



**A STUDY ON THE INFLUENCE OF E-COMMERCE LIVE
BROADCASTS ON THE CONSUMPTION BEHAVIOR
OF COLLEGE STUDENTS IN NANNING CITY**

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

SIAM UNIVERSITY

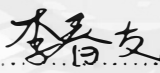
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This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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ABSTRACT

E-commerce live broadcast has a subtle effect on students' consumer behavior. The characteristics of e-commerce live broadcasting are more in line with the psychological development stage of students. college students are more likely to be influenced by it, and blind consumption and other behaviors, so the study of the current situation of e-commerce live broadcasting on college students' consumption behavior and its impact factors, guiding college students to set up a rational consumer values, and providing feasible suggestions for e-commerce live broadcasting business innovation.

The research objectives of this paper were: 1) To analyze the current situation of e-commerce live broadcast on the consumption behavior of college students in Nanning City; 2) To Explore the Influencing Factors of E-commerce Live broadcast on the Consumption Behavior of College Students in Nanning.

This paper adopted quantitative research methods. Taking college students in Nanning City as the research object, through the distribution of questionnaires, collected 441 valid questionnaires to analyze and verify the research hypotheses of this paper. The results were as follows: 1) The efficiency, convenience and entertainment of e-commerce live broadcast make the buffer thinking time shorter, decision-making faster and blind consumption more common in the consumption process of college students. At the same time, the low entry threshold of live e-commerce broadcasters, limited content control and poor supervision also affect students' rational consumption. 2) Perceived ease of use of e-commerce live broadcasting has a significant effect on perceived usefulness. Perceived ease of use, perceived usefulness, and followership of e-commerce live broadcasting have a significant effect on college students' consumption intention, and College students' consumption intention has a significant effect on consumption behavior.

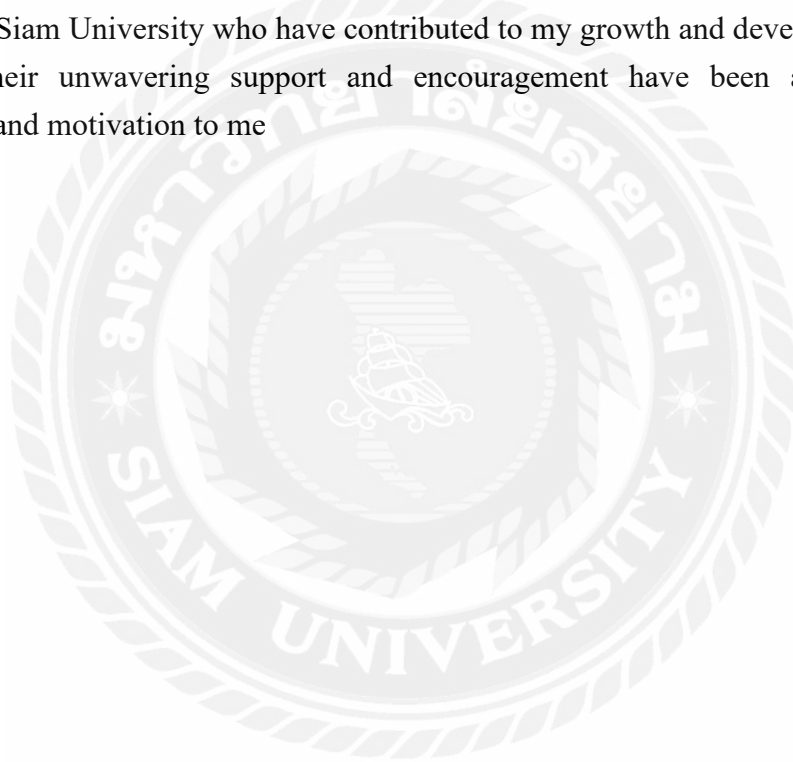
Keywords: E-commerce live broadcast, College students' consumer behavior

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Declaration

I, WeiXiangQin, hereby certify that the work embodied in this independent study entitle “A study on the Influence of e-commerce Live broadcast on the consumption behavior of college students in Nanning City” is result of original research and has not been submitted for a higherdegree to any other University or institution.

Qin weixiang

(Qin weixiang)

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Chapter 1 Introduction

1.1 Background of the Study

According to the 51st Statistical Report on the Development of the Internet in China (referred to as the Report) recently released by the China Internet Network Information Centre (CNNIC), as of December 2022, the number of Chinese netizens reached 1.067 billion, and the Internet penetration rate reached 75.6%. The increasing online media coverage has created an enormous user base for e-commerce live broadcasts. People can watch e-commerce live broadcasts anytime, anywhere, conveniently and quickly, relying on a fast and convenient way to learn all the information about the product without leaving home and the cost of obtaining information is significantly reduced. In addition, online anchors provide real-time explanation and interaction, which makes consumers feel more trusted and confident than traditional map display products (Lu, 2022).

E-commerce Live broadcast as a net red and e-commerce fusion of a new model of network marketing, often with the help of an influential net red anchor, through e-commerce Live broadcast all-round display of commodity attributes, and ultimately to achieve the promotion of the product, brand publicity (Bi & L, 2023). A mature e-commerce platform has many merchants of netroots products and massive commercial information, the conversion cost of customers is meager, and customers choose another merchant almost do not need to pay the price of choice (Ye, Wang & Bao, 2011).

E-commerce live broadcast is different from the physical economy. It does not need a physical store or hoarding products, has the characteristics of low cost, covers the diversity of consumer groups, the anchor group varies greatly, and so on. E-commerce live broadcast for college students to provide more consumer choice so that college students can make reasonable comparisons, shorten their shopping time, and make influential choices. However, e-commerce live broadcasts anchor an emerging profession, the threshold is low and lacks control, and some of the e-commerce anchor are driven by significant economic interests to earn traffic with vulgar content, which affects the formation of correct values of college students, and under the great temptation generated by the network e-commerce live broadcast, (Sun,

2022). Scholar Wang Tie Jun found that 69.52% of college students have owned luxury goods in the statistics of "the number of luxury goods owned by college students under the Netflix economy," and most college students believe that they should be frugal. Still, they can't control their behavior (Wang, 2021).

E-commerce live broadcasts can influence the consumption attitude of college students and have a specific impact on college students' consumption decision-making, such as the marketing of merchants in the process of live broadcast, the net red anchor through various ways to understand the product feedback, targeted to drive and stimulate the customer's consumption, all of which will affect the consumption behavior and consumption structure of college students (Dong, 2022).

From the perspective of the consumption behavior of college students in Nanning City, this paper analyses the current situation of e-commerce live broadcasting on the consumption behavior of college students in Nanning City, identifies the influencing factors and puts forward the corresponding suggestions, advocates the correct consumption concepts adopted by the college student group, helps e-commerce live broadcasting enterprises to improve the business operation mode, and has positive significance for the systematic research and innovation of e-commerce live broadcasting as well as the future benign development of all parties.

1.2 Research questions

College students are at a critical stage of socialization, and their consumer attitudes are easily influenced by their environment. College students will gradually become the main body of the future consumer population, so studying the influence factors of college students' consumption behavior is one of the issues that enterprises cannot ignore, that is, to explore the consumption behavior pattern of the future consumer body, and then put forward references and lessons for the commercial prospects of e-commerce Live broadcast (Wang, 2019).

E-commerce Live broadcasts can influence the consumption attitude, consumption behavior, and consumption structure of college students. The alienation of consumption behavior affects the formation of the correct view of life and values of individual college students, and the reasonableness or otherwise of the consumption behavior of college students will also be related to the sustainable development of the overall consumption environment of society (Dong, 2022).

Whether college students are aware of e-commerce live broadcast and whether e-commerce live broadcast has a direct impact on college students' consumption behavior, this paper explores the following questions:

(1) what is the current situation of e-commerce live broadcasts on the consumption behavior of college students in Nanning?

(2) What factors influence the consumption behavior of college students in Nanning City via e-commerce live broadcast?

1.3 Objectives of the Study

(1) To analyze the current situation of the influence of e-commerce live broadcasts on the consumption behavior of college students in Nanning City.

(2) To Explore the Influencing Factors of E-commerce Live broadcast on the Consumption Behavior of College Students in Nanning.

1.4 Scope of the study

This paper reviewed the literature on e-commerce live broadcasts, college students' consumption behavior, and other related fields, studied the development of technology acceptance theory and application analyze, and finally decided to take the TAM technology acceptance model theory as the starting point, selected college students in Nanning City Higher Education School as the research pairs, adopted quantitative research methods to issue 465 online questionnaires, eliminated 24 invalid questionnaires, and finally obtained 441 valid questionnaires.

1.5 Significant of the Study

In recent years, many scholars have already conducted researched in the related fields of e-commerce live broadcast and college students' consumption behavior. Still, while reviewing the literature, There was evidence that the research on the factors influencing college students' consumption behavior of e-commerce live broadcasts is still relatively lacking. Therefore. E-commerce live broadcasting is a relatively new topic to explore the factors affecting college students' consumption behavior, which has not only excellent theoretical significance but also rich practical significance (Wang, 2019).

The existing research on college student consumption mainly focuses on empirical research, which is rarely combined with sociological theories and lacks in-depth excavation. In addition, most studies have neglected the differences within the college student group, and there is a lack of corresponding analyses and reflections on the differences in consumption among students of different grades, genders, and places of origin. Meanwhile, there are fewer studies on the consumption views and behavior of college students in the new media era (Dong, 2022). From a theoretical point of view, this paper contribution to the research on the impact of e-commerce live broadcasts on college students' consumption behavior.

With the emergence of e-commerce live broadcasts, Internet celebrity anchors use e-commerce platforms to open online shops and live with goods, publicize the recommended products to get a considerable profit. E-commerce live broadcast selling will become a meaningful way to make money, which urges the enterprise itself to keep up with the times, improve its value and competitiveness, and obtain the best interests in the era of new media traffic (Wang, 2019). Paying attention to the consumption behavior of college students is of great significance to the whole society. If the enterprise maintains a good customer relationship with college students, in a sense, it will also be able to keep a lot of potential customers, thus improving customer satisfaction. In addition, because college students are still in the period of orientation of life outlook and values, there are many misunderstandings in their consumption (Qu, 2014).

