



**THE POSITIVE INFLUENCE OF AN INTERNET CELEBRITY
ON CONSUMERS IN LIVE SALES**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
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This Independent Study has been Approved as a Partial Fulfillment of the Requirement
of International Master of Business Administration in International
Business Management

Advisor: 

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Date: 11 / 9 / 2023

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ABSTRACT

The purpose of this study is to explore the impact of Internet celebrities on consumer behavior in online sales. The three objectives of this study are: 1) To analysis the higher the credibility of Internet celebrities, the stronger the audience's willingness to consume; 2) To analysis the higher the professionalism of Internet celebrities, the stronger the audience's willingness to consume; 3) To analysis the higher the attraction of Internet celebrities, the stronger the audience's willingness to consume.

Based on the theory of information source characteristics, this paper designed, used and delivered a questionnaire to explore the characteristics of Internet celebrities, with an impact on consumer behavior, and provide effective suggestions for promoting China's internet celebrity economy. This paper constructed a multiple regression model of the influencing factors of the consumers desire of the live broadcast of Internet celebrities with goods. At the same time, SPSS was used to analyze the statistical data and study which information source characteristics of Internet celebrities that become the influential factors of consumer desire. After the study, the result founds that: firstly, the credibility of Internet celebrity and the consumer's willingness to show a significant positive effect. Secondly, Internet celebrity professionalism and consumer willingness of the audience show a significant positive effect. Thirdly, the attraction of Internet celebrity and the consumers' willingness to consume have a significant positive effect. This study hope can provide more experience and reference for other researchers and can optimize the online celebrity live streaming mode, promote the elimination of bad effects and retention of essence, and enable the healthy and

stable development of the "online celebrity + live streaming + e-commerce" industry.

Keywords: internet celebrity, information source, professionalism, attractiveness

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WANG HAOPENG

June 01, 2023

Declaration

I, WANG HAOPENG, hereby certify that the work embodied in this independent study entitled “The positive influence of an Internet celebrity on consumers in live sales” is result of original research and has not been submitted for a higher degree to any other university or institution.

WANG HAOPENG 

June 01, 2023

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Chapter 1 Introduction

1.1 Background of the Study

The development and transformation of Internet technology has brought great changes and impacts to people's lives and has greatly influenced people's concept of life. The development of this kind of technology has changed the way of traditional media and traditional marketing. Then virtual systems are coming into their own and taking their place. From getting things just offline to being able to “Buy everything” without ever leaving the house, all these changes have benefited from the development of the Internet. Nowadays, the various parts of the world are gradually connected into a huge network, and the distance between people is getting closer and closer.

It is precisely because of the gradual omni-directional coverage of mobile networks, newspapers, television and other traditional media gradually fade out of the public eye. The scope and strength of traditional media's impact is also showing a declining trend. On the contrary, people's dependence on the internet is increasing (Ingwersen & Järvelin, 2005). With the development of the network, people pay more and more attention to the methods of obtaining effective data and information, and they are more and more picky about the content of information.

According to CNNIC's statistics on the development of the Internet in China by the end of 2020, the number of Internet users in China has reached nearly 1.03 billion, and 70.4 percent of the population is using the internet. In addition, the number of online shoppers has also reached 782 million, an increase of 72.15 million compared to half a year ago, accounting for 79.1 percent of the total number of netizens. The huge user base has promoted the growth of online celebrity e-commerce market. At present, the content of live webcasts of Internet celebrity with goods has already covered clothing, beauty makeup, food, mothers and babies, cars, daily necessities, digital and other categories. The situation of the cooperation between Internet celebrity and brands has become the norm. The part of the brand side is focused on cultivating Internet celebrity (Ingwersen & Järvelin, 2005).

Network live broadcast is a business model. We use its exposure, the number of retweets and a large number of fans to achieve targeted, accurate product marketing. At the same time, Internet celebrity themselves are also undergoing continuous improvement and promotion (Wahab, Tao, Tandon, Ashfaq, & Dhir, 2022). The model

of Internet celebrity live e-commerce starts a new business era. Based on multi-interaction, Internet celebrity display the goods in the form of scene, and give feedback to the bullet screen sent by the live audience to ensure the sharing of information between the two sides (Osorio, Centeno-Velazquez, López-Pérez, & del Castillo, 2021). Therefore, in addition to changing the audience's product cognition, real-time interaction can provide users with an immersive shopping experience, to meet the audience's internal needs, such as attention, security, and so on. However, the existing research on the mechanism of the impact of live streaming of Internet celebrity on the consumer's willingness to increase product consumption is not perfect, and how will the characteristics of Internet celebrity as information sources have an impact on the consumer's willingness to live broadcast audience, whether there is a dimension difference among the factors, and whether the social interaction between the audience and the Internet celebrity has a mediating effect on the consumption intention of the audience, whether the similar variables such as the audience's involvement in the live broadcast affect the audience's consumption will remains to be studied (You, 2022).

