



**An Analysis of the Impact Mechanism of Live-streaming Marketing
on Chinese College Students' Purchase Intentions**

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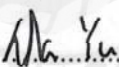
**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
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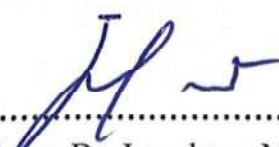
**An Analysis of the Impact Mechanism of Live-streaming Marketing
on Chinese College Students' Purchase Intentions**

BAO LEI

This Independent Study Has Been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

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ABSTRACT

This study aimed to develop an effective model to explore how entertainment value, content quality, and opinion leader traits impact purchase intentions. The objectives of this study were to examine the influences of entertainment value, content quality, and opinion leader traits on college students' purchase intentions.

The study employed a quantitative research approach to obtain concrete research results. Targeting Chinese college students, the research distributed a questionnaire to 400 students via online platforms, receiving 380 valid responses. Judgmental sampling was used based on participants' characteristics, experiences, knowledge, and professional backgrounds.

The findings indicate that live-streaming marketing has a direct impact on consumer behavior and purchase motivation, with entertainment value, content quality, and opinion leader traits positively influencing college students' purchase intentions.

Based on the research findings, enterprises should improve the quality of live broadcast content, train high-quality anchors, strengthen the interaction of live broadcasts, use emotional marketing and adopt dynamic marketing strategies to improve the marketing effect of online live broadcasts, and finally stimulate consumers' purchase behavior to achieve marketing purposes.

Keywords: entertainment value, content quality, opinion leader traits, purchase intention

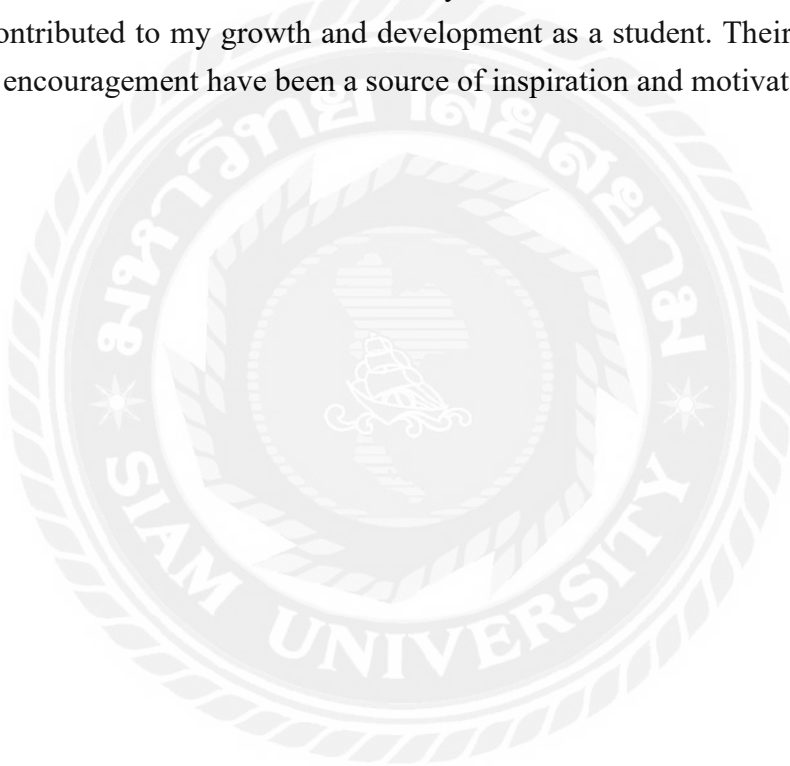
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Bao Lei



DECLARATION

I, Bao Lei, at this moment, certify that the work embodied in this independent study entitled "An Analysis of the Impact Mechanism of Live-streaming Marketing on College Students' Purchase Intentions" is a result of original research and has not been submitted for higher degree to any other university or institution.

(Bao Lei)

October 30, 2024



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Chapter 1 Introduction

1.1 Background of the Study

1.1.1 Introduction to Online Consumption of Chinese College Students

According to data from the China Internet Network Information Center, China has maintained its position as the world's largest online retail market for several consecutive years. As of February 2023, the number of internet users in China has reached 920 million, with 950 million online shopping users and 860 million live-streaming users, accounting for 74.7% of the total internet population (Center, 2024). This indicates a growing scale and upward trend in online consumption in China. The live-streaming industry is developing well, featuring high coverage and usage rates, and the scale of e-commerce live-streaming consumption has considerable growth potential. The significant scale of online shopping users highlights the inevitable shift from offline to online consumption. This change in consumption patterns necessitates innovations in marketing strategies, as traditional methods are no longer suitable. New marketing approaches need to align with the characteristics of live-streaming marketing and online consumer behavior.

According to the survey results from the "2023-2024 Chinese College Student Consumption Insight White Paper," more than 60% of college students have watched live-streamed shopping events. Among them, around 80% have made purchases in these live settings. Food, cosmetics, and skincare products are the top three categories of items purchased by college students, accounting for 49.6%, 34.1%, and 33%, respectively (School, 2024). This shows that college students are positive about shopping via live-streaming, with most willing to make purchases during these broadcasts. Food remains students' primary category of online purchases, reflecting their priority in meeting basic living needs as they have not yet achieved economic independence. The interest in cosmetics and skin care products demonstrates college students' importance on personal image.

In summary, college students are significantly influenced by live-streaming marketing. Coupled with innovative marketing methods in the new media environment, it is challenging for students who follow the latest societal trends to resist such influences. As college students are the primary group for future domestic consumption and economic development, they hold considerable potential for future economic growth. Studying the online consumption characteristics of domestic college students is important for understanding future economic trends.

1.1.2 Introduction to Live-streaming Marketing

Live-streaming is an internet-based format where streamers use mobile devices, computers, and other streaming tools to simultaneously record and broadcasts events on live-streaming platforms, facilitating real-time interaction with audiences via bullet comments or direct feedback. Influencer live-streaming has become a social trend with a powerful ability to drive sales. Some scholars consider influencer live-streaming a major driving force behind China's new economy (Zhang & Zhao, 2019). As e-

commerce live-streaming has evolved, the competition has intensified, showcasing a myriad of formats and styles. According to the "2023 China Live-streaming E-commerce Industry Research Report" by iResearch (iresearch, 2024), the number of online users continues to grow, albeit slower, indicating that the user base has reached a saturation point. In such a scenario, the competition in live-streaming to attract new consumers, retain existing ones, and tap into potential consumers has intensified, focusing on establishing a user base and platform traffic before the market fully matures. Therefore, studying the impact of live-streaming on consumer behavior has become a key focus in the current new media environment.

1.2 Questions of the Study

Based on the context outlined above, this study aims to explore the mechanisms by which live-streaming marketing influences the purchase intentions of Chinese college students. It analyzes various influencing factors, such as entertainment value, content quality, and opinion leader traits. By thoroughly investigating the interrelationships among these factors, the study seeks to provide brand merchants with effective marketing strategy recommendations to boost the purchasing enthusiasm of the college student demographic. Additionally, the study focuses on how the interactivity and immediacy of live-streaming marketing enhance the consumer experience, thereby fostering brand loyalty and repeat purchase intentions. This research aims to promote the healthy development of the Chinese college student market and offer valuable insights for businesses in emerging marketing models.

The study proposes the following research questions:

- 1) Does content quality positively influence purchase intentions?
- 2) Do opinion leader traits positively influence purchase intentions?
- 3) Does entertainment value positively influence purchase intentions?

1.3 Objectives of the Study

This study develops an effective model to explore how entertainment value, content quality, and opinion leader traits impact purchase intentions. It aims to clarify the meanings of these related variables and their mechanisms of influence. The study is expected to offer significant insights into how rational consumption affects purchase intentions among college students in live-streaming marketing, thereby helping contemporary college students cultivate a positive and correct consumption perspective.

- 1) To examine the influence of content quality on purchase intentions.
- 2) To examine the influence of opinion leader traits on purchase intentions.
- 3) To examine the influence of entertainment value on purchase intentions.

1.4 Scope of the Study

This research aims to identify the key factors influencing the purchase intentions of Chinese college students based on the theory of planned behavior. The study focuses specifically on Chinese college students currently enrolled in universities, particularly

those in Chengdu. A total of 400 questionnaires were distributed across various universities in Chengdu, and 380 were successfully collected and analyzed. Additionally, the research team reviewed over 100 related literature pieces to provide a comprehensive background and theoretical foundation for the study. It reviewed the multidimensional factors affecting purchase intentions among college students in China. The study covered entertainment value, content quality, and opinion leader traits to provide an in-depth analysis and understanding of college students' consumption patterns.