From the point of view of economics, college students' consumption is mainly consumption of life; from the point of view of sociology, college students' consumption refers to the place where college students meet with the economy, culture, and society; from the point of view of psychology, consumption is the consumption of resources by college students to satisfy their own needs. Therefore, college students' consumption behavior not only affects their everyday but also has a close relationship with the outside world, and it is essential to study the significance of college students' consumption behavior (Ming, 2021).

This paper analyses the factors affecting college students' consumption behavior of e-commerce live broadcasting on college students, proposes hypotheses, and combines relevant theoretical methods to empirically analyze and validate the views to guide college students to establish a correct concept of consumption to promote the healthy development of e-commerce live broadcasting industry, and maintain

long-term and stable competitiveness.

1.6 Limitations of the Study

For the shortcomings of this paper, the first is the limitation of the research object. The leading research group in this paper is college students in Nanning City, exploring the influence of college students in e-commerce live broadcast consumption behavior. Still, college students are only part of the object in the development of e-commerce live broadcasts. Expanding the scope of the research object will make this research data more credible and representative.

Second, the reasons for the impact of e-commerce live broadcasting on college students' consumption behavior are one-sided, and the depth of the study is insufficient. In addition to the government's supervision of e-commerce live broadcasting platforms, e-commerce live broadcasting platforms, college students themselves, and school consumer education, college students' consumption psychology, and behavior are also influenced by family concepts, social value orientation, and media propaganda. Therefore, the impact of e-commerce live broadcasting on college students' consumption behavior still needs to be considered in various aspects of the relevant countermeasure research.

Chapter 2 Literatures Review

2.1 Introduction

The rise of e-commerce live broadcast has changed the way consumers shop, and the convenience, speed and efficiency of e-commerce live broadcast have made college students more and more dependent on e-commerce live broadcast consumption, and e-commerce live broadcast consumption has become a popular way of consumption for college students. Through combing related literature, this paper studies the Theory of Reasoned Action (TRA), the theory of planned behavior (TPB) and The Technology Acceptance Model (TAM) of the development of the pulse and application of the exploration of the research status of e-commerce live broadcast, the current situation of college students' consumption behavior, as well as e-commerce live broadcast of college students' consumption behavior influence on the status quo and the factors of research results for collation and summary, and finally to the technology acceptance of the theory of the entry point, the e-commerce Live Broadcast of the perception of the selected ease of use, perceived usefulness, followership and five variables of college students' consumption intention and consumption behavior to determine the research direction and content of this paper, and then built a theoretical model of the impact of e-commerce Live Broadcast on college students' consumption behavior in Nanning City, and analysed the logical relationship between the variables in the model through theory.

2.2 Literature Reviews

2.2.1 E-commerce Live broadcast

E-commerce live broadcast refers to a new shopping mode in which the host uses the live broadcast platform to broadcast live goods. E-commerce live broadcast has the characteristics of solid interactivity and an active atmosphere. This method of selling goods is very popular among consumers. E-commerce live broadcast can significantly increase consumers' desire to buy. (Meng, 2022)

The shopkeepers or model anchors of e-commerce live broadcast shops show the goods sold by the shops to the users in the live broadcast room through the use of

video recording tools, answer the users' questions and provide real-time customer service to enhance the interaction with the users and stimulate the behavior of the users' purchasing power (Lu, 2021).

Since 2016, e-commerce platforms have begun to experimenting with new marketing modes, such as live broadcasting, to increase the purchase rate of customers, seeking to increase the number of customers and operating profit, and the consumption methods and shopping habits of domestic consumers have gradually changed (Wang, Dong, Yu & Zhang, 2021).

It is believed that the e-commerce live broadcast platform has three kinds of value: firstly, symbolic significance, which is formed by the all-round display in the live broadcast and the anchor's trial and try-on; secondly, social value, which is to build interest-based social relationships to meet social needs; and thirdly, marketing value, which is to promote the transformation of traffic into sales through the actual consumption scene in the live broadcast (Zhong, 2017).

Combined with the theory of media richness, which states that the live broadcast platform has the characteristics of cue multiplicity and real-time interactivity, e-commerce live broadcast allows consumers to form a more comprehensive understanding of the product through the anchor's online display of the product and active interaction with the consumer, and thus has a richer and more realistic shopping experience. It compensates for the shortcomings of the traditional e-commerce shopping experience and social presence (Du, 2018).

E-commerce live broadcast is defined as a new marketing model based on streaming media technology and live broadcast as a means for the anchor to provide product information to the audience, thus promoting e-commerce sales (Zhang, 2023).

E-commerce live broadcast through the operation of fans to complete the flow of money and ultimately achieve the transformation from the initial social sharing to the e-commerce economy (Zeng, 2021).

In summary, this paper argues that e-commerce live broadcast is an emerging communication method that uses pop-ups, text, voice, video and other forms to present live information to users in real-time through the network in a multi-terminal operation, including PCs as well as mobile terminals, to achieve the purpose of information transmission.

Webcasting is different from traditional live broadcasting, which uses the form of live broadcasting to achieve two-way communication between the platform and the

user, and the user is both the receiver and the transmitter rather than just acting as a passive receiver of information. Secondly, webcasting has the characteristics of diverse content and a small scope of time and space limitations, which can include cooking, dancing, travel, fitness, current affairs and other aspects. Traditional live broadcasting tends to provide information that is important or unexpected to the user.

In 2018, Taobao president Jiang Fan said, " Live broadcast can already bring annual sales of 100 billion, and it is no longer an embellishment but has become the mainstream business model. " 2021 On 20 October, the Taobao anchor sales list showed that Li Jiaqi's final sales yesterday live broadcast reached 10.653 billion yuan, and Viya live broadcast sales of 8.252 billion yuan, the third Sydney live sales of 930 million yuan. Li Jiaqi and Weiya's live performance continues to lead, and the anchor double oligarchy pattern continues, far more than other anchors. The network e-commerce live broadcast user base is enormous. The access threshold is low, and the content control is limited. The access threshold of the anchor is still relatively low, and the power of live content is still relatively light, which is basically by the basic standards of e-commerce live broadcast and there is not much binding force. (Lu, 2022)

E-commerce live broadcast brings together people with similar interests, and emotions are infected with each other, which has gradually become one of the ways of entertainment for college students. Webcasting with goods has robust interactivity and fun, and webcasters can attract the public's attention by interpreting the scene and establish an emotional bond with the audience. The webcast platform collects consumers' habits through big data technology, thus forming precise marketing. It is easy for the audience to consume when watching the webcast because of the advertising effect (Lu, 2023)

2.2.2 College students' consumption behavior

Consumption includes production and living consumption. Production consumption refers to the material materials consumed in the process of material production, which is part of the production process. Life consumption refers to the process of using all kinds of materials and labour to satisfy consumers' earthly life needs and spiritual life consumption needs. The consumption behavior of college students generally refers to the process of consuming material and spiritual products to satisfy their needs in the daily study and life of students of general colleges and

universities. College students are a particular social group; their views on life, the world, and values are becoming more mature and stable, and they have their independent thoughts and behaviors, and they have strong learning abilities and a strong sense of innovation, reflected in their consumption activities (Chen, 2013)

College students' consumption expenditure is generally increasing, but there is a polarization phenomenon; the consumption structure shows diversified and hierarchical characteristics; the total consumption expenditure consists of primary consumption, development consumption and enjoyment consumption. although college students' rational consumption is in the mainstream, under the impace of consumerism, college students have blind consumption behavior at the same time (Zheng, 2019) . College students' consumption expectations are higher than reality; The consumption concept of college students is mainly based on emotional consumption, and when they have spare money, they tend to blind consumption. some students usually spend impulsively and shop unquestioningly. college students' consumption in the areas of food and drink, entertainment and socialising account for the majority of consumption; some students do not pay much attention to safety awareness in the process of consumption; and some students are not sufficiently aware of the risk of borrowing and will overspend. (Yao, 2019).

Under sufficient funds, college students' consumption of entertainment and leisure is higher than that of self-development, and factors such as gender, type of primary, class and style of enrolment have little influence on college students' consumption behavior. Peer factors, time of exposure to media and cultural consumption industries, and facilities in the social environment have a significant impact on college students' consumption (Gao, 2017).

College students' subjective awareness and behavioral attitudes are the main factors influencing online shopping (Li, 2016).

E-commerce live broadcast influences the form of user interaction and consumption behavior. Precision marketing and the expansion of niche circles will promote college students to produce actual consumption behavior. At the same time, the media image and interactive communication have no significant impact on the consumption behavior of the sample college students (Zuo & Pan, 2021).

College students are beginning to have the ability to consume, and under the background of the Netflix economy, college students generally face economic pressure in the consumption process. Consumption is mainly based on psychological

needs and may be due to impulsive consumption, diversified forms, and are easy to accept new products under the influence of Netflix, while Netflix team creates a good consumption situation and develops attractive marketing strategies to meet the consumption needs of college students (Bai, 2023).

College students are the primary consumers of e-commerce live broadcast. They are young and fashionable, easily attracted by new things. However, the vast majority of college students have not formed mature consumer values. When faced with diverse and tempting e-commerce products, they are easily influenced by lousy consumerism, leading to irrational consumer behavior (Yun & Pang, 2022).

The consumption mode of e-commerce live broadcast is in line with the trend of people's consumption psychology towards the direction of personalisation of demand and informationisation of consumption. Still, this consumption mode, while providing college students with consumption convenience and benefits, also produces a series of adverse effects, which has become a new issue that needs to be analysed and answered by society today (Du & Lei, 2023.).

The excessive consumption of college students in pursuit of material enjoyment, such as online shopping overdraft, network borrowing and other phenomena, mainly climbing consumption, emotional consumption, herd consumption, hedonistic consumption and high-grade consumption, and this kind of consumption behavior is abnormal and alienated, mainly due to the wrong influence of the family and the lack of positive guidance of civic and political education, This leads to the lack of a correct concept of consumption by college students. The positive idea of consumption will affect the consumption behavior of college students, and the current aberrant consumption behavior of college students is diversified, and a variety of wrong and complex environments affect the values of college students, which further affects their consumption behavior (Li & Liu, 2019).

2.2.3 The Influence of e-commerce Live broadcast on the consumption behavior of college students

The study found that for edible products, the environmental pollution of crowded and cluttered shops will reduce consumers' willingness to buy. However, for non-edible products, their pollution does not have a significant negative impact on consumers' purchase intention (Gupta S,2021).

