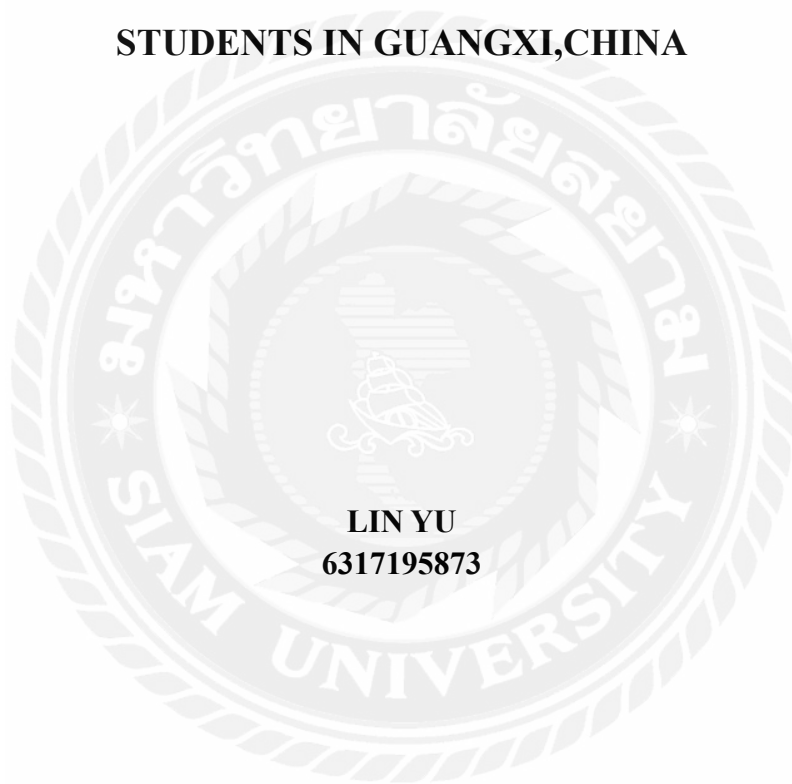




**STUDY ON THE INFLUENCE OF INFLUENCER LIVE  
STREAMING ON THE PURCHASE INTENTION OF COLLEGE  
STUDENTS IN GUANGXI, CHINA**



**LIN YU  
6317195873**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE MASTER'S DEGREE OF BUSINESS  
ADMINISTRATION GRADUATE SCHOOL OF BUSINESS  
SIAMUNIVERSITY  
2023**



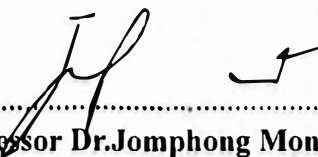
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STUDENTS IN GUANGXI, CHINA**

**Lin Yu**

This Independent Study has been Approved as a Partial Fulfillment of the Requirement  
of International Master of Business Administration in International  
Business Management

Advisor:   
(Professor Dr. Li Chunyou)

Date: 17 / 10 / 2023

  
(Associate Professor Dr. Jomphong Mongkhonvanit)  
Dean, Graduate School of Business Administration

Date: 10 / Nov / 2023  
Siam University, Bangkok, Thailand

**Title:** Study on the influence of influencer live streaming on the purchase intention of college students in Guangxi, China  
**By:** Lin Yu  
**Degree:** Master of Business Administration  
**Major:** International Business Management

**Advisor:** .....  
李春友  
(Professor Dr. Li Chunyou)

..... 17 / 10 / 2023 .....

### ABSTRACT

With the rapid development of e-commerce and the live broadcasting industry, influencer live with merchandise has become a new e-commerce sales mode, which has received more and more attention and favour. The number of webcasters has achieved explosive growth, presenting a heated scene, so it is necessary to study the influencer live with merchandise and college students' purchase behaviour. This study analyzed the current situation and influencing factors of college students' shopping through influencer live streaming in Guangxi, China. The two research objectives of this study were: 1) To analyse the current situation of college students' shopping through influencer live streaming in Guangxi, China; 2) To explore the factors that influence college students in Guangxi, China to shop through live streaming of influencers.

Guided by the theory of purchase intent and perceived value, this study adopted a quantitative research method. It distributed 1,209 questionnaires to college students in Guangxi, China, of which 1,180 were validly returned. This study found that: 1) 86.27% of college students in Guangxi, China, have experienced shopping through live streaming of Internet celebrities, mainly lower grade students who pay more attention to clothes and food; 2) The influential factors that influence college students in Guangxi, China, to shop through influencer live streaming include the influence of the anchor, professionalism, interactivity in the live room, the degree of discount, and the value of the product itself.

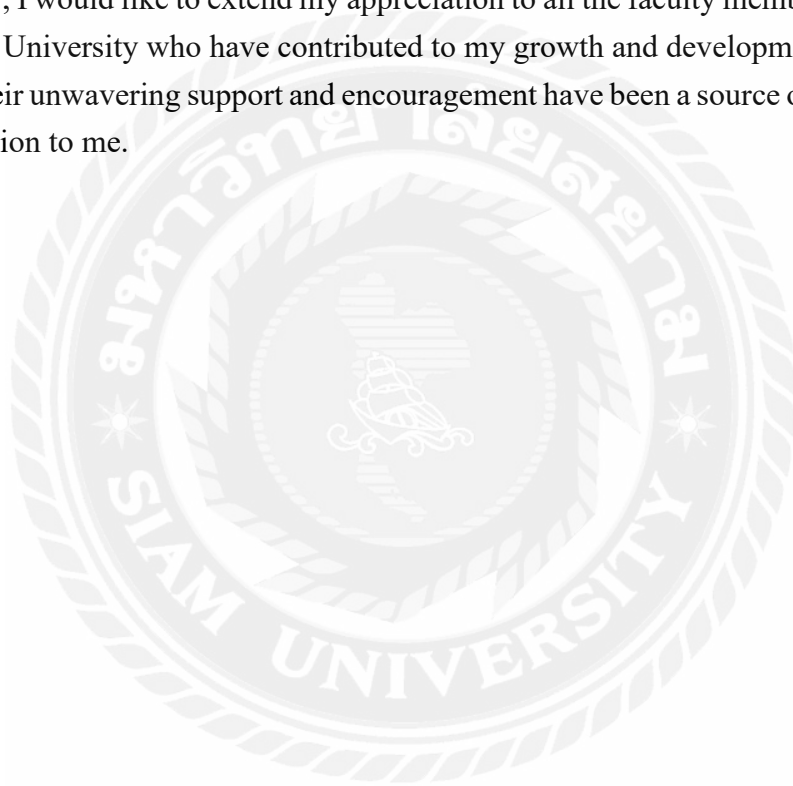
**Keywords:** internet platform, Influencer anchor, live streaming with merchandise, Purchase intention

## **ACKNOWLEDGEMENT**

I would like to express my deepest gratitude to my advisor, for his invaluable guidance, support, and encouragement throughout my independent study. His insightful comments and constructive criticism have significantly improved the quality of my work.

Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of the Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.



## Declaration

*I, Lin Yu, at this moment certify that the work embodied in this independent study entitled “Study on the influence of influencer live streaming on the purchase intention of college students in Guangxi, China ” is result of original research and has not been submitted for a higher degree to any other universtty or institution.*

*Lin Yu*

(Lin Yu )

July 1, 2023



# CONTENTS

ABSTRACT.....	I
ACKNOWLEDGEMENT .....	II
CONTENTS.....	IV
TABLE CONTENTS.....	VI
FIGURE CONTENTS .....	VII
Chapter 1 Introduction .....	1
1.1 Background of the Study.....	1
1.2 Research Questions .....	3
1.3 Objective of the Study.....	3
1.4 Scope of the Research .....	3
1.5 Significant of the Study.....	3
1.6 Limitations of the Study.....	4
Chapter 2 Literature Review .....	5
2.1 Introduction .....	5
2.2 Literature Review .....	5
2.2.1 Internet platforms.....	5
2.2.2 Influencer Anchors.....	6
2.2.3 Live streaming with merchandise .....	6
2.2.4 Purchase intention.....	8
2.3 Conceptual Framework .....	12
Chapter 3 Research Methodology.....	14
3.1 Introduction .....	13
3.2 Research Design.....	13
3.3 Hypothesis.....	15
3.4 Population and Sample Size.....	15
3.5 Data Collection.....	16
3.6 Data Analysis .....	17
3.7 Reliability and Validity Analysis of the Scale.....	17
3.7.1 Reliability Analysis of the Questionnaire .....	18
3.7.2 Questionnaire Validity Analysis .....	21
Chapter 4 Finding .....	22
4.1 Introduction .....	22

4.2 Descriptive Statistical Analysis.....	22
4.3 Purchase intention and behavioral characteristics of Influencer live streaming among college students .....	25
4.4 Analysis of factors influencing students' purchase via live streaming of Internet celebrities in Guangxi, China .....	31
4.4.1 Relevant analyses .....	30
4.4.2 Empirical analysis .....	32
4.4.3 Regression analysis .....	33
4.5 Verification of the research hypotheses .....	35
Chapter 5 Conclusion and Recommendations .....	35
5.1 Introduction .....	35
5.2 Conclusion.....	35
5.2.1 Current situation of college students in Guangxi, China, shopping through Influencer live streaming .....	35
5.2.2 Factors influencing college students in Guangxi to shop .....	36
5.3 Recommendation.....	37
References.....	38
Appendix.....	45

## TABLE CONTENTS

Table 3.1 Questions about the basic situation of the respondents.....	14
Table 3.2 Influencing Factor Measurement Scale.....	15
Table 3.3 Statistical Table of Variables.....	16
Table 3.4 Reliability Analysis Table of Independent Variables.....	19
Table 3.5 Reliability Analysis Table of Dependent Variables.....	20
Table 3.6 Results of Questionnaire Validity Analysis.....	21
Table 4.1 Sample Descriptive Statistical Analysis.....	23
Table 4.2 Correlation analysis of influencing factors of college students' purchase intention.....	32
Table 4.3 Chi-square analysis of factors influencing students' purchase intention.....	33
Table 4.4 Results of regression analysis of students' purchase intention.....	34
Table 4.5 Research Hypothesis testing results.....	35



## FIGURE CONTENTS

Figure 2.1 Conceptual Framework.....	13
Figure 4.1 Whether respondents buy products recommended by anchors while watching live programs.....	26
Figure 4.2 Gender distribution of respondents.....	26
Figure 4.3 Grade distribution of respondents.....	27
Figure 4.4 Reasons why students choose to buy products in the live broadcast room	27
Figure 4.5 Monthly living expenses of college students.....	28
Figure 4.6 The ratio of live streaming expenses to college students' living expenses	28
Figure 4.7 The number of years for college students to watch live streaming with merchandise.....	29
Figure 4.8 The types of live broadcasts that students like to watch.....	30
Figure 4.9 Main reasons for students to watch live broadcasts.....	30
Figure 4.10 Reasons why students did not make a purchase while watching a live broadcast.....	31

# Chapter 1 Introduction

## 1.1 Background of the Study

With the rapid development of the Internet economy and people's needs and aspirations for a better life, "e-commerce" has become the protagonist of the new sales model. "E-commerce" refers to trading activities and related service activities carried out in electronic transactions over the Internet and value-added networks, and represents the electronic and networked aspects of traditional trading activities (Zhang & Shi, 2020). The rapid development of the electronic information industry and the continuous upgrading of information network technology, so that the Internet, cloud computing, and other technologies can be fully promoted, making e-commerce a new mode of business trade. The improvement of electronic payment security and the continuous improvement of rules and systems have further elevated the vigorous development of the e-commerce industry, which has extensively promoted the growth of the national economy (Xu, 2019). Second, with the rapid development and popularity of the mobile Internet, mobile e-commerce has seen explosive growth. E-commerce has shown a significant trend towards mobility. In recent years, people's consumption has shifted from PC to mobile, mobile internet is unstoppable, and mobile online shopping shows explosive growth.