1.5 Significance of the Study

1.5.1 Theoretical Significance

As an emerging marketing tool, live-streaming marketing poses new challenges to traditional marketing theories. Studying its impact on college students' purchase intentions can enrich and broaden existing marketing theories, particularly in digital and social media marketing. As a specific consumer group, college students have purchase intentions influenced by various factors. Analyzing how live-streaming shapes consumer behavior can provide new empirical evidence for behavior theories, promoting their development.

Moreover, live-streaming offers significant appeal to audiences as a novel communication medium with its interactive and immediate nature. Investigating this mechanism can provide fresh perspectives for communication theories, such as innovations in information transmission and interactive marketing.

1.5.2 Practical Significance

Studying the influence of live-streaming on college students' purchase intentions helps in understanding their buying motivations and influencing factors, aiding them in correctly identifying consumption pitfalls and establishing a proper consumption perspective. Businesses can optimize live-streaming content and formats to increase user engagement and satisfaction, enhancing the overall consumer experience.

The research findings seek to offer effective advice on rational consumption for Chinese college students and help them correctly identify false online information. Additionally, it provides a new perspective for marketing companies targeting the student online consumption market, enabling them to devise marketing strategies based on the characteristics of college students' online consumption. This can improve cost-effectiveness and facilitate precise marketing. Furthermore, understanding the diverse needs and psychological motivations of college students in the online market can enhance marketing efficiency and contribute further to the advancement of the national economy.

1.6 Definition of Key Terms

1.6.1 Entertainment Value

Entertainment Value is typically defined as activities or content designed to provide pleasure, distraction, or relaxation to audiences or participants. It serves not

only as a form of leisure but also encompasses cultural, social, and economic dimensions.

1.6.2 Content Quality

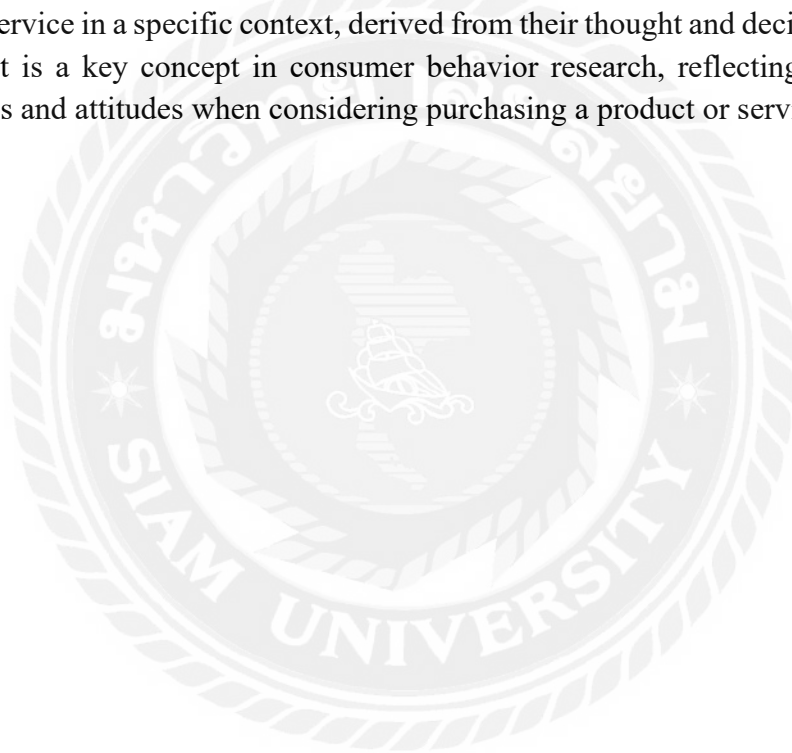
Content quality refers to the high standards that information, articles, texts, multimedia, or other formats achieve across various dimensions, including accuracy, relevance, depth, completeness, presentation, innovation, readability, and ethical considerations.

1.6.3 Opinion Leader Traits

Opinion leader traits refer to the set of characteristics and abilities possessed by individuals in their professional fields or communities, which enable them to play an influential role in information dissemination and social impact.

1.6.4 Purchase Intention

Purchase intention is the inclination or intent of consumers to buy a particular product or service in a specific context, derived from their thought and decision-making processes. It is a key concept in consumer behavior research, reflecting consumers' mental states and attitudes when considering purchasing a product or service.



Chapter 2 Literature Review

The study focuses on the mechanism by which live-streaming marketing influences the purchase intentions of Chinese college students, emphasizing the critical roles of streaming platforms and content creators. Understanding how live-streaming enhances brand affinity and trust to drive students' purchase intentions is crucial for companies to formulate more effective marketing strategies. This can boost the market share of brands and offer new perspectives and empirical evidence for researching consumer behavior and market trends.

2.1 Theory of Planned Behavior (TPB)

The theory of planned behavior is a significant framework for analyzing rational consumer behavior, as proposed by Ajzen. This theory suggests that all factors potentially affecting behavior do so indirectly through behavioral intentions, which are influenced by three factors: attitude, perceived behavioral control, and subjective norms (Ajzen, 1991).

1. Attitude

Attitude refers to a person's psychological tendency or inclination towards a specific object, consisting of rational and emotional bases. The emotional base is related to personal feelings. It varies greatly among individuals for various reasons, while the rational base involves weighing objective situations and considering the pros and cons of an event. Rational differences among individuals tend to be smaller, as people with normal intellectual capacity tend to arrive at similar judgments about events. The rational base mediates the emotional base, forming the overall attitude. Studies by both domestic and international scholars indicate a significant relationship between attitude and behavior, making it a primary influencing factor in final actions.

Live-streaming marketing captures the attention of college students effectively through dual sensory stimuli, conveying core product values and characteristics in a short time. Research indicates that college students hold a positive attitude toward live-streaming marketing (Lui & Li, 2019). This positive attitude manifests in several ways:

Entertainment and Interactivity: Live-streaming marketing often features strong entertainment and interactivity, providing college students with a pleasurable experience. For instance, research by Cai and Zhao (2020) found that the entertainment and interactivity of live content significantly enhance college students' viewing satisfaction, thus fostering a positive attitude towards live-streaming marketing.

Efficiency in Information Acquisition: Through real-time interaction and product demonstrations, live-streaming marketing effectively conveys product information. The study by Zhang and Liu (2018) shows that product presentations and explanations by streamers can quickly increase college students' understanding and trust in products, thereby enhancing their purchase intentions.

Influence of Streamers: Streamers play an essential role in live-streaming marketing, with their charisma and expertise significantly affecting college students'

attitudes. Liao and Wang (2019) found that the more college students identify with and trust a streamer, the stronger their positive attitude towards live-streaming marketing.

Personalized Recommendations: Live-streaming marketing often provides personalized recommendations tailored to the interests and preferences of college students, improving their viewing experiences and purchase intentions. For example, Chen and Zhang (2020) found that personalized recommendations significantly enhance viewing satisfaction and purchase intentions, thereby reinforcing a positive attitude toward live-streaming marketing.

2. Subjective Norms

Some scholars have subdivided subjective norms into personal, exemplary, and directive norms, with personal norms equating to self-identity or moral norms (Bergevoet et al., 2004). Currently, the definition of subjective norms is not fully limited.

Subjective norms primarily reflect peer influence within the college student demographic. The interactivity and immediacy of live-streaming marketing allow students to instantly observe other viewers' purchasing behaviors and feedback, significantly enhancing their purchase intentions through social proof (Chen & Huang, 2020). Moreover, word-of-mouth and social sharing among college students further reinforce the effects of subjective norms. The influence of subjective norms can be discussed through:

Refers the Real-time interaction and user comments in live-streaming provide direct social proof. Research by Cui and Li (2020) indicates that other viewers' purchasing behaviors and positive comments significantly increase college students' purchase intentions, enhancing subjective norms and further boosting purchasing intents.

Peer influence is particularly notable in the college student group. Social sharing and user-generated content (UGC) in live-streaming rapidly spread. According to Zhang and Wang (2019), seeing live content shared by peers on social platforms significantly boosts purchase intentions, reinforcing subjective norms and strengthening purchasing desires.

Endorsement Effect: Recommendations from celebrities or Key Opinion Leaders (KOLs) in live-streaming can significantly affect purchase intentions. Lv and Wang (2020) demonstrated that celebrity endorsements enhance subjective norms and significantly impact purchase intentions. This endorsement effect increases product trust and strengthens recognition of purchasing behaviors.