In an analyze of the influence of consumers' purchase intention of Thai organic

rice using structural equation modelling, the study found that health awareness, subjective norms and knowledge of product traceability had a positive influence on consumers' purchase intention (Harry, 2022).

In a quantitative model study of live webcast marketing, both utility and hedonicity were found to have a positive effect on consumer purchase intention (Liu, 2020).

Merchant leadership and promotional incentives indirectly influence consumer purchase intention through perceived value and perceived trust (Xiao& Lei, 2021).

The impact of e-commerce live broadcast on consumers' purchase intention was investigated. It was found that product matching and service experience had a significant positive impact on perceived quality, while perceived quality also had a significant positive effect on consumers' purchase intention (Ye Ch. X, Du Q.Q, Liu Y, Xu X.Y & Jiang L,2021).

The consumption concept and preference of college students have the following characteristics: unreasonable consumption structure, blind pursuit of luxury goods that do not meet their consumption ability, poor financial awareness, excessive human consumption, impulsive consumption and overdue consumption. (Jiang, 2020).

E-commerce live broadcast provides college students with more prosperous shopping channels, meets diversified consumption needs, and saves time in choosing goods, and the positive behavior of some net celebrities can bring good demonstration effect and guide college students to advance and grow. However, college students are in a period of relatively free consumption and weak economic independence, and their consumption concepts are not mature enough. They are often lured by the wide range of goods in the live broadcast room, the personal charm and sales skills of the anchor, and the attractive enough offers to buy unplanned goods, and impulsive consumption, overconsumption and overspending occur. (Shi &Xiao 2022).

College students' live consumption through e-commerce live broadcast improves shopping convenience, enhances the sense of shopping experience, meets the needs of daily life, and simultaneously contacts the social economy and promotes their socialisation process. However, some college students are easily attracted by the anchor's marketing, have weak awareness of network security, do not pay attention to the protection of personal privacy, and are subject to network e-commerce live fraud. some college students overdraft consumption out of the actual economic ability, and if they are unable to pay back the loan on the specified date, then they will fall into the

risk of credit loss and default. (Du &Lei, 2023)

Most students believe that e-commerce live broadcasts show consumers a comprehensive display of goods, more targeted product discounts, convenient, reliable and interactive. However, some e-commerce anchors make false assessments to deceive consumers during live broadcasts to earn advertising fees for their products, misleading students to make irrational consumption behavior without considering the actual situation. (Lu, 2023)

The false and seductive content of live e-commerce broadcasts can easily deceive college students, and the quality of goods in some live broadcast rooms is not guaranteed, which are fake and inferior products. College students' excessive reliance on network e-commerce live broadcasts has a particular impact on college students' values. (Luo, Zhu &Gao, 2023)

2.3 Theory of Reviews

2.3.1 Theory of Reasoned Behavior (TRA)

Theory of Reasoned Action (TRA) is a model for predicting and explaining how attitudes consciously influence individual behavior. The Theory of Reasoned Action (TRA) was proposed by Fishbein and Ajzen in 1975, who argued that any factor can only influence usage behavior through attitudes and subjective norms and that the theory's variables include mindset, subjective norms, behavioral intention and behavior. Behavioral intention is the most direct factor influencing behavior, which is determined by attitudes and subjective criteria. Attitudes affect individual beliefs, which are expressed in examples, and beliefs ultimately influence behavior.

This leads to the theory of TRA: beliefs exist in subjective norms, and behavior, in turn, acts as feedback to beliefs and standards. The idea provides a clear understanding of the rational emergence of behavior. However, the basic premise of the idea is that people are sensible individuals, without fully considering the impact of environmental factors on people's behavior and ignoring the point that individual behavior is uncontrollable. In practice, it has been found that many factors influence personal consumption decisions, such as the individual's intrinsic differences, ability, and external factors such as time and opportunity (Wang, 2019) . As shown in Fig.2.1

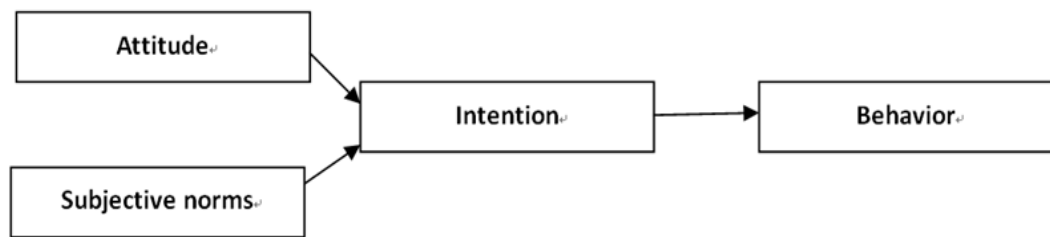


Figure 2. 1 Theory of reasoned action (TRA)

2.3.2 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior, also known as the TPB theory, was added to the Theory of Rational Behavior in 1985 by Ajzen, who added the new concept of "Sensory behavioral control" to the Theory of Rational Behavior, suggesting that "Sensory behavioral control" indirectly influences individual behavior. The theory expands the idea of rational behavior by adding the new concept of "Sensory behavioral control" to the idea of rational behavior, suggesting that "Sensory behavioral control" indirectly influences individual behavior. Like sound behavior theory, planned behavior theory suggests that actual conduct is ultimately determined by the will to act.

The difference between the two is that the theory of planned behavior is that individuals can ultimately decide whether or not to carry out certain behaviors; the theory of planned behavior adds cognitive behavior to its system when individuals predict more difficulties in the future or the current individual has more resources and opportunities, the stronger the cognition of individual behavioral control, The addition of the "Sensory behavioral control" variable, the study of the factors that affect the behavior of a more objective, and at the same time to avoid the individual because of the will of the individual is not under the control of behavioral research does not exist in the sense of the situation, to expand the scope of the model of the theory, and to improve the model to predict behavioral ability. Sensory behavioral control (Wang, 2019). as shown in Fig.2.2

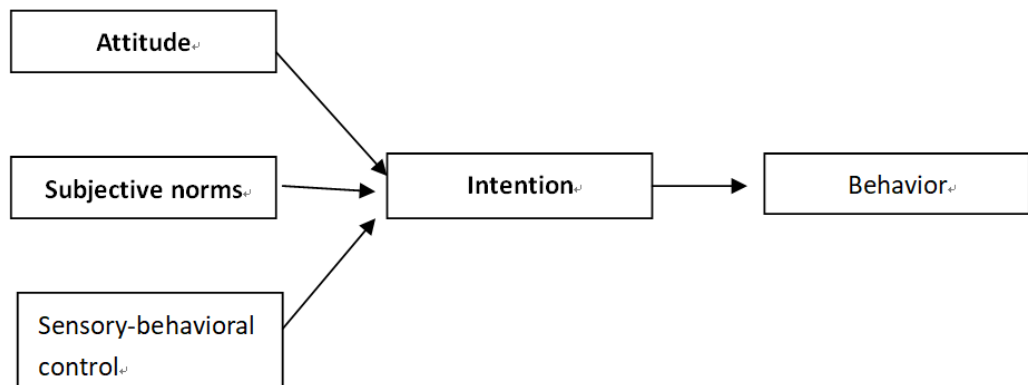


Figure 2. 2 Theory of planned behavior (TPB)

The Theory of Planned Behavior (TPB) has two main assumptions about behavior control: 1) Cognitive-behavioral control has a motivational influence on the willingness to act. If an individual has a positive attitude and a subjective normative belief that he should take a specific action but knows that he lacks a specific resource, he will not have a strong willingness to act. In this case, cognitive-behavioral control has an indirect effect on behavior solely through the desire to work; 2) A direct relationship between cognitive-behavioral control and actual behavior is possible when the will does not fully control the predicted behavior and when cognitive-behavioral control must genuinely reflect the individual's actual behavioral control. The stronger the cognitive control and the closer the behavioral attitudes are to subjective norms, the stronger the will to behave. However, when the individual making the prediction has behavioral solid control or the problem being predicted is significant, the predictive effects of the idea of planned behavior and the theory of rational behavior are very similar.

Scholar Wu Rui Juan, using the Theory of Planned Behavior to study farmers' consumers' intention to buy home appliances in the countryside, constructed a model of farmers' consumers' purchase intention (Wu, Li & Wu, 2010). Scholar Lei Zhi Zhu created a model of the determinants of knowledge-sharing behavior based on the framework of rational behavior theory, which suggests that knowledge-sharing behavior mainly depends on the willingness to share knowledge. Still, the desire to share knowledge is also influenced by factors such as managerial support, organisational culture, and so on (Lei & Ding, 2010).

2.3.3 The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a model proposed by Davis in 1989 when he applied the theory of rational behavior to study the acceptance of information systems by users. Davis believes that the influence of behavioral attitudes and subjective criteria is different and more important than that of subjective norms, so he innovatively proposed two variables: perceived ease of use and perceived usefulness, where perceived ease of service indicates that individuals who accept a technology will value the degree of difficulty of the technology, i.e. the more straightforward and more accessible the technology is to use. Perceived usefulness indicates that individuals taking the technology will respect the degree of practicality of the technology, and the greater the degree of practicality, the greater the perceived usefulness. The higher the degree of practicality, the higher the perceived usefulness.