With the increasing development of mobile Internet, the rise in national per capita income, and the rapid expansion of the scale of self-media users, consumers have become more aware of their individuality, and the increase in disposable income has laid a solid foundation for the live broadcast of Influencer with merchandise (Yang, 2022). Regarding the current social background, webcasting is not an unfamiliar word for most people. Since 2016, the domestic gradually began to introduce the form of live broadcasting. Still, in this period, traditional e-commerce platforms began to carry out the exploration and layout of live e-commerce. With the continuous development of e-commerce platforms in the form of live streaming with merchandise, professional organizations are also gradually synchronized. Contributing to this situation, the live streaming with merchandise industry has developed rapidly (Su, 2021). The continuous updating of Internet technology has promoted the rise of live streaming with merchandise. However, this phenomenon is also influenced by factors such as social structure, consumer culture, capital environment and consumer psychology.

Webcasting is characterized by the excellent communication effect of celebrity endorsement, strong fan stickiness and more repurchase of merchandise, lower inventory backlog, and strong liquidity (Jiang & Chen, 2022). The main characteristics

of live streaming with merchandise are: higher social interaction, increasing the authenticity of the shopping experience; quality and price advantages creating the leading consumer of the younger generation, and the rise of impulsive, irrational purchase behavior (Yang, 2021).

As an emerging product under Internet technology, webcasting with merchandise breaks the time and space limitations of traditional shopping. It stimulates the online purchase behavior of students and expands their consumption channels through rich content, preferential pricing, convenience, and fun interaction. On the one hand, the emergence of online live broadcasting is beneficial to college students in clarifying their own consumption needs, broadening the channels of value cognition, and improving their value judgment ability. On the other hand, because college students are in a critical period of value formation, due to their active thinking, the pursuit of individuality, leading the characteristics of fashion, their consumption choices, Consumer perceptions, and behavior are very easily influenced by live streaming with merchandise platforms and commodity anchors, which in turn lowers the rational judgment of their consumption, generates consumption vanity, breeds the psychology of comparison, and contributes to the emergence of the wind of gold-worshippers and hedonists (Mo, 2023). Online shopping has become a common way of consumption. Students, as a particular group of consumers, have the freedom of expenditure and time, and are the main force behind the consumption of live bands. However, the consumption impact of the new era of live online bandwagon on the college student group tends to make college students form bad consumption behavior, such as desire consumption, quick consumption and over-consumption (Tan,2021).

With the development of China's Internet and the popularity of diversified network terminals, online shopping is no longer a foreign word to people. According to the 45th Statistical Report on China's Internet Development, as of March 2020, China's online shopping users reached 710 million, accounting for 78.6% of the total Internet users. Among China's Internet users, the most significant number are aged 20 to 29, accounting for 21.5%. Among the occupations of Internet users, students are the most numerous, accounting for 26.9%. Therefore, students are the main force of online shopping. This paper takes Chinese Guangxi college students as the research object, through investigation and research, to understand and grasp the knowledge of Chinese Guangxi college students on Influencer live banding, to analyze the influence of Influencer live banding on Chinese college students' purchasing intention, and then help college students to form a correct concept of consumption.

## **1.2 Research Questions**

The research questions in this study mainly include:

1. What is the current situation of students in Guangxi, China, shopping through live streaming of internet celebrities?
2. What factors influence students in Guangxi, China, to shop through live streaming of internet celebrities?

## **1.3 Objective of the Study**

In answer to the two questions posed by this study, the following focused research objectives can be proposed:

1. To explore the current situation of college students in Guangxi, China, shopping through live streaming of Internet celebrities.
2. To explore the influencing factors of college students in Guangxi, China, shopping through Influencer live streaming, and to analyze the relationship between each influencing factor and purchase intention.

## **1.4 Scope of the Research**

The subject object of this paper is college students in Guangxi, China, and 1180 individuals were randomly selected from the designated sample for this study. The focus of this paper is to analyze the current factors influencing students in Guangxi, China, who shop through live broadcasts of Internet celebrities, based on the theory of purchase intention and the theory of perceived value, reviewing 90 related literature to understand the relationship between the influence of anchors, professionalism, interactivity between live broadcasts, the degree of preferential treatment, the value of live broadcasts, interactivity between live broadcasts, the degree of preferential treatment, the value of the product itself and purchase intention, and explore the specific influencing factors that affect the purchase intention of college students, to provide the live broadcasting company and Influencer anchors with a reference for live companies and Influencer anchors.

## **1.5 Significant of the Study**

Based on the literature review, this paper conducts an empirical study on the actual data of college students in Guangxi who shopped through Influencer live broadcasting, and the relationship between the influence of the anchor, professionalism, interactivity in the live broadcasting room, the degree of discount, the value of the commodity itself and the purchasing behavior, and analyses the specific influencing factors. Finally,

based on the study results, suggestions are made from three aspects of the live broadcasting industry: Influencer anchor and college student consumption groups, which provide reference and inspiration for the current live broadcasting industry and college student consumption. Their specific significance includes the following two aspects:

(1) Theoretical significance

In previous studies, there are many scholars from research on the purchase intention of live streaming with merchandise. Still, there is not much literature on the study of college students as a consumption group. Therefore, this paper takes college students as a research group and conducts an in-depth analysis of the factors influencing their purchase of Influencer live streaming, which is an extension of the existing research and has specific theoretical significance.

(2) Practical significance

By strengthening the training of Influencer live broadcasting before the introduction, to improve their professional ability and live broadcasting level. Improve the interactive links, atmosphere creation, and pricing system of live broadcasting, develop better marketing strategies, improve the conversion rate of live broadcasting, and increase the company's sales revenue.

## **1.6 Limitations of the Study**

In terms of limitations, the limitations of this study may be as follows:

(1) The sample selection is limited to college students in Guangxi, China, which may not fully represent other industries or areas.

(2) The research method mainly adopts the questionnaire survey method, which may have the problem of reporting bias.

(3) This study focuses on the relationship between the two variables of anchor influence, professionalism, interactivity in the live stream, the degree of discount, the value of the merchandise themselves (independent variable), and purchasing behavior (dependent variable), without considering the influence of other possible variables and factors.

Because of the above limitations, future research can further explore more possible factors and variables that may influence, and use more research methods and research designs for argumentation to improve the authenticity and reliability of the research findings.

## Chapter 2 Literature Review

### 2.1 Introduction

This chapter mainly summarises scholars' research on the relevant concepts and specific variables of this study, which provides the theoretical research foundation for this study. At the same time, it analyses the background of the development of the e-commerce industry and students' online consumption, which forms the basis of this study.

### 2.2 Literature Review

#### 2.2.1 Internet platforms

Liang (2021) pointed out that the rise of mobile Internet gave birth to the birth of the Internet factory, from Taobao to Jingdong. Now Pinduoduo, the Internet platform, is growing on its own at the same time, but also in disguise, helping the popularity and development of online shopping consumption, offline physical stores to online shopping consumption has become an irreversible trend of consumption transfer. The Internet sinking market is one of the development focuses of national policy and Internet manufacturers. From a policy point of view, the aim is to stimulate domestic demand, encourage consumption, and develop the focus of the green economy. For the Internet platform, sinking e-commerce is also the trend of an increasingly saturated consumer grading stock market, which has to attack the market.

Rong (2023) proposed the profit model and its performance evaluation in the study of Internet platform enterprises, and pointed out that the development of Internet platform enterprises has gone through the profit model dividend stage. This paper analyzes the formation process and the components of the profit model of Internet platform enterprises, makes an in-depth study of its performance, identifies the possible problems of the profit model, puts forward targeted suggestions for optimization, and also summarizes the innovative development path of the profit model to help the Internet platform enterprises and the high-quality development of the digital economy.

Hao (2023) mentioned in the Internet platform growth and development model, said that through the case study of several enterprises to analyze their growth model and development path, the original three levels of "internal meaning emergence, "differentiated identity behavior," and "external meaning identity," and the original three levels of "internal meaning emergence," "differentiated identity behavior" and "external meaning identity," and "external meaning identity." In the analysis of the growth patterns and development paths of many enterprises, the original three levels of

"internal meaning emergence," "differentiated identity behaviour," and "external meaning identity" are added to "strong correlation and diversification exploration" to provide new theoretical support for the growth of vertical Internet platforms.

Gao (2022) points out that Internet platforms are essential in promoting agricultural production, market information docking, circulation and sales of farm products, etc. Agricultural product practitioners and villages can find markets and increase added value through private Internet marketing thinking, while protecting rural environmental and spatial resources and promoting long-term sustainable development of the rural economy. The growth of the Internet is providing new platforms for the marketing of agricultural products. It also concludes that the Internet platform has an essential impact on the sale of farm products and the revitalization of the rural, regional economy. It has clear prospects for the private marketing model, multi-industry integration, and long-term sustainable development in rural areas.

### **2.2.2 Influencer Anchors**

Qu (2020) mentions that according to Chen Yuegang, an Associate Professor at the Sydney Business School of Shanghai University, fans, live broadcasting platforms, and supply platforms are the key links that make up the ecological chain of the live-streaming bandwagon industry. Anchors rely on the trust established with their fans to stimulate the fans' desire to buy and ultimately realize traffic cash.

Huang & Hu (2023) pointed out that the Influencer anchor has a considerable flow, which can shorten the distance between manufacturers and consumers, and the anchor's carrying behavior reduces the transaction cost of the market and improves the efficiency of market operation, which simultaneously increases the welfare of consumers and manufacturers, and obtains the corresponding economic returns.

Cui & Cheng (2022) stated that when the Influencer has a high familiarity with the product, a more comprehensive introduction of the function, and actual use experience, consumers will perceive the increased capability of the Influencer, and then make a higher evaluation of the usefulness of the product they bring, and create a good attitude towards its use. When the Influencer's introduction of the product's function is more general and has no sense of experience, consumers will perceive its low capability.

### **2.2.3 Live streaming with merchandise**

According to Lin (2023), live streaming with merchandise refers to the business model of merchandising through webcasting platforms to attract consumers to make purchases. Wang (2022) believes that live streaming with merchandise is mainly based on Internet technology, customer-oriented, using big data algorithms to provide consumers with an immersive shopping experience, breaking the traditional way of sales, in the e-commerce platform through the anchor online product display and other services of a

new form of sales. Li (2023) believes that live with merchandise is a new type of merchandising model that grows up relying on the improvement of Internet technology and changes in consumer demand, through the construction of live broadcast consumer situation, with the anchor live display and scene interaction and communication as the main line, to provide consumers with intuitive image of the products and information services. Kuang (2023) argues that webcasting with merchandise refers to a new business model that uses the Internet, exhibitions, festivals, etc, as a medium and uses live broadcasting technology to show the merchandise online or on-site and to provide customer advice and promotion. According to Wang (2023), life streaming with merchandise is the activity of presenting and selling merchandise or services to the public in the form of live broadcasts through the medium of network websites, mobile applications, and applets. According to the current state of academic and industry research on living with merchandise, it there is no authoritative and accepted definition of residing with interests. Still, the explanation of the meaning of living with interests in academia and industry is more or less the same, which is based on the network platform to show consumers real-time information about the merchandise and constantly interact with consumers to stimulate the consumer's desire to buy (Mo, 2023).