Word-of-Mouth: Word-of-mouth significantly impacts subjective norms in the college student group. User reviews and recommendations in live-streaming can quickly spread, forming a positive reputation effect. Huang and Chen (2019) found that after watching live streams, sharing product information and experiences on social platforms further enhances trust and purchase intentions, reinforcing subjective norms and boosting purchase desires.

3. Perceived Behavioral Control

This refers to the degree of control individuals feel when intending to perform a certain behavior. It reflects an individual's perception of factors that may facilitate or

hinder the execution of a particular behavior, mainly considering resource endowment and anticipated difficulties. Perceived behavioral control examines whether individuals, through their perception abilities, can identify opportunities, recognize the gap between resources and goal attainment, and measure the difficulty level of this process, which indicates the level of perceived behavioral control.

Perceived Behavioral Control (PBC) significantly boosts college students' purchase intentions by influencing their control perceptions. This can be discussed in terms of:

Technical Proficiency: College students possess high technical proficiency, easily using mobile devices and the internet for online purchases. Wang and Zhang (2018) found that this technical proficiency significantly enhances perceived control over live-streaming purchases, increasing purchase intentions.

Payment Convenience: Live-streaming marketing often employs simple online payment methods, such as one-click payments, reducing purchase barriers. Liu and Chen (2019) found that payment convenience significantly enhances perceived behavioral control, increasing purchase intentions by simplifying the process.

Risk Perception: College students perceive lower risk in online purchases, believing that product displays and user reviews in live-streaming provide sufficient information to reduce risk. Research by Zhang and Wang (2020) indicates that low-risk perception significantly enhances perceived control, boosting purchase intentions.

Purchase Process: The purchase process in live-streaming is typically straightforward, allowing students to complete purchases easily. Cui and Li (2020) found that a simple purchasing process significantly enhances perceived control, increasing purchase intentions.

Product Selection: The diverse product selection in live-streaming marketing enables students to easily choose suitable products based on their needs and preferences. Liao and Wang (2019) found that abundant product choices significantly enhance perceived control, boosting purchase intentions by meeting personalized demands.

2.2 Entertainment Value

Entertainment is typically defined as a quality that evokes pleasure and enjoyment, involving emotional and psychological responses from the audience (Chen, 2022). In marketing, entertainment is viewed as a strategy to increase consumer engagement and create positive experiences, aiming to strengthen the connection with a brand or product by captivating the audience (Calder, 2009b). Studies indicate that factors influencing entertainment include the quality of content, interactivity, humor, and contextual design. The attractiveness and relevance of content are considered crucial in enhancing the sense of entertainment (Liang & Chen, 2020). Additionally, social interaction and participation significantly enhance the entertainment experience for consumers (Khan et al., 2021). In live-streaming and social media environments, real-time interaction and feedback between users and content creators build a more entertaining experience (Tian, 2021).

Highly entertaining content can capture users' attention, encouraging them to stay longer on a specific platform or content (Dai & Cui, 2022). This high level of engagement often leads to stronger purchase intentions. When consumers experience entertainment during their consumption process, their emotional state becomes more positive. This positive emotional state enhances user experience and influences consumers' attitudes toward the brand (Bai, 2021). Entertaining content is more likely to be shared and disseminated on social media, expanding the brand's influence. This ripple effect increases brand awareness and enhances consumer trust in the brand (Mägi, & Julià, V, 2020).

Entertainment research extends beyond marketing into various fields, such as education and psychology. Incorporating entertaining elements into learning content can boost student motivation and improve learning outcomes (Chen et al., 2021). In psychological studies, entertainment is important in alleviating stress and anxiety, significantly improving individuals' mental health (Smith, 2019).

Entertainment is vital in promoting consumer engagement and enhancing brand and product awareness. The impact of entertainment on consumer behavior may vary across different cultural contexts, necessitating deeper exploration. With the development of emerging media like short videos and live-streaming, studying the specific manifestations and impact mechanisms of entertainment on these platforms will be important.

2.3 Content Quality

Content quality typically refers to characteristics such as accuracy, relevance, and usefulness. Heinrichs et al. (2011) emphasized that the quality of content reflects the truthfulness and credibility of information, playing a crucial role in consumer decision-making processes (Heinrichs, 2011). Additionally, readability and attractiveness are key to determining content quality (López-Mobilia, 2020).

Research suggests that content quality is influenced by various factors, including the creator's expertise, content structure and format, and user experience design (Parker, 2018). For instance, creators often write high-quality original content with specialized knowledge, ensuring the authenticity and validity of the information. Moreover, how information is presented (such as visual design and interactivity) significantly affects user perception (Khang, 2015).

Content quality influences consumer behavior through multiple mechanisms. High-quality content can significantly increase consumers' trust in a brand, affecting their purchase intentions (Buil et al., 2019). Trust is a critical factor in online shopping, and high-quality content can alleviate consumers' psychological unease. Research shows a positive correlation between content quality and user engagement; high-quality content can capture user attention and increase their time spent and interaction frequency on a platform (Feng, 2021). Furthermore, content quality helps shape and enhance brand image. Quality content reinforces positive consumer impressions of a brand, thereby boosting brand loyalty (Huang, 2013).

In marketing, content quality is widely leveraged to enhance the effectiveness of brand marketing strategies. Studies indicate that content quality is pivotal in influencing

consumer purchase decisions. For example, in both B2B and B2C marketing, high-quality content attracts and retains customers (Liu, 2019).

In the educational field, high-quality educational content has been proven to significantly improve learning outcomes. Educational research shows that quality content can stimulate student motivation and engagement, enhancing learning results (Chen et al., 2021).

Content quality is crucial in fostering consumer trust, enhancing user engagement, and influencing brand image. As digital marketing continues to evolve, further exploration of content quality's performance in different cultural and market environments remains necessary.

2.4 Opinion Leader Traits

Opinion leaders typically have significant knowledge, influence, and credibility in specific fields. The concept was first introduced by Katz and Lazarsfeld (1955), who noted that these individuals influence others' attitudes and behaviors through their expertise and social networks. Modern studies have expanded this definition to emphasize the roles of opinion leaders in digital environments, particularly their influence on social media and online communities.

Opinion leaders usually possess high expertise or experience, enabling them to provide credible recommendations and opinions (Erkan, 2016). Consumers are more likely to trust authoritative opinion leaders in specific fields during decision-making. The attractiveness and likability of opinion leaders enhance their influence. Research by Hovland and Weiss (1951) indicated that attractive individuals are likelier to capture the audience's attention and gain their trust (Hovland, 1951). An opinion leader's status and influence within their social network are key characteristics. Cha (2019) found that opinion leaders actively engaged in social media can disseminate information more effectively, influencing audience attitudes and behaviors (Cha, 2019). Accessibility on social platforms also plays a crucial role in their influence. Hajli et al. (2012) state that opinion leaders who interact frequently and rapidly can increase the reach and audience response to their information (Hajli, 2012).

Opinion leaders disseminate information via social media and other channels, often perceived as credible sources. Consumers consider their information sharing an important source for decision-making (Henry, 2021). When consumers encounter content shared by opinion leaders, such recommendations can alter their attitudes and purchase intentions. Huang et al., (2020) confirmed the positive impact of opinion leader endorsements on brand attitudes and purchase intentions. In collectivist cultures, the influence of opinion leaders is particularly pronounced (Huang, 2020). Studies indicate that opinion leaders are critical in shaping social influence and group norms, with college students and young consumers especially susceptible (Sung et al., 2021).

Research on opinion leader traits spans multiple fields, particularly marketing and public relations. Brands and marketers often engage opinion leaders in promotional activities to boost brand recognition and reputation. Additionally, opinion leaders are instrumental in health communication, public welfare, and social movements to drive specific social behaviors (Mason, 2020).

Overall, opinion leader traits are vital in information dissemination and consumer decision-making. Further exploration of how these traits influence consumer behavior across different cultural contexts is needed. With the rapid growth of social media, future research should focus on the traits and influence of opinion leaders on emerging platforms. Examining the long-term effects of opinion leaders on consumer relationships and brand loyalty also merits attention.

2.5 Consumer Purchase Intention

2.5.1 Definition and Influencing Factors of Purchase Intention

The concept of purchase intention was first introduced by Fishbein and others in 1975, defining it as the probability that consumers are willing to engage in a purchasing behavior. They noted that purchase intention is reflected in consumers' final purchasing decisions and actual buying behavior (Fishbein, 1975), 1975. Over the ensuing decades, scholars have delved deeper into this concept. Dodds et al. described purchase intention as the likelihood of consumers purchasing a product or service (Dodds, 1991), emphasizing that it serves as a good predictor of buying behavior. Feng Jianying et al. suggested that consumers analyze and evaluate products or services before purchasing to form a purchase intention (Feng et al., 2006). Zuo Wenming defined purchase intention as the consumer's attitude towards wanting or planning to purchase a product or service (Zuo et al., 2014).

