information Center (CNNIC). The 44th Statistical Report on the Development of China's Internet. 2019-8-30. 2022-12-20. <http://www.cnnic.cn/n4/2022/0401/c88-1116.html>.
- [2] Meng X, Zhao Y. The influence of E-commerce live broadcasting on consumers' purchase intention in online celebrity economy, 2022.
- [3] Guan Z. Research on the influence of webcast on consumers' purchase decision. 6th International Conference on Financial Innovation and Economic Development (ICFIED 2021). Atlantis Press, 2021: 315 - 319.
- [4] Meng L M, Duan S, Zhao Y, et al. The impact of online celebrity in livestreaming E-commerce on purchase intention from the perspective of emotional contagion. Journal of Retailing and Consumer Services, 2021, 63: 102733.
- [5] Geng R, Wang S, Chen X, et al. Content marketing in e-commerce platforms in the internet celebrity economy. Industrial Management & Data Systems, 2020, 120 (3): 464 - 485.
- [6] Sohn S. Seegebarth B. Moritz M. The impact of perceived visual complexity of mobile online shops on user's satisfaction. Psychology and Marketing, 2019, 34 (2): 195 - 214.
- [7] Limayem M, Cheung, C.M & Chan, G W. A Meta-analysis of online consumer behavior empirical research. Paper in 8th AIM Conference, May 21st and 3rd, Grenoble, France 2020.
- [8] GARTNER, W. B. A conceptual framework for describing the phenomenon of firm creation. The Academy of Management Review, 2019, 10 (4): 696 - 709.
- [9] HALME M, LINDEMAN S, LINNA P. Innovation for inclusive business: Entrepreneurial bricklayer in multinational corporations. Journal of Management Studies, 2019, 49 (4): 743 - 784.
- [10] Doney, P.M, Cannon JP. An examination of the nature of trust in buyer-seller relationships. Journal of Marketing, 2020, 61 (4): 35 - 51.