With the development of the Internet platform and new technologies, consumers have higher demands on the way of consumption, the sense of experience, and other aspects, living with merchandise compared to the traditional way of online shopping, allowing consumers to achieve the convenience of buying while watching, allowing consumers to achieve a seamless connection between watching live broadcasts and buying merchandise, thus making a living with merchandise mode the hottest sales channel at present, and its main features include: diversity, immediacy, and interactive participation.

According to the current academic research, live streaming with merchandise is broadly divided into two types. The first is the live broadcast of the original platform of e-commerce with interests, that is, on the actual Internet shopping platform of e-commerce, increase the new live broadcast function, display and promote the merchandise sold on the forum, and attract consumers to order, such as Pinduoduo live broadcast, Taobao live broadcast, Vipshop live broadcast and so on belong to this type. The second is social e-commerce live, that is, in the short video, content social another non-e-commerce shopping platform, the anchor in the live process of recommended merchandise with merchandise exhibition, through technical means to increase the shopping jump link, to stimulate the consumer's consumer psychology, and then attract consumers to further consumption and purchase, such as the fast hand life, Jitterbugs live to the second type.



#### 2.2.4 Purchase intention

Wang (2023) suggests that the process of Influencer life streaming with merchandise, product quality, trust, high interactivity, and Influencer professionalism has a positive and direct significant effect on consumers' cognitive attitude; in the process of Influencer life streaming with merchandise, product quality, promotional methods, trust, high interactivity, and Influencer professionalism has a positive and direct significant effect on consumers' affective attitude. In the process of Influencer life streaming with merchandise, consumers' cognitive and affective attitudes have a positive and direct significant effect on consumers' purchase intention.

Chen (2020) suggests that in the process of Influencer life streaming with merchandise, Influencer influence, discount attributes, instant two-way interactivity, and entertainment attributes positively affect consumers' purchase intention, among which Influencer influence and entertainment attributes do not have a direct effect on consumers' purchase intention but constitute an indirect effect, and discount attributes and instant two-way interactivity have both an immediate and an indirect impact on consumers' purchase intentions; Second, in the process of live streaming with merchandise, trust, and perceived value play a mediating role in the relationship between live streaming with inventory and consumers' purchase intention; Third, among the influencing factors, the influence on consumers' purchase intention is, in descending order, discount attributes > entertainment attributes > instant two-way interactivity > Influencer influence.

Shen (2022) used spss26.0 for data analysis. The following conclusions were drawn: (1) the number of pop-ups, the quality of pop-ups and the emotion of pop-ups positively influence consumers' willingness to buy; (2) the number of pop-ups, the quality of pop-ups and the emotion of pop-ups positively influence consumers' perceived usefulness; (3) the number of pop-ups, the quality of pop-ups and the emotion of pop-ups negatively influence consumers' perceived risk; (4) consumers' perceived usefulness positively influences consumers' willingness to buy; and (5) consumers' perceived usefulness positively influences consumers' willingness to buy; and (5) consumers' perceived risk negatively affects consumers' purchase intention; (6) perceived usefulness mediates the relationship between pop-up quantity, pop-up quality and pop-up emotion on consumers' purchase intention; (7) perceived risk mediates the relationship between pop-up quantity, pop-up quality and pop-up emotion on consumers' purchase intention; and (8) consumers' subjective knowledge has a significant moderating effect between pop-up quality and consumers' purchase intention.

The theory of willingness to buy is an essential area of consumer behavior that examines how consumers' desire to accept is formed and the factors that influence it. The theory suggests that when consumers purchase a particular good or service, their subjective evaluation of its value and cost is one of the critical factors in deciding whether or not to

buy it. Consumers will consider the quality, performance, price, and brand image of the product to form a value judgment of the product. At the same time, consumers will also consider the potential benefits and disadvantages of purchasing the good, such as potential benefits such as satisfying needs and improving quality of life, and possible penalties such as financial burden and investment of time and energy. Consumers make purchase decisions based on these subjective evaluations and predictions.

Pavlou (2003) argues that online shopping offers consumers convenience compared to traditional shopping methods. He points out that consumers' willingness to buy online is influenced by various factors, including personal characteristics, sociocultural factors, and technological factors.

According to Chinese scholars (Han & Tian, 2005), purchase intention refers to the likelihood that a consumer will buy the product. They argue that consumers' purchase intentions are influenced by several factors, including product attributes, price, and brand image. In addition, they emphasize the influence of consumers' psychological factors on purchase intention. For example, if consumers believe that a particular product can satisfy their needs, they are more likely to develop a willingness to buy. Therefore, companies should focus on satisfying consumers' needs and psychological expectations in their product design and marketing strategies.

Perceived value theory is a subjective approach to evaluating the utility of a product or service to consumers, focusing on the trade-offs between the costs customers pay to acquire a product or service and the benefits they perceive. The sum of this balanced relationship is the customer's perceived value of the product or service, which is the customer's subjective perception of the product or service provided by the company, as opposed to the objective value of products and services.

Perceived Value Theory was first proposed by Zaithaml in 1988. According to Zaithaml (1988), Customer Perceived Value (CPV) is the sum of psychological reactions and emotional experiences that customers have while purchasing and using a product or service. She defines Customer Perceived Value (CPV) as the overall evaluation of the usefulness of a product or service when the customer's perceived benefits are weighed against the cost of acquiring the product or service. This definition emphasizes the psychological process and emotional experience of the customer during the purchase and use of a product or service. It thus provides an effective method for companies to assess the value of their products and services.

The main applications of perceived value theory include marketing, product design, and service quality improvement. In marketing, by understanding customers' perceived value, firms can adjust product pricing and promotion strategies to improve the market competitiveness of products. In product design, companies can focus on customers' perceived value in function, appearance, etc, to better meet customers' needs and expectations. In service quality improvement, companies can enhance customer

perceived value by improving service quality and optimizing service processes to increase customer satisfaction and loyalty.

#### **2.2.4.1 Anchor influence**

Anchor influence refers to the anchor's ability to influence the audience during the live broadcast, including attraction, persuasion, and infectiousness. Anchor influence can be measured by the popularity of the live broadcast, the number of fans, the number of gifts, and so on.

Scholar Zhu et al. (2023) pointed out that the anchor's influence is directly related to the size of the anchor's number of fans. Scholar Zhang et al. (2023) mentioned that anchors have different effects on product branding and brand marketing, and their power mainly comes from the anchors' professionalism in a specific vertical field, their ability to brand merchandise, and their fan base. Ding (2022) mentioned that different types of web anchors attract different types of fans with their unique style, and the fans further strengthen their identification with web anchors while gaining satisfaction. Scholars Liu et al. (2020) used empirical research to show that the professionalism of webcasters significantly and positively affects consumers' purchase intention.

#### **2.2.4.2 Anchor professionalism**

Anchors' professionalism refers to the professional knowledge, skills, and experience they demonstrate during the live broadcast. According to scholars Zuo & Li (2023), highly professional anchors can accurately capture the "pain points" of consumers, thus stimulating their impulse to buy. Scholar Liu (2023) further pointed out that the professionalism of anchors is mainly reflected in their understanding, familiarity, and knowledge of the recommended and advertised products, which can be directly perceived by consumers.

Another scholar, Liu (2022), proposes two criteria to examine the professionalism of the anchor: first, the professional ability of the anchor in the live performance; second, the depth of the anchor's knowledge of the products being sold. During the live broadcast process, if the anchor's performance is good, the ability to control the scene is strong, and the live broadcast process is smooth, indicating that they have solid professional ability. Usually, anchors with strong professional knowledge will pay attention to their brand building and actively cooperate with high-quality brands and manufacturers, which means to consumers that the anchors have done some screening and gatekeeping of the merchandise they recommend.

Research by scholars such as Liu et al. (2020) shows that Influencer professionalism can provide consumers with high-quality content output and accurate product selection, which will significantly and positively affect consumers' purchase intention. This finding further confirms the importance of anchor professionalism.

#### **2.2.4.3 Interactivity in the live room**

Live interactivity refers to the degree of communication and interaction between the audience and the anchor during the live broadcast. This interactivity is an essential feature of modern live broadcasting, as it can increase the audience's interest in and loyalty to the anchor and the program, while enabling the anchor to understand the audience's needs and feedback better. In the live broadcast, viewers can interact with the anchor through pop-ups, gifts, likes, and other means, and the anchor can respond to messages or questions from the audience, communicating and interacting with them in realtime. This interactivity not only increases viewer engagement and loyalty, but also contributes to the success of sales and promotions.

To get consumers interested in products, Influencer anchors can introduce incentives such as limited-time offers and gift giveaways during the banding process, encouraging consumers to make a purchase decision in a short period. From a consumer perspective, today's consumers are not only looking for cost-effectiveness and practicality, but also pay more attention to quality of life, purchase experience, and satisfaction of inner emotional needs. Wei & Huang (2017) found that the better the quality of online reviews, the more online reviews, the more likely consumers are to make a purchase.

#### **2.2.4.4 The degree of discount in the live room**

The amount of live streaming offers refers to the discounts, coupons, giveaways, and other promotional tactics offered by the broadcaster or merchant during the live stream. These offers are designed to encourage viewers to purchase merchandise or services and increase sales. The extent of the live streaming offers may vary from one live stream to another, and some may offer more significant discounts, more giveaways, or more attractive promotions.

Price has always been a critical consideration for consumers when shopping. Measures such as discount offers help webcasters gain a competitive edge in the market by hitting the price-sensitive points of the customer. As a short-term external stimulus, promotions can quickly drive consumers to make purchase decisions and complete their purchases in a short period. Influencers usually announce the time of the live band and product information on significant platforms in advance, and entice consumers to enter the live room by previewing product discounts. Dan & Wu (2016) used empirical research methods to show that promotional prices in live broadcasts have a positive effect on consumers' purchase intentions. Lin & Qu (2019) empirically demonstrated that Influencer promotional interaction positively affects apparel consumers' perceived value and, consequently, their purchase intention.