In summary, this study defines purchase intention as the likelihood of consumers engaging in actual shopping behavior. Purchase intention positively influences buying behavior; before making a purchase, consumers rationally consider their actions, and attitude is the most direct factor influencing purchase intention. Due to the differences between online and offline consumption, consumers in the internet context can access more information through various channels to ensure necessary judgments before purchasing. Consequently, the mechanism of purchase attitude becomes more complex. This study explores the impact mechanism of online consumer attitudes, contributing to a deeper understanding of the subject.

2.5.2 Related Research on Purchase Intention

Purchase intention is a fundamental theoretical construct in consumer behavior research. Since its introduction by Fishbein, scholars have explored how it informs consumer decisions. Schiffman suggested that to predict consumer shopping decisions, one must investigate the relationship between desire and preference; higher perceived value enhances purchase intention (Schiffman et al., 2010). Besides, both subjective perceived value and external environments influence purchase intentions. Mullet pointed out that environmental factors affect consumers' recognition and subsequent attitudes toward products or brands (Mullet, 1985).

Psychological studies indicate that personal preferences influence purchase intention. Liu Haoqiang noted that purchase intention is a manifestation of consumers seeking psychological satisfaction, serving as a key factor in purchasing behavior (Liu, 2015). In the context of e-commerce live-streaming, online social attributes impact

purchase intention. Studies by Duan Jiayi demonstrate that the strength of social ties in social commerce environments significantly affects users' emotions, which in turn influence their purchase intentions (Duan et al., 2017). Parasuraman et al. divided consumer purchase intention into positive and negative, finding that a preference for a merchant's product leads to positive purchase intentions and strengthens product or brand recognition (Parasuraman, et al., 1991).

In conclusion, scholars have explored purchase intention from various research directions, examining internal and external influencing mechanisms. The objective environment and subjective preferences both affect purchase intentions to different extents. Studies suggest that purchase intention positively influences consumer behavior, signifying a close relationship between the two. Furthermore, the formation of purchase intention is linked to the degree of personal psychological satisfaction. In live-streaming e-commerce, the internet enhances social attributes, creating emotional dynamics that lead to a more complex interpretation and variation of purchase intentions.

2.6 Conceptual Framework

This study examines domestic college students' online consumption characteristics through the Theory of Planned Behavior (TPB) lens. It identifies entertainment value, opinion leader traits, and content quality as independent variables, while purchase intention is the dependent variable. The research formulates hypotheses and evaluates the validity and reliability of each variable to construct an empirical research model. The aim is to explore how the relationships among these variables influence college students' purchase intentions in a live-streaming environment. By understanding these dynamics, the study seeks to clarify the factors driving purchasing decisions among college students engaged in online streaming contexts. The conceptual framework is illustrated in Figure 2.1:

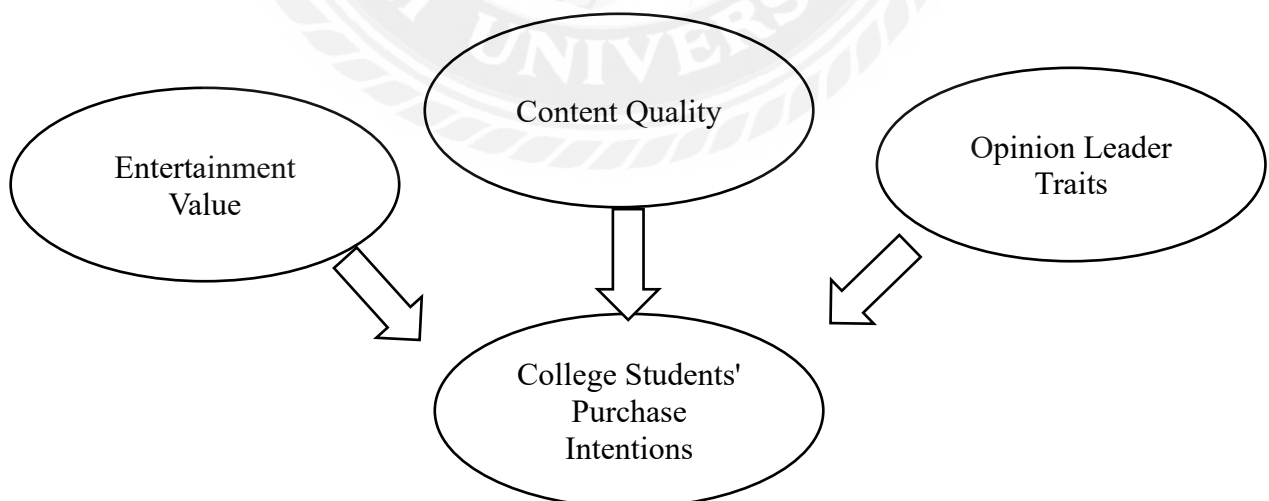


Figure 2. 1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

This study adopted a quantitative research methodology, specifically utilizing a questionnaire survey as the tool for quantitative analysis. The questionnaire of this study mainly targeted Chinese university students and was distributed based on region, type of higher education institution, and ethnic characteristics. Respondents are required to have a specific understanding and recognition of the companies they work for, which is beneficial for the authenticity and validity of the questionnaire and serves as a measure of the effectiveness of the survey results. To ensure the rigor of the questionnaire, the following measures were implemented:

Firstly, to ensure the validity of the questionnaire, the title included the word "college student" to indicate the identity requirement. Additionally, attention-check questions were set within the questionnaire, instructing respondents to select fixed options to ensure that all participants answered carefully.

Secondly, questionnaires completed in less than 60 seconds were excluded to improve response quality.

Thirdly, the questionnaire was answered anonymously to alleviate respondents' privacy concerns, allowing the team to provide honest responses about their situations.

Lastly, the questionnaire items were based on well-established research scales with proven applications in relevant fields. A five-point Likert scale was used to measure respondents' attitudes, with numbers from 1 to 5 indicating personal agreement from "strongly disagree" to "strongly agree."

In data collection, after excluding responses that were completed in under 60 seconds, failed to pass identity check questions, or were incomplete, 380 valid questionnaires were retrieved, resulting in an effective response rate of 95%.

3.2 Population and Sample

This study selected college students in the Chinese market as the population, focusing on their acceptance of live-streaming marketing, perceptions of entertainment value, and shopping experiences. College students are a significant consumer group, and their purchase intentions directly impact brands' market performance and sales outcomes. Consequently, 400 questionnaires were distributed to gain in-depth insights into how live-streaming marketing influences college students' purchase intentions and the current market trends. The aim is to help businesses identify opportunities and challenges, offering valuable insights and guidance for future marketing strategies. Additionally, the study analyzed how entertainment value, opinion leader traits, and content quality influence college students' emotions and attitudes, subsequently shaping their purchasing decisions and promoting the effective implementation of live-streaming marketing.

1. Identify the universities involved in the study

In this research, 59 universities are located in Chengdu, China. These universities offer programs at the postgraduate, undergraduate, and diploma levels, as shown in the table below:

Table 3. 1 List of Higher Education Institutions in Chengdu City

School Name	Number of Students	Level
Sichuan University	22339	Postgraduate
University of Electronic Science and Technology of China (UESTC)	12770	
Southwest Jiaotong University	15122	
Southwestern University of Finance and Economics (SWUFE)	4300	
Southwest Petroleum University	10220	
Sichuan Agricultural University	6521	
Chengdu University of Technology	6288	
Chengdu University of Traditional Chinese Medicine	3840	
Sichuan Normal University	4205	
Chengdu University	25355	Undergraduate
Chengdu University of Information Technology	26800	
Southwest University for Nationalities	32112	
Xihua University	44000	
Chengdu Normal College	18520	
Chengdu Institute of Technology	15421	
Sichuan Tourism School	12582	
Chengdu Medical College	13540	
Chengdu Sport University	8400	
Sichuan Business Vocational College	5210	Associate Degree
Sichuan Water Conservancy Vocational College	15660	
Sichuan Urban Vocational College	8770	
Chengdu Industrial Vocational and Technical College	13540	
Sichuan Commerce School	30340	
Sichuan Huaxin Modern Vocational College	13542	
Sichuan Finance Vocational College	13663	
Chengdu Art Vocational University	8450	
Sichuan International Benchmark Vocational College	11200	
Sichuan Art Vocational College	13205	
Sichuan Film and Television Vocational College	9400	
Sichuan Post and Telecommunications Vocational and Technical College	8744	
Sichuan Aerospace Vocational and Technical College	13666	
Armed Police Officers' College	9800	
Chengdu Agricultural Science and Technology Vocational College	13630	
Sichuan Transportation Vocational and Technical College	9300	
Sichuan Top Information Vocational and Technical College	12540	
Sichuan Southwest Aviation Vocational College	13505	