The role of the TAM theoretical model is mainly reflected in the following four aspects: First, external variables affect perceived ease of use and usefulness, and perceived usefulness is affected by ease of use; second, perceived ease of use and usefulness will directly affect the individual's attitude towards the use of technology; third, the use of the intention to use the technology is affected by the attitude, which in turn is reflected in the perceived usefulness; and fourth, the use of behavior will be affected by the transfer of the above factors, and ultimately become a relationship in which intention determines actual behavior. the relationship in which intention determines actual behavior (Davis, F. D. A, 1986). as shown in Fig.2.3

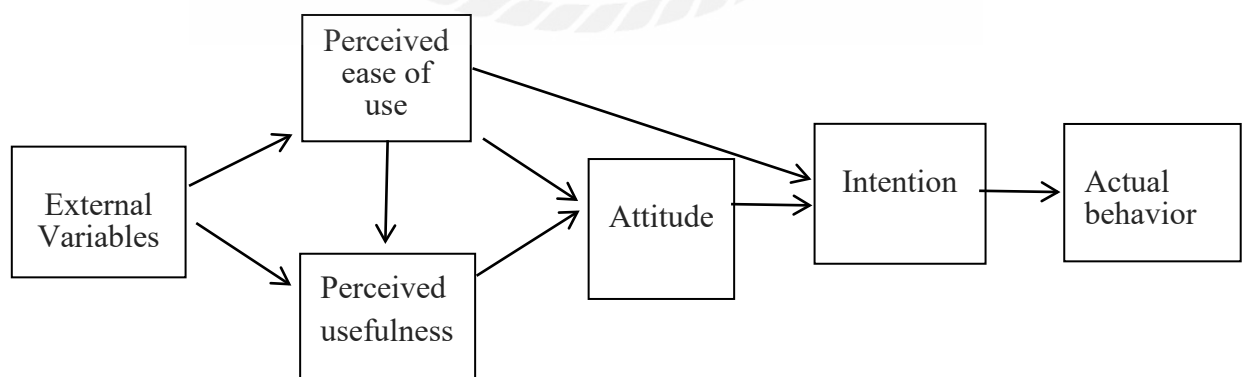


Figure 2. 3 The Technology Acceptance Model (TAM)

2.4 Research Relevant

The Technology Acceptance Model (TAM) is a model proposed by Davis in 1989, when he used the theory of rational behavior to study the acceptance of information systems by users. The original purpose of offering the Technology Acceptance Model was to provide an explanatory account of the determinants of widespread computer acceptance. The theoretical model has been developed and extended to be widely used in the study of consumer willingness and consumer behavior activities. Therefore, this study will be based on the Technology Acceptance Model (TAM) theory. According to the definition and structure of the variables of the TAM theory model, it is classified and defined according to the characteristics of e-commerce live broadcasting.

2.4.1 Perceived Ease of Use of e-commerce live broadcast

E-commerce live broadcast perceived ease of use is one of the influencing factors for consumers to decide to consume and buy behavior. It is whether the operation is convenient and straightforward. In the e-commerce live broadcast mode, consumers can watch the live broadcast anytime and anywhere. It is convenient to interact with Netflix with understanding of the commodity information, the consumer behavior is easy to be imitated, the operation is simple, it is easy to learn and use, which will affect the consumption results. Perceived ease of use actively contributes to perceived usefulness. (Wang, 2019).

Perceived ease of use of e-commerce live broadcast includes the degree of purchase convenience, experience satisfaction, and after-sales satisfaction. The comfort, commodity experience, entertainment, and attractiveness of after-sales service of live e-commerce is similar to traditional online shopping, and there is no significant difference, which has a relatively small impact on the consumer's willingness to consume in the process of live broadcasting. But among them, after-sales service has the most significant impact (Wang, Dong & Zhang, 2021).

2.4.2 E-commerce Live Broadcast Perceived Usefulness

Perceived usefulness was also explained in the previous section. It is one of the influencing factors for consumers to decide consumption and purchase behavior, whether the purchased product is valid and whether it can satisfy self-needs, which

are the key factors affecting consumption (Wang, 2019).

Perceived usefulness of e-commerce live broadcast, which shows the intuition of the product, the price of the product, the strength of promotional discounts, the cost of the product and the power of promotional discounts are the most important factors affecting consumers' willingness to consume in e-commerce live broadcast (Wang, Dong & Zhang, 2021).

Perceived entertainment value, trust and perceived utility value of e-commerce live broadcasts have a positive impact on consumers' willingness to purchase (Jia, 2019).

Enhancing the entertainment and interactivity of e-commerce live broadcasts and increasing the discount promotion of products in e-commerce live broadcasts help improve consumers' purchase intention (Wang, Wang & Sun, 2019).

Product type, interactivity, live broadcast quality, and trust all have a direct impact on college students' consumption behavior, with product type having the most significant impact, interactivity the second, and live broadcast quality and trust the smallest. Whether college students will shop in the live broadcast room mainly depends on whether they are interested in the products sold by the anchor (Cai, 2023).

The "product characteristics", "anchor characteristics", and "platform regulation" of e-commerce live broadcasts all have a significant positive impact on consumers' online purchase of e-commerce live broadcast products, which in turn affects their purchasing behavior (Bi & Lu, 2023).

2.4.3 E-commerce Live Broadcast Followership

Followership is when consumers change their initial intention and go with the majority because they are influenced by the group's behavior (Wang, 2019).

In online shopping, consumers are more influenced by the purchase evaluation. That is, information follower consumer behavior occurs more frequently. (Zhang, 2023).

Popularity is an environmental atmosphere in which people make the same choice, which is a social psychological phenomenon. The specific image is expressed in the psychology of following the crowd and exploring the differences. These typical features of live broadcasting, combined with the characteristics of e-commerce, play an essential role in influencing consumers' purchasing behavior in e-commerce live broadcasting. (Lu, 2022)

The process of e-commerce live broadcast with goods Netflix's personal charisma and high interactivity have a positive impact on consumer attitudes, and consumer attitudes have a positive impact on consumer purchasing decisions (Jiang, 2019).

Netflix anchor activities have a positive impact on user perceptions, and anchor activities have a positive impact on Taobao shop revenues (Xu, Wang, Li, Guo&Hu, 2021).

Promotional efforts, anchor characteristics and live streaming activities in the dimension of e-commerce live broadcast positively affect the emotional experience, thus leading to unplanned consumption (Sun, Liu& Liu, 2022).

The brand effect and social presence of e-commerce live broadcast positively affect the sense of trust, and the importance of confidence and identification positively affect consumers' purchase intention (Chen & Yin 2020).

2.4.4 Consumption Intention and Behavior of College Students

Under the self-media environment, college students' consumption intention will have a positive effect on actual consumption behavior. (Wang, 2019)

In college students' consumption behavior, the influence of the external environment is very obvious, some e-commerce live broadcasts are too liberal and may spread some incorrect remarks, thus making college students lack rationality and change their consumption behavior. (Sun, 2022).

2.5 Conceptual Framework

This paper draws on a wide range of research literature in consumer behavior, online shopping and other related fields. It examines the validity of the various influence indicators identified in combination with field research and interviews at the school where they are located. Based on the technology acceptance theory of the Technology Acceptance Model (TAM), the four indicators of perceived ease of use, perceived usefulness, intention to consume and actual consumption behavior were examined as variable factors, and at the same time, based on the work of Wang Jichao (2019), based on the consumer's self-perception, intention to consume and actual consumption behavior as variable factors, and combining the differences in the consumption behavior of college students in e-commerce live broadcasting, the

variables of subordination, intention to consume and actual consumption behavior were selected. Starting from the general environment of e-commerce live broadcasting, the college student group is taken as the research object to construct the model of influencing their consumption, in which the variable factors are set to five: perceived ease of use, perceived usefulness, other peers, consumption intention and actual consumption behavior. As shown in Figure 2.4

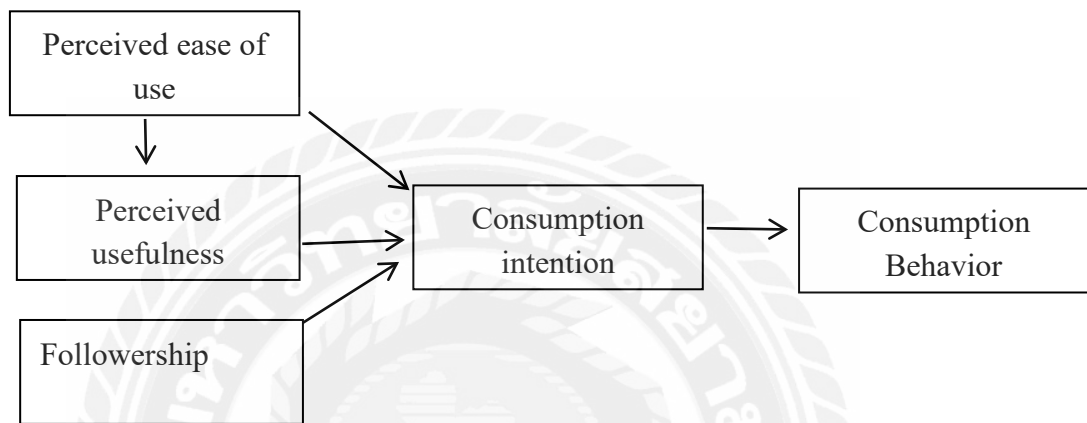


Figure 2. 4 Theoretical model of the Influence of e-commerce Live broadcast on the consumption behavior

E-commerce live broadcasting perceived usefulness has the most significant impact on consumers' decision to purchase goods in the process of e-commerce live, perceived trust is next to it, and perceived ease of use has the most negligible impact on consumers' willingness to consume in the process of e-commerce live (Wang, Dong & Zhang, 2021).

The perceived ease of use, perceived usefulness, followership and Netflix marketing in the self-media environment have a positive effect on college students' willingness to consume in the Netflix economy (Wang, 2019). Terms and definitions used in this paper:

(1) Perceived ease of use

Perceived Ease of Use has been explained in the previous section. It is one of the influencing factors for consumers to decide on consumer purchasing behavior, whether the operation is convenient and easy. In the net red economy e-commerce live mode, consumers can watch the live broadcast anytime and anywhere, and net red interaction is convenient, immersive understanding of product information, consumer

behavior is easy to imitate, the operation is simple, easy to learn and use, which will affect the consumption results. (Wang, 2019).

(2) Perceived usefulness

Perceived Usefulness has been explained before. It is one of the influencing factors for consumers to decide to consume and buy, whether the purchased product is valid or not, and whether it can satisfy their self-needs or not. This is the critical factor influencing consumption. (Wang, 2019).

(3) Followership

It means that consumers change their initial intention and take with the majority because they are influenced by the group's behavior. (Wang, 2019).

(4) Consumption intention

Also explained consumer intention in the previous section, which indicates the probability that a consumer, influenced by their subjective awareness, will try to buy a product or will always use a product. However, having an intention to purchase online does not mean that online shopping behavior will occur. (Wang, 2019).

(5) Consumption Behavior

Consumers complete the purchase or consumption. (Wang, 2019).