#### 2.2.4.5 The value of the product itself

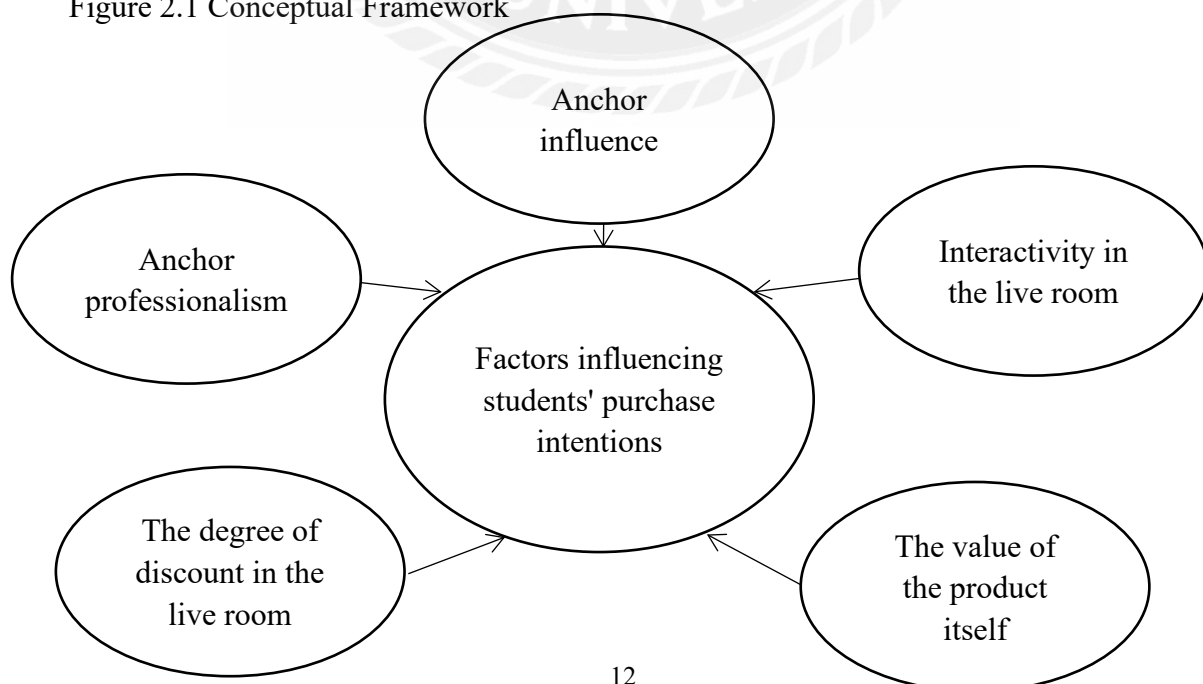
The value of the product itself in the live broadcasting room refers to the uniqueness, demand, and market competitiveness of the merchandise or services displayed on the live broadcasting platform, as well as the actual value and satisfaction level of the user. Wu & Hu (2023) pointed out that the value co-creation of multiple subjects based on product services, focusing on the creation of the use value of the product, the integration of resources among co-creation subjects with process-based resource dependence, and the logic of value co-creation as a progressive strategic update.

Liu (2022) believes that the platform should strengthen the supervision of the quality of merchandise in the live band, improve the awareness of product quality, and ensure the high-quality development of the live broadcasting industry. Merchants should strictly control the quality of products and reasonably design preferential promotion mechanisms. By creating a professional anchor group for the brand, product awareness can be increased. Wang's (2023) empirical analysis shows that product quality has a positive and direct significant effect on consumer purchase intention.

### 2.3 Conceptual Framework

According to the scholars' analysis and summary of the influencing factors of college students' shopping through live streaming with merchandise, Influencer live streaming with merchandise on college students' purchasing willingness is influenced by factors such as the anchor's influence, professionalism, interactivity in the live room, the degree of discount, and the value of the merchandise themselves. Therefore, the theoretical framework of this paper is as follows:

Figure 2.1 Conceptual Framework



# Chapter 3 Research Methodology

## 3.1 Introduction

This paper focuses on the research through the method of quantitative research method.

This chapter will first analyze the research design, then the sample size involved in this study and the associated data collection process and methodology, present the scales for each variable, and finally analyze the reliability and validity of the scales of this survey, thus laying the foundation for the empirical analysis that follows.

## 3.2 Research Design

This study adopts a questionnaire survey method to analyze the influencing factors of Influencer live streaming with merchandise on the purchase intention of college students in Guangxi, China. By summarising the experience of previous researchers, a 5-point scale of influencing factors was designed, and the data was analyzed using SPSS software to reveal the relationship between the influence of the anchor, professionalism, interactivity between live broadcasts, degree of preferential treatment, the value of the merchandise themselves and purchase behaviour. The specific design is as follows.

### (1) Questionnaire design

This study mainly focuses on college students in Guangxi, China. Before designing the questionnaire, reviewed a large amount of research literature, relied on mature research scales, and invited experts and scholars in e-commerce and marketing to evaluate and guide the questionnaire. According to their suggestions, the questionnaire was modified and improved, finally forming the questionnaire for this study.

Table 3.1 Questions about the basic situation of the respondents

<b>dimension</b>	<b>question setting</b>
Basic information on respondents	Have you ever been in a live broadcast room and watched a 'live delivery with merchandise'? Have you ever bought a product recommended by the anchor while watching live? Your gender is Your grade is Your monthly living expenses are How many years have you been watching live streaming?

	How often do you watch live shopping? How much of your living expenses do you spend on live shopping? What is your favorite type of live streaming (multiple choice)? What is your favorite type of live broadcast? (Multiple choice) What is your main reason for watching live? (Multiple choice) What is your household income?
--	---

Source: Authors' compilation based on questionnaires

## (2) Scale design

The second part of the questionnaire mainly collects critical information from the respondents through scales. Designed the questionnaire using a 5-point scale and set the questions as single-choice questions. Based on the review of relevant research literature at home and abroad, combine the situation of influential Influencer live broadcasts in China with in-depth interviews with college students in Guangxi, China, to determine the factors influencing college students' purchase intention of Influencer live broadcasts.

Table 3.2 Influencing Factor Measurement Scale

variable name	Contains
anchor influence	I am more concerned about the impact of the anchor
	The Influencer is a leading expert in the field of product recommendations, so I am willing to buy
	The anchor's recommendation provided a reference for my purchase
anchor professionalism	The anchor can professionally answer your questions during the live broadcast.
	The anchor understands the recommended products and can make a full range of professional descriptions.
Interactivity in the live room	The anchor will interact with me and always respond positively to my questions.
	I will actively respond to the topic initiated by the anchor
The degree of discount in the live room	I will buy it because of the limited edition recommended by the anchor
	I will pay attention to and be willing to buy because of the coupons issued by the anchor.
The value of the product itself	The products recommended by internet celebrities make me want to buy
	The product recommended by the anchor has been used personally and is valuable to him.

Source: Authors' compilation based on questionnaires

### (3) Variables

This study divides the influence mechanism into two categories: independent variables and dependent variables. The independent variables include the influence of the anchor, professionalism, interactivity in the live broadcast room, degree of discount, the value of the merchandise themselves, and purchasing behavior; the dependent variable is the purchasing behavior of the students.

Table 3.3 Statistical Table of Variables

Various variables	Contains
independent variable	The influence of the anchor, the professionalism of the anchor, the interactivity of the live broadcast room, the degree of discount in the live broadcast room, and the value of the product itself
dependent variable	purchase intention

Source: Authors' compilation based on questionnaires

### (4) 5-point Likert scale

A 5-point Likert scale was used for scale design and data collection. This hierarchical categorization helps to provide choice variation and allows respondents to evaluate and choose between different options.

### (5) SPSS

To analyze the data collected, SPSS (Statistical Package for Statistical Analysis) is used for data analysis, which provides a rich set of statistical analysis tools for frequency statistics, descriptive statistics, factor analysis, correlation analysis, and mediation analysis. Using SPSS, the data collected can be analyzed quantitatively to show the relationship between the anchor's influence, professionalism, interactivity in the live broadcast room, degree of discount, the value of the merchandise themselves, and purchasing behavior.

The research design of this paper has fully considered various methods and steps to ensure the reliability and validity of the data and to provide accurate research conclusions and insights.

## 3.3 Hypothesis

H1: Anchor influence has a significant positive effect on college students' willingness to purchase through Influencer live broadcasts in Guangxi.

H2: Anchor professionalism has a significant positive effect on college students'



willingness to purchase through Influencer live broadcasts in Guangxi.

H3: Interactivity in live broadcasts has a significant positive effect on college students' purchase intention through Influencer live broadcasts in Guangxi, China.

H4: The degree of preferential treatment in the live broadcast has a significant positive effect on the purchase intention of college students in Guangxi through Influencer live broadcasts.

H5: The value of the product itself has a significant positive effect on the purchase intention of college students in Guangxi, China, through Influencer live broadcasts.

### **3.4 Population and Sample Size**

This study focuses on college students in Guangxi, China. It aims to explore the effects of anchor influence, professionalism, live-stream interactivity, degree of discount, and the value of the merchandise on their purchase behavior. I will describe the database of this study in terms of both sample size and question setting. The following is a detailed explanation of the database for this study:

(1) Sample size: To ensure the reliability of the study's results, 1180 valid samples were identified based on the purpose of the research and the questions. This sample size was determined using the sample size calculation method in statistics.

(2) the influence of anchor influence, professionalism, interactivity in the live room, the degree of discount, and the value of the product itself on the college students' willingness to buy. Therefore, the design of the questions needs to be specific and clear in order to guide the data collection and analysis process.

### **3.5 Data Collection**

This study mainly uses a questionnaire method to collect data. The details of the data collection are as follows: first, to facilitate the data collection, this study designed a questionnaire that is divided into two parts; the first part includes basic information such as, factors influencing purchase, service perception and product perception, etc.; and the second part adopts a 5-point Likert scale to investigate the factors influencing purchase, live room service perception and live room product perception questions, to understand respondents' attitudes and facilitate the subsequent data processing and result analysis. Second, the data were collected for two months from May 2023 to June 2023, during which the data were mainly gathered from college students in Guangxi, China, through the online questionnaire star platform. Finally, this paper distributed 1209 questionnaires during the data collection period, and to ensure the quality and reliability of the data, the data was cleaned and screened, and some invalid questionnaires were eliminated. In the end, 1180 valid questionnaires were obtained

with a validity rate of 97.6%, and these data can be used for further research.

This paper provides an adequate research and analytical database for the study with the described data collection methods, a detailed schedule, and an extensive collection of questionnaires. Clarifying the process of data collection and the number of its results has a critical impact on ensuring the reliability and accuracy of the study.

### **3.6 Data Analysis**

In this paper, the questionnaire was scored using a 5-point Likert scale, and the data collected was analyzed using SPSS. The questionnaire consists of a series of scales, each of which has five levels ranging from "Strongly Disagree" to "Strongly Agree" as follows: 1 for 'strongly disagree,' 2 for 'disagree,' 3 for 'somewhat agree,' 4 for 'somewhat agree' and 5 for 'strongly disagree.' 1 stands for 'strongly disagree,' 2 for 'disagree,' 3 for 'generally agree,' 4 for 'agree', and 5 for 'strongly agree.' Respondents are asked to choose the option that best reflects their views or attitudes.

The 5-point Likert scale is a concise and intuitive rating method that allows respondents to understand and make choices quickly. This method provides a standardized way of comparing and evaluating multiple options, while also providing quantitative data to aid statistical analysis and comparison.

### **3.7 Reliability and Validity Analysis of the Scale**

#### **3.7.1 Reliability Analysis of the Questionnaire**

Reliability analysis is used to study the reliability and accuracy of quantitative data, so before the formal distribution of the questionnaire, firstly, relevant experts and scholars were deliberately consulted to check whether there were any omissions and errors in the questionnaire; secondly, the pre-survey questionnaire was issued 128 questionnaires for testing, through the recovery of the results of the pre-survey questionnaire, clarifying the problems, modifying the wording of the questionnaire, and at the same time improving the questionnaire questions that are not easy to understand by making them more colloquial, removing ambiguous questionnaire items, and finally forming a questionnaire that can be used for actual research, which provides useful assistance to improve the scientific nature of the questionnaire survey process and the accuracy of the questionnaire data collection.