Sichuan Wenxuan Vocational and Technical College	8700	
Sichuan Commerce Vocational and Technical College	15620	
Sichuan Tianyi College	13650	
Sichuan Modern Vocational College	11245	
Chengdu University of Arts and Sciences	21025	
Sichuan Nursing Vocational College	13620	
Sichuan Media College	22013	
Chengdu University of Foreign Studies	15410	
Sichuan Conservatory of Music	16300	
Chengdu Textile Higher Vocational School	19800	
Sichuan Electric Power Vocational and Technical College	5102	
Sichuan Sports Vocational College	8654	
Sichuan Changjiang Vocational College	12501	
Chengdu Vocational and Technical College	15684	
Chengdu Institute of Technology (University of Electronic Science and Technology of China)	18520	
Chengdu Yinxing Hotel Management College	13655	
Sichuan Culture Industry Vocational College	10560	
Chengdu Dongsoft University	22310	
Chengdu Aviation Vocational and Technical College	13540	
Geely College	14302	
Chengdu JinCheng College	16857	
Sichuan Culture and Media Vocational College	13620	
Sichuan Railway Vocational College	8460	
Total	837648	

2. Determine the names of the schools in the research sample

According to the level of education, Chengdu, Sichuan, is divided into three levels (postgraduate, undergraduate, and diploma). The two schools with the most significant number of students in each area are the most representative, as shown in Table 3.2:

Table 3. 2 Chengdu Universities with the Largest Degree-Level Enrollments

School Name	Number of Students	Level
Sichuan University	22339	Postgraduate
Southwest Jiaotong University	15122	Postgraduate
Xihua University	44000	Undergraduate
Southwest University for Nationalities	32112	Undergraduate
Chengdu Dongsoft University	22310	Associate Degree
Sichuan Commerce School	30340	Associate Degree
Total	166223	

As shown in the table above, the two schools with the most significant student populations in each region are selected as the most representative, totaling 166,223 students. This sample size is considered sufficient and representative. Therefore, to determine the overall sample size for this study, the researchers utilized the Yamane formula (Yamane, 1967) with a 95% confidence level and a margin of error not

exceeding 5%. Employing a pre-calculated Yamane table with a 95% confidence level and a 5% margin of error, the sample size (n) was calculated using the formula: $n = N / (1 + Ne^2)$, where $e = 0.05$, thus determining the confidence level and sampling error. Based on this formula, the minimum sample size is $N = 166,223 / (1 + 166,223 * 0.05 * 0.05)$, resulting in $n = 399.04$, rounded up to a sample size of 399. Consequently, this study requires a random sampling of 400 undergraduate students to ensure that, at a 95% confidence level, the difference between the sample mean and the population mean does not exceed 0.5. Questionnaires were distributed proportionally to each school based on student enrollment, as shown in Table 3.3:

Table 3. 3 Higher Education Institution Questionnaire Data

School Name	Number of Students	Percentage	Number of questionnaires
Sichuan University	22339	13.40%	54
Southwest Jiaotong University	15122	9.10%	36
Xihua University	44000	26.50%	106
Southwest University for Nationalities	32112	19.30%	77
Chengdu Dongsoft University	22310	13.40%	54
Sichuan Commerce School	30340	18.30%	73
Total	166223	100%	400

3.3 Hypotheses

- H1: The entertainment value of live-streaming marketing positively influences purchase intentions.
- H2: The content quality of live-streaming marketing positively influences purchase intentions.
- H3: The traits of opinion leaders in live-streaming marketing positively influence purchase intentions.

3.4 Research Instrument

3.4.1 Entertainment Value Scale

In the modern e-commerce environment, entertainment has become a critical marketing strategy, garnering increasing attention from researchers and practitioners. For college students, a unique consumer group, entertainment boosts user engagement and significantly enhances their purchase intentions. This section reviews the impact of entertainment on college students' purchase intentions and related studies.

Firstly, entertainment enhances consumers' shopping experiences, influencing their purchasing decisions. According to the research by Hu and Wu (2020), highly entertaining content captures college students' attention and heightens their engagement, leading to more positive emotions during the shopping process. When

consumers enjoy their shopping experience, they are more likely to make purchasing decisions (Zhang, 2019).

Secondly, entertainment content on social media plays a vital role in college students' decision to consume. Live-streaming platforms use real-time interaction, gamification elements, and fun content to engage audiences, enhancing user involvement. This entertainment improves the viewing experience and directly influences viewers' purchase intentions (Khan & Javed, 2021). Studies suggest that when college students perceive entertainment while watching live streams, they are more inclined to consider purchases (Calder, 2009a).

Furthermore, entertainment can impact college students' purchase intentions by increasing brand appeal. In a study on the relationship between brands and consumers, Mägi and Julià (2020) highlighted that highly entertaining brand marketing activities can enhance brand recall and purchase desire (Mägi & Julià, 2020). College students are often drawn to engaging and interactive brand content as a group with a strong need for social interaction (Liang & Chen, 2020).

Lastly, it is important to note that various factors influence the relationship between entertainment and consumer purchase intention. For example, social presence and interactivity can modulate the effectiveness of entertaining content on purchase intentions. When viewers experience strong social interaction, the impact of entertaining content is more pronounced (Bai, 2021).

In conclusion, entertainment plays a significant role in promoting purchase intentions among college students. Businesses should focus on the entertainment aspect of their marketing strategies to increase user engagement and conversion rates.

Table 3. 4 Entertainment Value Scale

Primary Index	Statement
Entertainment Value	The content of live-streaming shopping makes me feel entertained
	Watching live-streaming shopping keeps me engaged, happy, and satisfied.
	Watching live-streaming shopping makes me feel relaxed and comfortable.
	When watching live-streaming shopping, I find it hard to stop watching.
	I believe that the entertainment value of live-streaming helps with my purchasing decisions.

3.4.2 Content Quality Scale

With the advent of the digital age, online shopping has become a predominant consumption mode among college students. In this context, content quality has garnered significant attention as a critical factor influencing purchasing decisions. Studies indicate that content quality directly impacts consumers' purchase intentions and plays a crucial role in interactions on social media and e-commerce platforms.

Firstly, content quality is primarily reflected in the information's accuracy, relevance, and usefulness (Parker, 2018). College students rely on high-quality

information in their decision-making processes to reduce uncertainty and risk. Therefore, sellers' detailed and accurate product information can enhance consumer trust, promoting purchase intentions (Buil et al., 2019).

Secondly, the entertainment value of content also significantly influences college students' purchase intentions. Engaging and interactive content on social media platforms can capture students' attention, increasing their engagement (Julià, 2020). Research shows that marketing strategies combining high-quality content with entertainment elements can effectively boost consumer satisfaction and loyalty (Kim, 2015).

Additionally, the social proof effect of user-generated content (UGC) further enhances college students' favorable perceptions of brands and purchase intentions (Feng, 2021). College students are more susceptible to peer reviews and feedback, so when they encounter high-quality user reviews and recommendations on social platforms, it stimulates their impulse to purchase (Huang, 2013).

In conclusion, content quality plays a pivotal role in the purchasing decisions of college students. By improving information quality, increasing entertainment value, and encouraging user-generated content, businesses can effectively enhance the purchase intentions of college students, providing valuable insights for future marketing strategies.

Table 3. 5 Content Quality Scale

Primary Index	Statement
Content Quality	Watching live-streaming shopping allows me to learn more about products.
	Watching live-streaming shopping can improve my consumer mindset.
	Watching live-streaming shopping helps me acquire a lot of new knowledge.
	The interactive segments of live-streaming shopping give me a deeper understanding of the products.
	I believe the content provided in live-streaming shopping helps with my purchasing decisions.

3.4.3 Opinion Leader Traits Scale

In digital marketing, opinion leaders emerge as an important influencing force, and their characteristics play a crucial role in consumers' purchasing decisions. Research indicates that opinion leaders significantly shape consumer attitudes and drive purchase intentions, especially for college students. This section reviews studies on opinion leader traits and their impact on college students' purchase intentions.

Firstly, the credibility and expertise of opinion leaders are key factors affecting the effectiveness of their recommendations. According to Keller (2007), opinion leaders generally possess high levels of knowledge and experience, which enables them to earn consumers' trust in specific fields. When college students face product choices, they often rely on recommendations from trusted opinion leaders, thus enhancing their purchase intentions (Evans, 2016).