Chapter 3 Research Methodology

3.1 Introduction

This paper adopts a quantitative method to conduct research by consulting and referring to a large number of consumer behavior and online shopping and other related fields of research literature, taking college students in Nanning colleges as the research object, examining whether all the cited influence indicators are reasonable, taking the theory of TAM Technology Acceptance Model as the entry point, adopting the questionnaire method to collect data, and using SPSS analyze software to perform descriptive statistical analyze, correlation analyze, and regression analyze respectively, according to the results of the study, the research hypotheses proposed in This paper were verified, and finally, Obtained research results

3.2 Population and Sampling and Sample Size

This paper randomly selects college students in higher education institutions in Nanning City as the research object and plans to randomly distribute the questionnaire to college students in 35 higher education institutions in Nanning City, and the questionnaire adopts an online network to fill out the questionnaire to collect the questionnaire data. online distribution and collecting 465 questionnaires, excluding invalid questionnaires 24, to get a valid questionnaire of 441, with a questionnaire effective recovery rate of 95%.

3.3 Research Design

To ensure a Study on the Influence of e-commerce Live broadcasts on the consumption behavior of college students in Nanning City, The questionnaire design is divided into three parts, one is the description and greeting part, which is mainly a brief explanation of the purpose of this research and the content of the study; the second is the basic overview of the investigator part, which is mainly a survey of the respondents' age, consumption habits, online shopping software, and preferences; and the third is the survey of the factors influencing college students' consumption behavior. In 1987, Nulmally proposed that if the measurement items of each variable are three or more, it can assure that the scale has high reliability. This paper compiles the measurement scale by referring to the mature scale of scholars in this field. To

ensure that the empirical data has higher reliability, the measurement of the variables are proposed to measure three or more measurement dimensions in the design of the scale questions concerning the Likert five-point scale way to be divided into five grades, in which A indicates complete agreement; B indicates comparative agreement C indicates general D indicates relative disagreement E indicates complete disagreement. as shown in table 3. 1.

table 3. 1 Scale of the impact of the Internet celebrity economy on college students' consumer satisfaction

Variable	Measurement item	Reference source
Perceived ease of use	Consumption in the e-commerce live broadcast is easy to use, the site is clear, and the network is smooth.	Wang Jizhao (2019)
	Often able to follow and become interested in new e-commerce anchor	Wang Jizhao (2019)
	Often receive product recommendations endorsed by interested e-commerce anchors in the software.	Wang Jizhao (2019)
	E-commerce Live broadcast Anchor actively respond to consumer questions during the live broadcast.	Meng Xianfeng (2020)
	E-commerce live broadcast makes it easier for me to follow new e-commerce anchor.	Wang Jizhao (2019)
	E-commerce live broadcast makes it easier for me to keep up with the developments of web stars and related products.	Wang Jizhao (2019)
	I follow or buy products recommended by web stars.	Wang Jizhao (2019)
	The advertising policy of e-commerce live broadcasts makes me pay more attention to related products.	Dong Jie (2022)
	You think the frequent appearance of advertisements in e-commerce live broadcasts can make people remember and increase the desire to buy.	Dong Jie (2022)
Perceived usefulness	You think the purpose of buying commerce live broadcasts products is to satisfy your needs.	Wang Jizhao (2019)
	When you intend to buy a product, you will look for e-commerce live reviews before you buy.	Wang Jizhao (2019)

	E-commerce Live broadcast Anchor 's endorsement of a product makes me more aware of it and perhaps more willing to try it.	Wang Jizhao (2019)
followership	Classmates and friends recommend the product and are unable to refuse.	Jie Dong (2022)
	My classmates and friends have it, and I want it.	Dong Jie (2022)
	E-commerce Live broadcast Anchor recommend it for supportive purchases.	Dong Jie (2022)
	After buying a E-commerce Live broadcast product, I will have more conversations with friends around me.	Dong Jie (2022)
Consumer Intention	Look for products recommended by favorite celebrities or e-commerce anchor and endorsed purchases.	Dong Jie (2022)
	When I don't need an item, I make a decision to purchase it based on recommendations from the e-commerce Live broadcast Anchor.	Dong Jie (2022)
	You are deciding to buy if you like a product while swiping on E-commerce Live broadcast.	Dong Jie (2022)
	Get in the habit of learning about new products recommended by the e-commerce Live broadcast Anchor you regularly follow.	Wang Jizhao (2019)
	Trust the product recommendations of the e-commerce anchors you follow.	Wang Jizhao (2019)
Consumer behavior	Often produce consumer behavior in e-commerce live broadcasts.	Wang Jizhao (2019)
	I feel good after buying the e-commerce live broadcasts, and I will recommend it to friends and classmates.	Dong Jie (2022)
	If you feel good after buying e-commerce live broadcasts products, I will make a second purchase.	Dong Jie (2022)

3.4 Data Collection

The raw data of this study adopted random sampling methods . A valid sample of 441 high school students will be randomly selected from 35 colleges and universities in Nanning, Guangxi China. The questionnaire data will be predicted and formally distributed questionnaires through two links, to improve the validity of the questionnaires, the recovered questionnaires will be screened, the same questionnaires

with incomplete answers will be discarded. Research ethics were also followed to ensure the anonymity of the respondents and the privacy and security of the data collected. The data are mainly collected from relevant books and through the Internet, such as China Knowledge, research websites of relevant studies, journals, and so on.

3.5 Reliability and validity analyze of the scale

3.5.1 Reliability analyze

In this paper, the reliability of the questionnaire was assessed using the Cronbach's coefficient. Cronbach's coefficient of 0.7 or higher is considered an acceptable level of reliability. The closer the coefficient is to 1, the higher the level of reliability of the data and the greater the internal consistency of the questionnaire measurement items.

Table 3.2 Variable Reliability Test Results

Variable Name	Number of items	Cronbach alpha coefficient	
Perceived Ease of Use	9	0.956	
Perceived usefulness	3	0.892	
followership	4	0.959	0.929
Consumption intention	5	0.948	
Consumption behavior	3	0.941	

From Table 3.2, by using the data analyze software, the reliability of five variables is tested, and the results are as follows: the Cronbach's α values of five variables, namely perceived ease of use, perceived usefulness, followership, intention to consume and actual consumption behavior are 0.956, 0.892, 0.959, 0.948 and 0.941 respectively, and the Cronbach's alpha values of five variables are all greater than 0.8, indicating that the quality of data reliability of the variables is high. The overall reliability Cronbach's coefficient of the questionnaire is 0.929. meets the requirements of the study and can be used for subsequent data analyze and inference.

3.5.2 Validity analyze

The validity study is used to analyze whether the research items are reasonable and meaningful or not. The validity analyze is carried out by using factor analyze as

a method of data analyze, which is based on the KMO value, joint degree, variance explained rate value, factor loading coefficient value, and other indices, respectively, to check the validity level of the data. The KMO value is used to judge the suitability of the extracted information, the joint degree is used to exclude the unreasonable items, the variance explained rate value is used to indicate the level of extracted data, and the factor loading coefficient is used to measure the relationship between factors (dimensions) and questions.

Table 3.3 Results of validity analyses

name (of a thing)	factor loading factor					Commonality (common factor variance)□
	factor1	factor2	factor3	factor4	factor5	
Perceived Ease of Use	0.038	0.975	0.092	0.092	0.176	1.000
Perceived usefulness	0.160	0.098	0.949	0.134	0.215	1.000
followership	0.961	0.038	0.155	0.108	0.199	1.000
Consumption intention	0.107	0.094	0.129	0.967	0.168	1.000
Consumption behavior	0.267	0.246	0.279	0.226	0.860	1.000
Eigenroot values (before rotation)	2.442	0.882	0.727	0.618	0.331	-
Variance explained % (before rotation)	48.845%	17.640%	14.536%	12.364%	6.615%	-
Cumulative variance explained % (pre-rotation)	48.845%	66.485%	81.021%	93.385%	100.000%	-
Eigenroot value (after rotation)	1.033	1.031	1.027	1.024	0.884	-
Variance Explanation % (after rotation)	20.664%	20.625%	20.545%	20.486%	17.680%	-
Cumulative variance explained % (after rotation)	20.664%	41.289%	61.834%	82.320%	100.000%	-
KMO value			0.720			-
Barth Spherical values			109.922			-
df			10			-
p-value			0.000			-

From Table 3.3, All the research items correspond to a commonality value greater than 0.4, which indicates that can effectively extract information from research projects. In addition, the KMO value is 0.720, greater than 0.6, and can effectively extract information from the data. In addition, the variance explained values of the five factors are 20.664%,20.625%,20.545%,20.486%, and 17.680% , respectively and the rotated cumulative variance explained is 100.000%>50%. It means that the amount on information of the research item can be extracted effectively. The overall requirements of the validity test are met. Therefore, the sample data is valid and relevant research, and analyze can be conducted.

3.6 Hypothesis

The following hypotheses are proposed in This paper for the predefined model of e-commerce live broadcasting on college students' consumption behavior in the Netflix economy:

- H1: Perceived ease of use has a positive impact on perceived usefulness.
- H2: Perceived ease of use has a positive impact on purchase intention.
- H3: Perceived usefulness has a positive impact on purchase intention.
- H4: followership has a positive impact on purchase intention
- H5: Consumer intention has a positive impact on consumer behavior.

Chapter 4 Finding

4.1 Introduction

This paper is based on the college students in Nanning City College as the research object, using the questionnaire method online distribution and collection of 465 questionnaires, excluding 24 invalid questionnaires, to get a valid questionnaire of 441, the questionnaire effective recovery rate of 95%. The useful questionnaires were coded and entered into SPSS to statistically analyze the data to obtain the study results.

4.2 Descriptive analyze of the sample

Table 4.1 Basic information about the research community

Item	Classification	Number of persons	Percentage
Gender	Male	130	29.48%
	Female	311	70.52%
Grade	Freshman	149	33.79%
	Sophomore	196	44.44%
	Junior	80	18.14%
	Senior	10	2.27%
Place of birth	Graduate student	6	1.36%
	City	45	10.20%
	Urban	61	13.83%
Main economic source	Rural	335	75.96%
	Family	395	89.57%
	Student Loan	156	35.37%
	Work-study	130	29.48%
Monthly disposable income	Scholarships	48	10.88%
	Others	51	11.56%
	¥801-1200 Yuan	195	44.22%
	¥800 and below	144	32.65%
Disposable Income	¥1201-2000 Yuan	79	17.91%
	¥2000 and above	23	5.22%

From Table 4.1, More female than male students participated in this survey. The research subjects are still mainly first-year students to senior students. Students

participating in the survey are more from rural areas, accounting for 75.96%; disposable income is distributed primarily in ¥1200 and below, accounting for 76.87%, indicating that the primary economic source of college students' consumption is their families, and their monthly disposable income is relatively low. The monthly consumption in live network e-commerce is also relatively low, while the proportion of consumers above 300 yuan is 92.74%.

