

An Empirical Study on the Influence Mechanism of Internet Celebrity Problem on Consumers' Live Streaming Shopping Purchase Decision in Sichuan, China

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Abstract: With the development of the new Internet era, different changes occurred in consumer behavior and the competitive environment. The Internet economy, new media, and new technologies had been popularized, and shopping methods and e-commerce had been constantly updated. Marketing methods could have significantly been challenged. In the growing Internet celebrity economy, there were also some negatively problematic Internet celebrities participating in it.

Keywords: Internet Celebrity Problem; Live Streaming Shopping; Customer Buying Decision

1. Introduction

With the rapid development of the Internet, people's entertainment and lifestyles are undergoing subtle changes. Compared with traditional online shopping on PCs, mobile shopping is now more and more popular with people. It has also become a new driving force for online consumption growth. Under this circumstance, new technologies continue to emerge, such as social e-commerce and live-streaming e-commerce. As innovations in online consumption models, social e-commerce and live broadcast e-commerce have become essential supports for online consumption because they can effectively meet the diverse needs of consumers. "Internet celebrity" is originally a neutral term, which should be used as a disseminator of positive energy in society, but capital has a negative trend. Behind the booming Internet celebrity economy, there is frequent chaos. Various destructive behaviors flood the web live broadcast platform, touching our society's moral bottom line and legal red line.

2. Theoretical Basis

2.1 Consumer Decision Model (Vijayalakshmi and Gurumoorthy 2018).^[1]

(1)Information - Howard believes that information is a perception caused by stimuli. Information is a significant variable that drives the operation of the CDM model.

(2)Cognition - Cognition is the degree of consumer awareness of a particular product. It is usually related to and identified with the product itself or the product form, such as packaging, but it does not give a good or bad evaluation.

(3)Attitude - The consumer's expectation of demand is the degree to which the market can be met or the degree of consumer preference.

(4)Confidence - Confidence is the degree of certainty held by consumers after judgment and evaluation.

(5)Purchase Intention - Purchase intention refers to consumers' possibility to purchase a specific product within a certain period. Purchase intention is an essential indicator of purchase behavior. For products that are purchased frequently, predictability is better. However, for products purchased infrequently, the willingness to acquire will be interfered with by factors such as time gaps and issues, which will affect the purchase behavior.

(6)Purchase behavior - refers to purchasing a product during a specific period when consumers have paid or given certain financial commitments.

2.2 Model framework for the influence of online experiential interaction between consumers and merchants on their purchase intentions (Dong 2019)^[2]

Initially, the term willingness originated from psychology. It is usually used to express the subjective probability of a person being subjected to a specific stimulus, the internal state of the body changes, and then certain behaviors. Willingness is an individual's planned and conscious subjective thinking before making behavioral decisions, but this thinking differs from individual attitudes. The internal logic of the SOR theory forms a "storyline" around the core category and rationally arranges the various variables affecting consumers' online purchase intentions by the online experiential interaction between consumers and merchants.

2.3 Customer Perceived Value Model (Hamenda 2018)^[3]

The concept of customer perceived value reflects more subjective characteristics of customers and expresses customers' overall evaluation of the company's products and services. In the description of perceived value, a summary of the gains and losses of

perceived value is relatively widely supported for the discussion of perceived value.

3. Understanding on the Influence Mechanism of Internet Celebrity Problem on Consumers' Live Streaming Shopping Purchase Decision

(1) Analyze the phenomenon of "trouble" of the media image of Internet anchors and its impact on the Internet celebrity economy in Sichuan Province: The phenomenon of problematic impacts online consumer shopping purchase decisions in many ways. Consumers' trust in celebrities can be positively or negatively depending on the outcome of promotional activities, whether they are intentionally good for the consumers.

(2) Explore the influence mechanism between the variables of online purchase intention and customer perceived value and consumer buying decision with internet celebrity problem: There is also online purchase intention under the dimension of online purchase intention. There are three dimensions of physical existence, online social presence, and online self-existence. There are two dimensions under the customer perceived value dimension: total customer purchase value and total customer purchase cost. There are four elements in the dimensions of online physical presence, social presence, and self-presence: online sensory experience interaction, online emotional experience interaction, online entertainment experience interaction, and online behavior experience interaction.

(3) Combine the obtained data analysis results to observe whether the hypothesis is valid, explain the reasons, and make feasible suggestions for the better development of the Internet celebrity economy: Through the data analysis, there are significant impacts in online purchase intention and customer perceived value to the customer buying decision and internet celebrity problem. The analysis shows the importance of the Internet celebrity economy for marketing promotion.

4. The Conceptual Framework for the Research Study

First The relationship between influencing factors of online physical presence, online social presence, online self-presence, and online purchase intention; total customer purchase value and complete customer purchase cost, customer perceived value; internet celebrity problem and consumer buying decision.

Second Using correlation analysis testing, all influence factors significantly influence online purchase intention, customer perceived value, and consumer buying decision, respectively.

5. The Countermeasures on the Influence Mechanism of Internet Celebrity Problem on Consumers' Live Streaming Shopping Purchase Decision

(1) Chinese Internet celebrities influence consumers' attitudes towards e-commerce purchases (Yu 2017).^[4] The traditional sources of celebrities still apply to Chinese Internet celebrities, but the source of attraction is more important than credibility. Source attractiveness is the most critical force driving online celebrity e-commerce to buy different products in the Sichuan area. The source expertise and participation of celebrities also play a vital role in influencing consumers' attitudes and purchase behavior.

(2) Use of social media and the Internet nature of influencers (Geng 2020).^[5] Two vital elements of influencers: Perceive strong relevance, including role intimacy, product intimacy usually has a strong buying habit, such as weekly e-commerce purchases from Internet celebrities, and net celebrities' perception of authenticity will affect consumers' attitudes and buying behavior to a certain extent, and it is more likely to enhance consumers' credibility and intimacy.

(3) Controlling the problem of internet celebrities (Cheah 2019).^[6] The problem of Internet celebrities becomes a "label" of the product, and the positive value of the original product brand has a negative impact. Therefore, we need to use problematic internet celebrities in a range, limited, and scaled manner. However, under the long-term benefits, it is still necessary to increase the willingness to buy online and customers' perceived value to make the company and the brand continue for a long time.

6. Conclusion

In this era where everyone spends most of their day on social media, there is no doubt that celebrities impact our lives. Some people are more; some people are more diminutive. Over the years, marketing values have also changed. Once using the product's attributes as the key point of sales to involving celebrities, it is mainly about how the company educates consumers about its value, benefits, and quality. It's about reducing transnationality and being more personal. Brands need to provide tools to help consumers verify whether a product or service is suitable for their circumstances.

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