One hundred twenty-eight questionnaires were distributed during the forecasting survey stage, and the reliability of the collected data was checked using online SPSS software. The test results show that  $\alpha$  of the five independent variables influence, professionalism, interaction, discount, and commodity value are 0.974, 0.974, 0.964, 0.958, and 0.967, respectively, indicating that the questionnaire used in this survey has high reliability.

Table 3.4 Reliability Analysis Table of Independent Variables

category	name	Corrected Total Correlation (CITC) $\square$	The $\alpha$ coefficient of the term deleted $\square$	Cronbach $\alpha$ coefficient $\square$
The anchor's influence	I am more concerned about the impact of the anchor	0.935	0.966	0.974
	The Influencer is a leading expert in the field of product recommendations, so I am willing to buy	0.947	0.958	
	The anchor's recommendation provided a reference for my purchase	0.946	0.959	
The professionalism of the broadcaster	The anchor can professionally answer your questions during the live broadcast	0.949	—	0.974
	The anchor understands the recommended products and can make a full range of professional descriptions	0.949	—	
Interactivity in the live room	The anchor will interact with me and always respond positively to my questions	0.931	—	0.964
	I will actively respond to the topic initiated by the anchor	0.931	—	
The degree of discount in the live room	I will buy it because of the limited edition recommended by the anchor	0.919	—	0.958
	I will pay attention to and be willing to buy because of the coupons issued by the anchor	0.919	—	
The value of the product itself	The products recommended by internet celebrities make me want to buy	0.936	—	0.967

category	name	Corrected Total Correlation (CITC)□	The $\alpha$ coefficient of the term deleted□	Cronbach $\alpha$ coefficient□
	The product recommended by the anchor has been used personally and is valuable to him	0.936	—	

Data source: SPSS data analysis results

As shown in the figure below, according to the reliability analysis data of the dependent variable, the CITC coefficients of the two items related to purchasing behavior are above 0.9, and the reliability coefficients are high, meeting the research standards.

Table 3.5 Reliability Analysis Table of Dependent Variables

name	Corrected Total Correlation (CITC)□	The $\alpha$ coefficient of the term deleted□	Cronbach $\alpha$ coefficient□
Influenced by the herd mentality, pop-ups to create a desire buy.	0.953	-	0.976
Due to the rush of time, it is not always possible to carefully consider the utility maximization of the product before purchasing behavior.	0.953	-	
Standardized Cronbach $\alpha$ coefficient: 0.976□			

Data source: SPSS data analysis results

In summary, after analyzing the reliability of the independent and dependent variables by testing them, it was found that the coefficients of the data were more significant than 0.9, which indicates high reliability and compliance with the research criteria, allowing further research studies to be carried out.

### 3.7.2 Questionnaire Validity Analysis

Validity analysis is used to examine the rationality of the design of quantitative data. The more consistent the data collected is with the content being studied, the higher

the validity. Using online SPSS software, the KMO, and Bartlett's tests are performed on the research data to verify the truth. The KMO value of the research data is 0.968, and the KMO value is more significant than 0.8. The research data is very suitable for extracting information (from the side, the validity is excellent).

Table 3.6 Results of Questionnaire Validity Analysis

name	factor loading factor	Joint degree (common factor variance)□
	Factor 1	
Have you purchased any products recommended by the host while watching the live broadcast?	0.950	0.903
Your grade is	0.851	0.724
Your monthly living expenses are	0.903	0.815
How many years have you been watching live streaming?	0.869	0.754
Your household income level is	0.892	0.796
When encountering a rare opportunity, I will buy without hesitation	0.971	0.942
The product recommended by the anchor has been used personally and is valuable to him	0.966	0.934
Because of the rush of time, it is always impossible to carefully consider the utility maximization of the product before purchasing behavior	0.961	0.923
The anchor's recommendation provided a reference for my purchase	0.957	0.916
Affected by the herd mentality through the barrage to generate the desire to buy	0.955	0.912
I will pay attention to and be willing to buy because of the coupons issued by the anchor	0.959	0.920
I will buy it because of the limited edition recommended by the anchor	0.948	0.899
I am more concerned about the impact of the anchor	0.946	0.894
The products recommended by internet celebrities make me want to buy	0.952	0.907

name	factor loading factor	Joint degree (common factor variance)□
	Factor 1	
The anchor understands the recommended products and can make a full range of professional descriptions	0.956	0.913
The anchor will interact with me and always respond positively to my questions	0.959	0.920
What problems did you encounter during the live streaming?	0.834	0.695
The anchor can professionally answer your questions during the live broadcast	0.957	0.916
The Influencer is a leading expert in the field of product recommendations, so I am willing to buy	0.962	0.925
Characteristic root value (before rotation)□	16.609	-
Variance explanation rate % (before rotation)□	87.413%	-
Cumulative variance explanation rate % (before rotation)□	87.413%	-
Characteristic root value (after rotation)□	16.609	-
Variance explanation rate % (after rotation)□	87.413%	-
Cumulative variance explained % (after rotation)□	87.413%	-
KMO value	0.968	-
Barth spherical value	3874.054	-
<i>df</i>	171	-
<i>P</i> -value	0.000	-
Remarks: If the numbers in the table have colors, blue means the absolute value of the load coefficient is more significant than 0.4, and red represents the degree of commonality (common factor variance) is less than 0.4.		

Data source: SPSS data analysis results

## Chapter 4 Finding

### 4.1 Introduction

Based on the above research design and data collection, this chapter will mainly analyze and summarise the corresponding data, identify the specific problems, investigate the influencing factors of Influencer live banding on students' purchase intention, and finally test whether the above hypotheses are valid.

### 4.2 Descriptive Statistical Analysis

After collecting and collating the questionnaires, the data were collated and summarised, and statistics were made on the basic information of the college students and the cross-tabulation analysis of the factors influencing each willingness. The descriptive statistics of the characteristics of the respondents to this survey are presented in Table 4.1.

Table 4.1 Sample Descriptive Statistical Analysis

Sample description	category	Number of samples	Proportion
gender	male	586	49.66%
	female	594	50.34%
grade	Freshman	220	18.64%
	Sophomore	395	33.47%
	Junior (non-graduating class)	296	25.08%
	Junior (graduating class)	69	5.85%
	Senior	179	15.17%
	postgraduate	21	1.78%
household disposable income	5000 yuan/month and below	152	12.88%
	5001-10000 yuan/month	698	59.15%
	10001-15000 yuan/month	233	19.75%
	15,000 yuan/month or more	97	8.22%
monthly living expenses	Below RMB 1000	111	9.41%
	1000-1500 yuan	595	50.42%
	1501-2000 yuan	442	37.46%
	2001-3000 yuan	30	2.54%
	More than 3000 yuan	2	0.17%
Watch Live Years	1year and below	402	34.07%

	1-2 years	479	40.59%
	2-3 years	203	17.2%
	over three years	96	8.14%
The number of times you watched the live delivery	less than one time/month	236	20%
	1-3 times/month	268	22.71%
	4-6 times/month	345	29.24%
	Seven times/month or more	331	28.05%
Live shopping costs account for the proportion of living expenses	Below 5%	412	34.92%
	5%-20%	614	52.03%
	20%-50%	140	11.86%
	above 50	14	1.19%
Favorite Live Streaming Type	clothing	422	35.76%
	accessories	540	45.76%
	footwear	337	28.56%
	bags	289	24.49%
	makeups	132	11.19%
	skincare	415	35.17%
	Life	574	48.64%
	at home	421	35.68%
	gourmet food	451	38.22%
	sports	421	35.68%
	digital	383	32.46%
	other	93	7.88%
The duration of a single live broadcast	within 10 minutes	227	19.24%
	10-30 minutes	387	32.8%
	30-60 minutes	408	34.58%
	1-2 hours	146	12.37%
	two hours or more	12	1.02%
Top Reasons to Watch Live	relax	544	46.1%
	lonely and boring	575	48.73%
	find similar interests	497	42.12%
	Gain some knowledge through live broadcast	396	33.56%
	Like to interact with the anchor and have a sense of participation	353	29.92%



	There is an Influencer anchor that I like	432	36.61%
	Merchants have discounts for activities	523	44.32%
	other	87	7.37%
Why do you choose to buy products in the live broadcast room	Out of curiosity, wanting to try new things	226	22.2%
	recommended by friends	114	11.2%
	I have always been a fan of the anchor	172	16.9%
	Simply love or need a product	303	29.76%
	More discounts and benefits for webcasting	201	19.74%
	other	2	0.2%

Data source: SPSS data analysis results

### **4.3 Purchase intention and behavioral characteristics of Influencer live streaming among college students**

The influence of online celebrity live streaming on college students' purchase intentions is mainly expressed through the data analysis of this questionnaire. The research objects are understood from gender, grade, monthly living expenses, and the proportion of live shopping expenses in living expenses. The basic information about college students, the description and statistical analysis of college students' live broadcast discounts, the number of years of watching live broadcasts, the duration of a single live broadcast, the reasons for watching live broadcasts, etc., and the in-depth analysis of online celebrity live broadcasts. Influencing factors of students' purchase intention.

After sorting and analyzing the data collected, it was found that 1018 students had shopped in the live broadcast room. This represents 86.27%. A total of 162 people, or 13.73%, said they had not bought the products recommended by the anchor during the live broadcast. as shown in Figure 4.1. A comparison of the data collected shows that students have the habit of shopping in the live broadcast room, which is consistent with the previous prediction results.

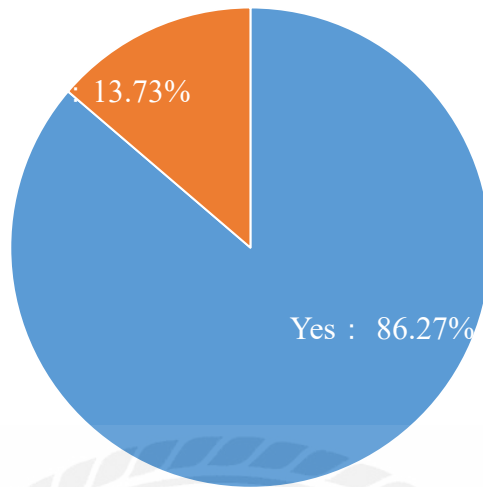


Figure 4.1 Whether respondents buy products recommended by anchors while watching live programs

Data source: Author's analysis of data collection

Regarding gender, the respondents are relatively evenly distributed, although there are some differences in the proportions. The proportion of males is 49.66%, and the balance of women is 50.34%. As shown in Figure 4.2, this difference is similar to the fact that female students prefer to shop in the live broadcast room in reality.

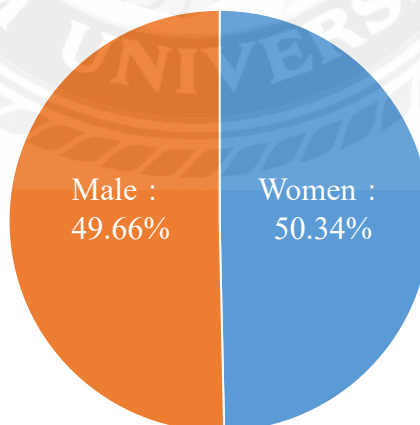


Figure 4.2 Gender distribution of respondents

Data source: Author's analysis of data collection

Among the grades of the surveyed subjects, first-year students accounted for 18.64%, sophomores for 33.47%, juniors (non-graduate classes) for 25.08%, graduate classes (junior college juniors and undergraduate seniors) for 21.02%, and postgraduate students for 1.78%, as shown in Figure 4.3. It shows that e-commerce users of live broadcasts are relatively young and have more time to watch live broadcasts. The results are more in line with reality, so the survey sample is representative to a certain extent.