Table 4.2 Basic information about the research community

Item	Classification	Number of persons	Percentage
Factors affecting how much you spend on online shopping	Affordable living expenses	174	39.46%
	Reasonable price of products	362	82.09%
	Good quality products	317	71.88%
	Students around us spend money on related products	74	16.78%
	Others	35	7.94%

From table 4.2, When watching e-commerce live broadcasts, 82.09% of college students think that the reasonable price of products is an essential factor influencing online shopping spending, which shows that college students pay more attention to the reasonableness of product prices. 71.88% think that the quality of products is an essential factor influencing online shopping spending, which shows that college students pay more attention to the quality of products. 39.46% believe that a higher standard of living is one of the factors influencing online shopping spending, which shows that the economic strength of college students is also one of the influencing factors. 16.78% think that the expenditure of their peers is one of the factors influencing their spending. This shows that the economic strength of the students is also one of the influencing factors. 16.78% of them think that their classmates around them make related spending is one of the factors influencing their online shopping spending, which shows that students' social circle also impacts their spending behavior.

Table 4.3 Basic information about the research community

Item	Classification	Number of persons	Percentage
------	----------------	-------------------	------------

Percentage of	Food expenses	328	74.38%
money you	Beauty and personal care	227	51.47%
usually spend	Clothing	286	64.85%
on online	School Supplies	142	32.20%
purchases	Recreation and Leisure	152	34.47%

From table 4.3, Characteristics of college students' e-commerce live broadcast structure, the most significant proportion of spending is food expenditure, accounting for 74.38 percent of the total number of effective times. Next are clothing and department stores, accounting for 64.85%. Beauty and personal care and recreation and amusement accounted for 51.47% and 34.47% respectively. School stationery had the smallest share, with 32.2%.

Table 4.4 Basic information about the research community

Item	Classification	Number of persons	Percentage
Average daily hours of online entertainment in	0~2 hours (included)	88	19.95%
	2~4 hours	191	43.31%
	4~6 hours (inclusive)	92	20.86%
	6 hours and above	70	15.87%
How often have you learned about goods E-commerce live broadcast purchased them	Once every two or three days or more	60	13.61%
	Once a week	64	14.51%
	Once every fortnight	62	14.06%
	One month and above	255	57.82%
Overspend on products recommended by e-commerce live broadcast	Never overspend; plan ahead	294	66.67%
	Occasional overspending, but will be controlled	135	30.61%
	Frequent overspending, difficult to control	12	2.72%

From Table 4.4 , The purchase frequency after learning about goods through live e-commerce broadcast channels is mainly concentrated in one month and above, accounting for 57.82%. However, there are still 13.61% who have a higher frequency of purchase behavior. More than 66% of respondents never overspend, while only

2.72% overspend frequently and are difficult to control. In addition, 30.61% of respondents occasionally overspend but can control it.

4.3 Relevance analyze

Correlation analyze is a statistical method used to study the degree of closeness between variables. To test the hypothesis of this study, bivariate correlation analyze is first used to verify the variables in the theoretical model, to observe if there is a specific correlation between the variables, and to test if the variables can be analyzed by regression.

Table 4.5 Pearson's correlation-delta format

Variables	Mean value	Perceived Ease of Use	Perceived usefulness	Fellowship	Consumption intention	Consumer behavior
Perceived Ease of Use	4.362	1				
Perceived usefulness	4.387	0.268**	1			
Followership	4.383	0.154**	0.342**	1		
Consumption intention	4.330	0.225**	0.279**	0.220**	1	
Consumer behavior	3.759	0.430**	0.526**	0.514**	0.482**	1

From Table 4.5, correlation analyze was used to examine the correlation between Perceived Ease of Use, Perceived usefulness, Followership, Consumption intention, and Consumer behavior. There was a positive correlation between the two variables.

4.4 regression analyze

Regression analyze is a statistical research method used to investigate whether there is a linear or non-linear relationship between one or more independent variables and a dependent variable. It includes linear regression analyze, curve parameter estimation, binary regression analyze, and other methods. From the previous correlation analyze, There is a positive correlation between the variables in this study. To have a deeper understanding of the relationship between the variables, multiple

linear regression analyze is conducted to test the hypothesis of the relationship between the variables.

4.4.1 Perceived ease of use versus perceived usefulness regression analyze of live e-commerce broadcasts

From Table 4.6, Perceived ease of use as the independent variable and perceived usefulness as the dependent variable in the linear regression analyze model equation is: perceived usefulness = 3.061+ 0.304* perceived ease of use, perceived ease of use will have a significant positive impact on the perceived usefulness relationship.

Table 4.6 Results of Linear Regression Analyze of Factors Influencing Perceived Usefulness and Perceived Ease of Use

	Unstandardized coefficient		Standardized coefficient	t	p	R ²	F
	B	standard error	Beta				
Constants	3.061	0.230	-	13.296	0.000**		F (1,439)=33.950, p=0.000
Perceived ease of use	0.304	0.052	0.268	5.827	0.000**	0.072	

Dependent variable: perceived usefulness

* p<0.05 ** p<0.01

4.4.2 Regression analyze of students' intention to consume and the influential factors of each dimension

Table 4.7 Results of Linear Regression Analyze between Consumption Intention and Influencing Factors of Dimensions

	Unstandardized coefficient		Standardized coefficient	t	p	R ²	F
	B	standard error	Beta				
Constants	2.303	0.275	-	8.366	0.000**	0.117	F (3,437)

Table 4.7 Results of Linear Regression Analyze between Consumption Intention and Influencing Factors of Dimensions

	Unstandardized coefficient		Standardized coefficient	t	p	R ²	F
	B	standard error	Beta				
Perceived ease of use	0.159	0.049	0.153	3.276	0.001**	=19.315, p=0.000	
Perceived usefulness	0.177	0.045	0.193	3.921	0.000**		
F Followership	0.127	0.047	0.131	2.731	0.007**		

Dependent Variable: Consumption Intention

* p<0.05 ** p<0.01

From Table 4.7, Perceived ease of use, perceived usefulness, and followership are taken as independent variables, while purchase intention is taken as the dependent variable for linear regression analyze, and the model formula is Purchase intention = 2.303 + 0.159*Perceived ease of use + 0.177*Perceived usefulness + 0.127*Followership, and the R-squared value of the model is 0.117. In summary, Perceived ease of use, Perceived usefulness and Followership all have a significant positive impact on Consumption intention.

4.4.3 Regression analyze of College Students' Consumption Intention and Consumption behavior

Table 4.8 Results of linear regression analyze of the relationship between consumption behavior and consumption intention of college students

	Unstandardized coefficient		Standardized coefficient	t	p	R ²	F
	B	standard error	Beta				
Constants	0.271	0.307	-	0.885	0.377	0.232	F (1,439)
Consumption Intention	0.806	0.070	0.482	11.523	0.000**		= 132.787, p=0.000

Dependent variable: consumption behavior

* p<0.05 ** p<0.01

From table 4.8, Consumption intention as the independent variable and consumption behavior as the dependent variable in the linear regression analyze, the model formula is: $\text{consumption behavior} = 0.271 + 0.806 * \text{intention to consume}$, Consumption intention will have a significant favorable influence relationship on consumption behavior.

4.4.4 Hypothesis testing

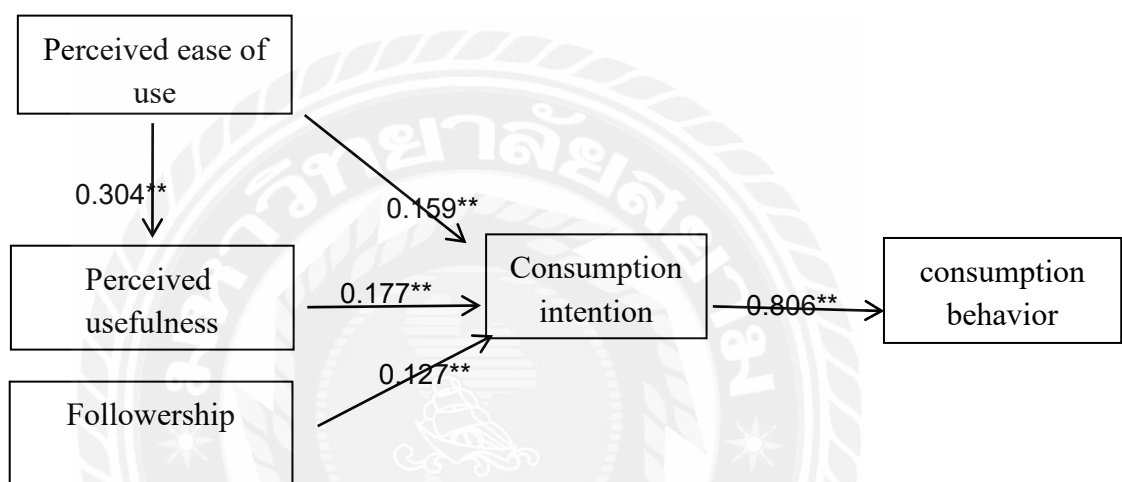


Figure 4. 1 Theoretical model validation of the influence of e-commerce Live broadcast on the consumption behavior

From figure 4.1. The data in the table are standardized coefficients in the regression analyze, which are used to compare the size of the role of the independent variable in the dependent variable, and the larger the value of standardized coefficients, the more significant the part of the independent variable on the dependent variable. As shown in the figure: 1) Perceived ease of use has a positive impact on the relationship of perceived usefulness Perceived ease of use; 2) Perceived Ease of Use, Perceived usefulness, Followership will produce a significant favorable influence relationship on consumption intention, perceived usefulness on consumption intention regression coefficient value of 0.177, the effect of the role of the impact is more pronounced; 3) Consumption intention on consumption behavior regression coefficient value of 0.806, the development of the most significant part of the development of the result is more pronounced.

Table 4.9 Results of Research Hypothesis Testing

Research hypothesis	Empirical test results
H1: Perceived ease of use has a positive impact on perceived usefulness	Get Support
H2: Perceived ease of use has a positive impact on consumption intention	Get Support
H3: Perceived usefulness has a positive impact on consumption intention	Get Support
H4: Followership has a positive impact on consumption intention	Get Support
H5: Consumption intention has a positive impact on consumption behavior	Get Support

From table 4.9, The regression analyze show that: 1) Perceived ease of use on perceived usefulness Perceived ease of use positively influences the relationship; 2) Perceived usefulness, and subordination of them will have a significant favorable influence on the relationship of consumer intentions ; 3) Consumer intentions have a significant favorable impact on the relationship of consumer behavior. The results of the above analyses show that the research hypotheses H1-5 are supported.