1.2 Research Problems

The development of the Internet has provided most people with convenient shopping methods (Wahab et al., 2022). The emergence of online celebrities has led to the development of live streaming, and people's shopping behavior has also changed (Hussain, Melewar, Priporas, Foroudi, & Dennis, 2020). Various things can be bought on many online live broadcast platforms, such as Taobao Live, Kuaishou, Douyin and so on. Internet celebrities, as the main source of information for online live broadcasts, have a direct impact on the effect of live streaming. However, due to the rapid development of live broadcasts, the quality of Internet celebrities varies. Based on this background, this article focuses on the cosmetics industry as the research object. The research problems of this article is the higher the credibility of the Internet celebrity, the stronger the consumer willingness of the audience; the higher the professionalism of the Internet celebrity, the stronger the consumer willingness of the audience; the higher the attraction of the Internet celebrity, the stronger the consumer willingness of the audience.

1.3 Objective of the study

Based on the theory of information source characteristics, this paper uses a questionnaire to explore the characteristics of Internet celebrities, which can have an

impact on consumer behavior and provide effective suggestions for promoting China's Internet celebrity economy.

1. To analysis the higher the credibility of Internet celebrities, the stronger the audience's willingness to consume .

2. To analysis the higher the professionalism of Internet celebrities, the stronger the audience's willingness to consume .

3. To analysis the higher the attraction of Internet celebrities, the stronger the audience's willingness to consume .

1.4 Scop of the study

The author will focus on the study of the logical relationship among the variables. Firstly, the basic research model is set up, and the research hypothesis is made according to the question. At the same time, the research first uses the in-depth interview method to select part of the sample to carry on the prior to the related question (Krämer, Winter, Benninghoff, & Gallus, 2015). After determining the correlation of factors, the author and experts jointly designed a questionnaire. The entire questionnaire focused on the current status of online celebrity live streaming in the cosmetics industry, divided into two parts, and set 27 questions to test the relevant factors. The questionnaire is distributed in provinces and cities such as Beijing, Hunan, Shanghai, and Zhejiang, with ages ranging from 18 to 51 years old and above. It is mainly composed of students and young office workers, and the survey was conducted from September 2022 to November 2022. Finally, according to the results of the hypothesis and analysis of its principle, the author tries to point out the industry-related problems and the corresponding solutions.

1.5 Research Significance

Theoretically speaking, the current research on the impact of live broadcast of Internet celebrity on the consumer is not systematic enough. Current research is mainly based on the stimulus-collective-response (S-O-R) model to explain the response of consumers to traditional spokesman ads. At present, there is little research on the internal psychological mechanism of the change of consumers' consumption intention through the live broadcast of Internet celebrity with goods. In addition, in the live broadcast process, which characteristics of Internet celebrity hosts can meet the needs of the audience? How do these features change the product perception of the audience, resulting in and even enhance the willingness to consume? There are relatively few

theoretical explanations for these problems. From the perspective of practical research significance. Analysis of the research conclusions about the impact of direct broadcast with goods on consumer will provide a certain basis for this e-commerce model and help platform operators to find a more suitable business model.

Due to the epidemic in 2020, the marketing method of live streaming and sales has emerged and continued to generate popularity, The development has become the most highly regarded e-commerce model at present, and the online celebrity sales live streaming model has indeed achieved great success. However, behind the popularity and extraordinary, there are also hidden problems such as low fan loyalty, product homogenization, high competition in live streaming, and low conversion rate of live streaming. From the perspective of practical research significance, with the help of the research conclusion of the impact of live streaming sales marketing model on consumer willingness. This can provide a certain basis for this e-commerce model, which is conducive to helping platform operators discover more suitable business models. In addition, this new economic force is still in its initial stage, and in order to develop steadily in the long term, it is necessary to accurately position oneself and create personalized content. By studying the impact of online celebrity live streaming on audience consumption intention, it is helpful to optimize the online celebrity live streaming mode, promote the elimination of bad effects and retention of essence, and enable the healthy and stable development of the "online celebrity+live streaming+e-commerce" industry.

Chapter 2 Literatures Review

2.1 Introduction

This chapter reviews literature research related to Internet celebrity and consumer behavior, introduces the theory of information source characteristics, relevant models, and expounds the concepts of Internet celebrity and consumer willingness, laying a solid theoretical foundation for the following research assumptions and questionnaire design.

2.2 Literature Review

2.2.1 Internet celebrity

“Internet celebrity” refers to those who have certain social assets and are able to monetize them quickly on large social media such as WeChat and Weibo (Ullah, Attah-Boakye, Adams, & Zaefarian, 2022). The reason why “Internet celebrity” becomes the hot target is the common function of the network pushing hand behind it, its own characteristics and the spiritual or emotional needs of the netizens (Jones, Cronin, & Piacentini, 2022).