Secondly, the attractiveness and likability of opinion leaders also significantly influence the purchasing decisions of college students. Research shows that opinion leaders who are highly attractive and relatable can enhance emotional resonance among college students, thereby increasing their purchase intentions (Khan et al., 2020). As a socially interactive group, college students are easily influenced by opinion leaders who share similar backgrounds or interests (Zhuang, 2021).

Additionally, the social influence of opinion leaders greatly impacts college students' consumer behavior. Choi (2019) states that opinion leaders who connect with college students through social media platforms can effectively disseminate product information, shaping their purchase intentions (Choi, 2019). In the digital environment, college students are more susceptible to the influence of opinion leaders they follow on social networks, as this information is often perceived as more credible and appealing.

Finally, cultural background and consumer psychology factors may also moderate the impact of opinion leader traits on college students' purchase intentions. For example, in collectivist cultures, recommendations from opinion leaders may attract more attention and responses from college students, thereby enhancing their purchase intentions (Sung & Kim, 2021). Therefore, understanding the relationship between the traits of opinion leaders and the consumer psychology of college students is essential for developing effective marketing strategies.

In conclusion, the traits of opinion leaders play a significant role in shaping college students' purchase intentions. Businesses should recognize and leverage these traits to enhance college students' purchasing decisions and brand loyalty.

Table 3. 6 Opinion Leader Traits Scale

Primary Index	Statement
Opinion Leader Traits	The information from a particular streamer often appears in my view
	A particular streamer influences the people around me.
	I believe that the people around me generally regard streamers as experts in their field.
	Recently, I have discussed a particular streamer with others.
	I refer to a particular streamer's recommendations when making purchasing decisions.

3.4.4 Consumer Purchase Intention Scale

Live-streaming marketing significantly enhances college students' purchase intentions by integrating multiple factors. Firstly, detailed product demonstrations and simulated usage scenarios allow college students to gain a comprehensive understanding of the product, thereby boosting their purchase confidence (Zhang, 2020). Secondly, the charisma of the host and their professional recommendations greatly influence students' purchasing decisions, increasing their willingness to buy (Li, 2019). Additionally, the high interactivity and immediate feedback mechanisms of live streams enhance audience engagement and purchasing motivation (Wang, 2021). Promotional activities and discounts, such as limited-time offers and coupons, effectively stimulate students' purchase intentions (Chen, 2020). Finally, social sharing

and word-of-mouth further strengthen purchase intentions, particularly for products recommended by friends, which are highly favored (Zhao, 2018). In conclusion, businesses should leverage these strategies to increase purchase intentions and brand loyalty among college students.

Table 3. 7 Purchase Intention Scale

Primary Index	Statement
Purchase Intention	I am willing to consider shopping while watching live-streaming sales.
	I am willing to continue watching live-streaming sales and consider shopping in the near future.
	I am willing to recommend others to watch live-streaming sales and suggest products from specific streamers to them.
	I am willing to learn more about products through live-streaming sales and consider purchasing these products in the future.
	I am willing to engage in interactions, such as asking questions and commenting during live-streaming sales, to gain more product information and consider purchasing.

3.5 Reliability and Validity Analysis of the Scale

3.5.1 Reliability Analysis of the Questionnaire

Reliability analysis measures the consistency, stability, and reliability of the questionnaire. The most commonly used reliability index is Cronbach's α . Generally speaking, the value of the α coefficient ranges from 0 to 1, with higher values indicating greater reliability. A Cronbach's α value above 0.70 is considered acceptable, while values above 0.90 may indicate excellent reliability. This analysis provides a scientific basis for ensuring that the instrument used in this research can yield consistent and trustworthy results across different respondents. The reliability analysis results are shown in Table 3.8:

Table 3. 8 Reliability Analysis of the Questionnaire

Variables	N	Cronbach's Alpha
Entertainment Value	5	0.946
Content Quality	5	0.932
Opinion Leader Traits	5	0.909
Purchase Intention	5	0.928

According to Table 3.8, the entertainment value consists of 5 items, with a Cronbach's Alpha of 0.946, indicating a very high level of consistency among these items. The content quality has a Cronbach's Alpha of 0.932, signifying an excellent level of consistency among the items that constitute this scale. The opinion leader trait is represented by five items, with a Cronbach's Alpha of 0.909. Although this value is slightly lower than the other variables, it still exceeds 0.7, meeting the required standard for reliability.

3.5.2 Validity Analysis of the Questionnaire

Table 3. 9 Validity Analysis of the Questionnaire

The KMO Values and the Bartlett's Sphericity Test		
Number of KMO Sampling Suitability Quantities		0.975
The Sphericity Test of the Bartlett	Approximate chi-square	4521.993
	free degree	91
	conspicuousness	0.000

This study utilized the KMO measure and Bartlett's sphericity test to assess the questionnaire's validity. The KMO measure evaluates the correlation among variables; a KMO value greater than 0.6 indicates a certain degree of correlation between the variables in the questionnaire. Bartlett's test of sphericity assesses the adequacy of the sample data. According to the data analysis results shown in Table 3.9, the KMO value is 0.975, indicating the structural validity of the questionnaire is excellent.

3.6 Data Collection

This study primarily focuses on the influential model of purchase intention Chinese college students. The quantitative research methodology employed relies heavily on data, thus the accuracy of the data is a prerequisite for establishing model relationships. To ensure the authenticity and validity of the collected data, this study imposed precise requirements on the selection of the survey sample.

The primary target population for this investigation was Chinese college students. An online survey method was adopted, utilizing the professional survey platform Wenjuanxing (<https://www.wjx.cn/>). The survey was distributed to higher education institutions in Chengdu, Sichuan Province, encompassing a total of 59 universities and colleges. and two schools with the largest student populations were selected from each educational level, totaling six schools. Questionnaires were distributed to each school proportionally to its student population. resulting in a total of 400 valid questionnaires. Among these, 380 effective responses were collected, yielding a response rate of 95%.

3.7 Data Analysis

Statistical analysis of the collected data was conducted using SPSS software to assess the factors influencing college students' purchase intentions. SPSS is a widely used statistical tool that can perform various complex data processing and analysis tasks. Through the SPSS analysis, this study aims to gain deeper insights into and identify the key factors that impact college students' purchase intentions.

In the analysis process, descriptive statistical analysis was first performed on the sample to understand basic data distribution. This was followed by reliability analysis and validity analysis of the questionnaire. correlation analysis was conducted to determine whether the variables are positively correlated, negatively correlated, or unrelated, which helps to understand the interactions between variables and provides a foundation for further research. regression analysis was performed to ascertain the

extent of the influence of independent variables on the dependent variable, thereby enabling prediction and optimization of decisions.



Chapter 4 Findings

4.1 Introduction

This chapter explores how live-streaming marketing influences college students' purchase intentions. Using descriptive, correlation, and regression analyses, the study investigates the effects of entertainment value, content quality, and opinion leader traits on purchase intentions. These analytical results help reveal trends in live-streaming marketing and provide important reference points for relevant companies and brands in formulating market strategies and promotional plans.

4.2 Descriptive Statistical Analysis

The basic information of the sample includes gender, monthly expenditure, and shopping habits. Table 4.1 presents the following data:

Table 4. 1 Sample Basic Information (N= 380)

Survey Items	Category	Number of people	Percentage (%)
Gender	Male	192	50.5
	Female	188	49.5
Monthly Expenditure	1,000 - 2,000 RMB	86	22.6
	2,001 - 3,000 RMB	82	21.5
	3,001 - 4,000 RMB	74	19.5
	4,001 - 5,000 RMB	70	18.5
	Over 5,000 RMB	68	17.9
Shopping Habits	Frequently	186	48.9
	Occasionally	165	43.4
	Never	29	7.7

Table 4.1 provides information about college students categorized by gender, monthly expenditure, and shopping habits. Regarding gender distribution, 192 males participated in the survey, accounting for 50.5%, while 188 females accounted for 49.5%. Regarding monthly expenditure, 86 participants spent between 1,000 to 2,000 yuan, representing 22.6%; 82 participants spent 2,001 to 3,000 yuan, making up 21.5%; 74 participants spent 3,001 to 4,000 yuan, constituting 19.5%; 70 participants spent 4,001 to 5,000 yuan, which is 18.5%; and 68 participants spent over 5,000 yuan, representing 17.9%. Regarding shopping habits, 186 participants frequently engaged in live-streaming shopping, accounting for 48.9%; 165 participants occasionally participated, making up 43.4%; while 29 participants never engaged in live-streaming shopping, representing 7.7%.

