Original Research Article

The Influence of Internet Celebrity Women Clothing Brand Content Marketing on Consumer Purchase Intention in Southwest China

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Abstract: With the rapid development of the Internet, the Internet celebrity economy has gradually formed, and the Internet celebrity brand has become an important part of e-commerce. This research attempted to study the relationship between the content marketing of Internet celebrity brands and consumers' purchase intentions and provide a series of marketing strategies for the long-term development of Internet celebrity brands. The three research objectives of this study were to investigate the content marketing of internet celebrity women's clothing brands affecting purchase intention in Southwest China, to analyze the influencing factors of instrumental interaction, interpersonal interaction, information content, entertainment content, emotional content, and product involvement relating to customer purchase intention.
Keywords: Internet Celebrity; Content Marketing; Customer Intention

1. Introduction

"Internet celebrity" is an emerging hot word in recent years and is the abbreviation of "Internet celebrity." Internet celebrity refers to individuals with personality charm who transfer content with a very personal style with the help of various Internet media and attract the attention of many fans through strong network interaction ability. It is generally believed that Internet celebrities have the following characteristics: 1. Personality traits: personal traits constructed by outstanding appearance, professional ability or knowledge (such as writing, fitness, beauty, etc.), and distinctive personality have attracted extensive attention; 2. Strong interaction ability: it has strong network interaction and communication ability and uses diversified presentation methods (text, picture, video, etc.) to transmit and enlarge through various Internet platforms quickly (microblog, WeChat, live broadcast platform, etc.); 3. Exclusive fans: The distinctive personal characteristics and strong network interaction ability attract the attention of many netizens with high loyalty (Zhao: et al. 2021)[1].

2. Theoretical Basis

2.1 The definition and characteristics of the concept of Internet celebrities and women's clothing brands

Content marketing has become the mainstream marketing model: With the popularity of online social media such as WeChat and Weibo, since 2010, content marketing has gradually become the primary marketing method for most companies. Companies convey products and value culture to brands and establish emotional relationships between brands and consumers through dialogue, storytelling, and interaction.

2.2 The importance of Internet influencer content marketing

Through many case studies, it has been found that Internet celebrities are active on social media such as Weibo, WeChat, and live broadcasts. They often publish articles, such as Bowen, WeChat official accounts, upload short videos, live broadcasts, and interact with fans.

3. Understanding the Influence of Internet Celebrity Women Clothing Brand Content Marketing on Consumer Purchase Intention

3.1 Content marketing

Human: et al. (2018)[2] summarized content marketing in the field of social media into three forms: dialogue, storytelling, and customer interaction. The research results show that these three types of content marketing significantly impact consumers' brand personality perception and attitudes.

3.2 The research dimension of content marketing

In recent years, due to the rapid development of online social media, content marketing has gradually attracted the attention of enterprises. Therefore, many studies on social media are related to content marketing when reviewing the literature. In terms of communication and use, the satisfaction theory for social media and their psychological needs for using different social media. Cognitive and emotional needs drive people's choice of media consumption, and people's choice of social media has subjective

initial. Salminen: et al. (2019) [3]. Combed through a large amount of research on content marketing that should be carried out in satisfying user needs from the perspective of user selection of media.

3.3 Stimulating organism response model (S-O-R)

Cao; & Sun. (2018) [4] proposed the stimulus tissue response (S-O-R) model, which is usually used to study the influence of the traditional store retail environment on consumer purchasing behavior. The impact of the previous variable stimulus (s) caused by the physical environment, the variable mediating mechanism, such as emotional cognition (o), and the resulting response to approaching or avoiding (R).

3.4 Theory of Rational Behavior (TRA)

Fishbein; & Ajzen. (1975) [5] proposed the Theory of Reasoned Action (TRA). As shown in Figure 4, this theory states that every person has a corresponding motive before performing any action. The actor affects this motive, and attitudes towards behaviors and inner subjective norms have a common influence. The actor's specific beliefs about a particular behavior and the positive and negative evaluations determine his attitude.

3.5 Classification of network interaction behaviors

Due to the attributes of the famous online women's clothing brand, the interaction involved in this article belongs to the interactive behavior of online media. Amichai-Hamburger: et al. (2004) [6] believed that marketing communication on the Internet is an interactive communication mode, different from traditional mass media marketing communication.

4. The Conceptual Framework for the Research Study

First This study takes the relevant cases of women's online celebrities' content marketing with the help of social media. Most online celebrities frequently publish illustrated blogs on microblogs to attract more fans' attention. Microblogs are also the primary way online celebrities drain their Taobao stores. Live broadcasting is the most direct way for online stars to try on clothes and interact with consumers. Making full use of the live broadcasting platform is very important for product publicity and retaining fans.

Second The concept of content marketing - social media's emergence and increasing popularity have led to new marketing methods, namely influencer marketing. Consumers have always valued the opinions of others, but the upward use of social media platforms enables ordinary customers to share their views and experiences with their peers. Internet celebrity marketing is different from traditional word-of-mouth marketing because it allows marketers to gain more control and insight into marketing results.

5. The Countermeasures for the Influence of Internet Celebrity Women Clothing Brand Content Marketing on Consumer Purchase Intention

5.1 Internet celebrity

An Internet celebrity is a celebrity who has acquired or developed their fame and notability through the Internet.

5.2 Content marketing

Content marketing is a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

5.3 Consumer purchase intention

Purchase intention is defined as a measure of the strength of one's intention to perform a specific behavior or decide to buy a product or service.

6. Conclusion

The results show content marketing has a positive impact on purchasing intention. Consumers with different products will have different opinions and reactions when they receive the marketing content of Internet celebrities, but their regularity is not apparent. Since each respondent has a different judgment standard for their perception of online celebrity women's clothing brands, there are inevitable errors in the judgment results collected by the questionnaire, and it is difficult to avoid the impact of this objective problem on the data measurement result. Since the marketing of online celebrity women's clothing brands belongs to the category of online shopping, the content posted by online celebrities is synchronized to all consumers, so it is difficult to control the product penetration of information receivers; that is, the brand cannot provide different output for consumers who penetrated by other products. Even if product penetration plays a regulatory role, it is difficult for online celebrity brands to use it to different output content to different consumer groups. Therefore, from the objective problems of the survey data and the actual situation in practical applications, it can be explained that the import of products does not play a regulatory role.

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