1.0's live broadcast model takes the shop live broadcast, the peak, the talent as the typical development model (Zheng et al., 2021). The first one mainly uses the host to carry on the detailed introduction to the product, and the most core competitive advantage is the product itself. The peak model is mainly a collaboration between hosts and brands. It is currently the most frequently used model. The higher the traffic and popularity, the more discounts the brands will give. The last model is that the consumer recognized leaders recommend product based on its own with strong professional knowledge in a certain range, and this affinity of the source and whether the receiver is concerned about the welfare of the recipient (De Veirman, Cauberghe, & Hudders, 2017).

2.0 mode mainly uses on behalf of the purchase, base live broadcast and other means. The most attractive form is the direct broadcast from the place of origin (Estanyol, 2012). These forms have special advantages in some commodities and regions which are not accessible by the traditional e-commerce model. From the current development, the origin of live broadcast, brand factories are very popular way and more easily to get the attention of the audience (Vasan, 2021). For these products, after

receiving the live broadcast, you can elaborate on the characteristics, advantages and disadvantages of the products, and find a willing audience to buy the live products.

C2M is a representation of phase 3.0. With a certain amount of traffic and a fixed group of fans, the Internet celebrity use OEM or ODM to ensure quality and provide customized products for live broadcast audience (Koch, 2022).

Internet celebrity has both the flow of stars, popularity and its unique characteristics of interaction and innovation. According to the research on the characteristics of live-broadcast Internet celebrity, they think that the main way to get the attention and discussion of Internet users is to create gimmicks, beautiful speech system and good appearance (Chen, Tsai, & Hsu, 2014). Internet celebrity set up their own personal images and characteristics on live broadcast platforms or social networking software, and try to show their personality charm and life style through careful words to prompt their fan groups to discuss and imitate, increase their own flow and guide the group of fans to consume (Kim & Lennon, 2013). Thus, the flow and popularity of Internet celebrity to promote their speech acts can have an impact on specific groups. The model of live broadcast of Internet celebrity is produced under the background of the continuous development of media technology and the gradual change of consumer habits on e-commerce platform.

Compared with the traditional model of spokesperson, interaction and professionalism are the prominent characteristics of Internet celebrities. The living environment and values of Internet celebrities and the general consumer groups are similar, so Internet celebrities have more affinity. And Internet celebrities will generally be engaged in their own good at the field, so Internet celebrities generally have relatively rich professional knowledge. The products promoted are mostly for personal use or experience. The words of Internet celebrities can close the distance between the brand and the audience, the degree of brand dependence is relatively high.

At the same time, Internet celebrities often do not necessarily represent the interests of the enterprise. They work more as product or service experiencers, serving as KOL's role in online communities or platforms. Through the whole process of real-time interaction with the audience, the Internet celebrities can give feedback to the audience's questions and opinions at the first time, and the audience can also get the information they need in time so as to stimulate the audience's willingness to consume (Park & Lin, 2020). Therefore, this paper divides Internet celebrities' personal characteristics into three dimensions according to the characteristics of information sources: credibility, professionalism and attractiveness.

2.2.2 Consumer Willingness

The intention of consumption refers to the intrinsic motivation of individual consumers before they make certain purchases. Through several times of analysis, scholars have found that the intention is positively correlated with the behavior and has a predictive effect on the purchase behavior, which can predict the subjective possibility of consumer's purchasing behavior by means of willingness (Aiello et al., 2020). Therefore, this paper defines the consumption intention as the subjective possibility of individual consumers to purchase certain goods or services under certain stimuli or circumstances.

The willingness to consume depends on the individual consumer. Consumer's own cognition, demand and other factors will become the impact of consumer willingness factors (Vasan, 2021). The study of consumer willingness to consume is influenced by consumers' perceived risk of products or services in the process of consumption. At this time, consumer's goods or services risk perception, word-of-mouth and so on will have an important impact on the individual willingness of consumers (Brago et al., 2022).

To sum up, this study studies the moderating effect of consumer involvement on the behavior of internet celebrity and consumers' willingness to consume.

2.2.3 Theory of Information Source Characteristics

There are several models for the characteristics of information sources, including:

- (1) The initial source credibility model.

The quantity of information output depends on the information source, but the level of trust of the information receiver to the information source itself determines whether the information transmission is effective, and when the information source is considered to have rich domain knowledge by the information receiver, the amount of information transmission is the largest, and the efficiency of transmission is the highest. Therefore, the two characteristics of specialization and trustworthiness together determine the concept of trustworthiness (Forzani, Corrigan, & Kiili, 2022).