4.5 The moderating role of consumers' demographic characteristics in the purchase process

To better understand the influence of consumers' demographic characteristics in the purchase process, the data were analyzed in terms of five aspects: "gender ," "grade ," "place of origin ," "monthly disposable income" and " Major of college students ": "gender ," "class ," "monthly disposable income ," " Major of college students ," and the statistical method chosen to compare the differences between the two types in the scale questions were independent samples t-test and ANOVA; the selected statistical method to compare the differences between three and more classes in the scale questions was independent samples t-test; and selected statistical method to compare the differences between the two types in the scale questions was independent samples t-test. Differences between three or more classes in the scale headings, the statistical method chosen was a one-way analyze of variance (ANOVA).

4.5.1 Analyze of the effect of gender

Using gender as a grouping variable, perform an independent samples T-test on the five variables extracted from the previous section.

Table 4.10 Results of independent samples t-test analyses of gender elements

	Gender (mean ± standard deviation))		t	p
	male (n=130)	female (n=310)		
Perceived Ease of Use	4.39±0.60	4.35±0.70	0.570	0.569
Perceived usefulness	4.36±0.74	4.40±0.78	-0.498	0.618
Followership	4.38±0.65	4.39±0.75	-0.033	0.974
Consumption intention	4.25±0.73	4.36±0.69	-1.514	0.131
Consumer behavior	3.81±1.15	3.74±1.18	0.595	0.552

* $p < 0.05$ ** $p < 0.01$

From Table 4.10, the independent samples T-test was used to investigate the differences between genders on the five items of perceived ease of use, perceived usefulness, Followership, intention to consume, and behavior, and from the above table that: the samples of different genders do not show a significant effect ($p > 0.05$) on all the items of Perceived Ease of Use, Perceived usefulness, Followership, Consumption intention, and Consumer behavior.

4.5.2 Analyze of the effect of educational level

From table 4.11, an analyze of variance (ANOVA) (known as a one-way ANOVA) was used to examine the differences between grades on five items: perceived ease of use, perceived usefulness, affiliation, intention to purchase, and behavior to purchase.

Table 4.11 ANOVA results for the impact of grade level factors

	Grade (mean ± standard deviation)				F	p
	first-year college student (n=149)	Sophomore (n=196)	Junior (n=80)	Senior and Postgraduate (n=16)		

Table 4.11 ANOVA results for the impact of grade level factors

	Grade (mean ± standard deviation)				F□	p□
	first-year college student(n=149)	Sophomore (n=196)	Junior (n=80)	Senior and Postgraduate(n=16)		
Perceived Ease of Use	4.32±0.70	4.37±0.67	4.39±0.65	4.51±0.72	0.467	0.705
Perceived usefulness	4.44±0.69	4.37±0.78	4.32±0.83	4.40±0.91	0.486	0.692
Followership	4.38±0.73	4.37±0.72	4.41±0.72	4.58±0.76	0.457	0.713
Consumption intention	4.31±0.73	4.33±0.70	4.36±0.65	4.43±0.80	0.167	0.918
Consumer behavior	3.78±1.18	3.76±1.17	3.73±1.16	3.73±1.27	0.032	0.992

* $p < 0.05$ ** $p < 0.01$

4.5.3 Analyze of the Influential Role of the Place of Birth

Table 4.12 ANOVA results for the effect of the birthplace factor

	Place of birth (mean ± standard deviation)			F□	p□
	countryside (n=335)	Town(n=61)	Urban(n=45)		
Perceived Ease of Use	4.38±0.68	4.23±0.71	4.38±0.61	1.288	0.277
Perceived usefulness	4.41±0.75	4.35±0.76	4.27±0.87	0.698	0.498
Followership	4.37±0.74	4.44±0.65	4.38±0.71	0.210	0.811
Consumption intention	4.33±0.72	4.29±0.64	4.36±0.65	0.160	0.853
Consumer behavior	3.76±1.18	3.77±1.17	3.73±1.16	0.014	0.986

* $p < 0.05$ ** $p < 0.01$

From table 4.12, using an analyze of variance (ANOVA) (known as one-way ANOVA) to examine the differences in the five items of perceived ease of use, perceived usefulness, affiliation, intention to consume, and behavior, From the above table that the samples from different places of origin do not show a significant effect

on any of the items of perceived ease of use, perceived usefulness, affiliation, intention to consume and behavior ($p>0.05$).

4.5.4 Analyze of the effect of the monthly disposable income of the students

Table 4.13 ANOVA results for the monthly disposable income of college students

	Monthly disposable income (mean \pm standard deviation)			F \square	p \square
	Below RMB	RMB	Above RMB		
	800(n=95)	801-1200(n=174)	1201(n=87)		
Perceived Ease of Use	4.37 \pm 0.64	4.42 \pm 0.67	4.28 \pm 0.74	1.179	0.309
Perceived usefulness	4.36 \pm 0.80	4.48 \pm 0.71	4.28 \pm 0.85	2.216	0.111
Followership	4.31 \pm 0.77	4.41 \pm 0.72	4.39 \pm 0.67	0.576	0.563
Consumption intention	4.33 \pm 0.66	4.34 \pm 0.73	4.29 \pm 0.76	0.163	0.850
Consumer behavior	3.78 \pm 1.20	3.79 \pm 1.15	3.63 \pm 1.23	0.583	0.559

* $p<0.05$ ** $p<0.01$

From Table 4.13, an analyze of variance (ANOVA) (known as one-way ANOVA) was used to investigate the differences in monthly disposable income on the five items of perceived ease of use, perceived usefulness, subordination, consumption intention, and consumption behavior. It can be seen from the table that: the different monthly disposable income samples do not have significant effects ($p>0.05$) on all the items of Perceived Ease of Use, Perceived Usefulness, Subordination, Consumption Intention, and Consumption Behavior. Significant effect ($p>0.05$).

4.5.5 Analyze of the influence of the student's field of study

Using an analyze of variance (ANOVA) (known as a one-way ANOVA) to examine the differences between your profession. on the items of Perceived Ease of Use, Perceived Usefulness, Followership, Consumer Intention, and Consumer Behavior, it can be seen from the above table that the samples from the different professions: on the items of Followership, Consumer Intention and Consumer Behavior, the total of three things do not show a significant effect ($p>0.05$), which

means that there is no difference. In addition, there are two significant effects ($p < 0.05$) on Perceived Ease of Use and Perceived Usefulness, which means that there is a difference in Perceived Ease of Use and Perceived Usefulness between the different professional samples. As can be seen from Table 4.14,

Table 4.14 ANOVA results for college student majors

	Major of college students: (mean \pm standard deviation)			F	p
	science and engineering as academic subjects (n=33)	literature and history (n=32)	finance and economics (n=346)		
Perceived Ease of Use	4.27 \pm 0.67	4.12 \pm 0.79	4.40 \pm 0.65	3.083	0.047*
Perceived usefulness	4.42 \pm 0.61	4.03 \pm 0.92	4.42 \pm 0.74	4.018	0.019*
Followership	4.33 \pm 0.69	4.27 \pm 0.71	4.39 \pm 0.73	0.510	0.601
Consumption intention	4.12 \pm 0.84	4.22 \pm 0.71	4.36 \pm 0.69	2.169	0.116
Consumer behavior	3.75 \pm 1.25	3.41 \pm 1.23	3.80 \pm 1.15	1.687	0.186

* $p < 0.05$ ** $p < 0.01$

4.6 Summary of this chapter

In this chapter, based on the theoretical model and the definition and description of the variables proposing the impact of Netroots economic e-commerce live broadcasting on the consumption behavior of college students in Nanning City, Conduct questionnaire design, and improve relevant measurement indices. After the distribution and collection of the questionnaires, To facilitate the basic information of the sample content, descriptive statistics were conducted on the characteristics of 441 valid questionnaire samples. The reliability and validity of the questionnaire data were analyzed using SPSS statistical analyze software, and the correctness of the theoretical models and hypotheses proposed in this study were tested using correlation and multiple regression analyze. To better understand the role of demographic characteristics on college students' consumption behavior, independent samples t-test, and one-way equation analyze were used to analyze the sample data in depth, and the conclusions show that there is no significant difference between the samples of

different majors in terms of crowding, consumption intention, and consumption behavior. Still samples of different majors show substantial differences in terms of perceived ease of use and perceived usefulness. Other variables such as gender, academic year, place of origin, and monthly disposable income do not show significant effects.



Chapter 5 Conclusions and Recommendations

This paper adopted quantitative research methods. Taking college students in Nanning City as the research object, through the distribution of questionnaires, collected 441 valid questionnaires to analyze and verify the research hypotheses of this paper. The results are as follows.

5.1 Conclusion

5.1.1 The current situation of the influence of e-commerce live broadcast on the consumption behavior of college students in Nanning City

The participation rate of female students in this survey is higher, and the students participating are more from rural areas, accounting for 75.96%, indicating that the research object is still mainly freshman to senior students. It shows that the primary economic source of college students' consumption is their families, and their monthly disposable income is relatively low. College students' e-commerce live broadcast consumption structure, in which food expenditure is the largest, followed by clothing and department stores, followed by beauty care, indicating that after entering college, college students pay more attention to shaping their image after meeting the needs of life, pay attention to dressing up, and have their unique aesthetics.

The frequency of purchasing goods after learning about them through e-commerce live broadcast channels is mainly concentrated in one month and above, accounting for 57.82%. More than 66% of respondents never overspend, indicating that students' consumption during e-commerce live streaming is relatively rational. However, there are still 13.61% of students with high consumption frequency, 30.61% of respondents occasionally overspend but will control it, and 2.72% of respondents often overspend and are challenging to control. Some students' consumption is not reasonable enough, their sense of thrift is not strong, they have not formed a correct concept of consumption, and they are unable to make a good plan and division of their living expenses, resulting in irrational consumption.