4.3 Results of the Study

4.3.1 Correlation Analysis

Correlation is commonly used to examine the relationship between two or more variables to assess the strength of their association, typically represented by the Pearson correlation coefficient. The Pearson correlation coefficient ranges from -1 to

1. A larger positive value or a smaller negative value indicates a stronger correlation between the variables, while a coefficient close to 0 suggests a weaker relationship. By conducting a correlation analysis on the collected 380 questionnaires, the results are presented in Table 4.2.

Table 4. 2 Correlation Analysis Results

	Entertainment Value	Content Quality	Opinion Leader Traits	College Students' Purchase Intentions
Entertainment Value	1			
Content Quality	0.757**	1		
Opinion Leader Traits	0.762**	0.771**	1	
College Students' Purchase Intentions	0.851**	0.783**	0.795**	1

This study conducted a correlation analysis on survey data from 380 questionnaires to explore the intrinsic connections between entertainment value, content quality, opinion leader traits, and purchase intentions. The analysis results indicate significant and strong correlations between these variables, positively impacting college students' purchase intentions.

Firstly, there is a strong positive correlation between entertainment value and content quality (correlation coefficient of 0.757, which is highly significant). This suggests that when audiovisual content innovates effectively in terms of entertainment, marketing, or user interaction, the entertainment effects often directly translate into enhanced content quality, such as improving viewing experiences, increasing content appeal, and boosting user satisfaction. This conversion mechanism reflects the close relationship between entertainment value and content quality.

Secondly, opinion leader traits show significant positive correlations with both entertainment value and content quality (correlation coefficients of 0.762 and 0.771, respectively, both highly significant). This indicates the crucial role of opinion leaders in enhancing entertainment value and content quality. Effective opinion leader influence ensures the creative and strategic execution of content, optimizes resource allocation, and enhances the efficiency of content creation and dissemination, further amplifying the synergistic effects of entertainment and quality. Additionally, the influence of opinion leaders provides strong support.

Notably, entertainment value, content quality, and opinion leader traits all positively affect purchase intentions (correlation coefficients with user satisfaction are 0.851, 0.783, and 0.795, respectively, all highly significant). This finding underscores the core role these factors play in enhancing overall content appeal and user retention. By boosting content entertainment, enhancing content quality, and leveraging opinion

leaders' influence, content providers can significantly improve purchase intentions. This improvement is evident not only in short-term user engagement growth but also in the content's long-term market competitiveness, sustainable development potential, and ability to create user value.

In conclusion, the results of the correlation analysis reveal the strong links between opinion leader traits, entertainment value, and content quality and their positive impact on purchase intention. This offers important insights for content providers in strategizing and implementing initiatives. To boost purchase intentions, providers should focus on the synergistic effects between these factors, maximizing the overall synergy by enhancing content entertainment and quality and leveraging opinion leaders' influence, thereby promoting sustainable, healthy, and rapid content development.

4.3.2 Regression Analysis

Table 4. 3 Regression Analysis Results

	Non-standardized coefficient		Standardized coefficient	t	p
	B	Standard Error	β		
(Constant)	0.112	0.106	-	0.763	0.325
Entertainment Value	0.338	0.061	0.346	7.654	0.000
Content Quality	0.257	0.046	0.281	8.462	0.000
Opinion Leader Traits	0.391	0.043	0.452	9.531	0.000
R ²			0.823		
Adjusted R ²			0.861		
F	F=185.800, p<.001				

The results of the regression analysis reveal how entertainment value, content quality, and opinion leader traits collectively influence college students' purchase intentions, offering insights into these impacts. Firstly, regarding the overall model effectiveness, the R² value of the regression model is 0.823, indicating that these three factors together explain 82.3% of the variance in purchase intentions. This is a substantial percentage, demonstrating strong predictive and explanatory power. The adjusted R² value also remains high, further confirming the model's stability and reliability. Additionally, the high significance of the F-test ($p < 0.001$) corroborates the statistical validity of the entire regression model.

Next, this study analyzes the influence of each independent variable dimension. The unstandardized coefficient for entertainment value is 0.338, which is statistically highly significant ($p < 0.001$), indicating a significant positive impact on purchase intentions for each unit increase in entertainment value. Similarly, content quality shows a significant positive effect on purchase intentions (unstandardized coefficient

of 0.257, $p < 0.001$), underscoring the importance of content optimization and quality enhancement in boosting college students' purchase intentions.

However, the most noteworthy finding is the significant impact of opinion leader traits. Its unstandardized coefficient of 0.391 is the highest among the three independent variables, and its standardized coefficient (0.452) and t-value (9.531) indicate the most pronounced impact. This result highlights the central role of opinion leaders in enhancing overall content appeal and user purchase intentions. Effective opinion leader traits can optimize content attractiveness, improve content quality, and enhance user trust, thereby maximizing the potential of entertainment value and content quality and driving better performance in purchase intentions.

In conclusion, the results of the regression analysis not only confirm the positive influence of entertainment value, content quality, and opinion leader traits on purchase intentions but also reveal the dominant role of opinion leader traits among these factors. Therefore, in enhancing user purchase intentions, content providers should pay particular attention to opinion leader traits, continuously optimizing content strategies, improving content quality and entertainment, and maximizing overall synergistic effects to promote more robust and sustainable content development.



Chapter 5 Conclusion and Recommendation

This chapter summarizes the entire research process, focusing on the impact of entertainment value, content quality, and opinion leader traits on college students' purchase intentions. Through empirical analysis, the effects of these factors have been specifically validated. The empirical test results are summarized, leading to research conclusions and policy recommendations. This chapter also discusses future research directions regarding college students' purchase intentions.

5.1 Conclusion

Entertainment value positively influences purchase intention. Content with high entertainment value captures consumers' attention and provides an enjoyable experience, increasing their interest in a product or service. Entertaining content can include engaging stories, humorous anecdotes, or captivating videos, which help consumers interact with and learn about the product in a pleasant atmosphere, thereby enhancing their purchase intentions. Furthermore, entertaining content enhances memory retention, making it easier for consumers to recall the product in future purchasing decisions, thereby increasing the likelihood of purchase.

Content quality does indeed positively influence purchase intention. High-quality content provides more information, convincing arguments, and increased credibility, which enhances consumer trust and satisfaction. It also satisfies consumers' curiosity and desire for knowledge, making them more psychologically inclined to favor the product or service. Additionally, high-quality content can improve brand image and increase brand loyalty, further promoting purchasing behavior.

The characteristics of opinion leaders also positively influence purchase intention. Opinion leaders usually have high visibility and influence; their expertise and integrity in specific fields often attract many fans and followers. When an opinion leader recommends a product or service, their followers are likely to develop purchase intentions due to their trust in the leader. Moreover, an opinion leader's personal charm, values, and lifestyle can influence followers' buying decisions. Opinion leaders can effectively convey product information and stimulate consumer purchasing desires through their influence and credibility.

5.1.1 Discussion on the Relationship between Entertainment Value and Purchase Intentions

The data analysis results indicate that entertainment value positively impacts college students' purchase intentions. In today's society, college students represent an important consumer group, and various factors influence their purchasing behavior. Research shows that the entertainment value of products not only captures college students' attention but significantly enhances their purchase intentions.

On college campuses, many activities and promotions revolve around entertainment. For example, a brand that organizes a music festival on campus not only increases brand visibility but also enhances student engagement and purchase intentions. Studies have shown that students who participate in such events have a

significantly higher likelihood of purchasing the brand's products afterward than those who do not.

As a marketing strategy, entertainment value positively influences college students' purchase intentions. By enhancing brand appeal, improving consumer experience, and facilitating social sharing, companies can more effectively attract the attention of this important consumer group. Future marketing efforts should continue to explore the integration of entertainment elements with consumer needs to achieve greater commercial success.

5.1.2 Discussion on the Relationship between Content Quality and Purchase Intentions

In an age of information overload, college students face many consumer choices and information. In this context, product and service content quality becomes a crucial factor influencing their purchase intentions. High-quality content captures their attention and effectively enhances their trust and loyalty.

In practical consumption, many brands successfully leverage content quality to attract college students. For instance, a well-known skincare brand draws in many students by creating content such as skincare tutorial videos and real case studies. After watching this content, many students reported a positive shift in their perception of the brand and engaged in purchasing. Additionally, online platforms like Xiaohongshu provide authentic user-generated content (UGC) that offers real usage experiences, making it easier for college students to choose these products during decision-making. Research shows that over 70% of surveyed college students indicated they would refer to this quality content when shopping, influencing their final purchase decisions.