- (2) The attraction model of information sources

The study found that the recipients of the ads paid more attention to the ads that were shot by attractive models, and this attention would be shifted to the products advertised. These early studies established the theoretical content for the subsequent construction of a model of the attractiveness of information sources. Subsequently, scholar McGuire constructs the information source attraction model based on the early

experts' research on attraction, as shown in Figure 2.1. He divides attraction into four components: the audience side-product preferences, familiarity, similarity to the source's values, and the source's external aesthetic (Uzunoglu & Kip, 2014).

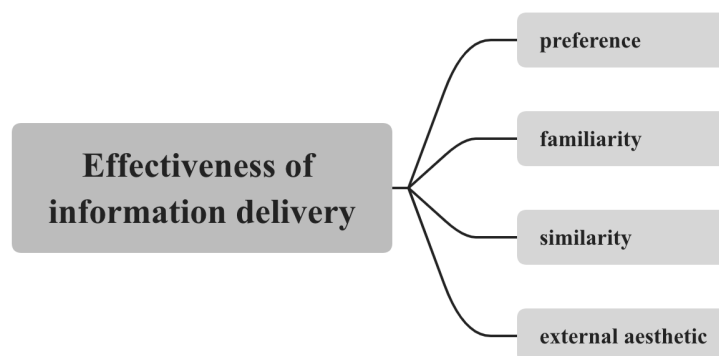


Figure 2.1 The attraction model of information sources

(3) The credibility model of information sources

As the research on information sources continues to deepen, the two basic theoretical models mentioned above are widely used with two disciplines, and scholars have combined two theoretical models to apply them to the current exploration and research of information source characteristics. Therefore, subsequent research has also combined the two models to construct a variety of new information source credibility models. According to the current academic consensus, the credibility of information sources can be divided into three dimensions: professionalism, which is whether the information recipient knows the truth of the information source and has a rich store of professional knowledge; integrity, which is whether the receiver has the perception of the source that is telling the truth, and the attraction, including the affinity of the source and whether the receiver is concerned about the welfare of the recipient (De Veirman, Cauberghe, & Hudders, 2017).

2.2.4 SOR model

The S-O-R model (stimulus organism response model) was initially proposed by Russell and applied to environmental psychology. Researcher extended the model to the category of consumer behavior. The overall process of the S-O-R model is triggered by external stimuli in the environment, which affects human emotions and generates

specific behavioral responses (Jones, Cronin, & Piacentini, 2022). The main body of the model consists of three parts, and in the study by Paulina et al., environmental stimuli refer to factors that can awaken individuals and have an impact. The body contains the emotional state of consumers, which is the emotional response of consumers to environmental stimuli. Response refers to the behavior of consumers after receiving stimuli and experiencing emotional changes, which includes approaching behavior and avoiding behavior. Approaching behavior refers to positive behavior, while avoiding behavior refers to negative behavior. In the online shopping environment, consumers can also engage in proximity and avoidance behaviors when receiving stimuli (Brago et al., 2022). Some scholars have found that consumers may develop behaviors such as paying attention to other types of products on the same website, repeatedly browsing the same page, and staying on the website for longer periods of time (Jones, Cronin, & Piacentini, 2022).

The environmental stimulus represented in this study is online celebrity, and the emotional state is the emotional response of consumers. The behavioral response generated in this study is impulse buying behavior. This paper will explore the impact of online celebrity on consumers' impulse buying behavior based on this model