5.1.2. Influence factors of e-commerce live broadcast on the consumption behavior of college students in Nanning City

Through the correlation analyze test, There is a positive correlation between the variables of this study, To verify the relationship between the variables, the hypothesis of the relationship between the variables was tested separately by multiple linear regression analyze, and the test results are (1) Perceived ease of use has a positive effect on consumption intention. (2) Perceived ease of use, perceived usefulness, and followership have a positive impact on consumption intention. (3) Consumption intention has a positive influence on consumption behavior.

The impact of e-commerce live broadcast perceived ease of use on consumer behavior is mainly reflected in the optimization of the shopping process, the provision of personalized recommendations, and the enhancement of social influence, which all affect the purchase decision and purchase intention of consumers. E-commerce live broadcast perceived usefulness can enhance consumers' knowledge of the product, increase purchase confidence, guide consumer decision-making, and stimulate the desire to purchase, thus promoting the generation of consumer behavior. In the process of e-commerce live broadcast, it should be announced from the direction of subjective norms, specifically the perceived and evaluated role of society, family, friends, and other influential groups, because it will directly affect the consumer's purchase intention and behavior.

5.2 Recommendations

5.2.1 E-commerce live perceived ease of use aspects

The impact of e-commerce live perceived ease of use on consumer behavior is mainly reflected in the optimization of the shopping process, the provision of personalized recommendations, and the enhancement of social influence, which all affect consumers' purchasing decisions and purchasing intentions:

(1) Simplify the shopping process : If the e-commerce live platform has a simple and smooth user experience, consumers can browse products, place orders, and get

timely shopping feedback more efficiently. This will optimize the consumer shopping experience and may facilitate consumer behavior.

(2) Convenient access to information: During the live broadcast, consumers can intuitively obtain detailed and accurate information about the product. If this information meets the consumer's purchasing needs, they may immediately generate the desire to buy or collect and add to the purchase and other behaviors.

(3) personalized recommendations: If the platform can provide personalized recommendations based on the consumer's shopping history and preferences, then consumers will feel more convenient, which will also increase their willingness to buy.

(4) Increase Social Influence: Viewer interactions and comments on live streams can impact other consumers. Positive comments or recommendations may influence other consumers, prompting them to also make purchases.

5.2.2 E-commerce live perceived usefulness aspects

E-commerce live broadcast perceived usefulness can enhance consumers' knowledge of the product, increase purchase confidence, guide consumer decision-making, and stimulate the desire to buy, thus promoting the generation of consumer behavior.

(1) Enhance product awareness: Through the live broadcast platform, consumers can more intuitively understand the characteristics, functions, and uses of the product and enhance the degree of awareness of the product.

(2) Increase purchase confidence: In the live broadcast process, consumers can communicate and interact with the anchor and other consumers to learn more about the product feedback, so as to better understand the authenticity and reliability of the product, and enhance purchase confidence.

(3) Guide consumer decision-making: through the live platform to provide product introduction, comparison, and recommendation, consumers can have a more comprehensive understanding of the product, and easier to make informed consumer decisions.

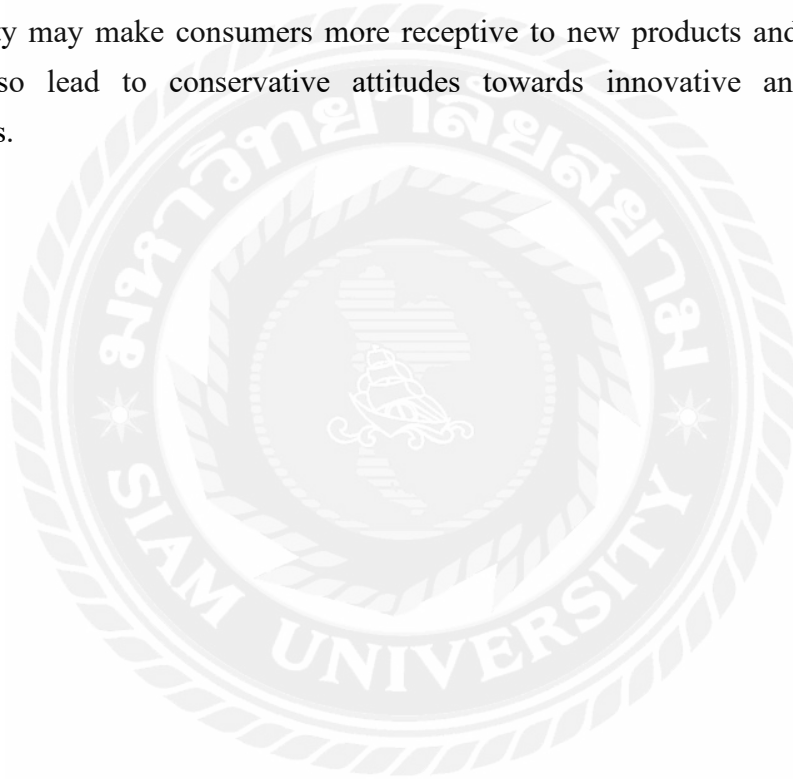
(4) Stimulate the desire to buy: the live platform not only provides product introduction but also through various preferential activities, gifts, and other ways to stimulate consumers' desire to buy.

5.2.3 E-commerce live subservience aspects

In the process of e-commerce, live broadcast propaganda should be from the direction of subjective norms, specifically referring explicitly to the society, family, friends, and other essential groups think and evaluate the role because it will directly affect the consumer's consumer intention and consumer behavior.

(1) Influence consumers' purchasing decisions: the herd mentality will make consumers more inclined to buy popular products and services, as well as the concepts and standards advertised, which will influence consumers' purchasing decisions.

(2) Influence consumers' acceptance of new products and services: Herd mentality may make consumers more receptive to new products and services, but it may also lead to conservative attitudes towards innovative and differentiated products.



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Appendix

Questionnaire on the influence of e-commerce live broadcasts on the consumption behavior of college students in Nanning City

Dear Students:

Hello!

I am a Master's student of International Business Management at Siam college and I am conducting a social survey which is to find out the influence of e-commerce live broadcasts on the consumption behavior of college students in Nanning City. This questionnaire is anonymous, there is no right or wrong answer, and the results obtained will only be used for academic research, and we guarantee the confidentiality of all the contents you fill in.

Thank you for your support and co-operation.

Siam college School of Administration and
Management Researchers and Students

Part I Basic Information

1. Your gender is.
 - A. Male
 - B. Female
2. Your grade level is:
 - A. Freshman
 - B. Sophomore
 - C. junior
 - D. Senior
 - E. Graduate student
3. Your major:
 - A. Arts and History
 - B. Science and Engineering
 - C. arts and sports

4. You are from: A. City
A. city
B. Town
C. Rural
5. Your monthly disposable income is about.
A. ¥ 800 yuan or less
B. ¥801-1200 yuan
C. ¥1201-2000 yuan
D. More than ¥2000 yuan
6. Your main source of income is:
A. Family
B. Student loans
C. work-study
D. Scholarships
E. Others
7. Which platforms do you usually browse the information of Netflix video media? (Multiple choices allowed)
A. Jitterbug
B. Shutterstock
C. Xiao Hong Shu
D. Weibo
E. Others (please add)
8. The average length of your daily Internet entertainment in the last month is as follows
A. 0~2 hours (inclusive)
B. 2~4 hours (inclusive)
C. 4~6 hours (inclusive)
D. 6 hours and above
9. Factors affecting how much you spend on online shopping
A. Affordable living expenses
B. Reasonable price of products
C. Good quality products
D. Students around us spend money on related products
E. Others

10. Percentage of money you usually spend on online purchases
- A. Food expenses
 - B. Beauty and personal care
 - C. Clothing
 - D. School Supplies
 - E. Recreation and Leisure
11. Average daily hours of online entertainment in
- A. 0~2 hours (included)
 - B. 2~4 hours
 - C. 4~6 hours (inclusive)
 - D. 6 hours and above
12. How often you learnt about goods e-commerce live broadcast purchased them.
- A. Once every two or three days or more
 - B. Once a week
 - C. Once every fortnight
 - D. One month and above
13. Overspend on products recommended by e-commerce live broadcast
- A. Never overspend, plan ahead
 - B. Occasional overspending, but will be controlled
 - C. Frequent overspending, difficult to control

Part II Survey on Factors influence of e-commerce live broadcasts on the consumption behavior of college students in Nanning City

No	Title	Strongly Disagree (1)	Disagree (2)	General (3)	Agree (4)	Strongly Agree (5)
1	Consumption in the e-commerce live broadcast is easy to use, the site is clear, and the network is smooth.					
2	Often able to follow and become interested in new e-commerce anchor					
3	Often receive product recommendations endorsed by					

	interested e-commerce anchors in the software.					
4	E-commerce Live broadcast Anchor actively respond to consumer questions during the live broadcast.					
5	E-commerce live broadcast makes it easier for me to follow new e-commerce anchor.					
6	E-commerce live broadcast makes it easier for me to keep up with the developments of web stars and related products.					
7	I follow or buy products recommended by web stars.					
8	The advertising policy of e-commerce live broadcasts makes me pay more attention to related products.					
9	You think the frequent appearance of advertisements in e-commerce live broadcasts can make people remember and increase the desire to buy.					
10	You think the purpose of buying commerce live broadcasts products is to satisfy your needs.					
11	When you intend to buy a product, you will look for e-commerce live reviews before you buy.					
12	E-commerce Live broadcast Anchor 's endorsement of a product makes me more aware of it and perhaps more willing to try it.					
13	Classmates and friends recommend the product and are unable to refuse.					
14	My classmates and friends have it, and I want it.					
15	E-commerce Live broadcast Anchor recommend it for supportive purchases.					
16	After buying a E-commerce Live broadcast product, I will have more conversations with friends around me.					
17	Look for products recommended by favorite celebrities or e-commerce anchor and endorsed purchases.					
18	When I don't need an item, I make a decision to purchase it based on recommendations from he e-commerce Live broadcast Anchor.					
19	You are deciding to buy if you like a product while swiping on E-commerce Live broadcast.					
20	Get in the habit of learning about new products recommended by the e-commerce Live broadcast					

	Anchor you regularly follow.					
21	Trust the product recommendations of the e-commerce anchors you follow.					
22	Often produce consumer behavior in e-commerce live broadcasts.					
23	I feel good after buying the e-commerce live broadcasts, and I will recommend it to friends and classmates.					
24	If you feel good after buying e-commerce live broadcasts products, I will make a second purchase.					