In summary, content quality has a significant positive impact on college students' purchase intentions. High-quality content enhances brand credibility, helps shape a positive brand image, and fosters emotional resonance. In future marketing efforts, brands should prioritize content quality by providing practical, engaging, and authentic information to attract this vital consumer group, ultimately achieving a win-win situation.

5.1.3 Discussion on the Relationship between Opinion Leaders and Purchase Intentions

In today's digital age, the rapid and widespread dissemination of information has made opinion leaders increasingly significant in consumer behavior. For college students, this particular group often finds their purchasing decisions influenced by the opinion leaders around them.

Many brands have recognized the crucial role that opinion leaders play in affecting college students' purchase intentions. For instance, beauty and fashion brands on platforms like Xiaohongshu often collaborate with popular influencers to attract college student consumers through their recommendations. This marketing approach, based on trust and resonance, enhances brand visibility and significantly increases product purchase rates.

Additionally, inviting campus opinion leaders to share their experiences or conduct trials during campus events can effectively boost the purchase intentions of

participating students. For example, a sports brand's promotional activity on campus, led by well-known athletes or popular campus figures, can quickly capture students' attention and enhance brand identification.

In summary, opinion leaders positively influence college students' purchase intentions. They help college students make better choices in a complex consumer environment by enhancing trust, providing important information, and evoking emotional resonance. In future marketing efforts, brands should actively harness the power of opinion leaders to attract college students, leading to greater commercial success.

5.2 Recommendation

1) Enhance Informational Attributes Based on Entertainment Value

Design creative and engaging live-streaming content that enhances viewer participation by combining gamification elements, impromptu questioning, and audience interaction. By setting specific scenarios or themes, the usage context of the products can appear vivid and realistic. This contextual display helps the audience understand and experience the products' practical applications.

Integrate various presentation techniques during product demonstrations, such as physical demonstrations, consumer experience sharing, and expert interpretations, to enhance the depth and diversity of the information provided.

Live-streaming is inherently a social platform where real-time feedback and interaction are unique features. Brands should encourage viewers to interact during the stream by asking questions or sharing their personal opinions, thereby increasing the entertainment value of the live session. This not only boosts viewer engagement but also broadens and deepens information dissemination. Hosts should regularly pose questions to the audience, encouraging participation in discussions. Using interactive giveaways or prizes can incentivize viewer engagement, enhancing the atmosphere of real-time interaction.

After conducting a live stream, brands should utilize data analysis tools to evaluate the stream's effectiveness, including viewer attention, feedback, and purchase conversion rates. Based on these insights, brands can promptly adjust their content and strategies to meet the needs and preferences of college students.

2) Strengthen Authenticity to Enhance Communication Effectiveness

With the rise of live-streaming marketing, the interaction between brands and consumers has changed significantly, especially concerning the college student demographic. Authenticity has become especially crucial in live-streaming marketing, as young consumers have high expectations and sensitivity regarding the authenticity and genuineness of information. Strengthening the authenticity of content can enhance consumer trust and brand image, effectively promoting advertising dissemination and increasing purchase intentions.

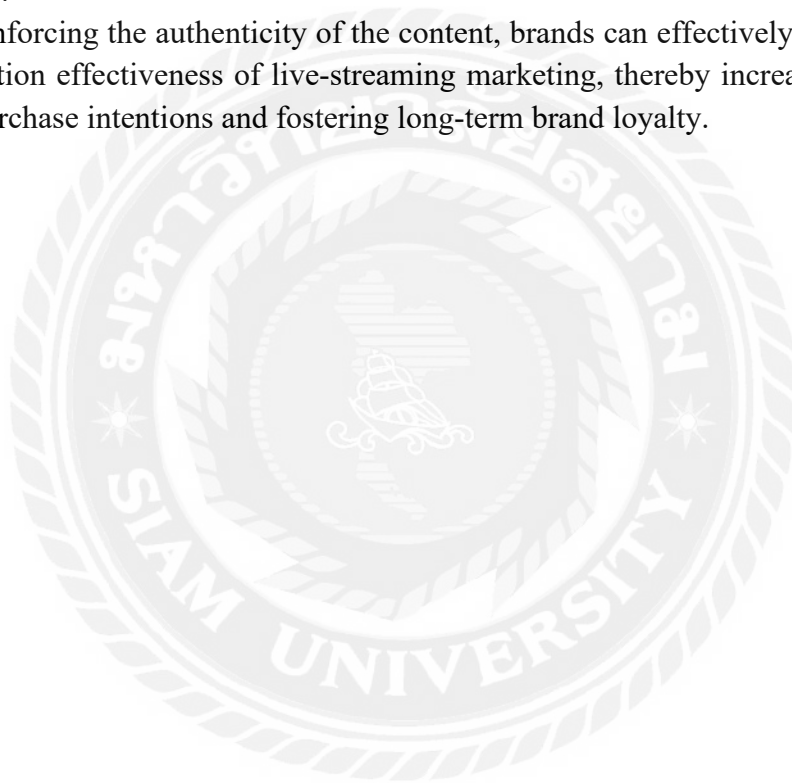
To enhance communication effectiveness, brands can encourage users to share their experiences and stories, showcasing real product effects and feedback. This user-generated content (UGC) can effectively strengthen audience identification with the brand. Hosts should authentically present the products during the live stream,

discussing advantages, disadvantages, usage experiences, and target demographics. Avoiding exaggerated or misleading claims to maintain the brand's credibility is crucial.

Engaging with existing users through interviews or interactive segments allows the audience to hear genuine usage experiences, enhancing the credibility of the information provided. For example, inviting real consumers to share their experiences and opinions during the live session can significantly boost trust.

Strengthening authenticity to promote communication effectiveness is key to enhancing college students' purchase intentions. Brands should incorporate more genuine consumer and user stories to increase content credibility and appeal. Hosts should maintain transparency, accurately conveying relevant product information, including practicality and limitations. Encouraging Q&A or discussions during the live stream can create a genuine social interaction atmosphere, enhancing viewer engagement.

By reinforcing the authenticity of the content, brands can effectively enhance the communication effectiveness of live-streaming marketing, thereby increasing college students' purchase intentions and fostering long-term brand loyalty.



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Appendix

Survey Questionnaire on College Students' Online Live-streaming Consumption

Dear Student,

Hello! This questionnaire will take approximately 3-5 minutes of your time. The results of this survey will only be used for research purposes in this paper. To ensure your privacy, this survey is anonymous. We hope you can answer truthfully. Thank you very much for your support!

Basic Information:

1. Are you currently a student at a regular college or university in China?
☐ Yes
☐ No
2. What is your gender?
☐ Male
☐ Female
3. What is your monthly spending while in school?
☐ 1,000 - 2,000 RMB
☐ 2,000 - 3,000 RMB
☐ 3,000 - 4,000 RMB
☐ 4,000 - 5,000 RMB
☐ Over 5,000 RMB
4. Do you have a habit of shopping in live-streaming sessions?
☐ No
☐ Occasionally
☐ Frequently

Measurement Variable	Question	1	2	3	4	5
Entertainment	The content of live-streaming shopping makes me feel entertained.					
	Watching live-streaming shopping keeps me engaged, happy, and satisfied.					
	Watching live-streaming shopping makes me feel relaxed and comfortable.					
	When watching live-streaming shopping, I find it hard to stop watching.					
	I believe that the entertainment value of live-streaming helps with my purchasing decisions.					

	Watching live-streaming shopping makes me feel emotionally relaxed and comfortable.					
Content	Watching live-streaming shopping can improve my consumer mindset.					
	Watching live-streaming shopping allows me to learn a lot of new information.					
	The interactive segments of live-streaming shopping give me a deeper understanding of the products.					
	I think the content provided in live-streaming shopping helps me make purchasing decisions.					
	Watching live-streaming shopping allows me to learn a lot of new information.					
Opinion Leaders	The information from certain streamers often appears in my view.					
	Certain streamers influence the people around me.					
	The people around me typically see streamers as experts in their field.					
	Recently, I have talked with others about certain streamers.					
	I refer to certain streamers' recommendations when making purchasing decisions.					
Purchase Intention	I am willing to consider shopping while watching live-streaming sales.					
	I am willing to continue watching live-streaming sales and consider shopping in the near future.					
	I am willing to recommend others to watch live-streaming sales and suggest products from specific streamers to them.					
	I am willing to learn more about products through live-streaming sales and consider purchasing these products in the future.					

	I am willing to engage in interactions, such as asking questions and commenting during live-streaming sales, to gain more product information and consider purchasing.
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Instructions for Respondents:

Please indicate your level of agreement with each statement using the following scale:

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Neutral
- 4 - Agree
- 5 - Strongly Agree

Thank you for your participation! Your responses are valuable for the research.