2.3 Theoretical framework

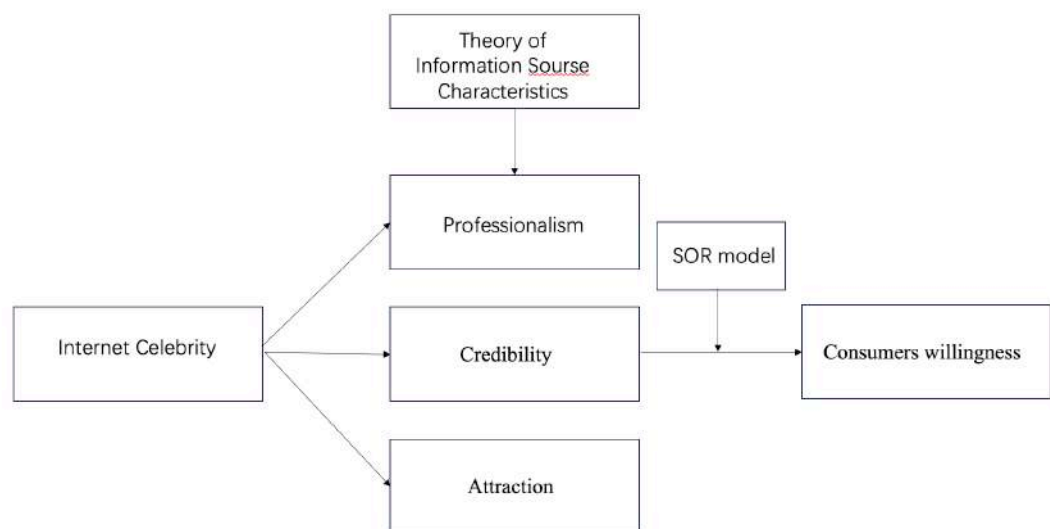


Figure 2.2 Theoretical model

Chapter3 Research Methodology

3.1 Introduction

This paper uses the quantitative method. In this chapter, based on the theory of the previous chapter, this article designed a questionnaire, distributed the questionnaire, collected relevant data, analyzed the reliability and validity of the questionnaire, and elaborated on relevant data analysis methods.

3.2 Research Design

The questionnaire based on the existing maturity scale has undergone multiple testing and the error is relatively small. This questionnaire is divided into three parts, the specific content is as follows:

The first part is the beginning of the paper. It elaborates the background and research significance of the paper, defines the “Internet celebrity live broadcast” concept, discusses the main objectives of the research, and carries on the reasonable protection to the personal information of the research objects.

The second part is the problem setting of each related variable. First of all, in the question setting of information source characteristics, this study refers to the maturity scale designed by Ohanian (1990) to set the questions about information sources. There are 3 credibility questions, 4 professional questions and 5 attractive questions in the questions about the influence of Internet celebrity information sources on consumers' consumption intention.

The third part of the sample information includes the subjects of gender, age, education, wage status and other content.

3.3 Hypotheses

The influence of information source characteristics on consumer willingness. When a live broadcast audience watches a live broadcast of an Internet celebrity with goods, the explanation and sales discourse of an Internet celebrity regarding the product is an external stimulus. After the audience receives the stimulus, according to the

credibility level of the star, when the credibility of the Internet celebrity is high, the commodity attitude of the audience is relatively good, and produces a positive willingness to consume. On the contrary, because of the lower credibility, customer will produce resistance to the product, resulting in a negative willingness to consume (Van der Waldt, Schleritzko, & Van Zyl, 2007).

The professionalism of Internet celebrity plays an important role in reducing the risk perception of the audience. At the same time, its professionalism for the audience's awareness of the situation and attitudes towards commodities play a positive role. Faced with the jumbled information and updated service forms, e-commerce platform users can not make a quick judgment on their own, and then because of the high cost of time and energy and difficult to have a desire to buy (Ohanian, 1990). As a source of information, the webmaster has some professional knowledge and skills in the field of commodity. When the webmaster explains and sells the commodity, the audience is more likely to have a positive consumer attitude.

When the information source has the strong attraction, the consumer will also produce the positive consumption intention (Hoffner, 1996). When the value of an Internet celebrity is similar to the value of the audience, the audience is more willing to accept the product promoted by the Internet celebrity, and then the importance of the more practical factor of price will be weakened.

So this paper studies hypothesis is:

H1: The higher the credibility of the Internet celebrity, the stronger the consumer willingness of the audience.

H2: The higher the professionalism of the Internet celebrity, the stronger the consumer willingness of the audience.

H3: The higher the attraction of the Internet celebrity, the stronger the consumer willingness of the audience.

3.4 Population and Sampling

In order to ensure the representativeness and validity of the questionnaire data as far as possible, the study combined e-mail, wechat, and paper questionnaires through

the contact of classmates and friends. This survey is designed by Internet celebrities in the field of cosmetics live streaming. Questionnaires were distributed in Beijing, Hunan, Shanghai, Zhejiang and other provinces and cities, covering the age range from under 18 to 51 and over, mainly composed of students and young office workers.

3.5 Sample Size

Thanks to the cooperation of the respondents when the questionnaires were distributed, the recovery rate of the questionnaires and the proportion of effective questionnaires were high. A total of 592 questionnaires were collected, including 97 paper questionnaires and 495 online questionnaires, after doing the data analysis, the regular and blank options were eliminated, the final number of valid questionnaires is 545, the qualified rate is 90.8% .

3.6 Data Analysis

Based on the theory of information source characteristics mentioned above, it is determined that Internet celebrities do indeed have an impact on consumer behavior. This article analyzes the impact path of Internet celebrities on consumer behavior through the SOR model, and further analyzes which characteristics of Internet celebrities affect consumer behavior based on the theory of information source characteristics to propose research hypotheses.

This paper uses the quantitative method. In this paper, the previous studies were summarized to define the relevant concepts and elaborate the theoretical basis. Based on the related theories, this paper designs the questionnaire, and uses SPSS software to analyze the questionnaire data, so as to explore the influence of Internet celebrities on consumers.