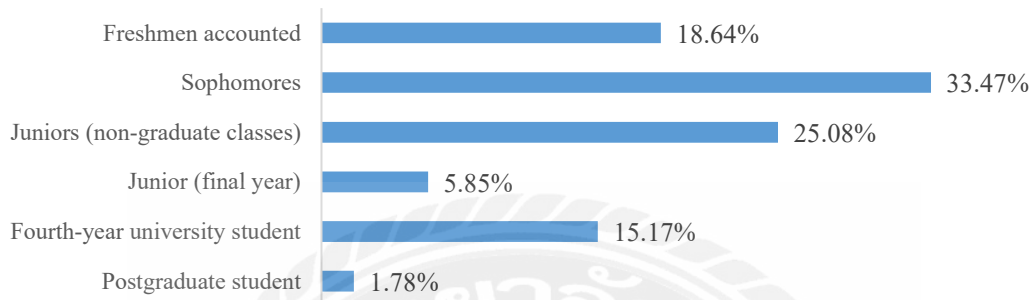


Figure 4.3 Grade distribution of respondents

Further analysis of the 1018 students who had bought products in the live broadcast room, when they asked "Why do you choose to buy products in the live broadcast room?", 29.76% of students said that they like or need the product; 22.2% of students want to try new things out of curiosity; 19.74% of students think that there are more discounts and benefits for webcasting; 16.9% of students say that they have always been fans of the anchor; and 11.2% of students are recommended by friends around them, as shown in Figure 4.4. It is evident that the higher proportions are due to their discounts or needs, and some students want to try it out of curiosity, rather than being recommended by friends around them.

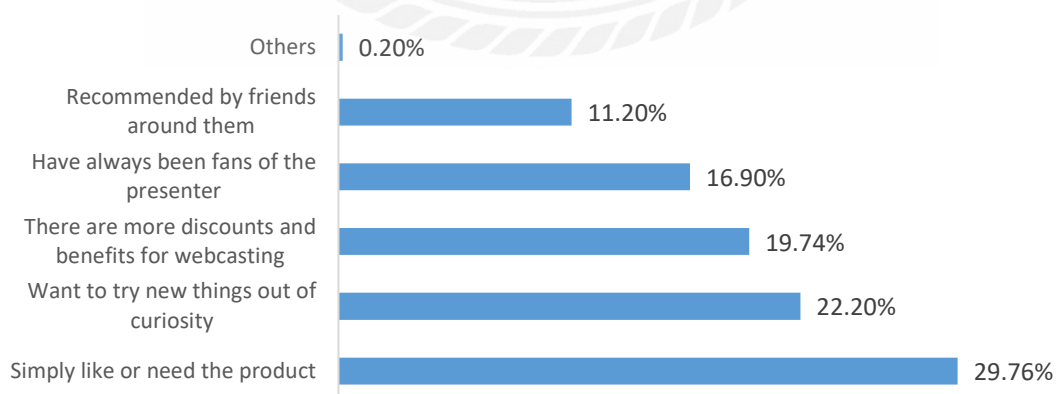


Figure 4.4 Reasons why students choose to buy products in the live broadcast room  
Data source: Author's analysis of data collection

When answering "What are your monthly living expenses?", most college students

choose 1000-1500 yuan/month, accounting for 50.42% and 37.46% of college students choose the 150 - 2000 yuan/month range. Less than 1000 yuan/month and 2001-3000 yuan/month are less, accounting for 9.41% and 2.54%, respectively, as shown in Figure 4.5. The monthly living expenses of college students are still relatively high, which is also in line with the basic disposable income of families and the current situation of the monthly living expenses of college students in most small and medium-sized cities and rural areas, indicating that the respondents have some knowledge about the economic level of their families.

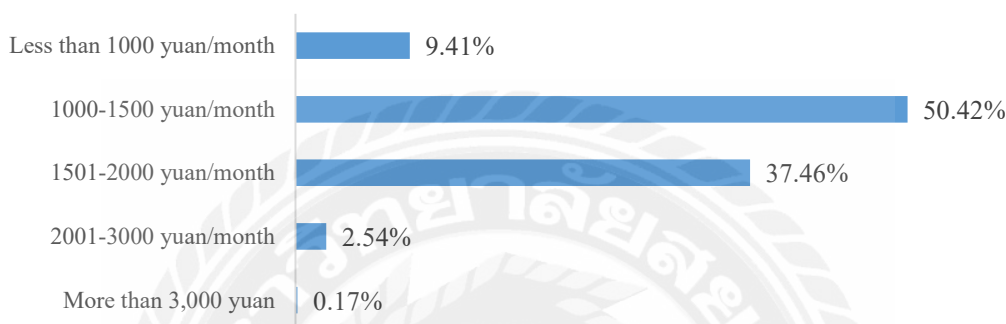


Figure 4.5 Monthly living expenses of college students

Data source: Author's analysis of data collection

When responding to the question, "How much of your living expenses do you spend on live shopping? ", The majority of college students - 52.03% - choose 5-20%; students choosing less than 5% represent 34.92% of the total; college students who decide 20%-50% account for 11.86%, only 1.19% of college students choose more than 50%, as shown in Figure 4.6. Most students do not spend more than 20% of their living expenses on live shopping.

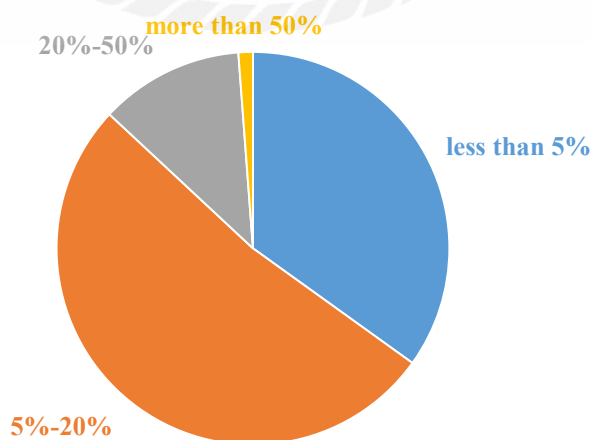


Figure 4.6 The ratio of live streaming expenses to college students' living expenses

Data source: Author's analysis of data collection

For the question "How many years have you watched live streaming?", the largest share is 1-2 years, with 40.59%, choosing one year, and the following students accounted for 34.07%, 17.2% college students prefer to compare 2-3 years, and those who desire more than three years have 8.14%, as shown in Figure 4.7. It is evident that most college students have watched live streaming for no more than 2 years, and less than 10% of college students have watched live streaming for more than 3 years. This also shows that live streaming has been an emerging shopping model in recent years, and it also has something to do with the fact that most of the respondents are lower-grade students.

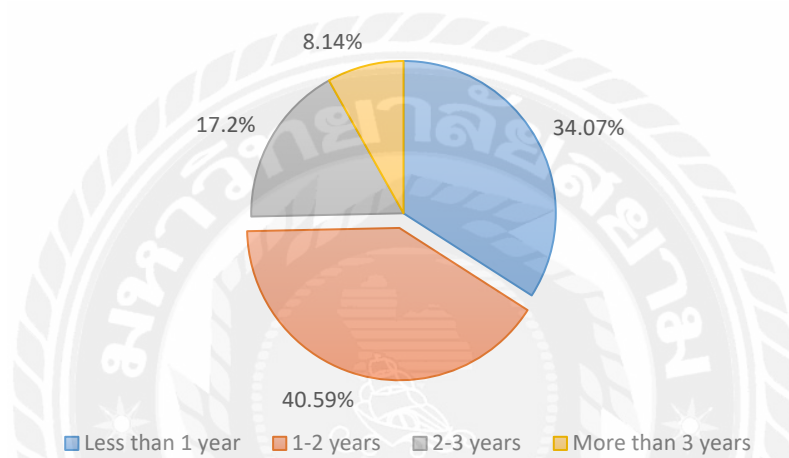


Figure 4.7 The number of years for college students to watch live streaming with merchandise

Data source: Author's analysis of data collection

When asked about the types of live programs they liked and received, the results are shown in Figure 4.8. It is easy to see from the survey results that the top five are life (48.64%), accessories (45.76%), gourmet food (38.22%), clothing (35.76%), home (35.68%) and sport (35.68%), all of which account for more than a third. It is clear that students pay more attention to clothing and food.

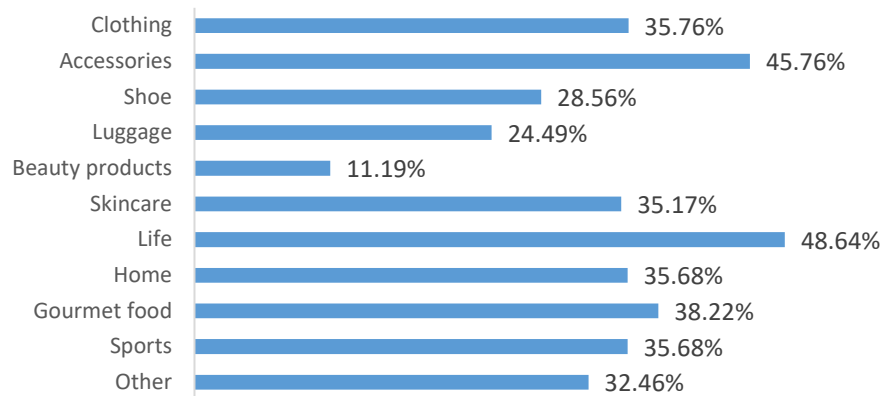


Figure 4.8 The types of live broadcasts that students like to watch  
Data source: Author's analysis of data collection

A survey of the main reasons for watching live broadcasts produced the results shown in Figure 4.9. There are five options for more than a third, namely loneliness and boredom (48.73%), (46.1%), merchants have discounts on activities (44.32%), finding the same interests (42.12%), gaining some knowledge through live broadcasting (33.56%), almost a third of those choose to interact with the anchor and feel a sense of participation (29.92%). Students' main reasons for watching live broadcasts are to relax, pass the time and participate in their favorite activities.