3.7 Reliability and Validity analysis of the scale

3.7.1 Reliability analysis

The questionnaires designed in this study refer to the existing maturity scale to set up the questions. So for the reliability analysis of the questions, the study used the measurement tool SPSS 23.0 to measure the reliability coefficient of the cloned Bach

for each item. This method is the most popular and stable reliability measurement method at present. Reliability analysis can test the reliability and applicability of the questionnaire. The reliability of the questionnaire was tested by SPSS23.0 software. Cronbach's Alpha reliability coefficient ranges from 0.60 to 0.65 (preferably not), 0.65 to 0.70 (minimum acceptable), 0.70 to 0.80 (very good), 0.80 to 0.90 (Good), and 0.90 or more (very good).

Table 3.1 Results of variable reliability tests

variables	Number of items	Cronbach's Alpha
credibility	3	0.918
professionalism	4	0.964
attractive	5	0.964
total	12	0.975

The results showed that the Cronbach's Alpha of credibility questions, professional questions, and attractive questions were 0.918, 0.964, 0.964, 0.975 respectively, which were all higher than 0.9, and the Cronbach's Alpha of the whole scale were all higher than 0.9, indicating that the reliability of the questionnaire was high, the internal consistency of the items meets the requirements of the investigation and can be further studied.

3.7.2 Validity analysis

The questionnaires is revised and tested according to the opinion of authoritative experts, and the rationality of questionnaire design is evaluated by factor analysis. We use KOM and Bartlett spherical degree to judge the relationship between different variables, as a basis for variable processing. In this study, KMO and Bartlett sphericity test were used to test the correlation between variables. The higher the validity of the questionnaire, the better the results of the study can truly explain the characteristics of the sample, and the higher the validity of the questionnaire, indicating that the results of the study are consistent with the objectives of the study. The closer the KMO value is to 1, the stronger the correlation between variables, and the more suitable the original variables are for factor analysis.

Table 3.2 KMO and Bartlett test

Number of sampling suitability for KMO		.968
	Approximate chi-square	40457.866
Bartlett sphericity test	Degree of freedom	351
	Significance	.000

The KMO value of the questionnaire is 0.968, over 0.9, which indicates that the survey data is true and reliable, and can carry out the first-pass research work, and the data can show the true thoughts of the investigated objects. The P value obtained by Bartlett's sphericity calculation was 0.000, not exceeding 0.05, so the validity test of this questionnaire meets the criteria.

Chapter 4 Finding

4.1 Introduction

In this chapter, this article conducts a general analysis of the data obtained from the questionnaire survey, and validates the above research assumptions through SPSS software.

4.2 Description of statistical variables

In order to ensure the high representative of the sample, the subjects include all age, occupation, region, gender ratio is relatively balanced. The following table shows the information statistics of the sample.

Table 4.1 Gender characteristics and statistics of the samples

	Frequency	Percentage	Effective percentage	Cumulative percentage
Female	326	59.8	59.8	59.8
Male	219	40.2	40.2	100.0
total	545	100.0	100.0	

From the sample data can be seen, the frequency of female is 326, of which the percentage is 59.8%. The frequency of male is 219, of which the percentage is 40.2%. The results mean that the live customers of the Internet celebrity are mainly women, the basic number of users accounted for 3/5. However, users of e-commerce platforms are relatively balanced in terms of gender differentiation, with a small gender gap. Overall, there are significant differences in customer groups among different platforms. During the live streaming sales process, internet celebrity anchors will determine the platform based on the characteristics of the product, especially the most prominent user attributes of specific products. Therefore, it is important to conduct research on the customer situation in the platform in advance.

Table 4.2 Characteristics and statistics of education level of the sample

	Frequency	Percentage	Effective percentage	Cumulative percentage
High School and below	22	4.0	4.0	4.0
Junior College	22	4.0	4.0	8.0
Undergraduate	277	50.8	50.8	58.8
Master degree or above	224	41.2	41.2	100.0
total	545	100.0	100.0	

From the sample data can be seen, the frequency of high school and below is 22, of which the percentage is 4.0%. The frequency of junior college is 22, of which the percentage is 4.0%. The frequency of undergraduate is 224, of which the percentage is 41.2%.The education level of the users in the sample is mainly concentrated in the degree of “undergraduate” and “mastered above”.

Table 4.3 The characteristics and statistics of monthly income level

	Frequency	Percentage	Effective percentage	Cumulative percentage
1500 yuan and below	2	.4	.4	.4
1501 yuan to 3000 yuan	194	35.6	35.6	36.0
3001 yuan to 5000 yuan	2	.4	.4	36.4
5000 yuan to 8000 yuan	177	32.5	32.5	68.9
8001 yuan and above	170	31.2	31.1	100.0
total	545	100.0	100.0	

From the sample data can be seen, the frequency of 1500 yuan and below is 2, of which the percentage is 0.4%. The frequency of 1501 yuan to 3000 yuan is 194, of which the percentage is 35.6%. The frequency of 3001 yuan to 5000 yuan is 2, of which the percentage is 0.4%. The frequency of 5000 yuan to 8000 yuan is 177, of which the percentage is 32.5%. The frequency of 8001 yuan and above is 170, of which the percentage is 31.2%. The income level of the users in the sample was mainly

concentrated in the three grades of “1501 yuan to 3000 yuan”, “5001 yuan to 8000 yuan” and “8001 yuan and above”, belonging to the middle-income group. Compared with the data released by CNNIC, the proportion of middle-income users in the audience income level of online celebrity live streaming with goods is significantly higher than that in the latest statistics of CNNIC, but the majority of low-income users, which is consistent with the statistical results. Therefore, online celebrity live streaming should fully cater to users with low to medium income levels, and at the same time, more personalized and customized precision marketing should be proposed for user groups with high to medium income levels.

Table 4.4 Age characteristics and statistics of the sample

	Frequency	Percentage	Effective percentage	Cumulative percentage
18 years old and below	43	7.9	7.9	7.9
18 to 25 years old	217	39.8	39.8	47.7
26 to 30 years old	170	31.2	31.2	78.9
31 to 40 years old	57	10.5	10.5	89.4
41 to 50 years old	28	5.1	5.1	94.5
51 years old and above	30	5.5	5.5	100.0
total	545	100.0	100.0	

From the sample data can be seen, the frequency of 18 years old and below is 43, of which the percentage is 7.9%. The frequency of 18 to 25 years old is 217, of which the percentage is 39.8%. The frequency of 26 to 30 years old is 170, of which the percentage is 31.2%. The frequency of 31 to 40 years old is 57, of which the percentage is 10.5%. The frequency of 41 to 50 years old is 28, of which the percentage is 5.1%. The frequency of 51 years old and above is 30, of which the percentage is 5.5%. The age of the users in the sample is concentrated in 18 to 30 years old, and they belong to young netizens, they have new media equipment and high operation ability, and are the current new media main customer group.

4.3 Results of the Study

Correlation analysis can verify the existence of uncertain dependency relationships between variables and determine the relationship between variables. The best form of correlation is an indispensable part of conducting empirical analysis. Regarding the correlation analysis between variables, the degree and direction of correlation are often determined by calculating the correlation coefficient between variables. The author conducted research using the Pearson method and obtained the relationship type between different variables represented by r . Through analysis, it was found that when the r value between variables exceeds 0, it indicates a positive correlation between variables; If the R value doesn't exceed 0, it indicates a negative correlation between variables. Secondly, there are also differences in the strength of this correlation. If the R value does not exceed 0.3, it indicates that there is no correlation between variables; If the r value is within the range of 0.3~0.5, it indicates weak connectivity between variables; If the r value is within the range of 0.5~0.8, it indicates that the correlation between variables is at a moderate level; If the r value exceeds 0.8, it indicates a strong correlation between variables.

In this paper, Pearson method is used to study the relevant variables. After calculating the mean value, Pearson correlation coefficient and significance level of statistical variables, the correlation matrix between the following variables is formed. The results show that the R values of the two variables are all kept in the 0.01 interval, and the relationship between any two variables is very strong, which means that can continue to complete the following research work.

Table 4.5 The correlation coefficient matrix of each variable in the sample

		credibility	Professionalism	attractive
Credibility	Pirsson correlation	1	.886**	.920**
	Significance (double tail)		.000	.000
Professionalism	Pirsson correlation	.886**	1	.965**
	Significance (double tail)	.000		.000
Attractive	Pirsson correlation	.920**	.965**	1
	Significance (double tail)	.000	.000	

For correlation analysis, P values are denoted by * signs (identified in the upper right corner of the correlation coefficient) , P < 0.01 are denoted by 2 * signs; P < 0.05 are denoted by 1 * sign. As shown in table 4.6, there is a significant positive correlation between credibility, professionalism, attractiveness and consumer willingness in the three dimensions (credibility, professionalism, attractiveness) of the characteristics of Internet celebrity information sources, so the hypotheses H1, H2 and H3 are verified.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

In order to explore the influence of live webcast of Internet celebrity with goods on consumers' willingness to consume, the author focuses on the characteristics of Internet celebrity' information sources, including credibility, professional competence, and attractiveness, etc., and analyze the effect of this content on consumer's consumption intention. The empirical results show that the characteristics of Internet celebrity information sources have a direct impact on the production of consumer desire.

The credibility of Internet celebrity and the consumer's willingness to show a significant positive effect. Most of the Internet celebrity choose their products for their audience. The way they provide product information and whether their behavior is honest and objective are obviously different for consumers, but the Internet celebrity allow consumers to believe that the products sold by the webmaster will actively respond to the consumer appeal of the Internet celebrity. Therefore, the Internet celebrity should give full play to its credibility of the impact of the role, to maintain its trust in the hearts of the audience perception .