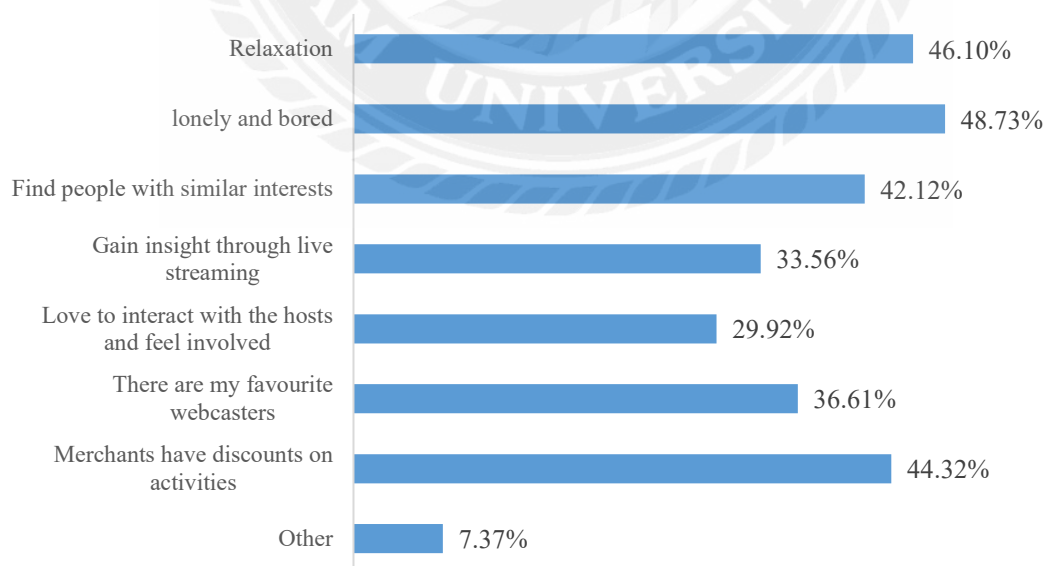


Figure 4.9 Main reasons for students to watch live broadcasts  
Data source: Author's analysis of data collection

The results were analyzed for 162 students who did not buy anything while watching the live stream and are shown in Figure 4.10. The survey results show that 21.6% of college students are worried about the lack of after-sales service, 20.99% of college students think that they do not need to recommend products, 19.14% of college students are not interested, 16.05% of college students believe that the discounts in the live broadcast room are not substantial, 14.2% of college students feel that the product quality is not up to standard. The main reasons college students buy products while watching live broadcasts are concerns about after-sales service, quality, and discounts, as well as lack of demand and disinterest in recommended products.

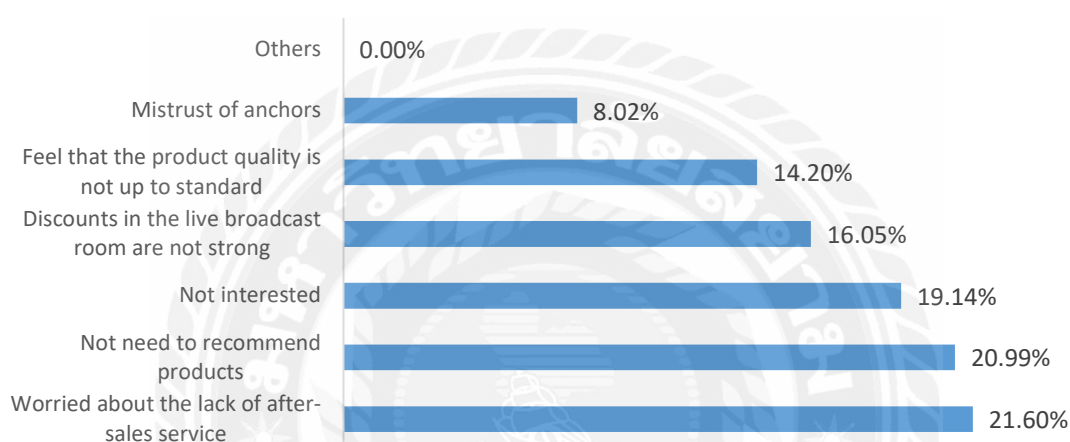


Figure 4.10 Reasons why students did not purchase while watching a live broadcast  
Data source: Author's analysis of data collection

Overall, the samples generally align with expectations, and the next step of data analysis can be carried out. In addition, the survey found that online live streaming of celebrities impacts students' willingness to buy, which is consistent with students' shopping channels.

## 4.4 Analysis of factors influencing students' purchase via live streaming of Internet celebrities in Guangxi, China

### 4.4.1 Relevant analyses

Based on the summary of the current situation of college students in Guangxi China shopping through Influencer live streaming and the analysis of the influencing factors of college students in Guangxi China shopping through Influencer live streaming, this study conducted specific research of the developed scale, and the final results are as follows:

Table 4.2 Correlation analysis of influencing factors of college students' purchase intention

Dimension		anchor influence			anchor professionalism		Interactivity in the live room		The degree of discount in the live room		The value of the product itself	
		Ques tion1	Ques tion2	Ques tion3	Ques tion1	Ques tion2	Ques tion1	Ques tion2	Ques tion1	Ques tion2	Ques tion1	Ques tion2
Anchor influence	Ques tion1	1										
	Ques tion2	0.921**	1									
	Ques tion3	0.919**	0.935**	1								
Anchor professionalism	Ques tion1	0.922**	0.942**	0.934**	1							
	Ques tion2	0.918**	0.927**	0.927**	0.949**	1						
Interactivity in the live room	Ques tion1	0.912**	0.942**	0.963**	0.943**	0.922**	1					
	Ques tion2	0.912**	0.943**	0.924**	0.941**	0.938**	0.931**	1				
The degree of discount in the live room	Ques tion1	0.872**	0.921**	0.898**	0.921**	0.924**	0.917**	0.928**	1			
	Ques tion2	0.911**	0.948**	0.934**	0.929**	0.932**	0.923**	0.951**	0.919**	1		
The value of the product itself	Ques tion1	0.909**	0.915**	0.917**	0.915**	0.933**	0.924**	0.928**	0.904**	0.918**	1	
	Ques tion2	0.943**	0.948**	0.942**	0.936**	0.938**	0.940**	0.934**	0.920**	0.927**	0.936**	1

Data source: SPSS data analysis results. Note: \*p<0.05, \*\*p<0.01, two-tailed test

As can be seen from the above table, the results of Pearson correlation analysis show that the correlation coefficients of anchor influence, professionalism, interactivity in the live broadcast room, the degree of preferential treatment, and the value of the merchandise themselves are all greater than 0.9, which means that the linear relationship between the variables is very significant and the correlation is robust. Therefore, it is evident that the influencing factors of college students in Guangxi,



China to shop through Influencer live broadcasts include (1) anchor influence. (2) Anchor professionalism. (3) Interactivity between live broadcasts. (4) Degree of discount in the live broadcast. (5) The value of the merchandise themselves.

#### 4.4.2 Empirical analysis

Due to the differences in each person's point of view, this study conducts a cross (chi-square) analysis using online SPSS software in terms of the popularity and professionalism of the anchor, the interactivity and degree of discount in the live broadcast room, as well as the value of the product itself.

Table 4.3 Chi-square analysis of factors influencing students' purchase intention

Variable	Title	$\chi^2$	p
anchor influence	I am more concerned about the impact of the anchor	103.139	0.000**
	The Influencer is a leading expert in the field of product recommendations, so I am willing to buy	102.854	0.000**
	The anchor's recommendation provided a reference for my purchase	104.843	0.000**
anchor professionalism	The anchor can professionally answer your questions during the live broadcast	102.155	0.000**
	The anchor understands the recommended products and can make a full range of professional descriptions	104.683	0.000**
Interactivity in the live room	The anchor will interact with me and always respond positively to my questions	105.268	0.000**
	I will actively respond to the topic initiated by the anchor	103.498	0.000**
The degree of discount in the live room	I will buy it because of the limited edition recommended by the anchor	103.005	0.000**
	I will pay attention to and be willing to buy because of the coupons issued by the anchor	101.328	0.000**
The value of the product itself	The products recommended by internet celebrities make me want to buy	103.662	0.000**
	The product recommended by the anchor has been used personally and is valuable to him	106.056	0.000**

Data source: SPSS data analysis results.

### 4.4.3 Regression analysis

The independent variables are the five influencing factors of the Influencer live banding process in this study, and the dependent variable is the purchase behavior. This regression analysis produced the following table:

Table 4.4 Results of regression analysis of students' purchase intention

	Unstandardized		Standardized	<i>t</i>	<i>p</i>
	coefficient	standard error	coefficient		
	<i>B</i>		<i>Beta</i>		
constant	-0.671	0.079	-	-8.499	0.000**
anchor influence	0.323	0.074	0.469	4.379	0.000**
anchor professionalism	-0.332	0.106	-0.492	-3.126	0.002**
Interactivity in the live room	0.261	0.107	0.387	2.436	0.017*
The degree of discount in the live room	0.179	0.067	0.269	2.666	0.009**
The value of the product itself	0.227	0.074	0.322	3.053	0.003**
R <sup>2</sup>			0.862		
Adjustment R <sup>2</sup> □			0.855		
F			F (5,94)=117.501,p=0.000		
D-W value			2.585		

Dependent variable: purchasing behavior

Data source: SPSS data analysis results. Note: \*  $p < 0.05$  \*\*  $p < 0.01$

As can be seen from the table, the R-squared is 0.862, and the explained variance of purchase behavior is 86.2%, which represents a good fit for the model. The p-values for anchor influence, professionalism, interactivity between live broadcasts, degree of discount, and value of merchandise are below 0.05. Therefore, it is evident that anchor influence, professionalism, interactivity between live broadcasts, degree of discount, and the value of the merchandise themselves have a significant positive effect on students' purchase intention, and the hypothesis is valid.

### 4.5 Verification of the research hypotheses

The five hypotheses proposed in the research hypotheses section were tested, and the hypotheses were supported as shown in the table below:

Table 4.5 Research Hypothesis testing results

serial number	Hypothetical content	result
H1	Anchor influence has a significant positive effect on college students' willingness to purchase through Influencer live broadcasts in Guangxi.	set up
H2	Anchor professionalism has a significant positive effect on college students' willingness to purchase through Influencer live broadcasts in Guangxi.	set up
H3	Interactivity in live broadcasts has a significant positive effect on college students' purchase intention through Influencer live broadcasts in Guangxi, China.	set up
H4	The degree of preferential treatment in the live broadcast has a significant positive effect on the purchase intention of college students in Guangxi through Influencer live broadcasts.	set up
H5	The value of the product itself has a significant positive effect on the purchase intention of college students in Guangxi, China, through Influencer live broadcasts.	set up

# **Chapter 5 Conclusion and Recommendation**

## **5.1 Introduction**

This chapter focuses on the data analyzed in the previous chapter to obtain the corresponding results and explain whether they support the research objectives. It also provides relevant analysis of the improvement measures and future directions of the Influencer live-streaming bandwagon industry.

## **5.2 Conclusion**

Based on summarizing the data analysis results of the previous chapter, the study yielded the following conclusions:

### **5.2.1 Current situation of college students in Guangxi, China, shopping through Influencer live streaming**

Respondents had a shopping experience in the live room accounted 86.27% of college students, indicating that the live band is increasingly favored by college students, of which girls are slightly higher than boys, 77.19% of them are the lower grades students, watching the live broadcast of the time is more abundant.

More than half of the students' monthly living expenses are 1000-1500; most of the students watched live bandwagon for no more than two years; they watched live bandwagon out of leisure and relaxation, to pass the time, participate in preferred activities, etc., the students who shop in live bandwagon mainly out of their own needs or likes, they mainly focus on the clothes and food needed for life, 85.96% of the students said that live bandwagon is more and more popular among college students. 85.96% of students said they do not spend more than 20% of their living expenses on live-streaming shopping. The main reasons influencing college students to buy merchandise while watching live broadcasts are concerns about after-sales service, quality, and discounts, as well as lack of demand for and disinterest in the recommended products.

### **5.2.2 Factors influencing college students in Guangxi to shop**

The factors affecting college students in Guangxi, China, to shop through Influencer live streaming include the influence of the anchor, the professionalism of the anchor, the interactivity of the live streaming, the degree of preferential treatment in the live streaming, and the value of the merchandise themselves.

According to the literature review and survey data analysis, it is evident from the

results of the empirical study that the factors influencing the purchase intention of college students in Guangxi, China, of Influencer live streaming with merchandise include five aspects: the influence of the anchor, the degree of professionalism of the anchor, the interactivity of the live broadcast, the degree of preferential treatment in the live broadcast, and the value of the merchandise themselves. Specifically analyzed the impact of the five factors, the anchor's influence in the "the Influencer is a leading expert in the field of product recommendations, so I am willing to buy." coefficient of 0.948, so no matter whether it is the anchor to choose the product or the live broadcast company to select the anchor, should pay more attention to the anchor's influence, authority and the recommended product matching degree. Anchor's influence, "I am more concerned about the impact of the anchor", and "Anchor's recommendation provides a reference to my purchase" coefficients of 0.943 and 0.942, respectively, are higher than the other influencing factors, so it is evident that the live streaming with merchandise in the Guangxi area college students. It is obvious that the most significant influence on the purchase intention of the anchor is the influence of the anchor, and influence as the anchor in the live broadcast of merchandise during the long-term accumulation of credibility, accumulated popularity, gained trust, and its strength can be used as a college student in the live broadcast of the purchase decision factors, for the live broadcast company in the future selection of products with the merchandise anchor to provide a helpful reference.

An anchor's professionalism is one of the crucial indicators of his ability and performance; the higher the anchor's professionalism indicates that they know more about the product; such professional knowledge can help college students make wise purchasing decisions and increase their confidence in the anchor, and anchors with high professionalism are usually able to build a good brand image and win the audience's recognition and loyalty. Therefore, the stronger the professional ability of the anchor in the live broadcast room, the higher the purchasing power generated by college students when watching live broadcasts.

The excellent atmosphere of the live broadcast room can promote college students in the viewing process to stimulate their potential consumption, and the best way to create the atmosphere is the interaction between the anchor and the consumer, through real-time interaction with the audience; the anchor can better understand their needs and discounts, to adjust the content of the live broadcast and recommend the product, this kind of interaction can also increase the audience's sense of trust in the anchor, so that they are more willing to buy the anchor's recommended products, improving the fun and attractiveness of the live broadcast.

The degree of discount in the live room has great relevance to the purchasing decision of college students; if the live broadcast room provides a high degree of importance, college students are more likely to be attracted and have the desire to buy;

if the degree of discount is low, college students may choose other ways to shop, the consumption concept and purchasing behavior of college students significantly affect the development of the market. Therefore, merchants and platforms need to understand the impact for the degree of discount of live broadcasts on students' purchasing decisions.

The value of the product itself is an essential factor influencing students' purchase intentions. If the quality of the merchandise in the live broadcast room is excellent and the price is reasonable, then the likelihood of students purchasing is significantly increased. On the other hand, if the quality of the merchandise is not up to par or the price is too high, students may choose other channels to buy or even abandon the purchase. Well-known brands tend to have a higher brand premium, but they also enjoy greater consumer recognition and trust. For some emerging brands or niche brands of merchandise, if you can create a unique brand image and reputation through marketing means in the live broadcast, it is also possible to attract college students' attention and purchase.

### **5.3 Recommendation**

This paper is based on the marketing method of Influencer live streaming with merchandise to study its influence on the purchase intention of college students in Guangxi, China. Although the current research has identified the correlation between the power of the anchor, professionalism, interactivity between live streams, the degree of discount, and the value of the merchandise themselves, there are still some aspects that deserve further exploration in future research. The following are the future research perspectives of this paper:

(1) Expand the dimensions of Influencer live streaming with merchandise horizontally and vertically to make the research more in-depth.

(2) Refine the analysis of the factors influencing the live streaming of Internet celebrities to improve the relevance of the research findings. For example, more detailed studies can be conducted for different research areas.

(3) Considering that students' purchase intention is a complex process, only five explanatory variables are proposed in this study. Future research should add more variables to conduct in-depth studies and develop more comprehensive and systematic analyses.

(4) A longer-term longitudinal research design will be used to observe the long-term effects of college students' purchase of merchandise through Influencer live streaming. In addition, case studies, in-depth interviews, and other research methods can be used to obtain a more comprehensive and in-depth understanding, thus further enriching the analysis of the factors influencing college students' purchase intention through Influencer live streaming of merchandise.

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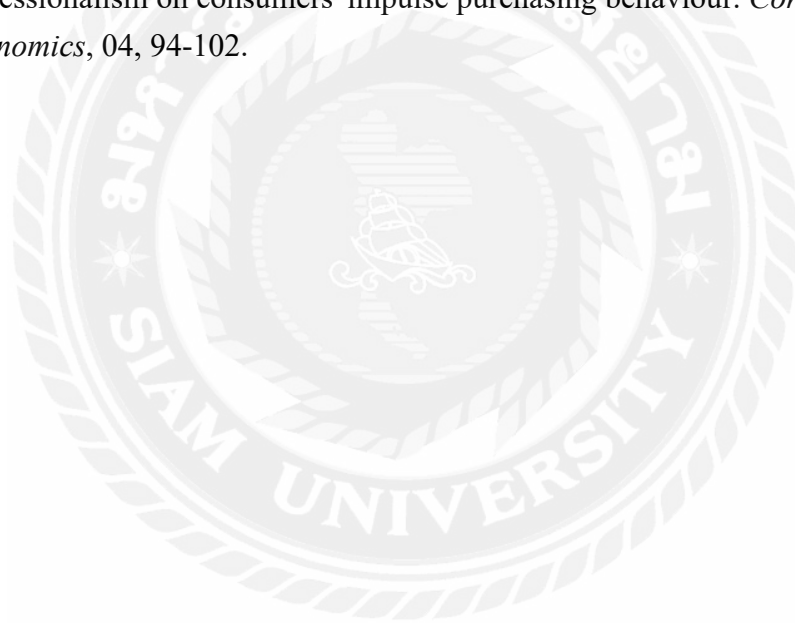
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## Appendix

### Questionnaire on the influence of live streaming of internet celebrities on the purchase intention of students

Classmate:

Hello! Thank you for taking the time to complete this questionnaire. The purpose of this questionnaire is to investigate the factors that influence the purchase intention of college students in Guangxi. This questionnaire is anonymous. The content of the questionnaire does not contain any personal information, such as names. All materials will be used for academic research purposes only. Please feel free to complete the questionnaire. Your opinion is very important for this research, so please fill in according to your reality. Thank you for your support!

Note: Influencer anchors refer to Internet celebrities who have received widespread attention on the Internet platform, have more fans and have more significant influence. Internet celebrities who earn sales commissions through live streaming. Influencer live streaming refers to the behaviour of Influencer anchors who display and promote products during the live broadcasts and encourage viewers to make online purchases.

**1. Have you ever entered the live broadcast room and watched "live streaming with merchandise"?**

- A. Yes
- B. No (short answer)

**2. Did you buy any products recommended by the anchor while watching the live broadcast?**

- A. Yes (go to 3)
- B. No (go to 4)

**3. Why did you buy products in the live broadcast room?**

- A. Curiosity, wanting to try new things
- B. Recommended by friends
- C. I have always been a fan of the anchor
- D. Products that are simply loved or needed
- E. There are more discounts and benefits for webcasting
- F. Other things

**4. Why did you not buy this product?**

- A. No need for recommended products
- B. The discounts in the live broadcast room are not strong
- C. Do not trust the anchor

- D. I feel the quality of the product is not good enough
- E. Worried that there is no after-sales guarantee
- F. Not interested

**5. Your sex is**

- A. male
- B. Female

**6. Your year is**

- A. Freshman
- B. Sophomore
- C. Junior (non-graduating year)
- D. Junior (graduating class)
- E. Senior
- F. Postgraduate

**7. Your monthly living expenses are**

- A. Less than 1000 RMB
- B. 1000-1500 yuan
- C. 1501-2000 yuan
- D. 2001-3000 yuan
- E. More than 3000 Yuan

**8. How many years have you been watching live streaming?**

- A. 1 year and less
- B. 1-2 years
- C. 2-3 years
- D. More than 3 years

**9. The number of times you watch the live broadcast with merchandise**

- A. Less than 1 time/month
- B. 1-3 times/month
- C. 4-6 times/month
- D. More than 7 times/month

**10. How much of your living expenses do live broadcast shopping costs take up?**

- A. Less than 5%.
- B. 5%-20%
- C. 20%-50%
- D. Above 50%.

**11. What is your favourite type of live broadcast? (Multiple choice)**

- A. Clothing
- B. Accessories
- C. Shoes
- D. Baggage

- E. Makeups
- F. Skincare
- G. Life
- H. Home
- I. Food
- J. Sports
- K. Digital
- L. Other

**12. How long did you watch the live broadcast at a time?**

- A. Within 10 minutes
- B. 10-30 minutes
- C. 30-60 minutes
- D. 1-2 hours
- E. More than 2 hours

**13. What is your main reason for watching the live broadcast? (multiple choice)**

- A. To relax
- B. Loneliness and boredom
- C. To find people with the same interests and hobbies
- D. Gain some knowledge through live broadcasting
- E. I like to interact with the anchor and feel involved
- F. There is an Influencer anchor that I like
- G. Merchants have discounts for activities
- H. Other

**14. Your household income level is**

- A. Family disposable income of 5000 yuan/month and below
- B. 5001-10000 yuan/month
- C. 10001-15000 yuan/month
- D. More than 15,000 yuan/month

**15. What factors influence your willingness to buy when online celebrities broadcast live?**

	A.strongly agree	B.agree	C.General	D.disagree	E.strongly disagree
I am more concerned about the impact of the anchor					
The Influencer is a leading expert in the field of product					



recommendations, so I am willing to buy.					
The anchor can professionally answer your questions during the live broadcast.					
The anchor will interact with me and always respond positively to my questions.					
The anchor understands the recommended products and can make a full range of professional descriptions.					
The products recommended by internet celebrities make me want to buy					
The product recommended by the anchor has been used personally and is valuable to him.					
I will buy it because of the limited edition recommended by the anchor					
I will buy it because of the limited edition recommended by the anchor					
I will actively respond to the topic initiated by the anchor					

Influenced by the herd mentality, pop-ups to create a desire buy.					
Due to the rush of time, it is not always possible to carefully consider the utility maximization of the product before purchasing behavior.					
The anchor's recommendation provided a reference for my purchase					

**16. Your satisfaction with the service perception of the live broadcast room**

	5points	4 points	3 points	2minutes	1 point
Attitude of anchor and staff					
The type and quantity of merchandise in the live broadcast room					
After-sales service of the merchandise					
Speed of delivery of merchandise					

**17. Your satisfaction with the merchandise delivered through live streaming**

	5points	4 points	3 points	2minutes	1 point
Explanation of product function meets your needs					
The value that the product brings to you					
Product Quality					
The extent to which the actual product meets expectations					

**18. What problems did you encounter during the live streaming?**

- A. It is difficult to grab the desired product
- B. Slow delivery
- C. Product advertising does not match reality
- D. Buying counterfeit and inferior products

- E. Lack of after-sales service
- F. Leakage of confidential information
- G. Other