Internet celebrity professionalism and consumer willingness of the audience show a significant positive effect. The professional skills and professional knowledge and experience of the Internet celebrity can make the audience trust him and form a good emotional attitude towards the Internet celebrity. Then through the professional analysis of Internet celebrity, the audience is more likely to promote their products have a good feeling, thus forming a consumer will .

The attraction of Internet celebrity and the consumers' willingness to consume have a significant positive effect. The audience will have a good impression of the host because of the attraction of the Internet celebrity, and this kind of emotion will then transfer to the commodity. The audience is more likely to form a good evaluation of the product promoted by the Internet celebrity. Therefore, the audience will be urged to further produce consumption. Internet celebrity information sources of human attractiveness will continue to affect the attitude and behavior of the audience.

5.2 Recommendation

5.2.1 Enhance specialization level, create differentiated IP, and achieve audience conversion

Internet celebrities should fully highlight their personal characteristics, and constantly through interaction to draw closer to the relationship between the audience is particularly important. In the production of live broadcast content, internet celebrity should integrate more existing resources, and strictly select partner brands, while ensuring the quality of goods at the same time, optimizing live broadcast content, through the production of live broadcast, games and other ways to keep users fresh, enhance user stickiness, strengthen the knowledge of the output content of the webmaster, bring professional experience for the audience, and enhance the credibility of the webmaster. From the point of view of attraction, the psychological state and live-broadcast interaction became the point of attraction for the continuous influx of fans.

5.2.2 Linkage with multi-platform development to complete comprehensive layout

Internet celebrities can simplify the content of each live broadcast, and cut down the entertaining and hot discussion parts into TikTok videos, which have won tens of millions of fans on the TikTok platform. Fans can easily see the content introduction of the live broadcast through short videos, and develop the habit of maintaining attention to their live broadcast rooms. At the same time, short video users who have not been exposed to their live streaming can also arouse interest in live streaming through short videos, thereby achieving mutual promotion and creating a new marketing format. Audiences can enjoy both shopping and participation while watching live broadcasts and short videos. Based on the above explanation, creating differentiated IP, analyzing consumer data, mastering consumer psychology, and collaborating with multiple platforms will become the top priorities for building a leading live streaming Internet celebrity.

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Appendix

Appendix A

Dear Sir/Madam:

Thank You for your support in this research. I am a graduate student. Because of the need to write graduation thesis, I carry out this survey. The research topic of this questionnaire is the research on the impact of Internet celebrities on the consumer's willingness. The survey itself is a pure theoretical research, and the answers are not correct or wrong. The validity of the questionnaire depends on how you express your true feelings. I hope you truthfully fill in the answers to each question and truly express your personal opinions. All your answers and personal information will be kept strictly confidential. Thank you for your cooperation.

Please select one of the most recent Internet celebrities, and choose the answers to the questions in the table below according to your watching experience. (tick the appropriate box, with a lower score indicating disapproval and a higher score indicating approval).

Appendix B Questionnaire

Serial number	Questionnaire	Disagree totally	Disagree	A little bit disagree	uncertain	A little bit agree	agree	agree totally
1	The Internet celebrities are reliable	1	2	3	4	5	6	7
2	The Internet celebrities are related with the product promoted	1	2	3	4	5	6	7
3	The Internet celebrities are honest	1	2	3	4	5	6	7
4	I think the Internet celebrity has a good knowledge of his products	1	2	3	4	5	6	7
5	I think the Internet star looks experienced	1	2	3	4	5	6	7
6	I think the Internet star looks very skilled	1	2	3	4	5	6	7
7	I think this Internet celebrity is	1	2	3	4	5	6	7

	qualified to promote this kind of product							
8	I think the Internet celebrity is attractive	1	2	3	4	5	6	7
9	I think the Internet celebrity looks beautiful	1	2	3	4	5	6	7
10	I think this internet celebrity is delightful	1	2	3	4	5	6	7
11	I like the Internet celebrity	1	2	3	4	5	6	7
12	I think this internet celebrity can bring a positive response to the product	1	2	3	4	5	6	7

Appendix C Basic information

1. Gender: ① Male ② Female

2. Age: ① Under 18 ② 18-25 ③ 26-30 ④ 31-45 ⑤ 41-50 ⑥ 51 and above

3. Education: ① High School and below ② Junior College ③ Undergraduate
④ Master and above

4. Monthly income: ① below 1,500 yuan ② 1,501-3,000 yuan ③ 3,001-5,000
yuan ④ 5,001-8,000 yuan ⑤ 8,001 yuan or more

Thank you for taking the time to fill out this questionnaire! Thank you again for your cooperation!