

The Influencing Factors of Influencer on Consumers' Purchase Intention in Live Marketing

Shaofeng Lyu, Rosidah Musa, Xuehui Ding *

City University Malaysia, Kuala Lumpur, Malaysia

ABSTRACT

With the development of network technology, live marketing has emerged, gradually turning from entertainment live broadcasting to commodity sales, becoming the new darling of e-commerce. Its features include two-way interaction, high accuracy, low cost, rich content and wide audience. Influencers play a central role in live marketing, promoting sales through product presentation, enhanced interaction, content creation and atmosphere. This paper analyzes the influence of influencers' image, reputation, professionalism and popularity on consumers' purchase intention. The management of influencers is discussed to ensure the stability and efficiency of live marketing.

KEYWORDS

Live marketing; Influencer; Purchase intention

1. INTRODUCTION

With the rapid development of Internet technology, especially the increasing maturity and popularity of webcasting technology, live marketing, as an emerging marketing approach, is gradually becoming an important channel for brand promotion and product sales. From the early entertainment live to today's live with goods, live marketing has not only changed the shopping habits of consumers, but also brought unprecedented market opportunities for businesses. In this process, the influencer as the core of live marketing, its importance is increasingly prominent. They are not only product presenters, but also a bridge between brands and consumers, whose professionalism, interactive ability, image charm and other factors directly affect the consumer's willingness to buy and brand loyalty. The purpose of this paper is to discuss in depth the development history of live marketing, characteristics, the role of the influencer in it and its impact on consumers' purchase intention, and at the same time, analyses the strategies and methods of enterprise management of the influencer. Through the comprehensive analysis of these contents, we expect to be able to provide theoretical support and practical guidance for enterprises to make better use of live broadcast marketing means, help enterprises to stand out in the fierce market competition, and achieve the double leap of brand and sales.

2. THE DEVELOPMENT AND CHARACTERISTICS OF LIVE MARKETING

2.1. The Evolution of Live Marketing

Live streaming marketing is a new type of sales method formed with the development of network technology and digital media technology [1]. As early as 2005 there was live marketing, when the live broadcast was mainly based on the main entertainment (such as singing, dancing, chat rooms). At that time, some platforms were needed as a carrier for live network broadcasting, which led to the

gradual emergence of live broadcasting platforms such as Douyu, Tiger Tooth, etc., but at this time the content of live broadcasts were not directly involved in the sale of goods. With the development and popularity of network technology, in 2016, some live platforms began to try to combine live broadcasting with commodity sales, Taobao and other platforms began to promote live sales of commodities, and this kind of sales provides consumers with a new shopping experience. For example, in June 2016, influencer Zhang Dayi made his live broadcast debut on Taobao, attracting more than 410,000 people to watch and creating a turnover of nearly 20 million. Live streaming marketing began to attract widespread attention from merchants and consumers. From 2017 onwards, the live broadcasting industry has risen rapidly, with the emergence of a number of well-known influencers such as Weiya and Li Jiaqi, who have shown amazing sales ability through the live broadcasting platform, and they have not only attracted a large number of viewers, but also created an amazing number of sales. With the explosion of live marketing, major live platforms have increased their support for live broadcasting. Taobao, Jitterbug and other live platforms have become the main position for live streaming with goods. With the rapid development of the live broadcast industry, some problems have gradually been exposed, such as false propaganda, influencer behavior vulgarity and so on. Therefore, the relevant state departments have also begun to introduce relevant policies and regulations to strengthen the supervision of the live broadcast industry.

With the outbreak of the new crown epidemic in 2020, the epidemic has caused a huge impact on the real economy, but it has also brought unprecedented development opportunities to the live broadcasting industry. Offline physical shop operations are hindered, online shopping has become mainstream, and the live broadcast industry has seen explosive growth. At the same time, the progress of network technology has also laid the foundation for the continuous innovation and development of the live broadcast industry, and the application of AR technology and VR technology provides consumers with a more realistic and immersive shopping experience. With the continuous development of the live broadcast industry, the state continues to strengthen the regulation and standardization of the live streaming bandwagon industry. The introduction and implementation of a series of laws and regulations have ensured the compliance, authenticity and credibility of live streaming bandwagon activities, promoting the stable and sustainable development of the market. By 2022, China's live streaming maintains a high growth rate, with live streaming sales exceeding RMB 1.5 trillion, accounting for more than 17% of China's total e-commerce sales.

2.2. Characteristics of Live Marketing

Live marketing as an emerging marketing approach, with many significant features, these features make live marketing in brand promotion, product sales and other aspects show strong competitiveness.

(1) Two-way Interactivity

Two-way interactivity is one of the features of live streaming marketing. In the live broadcast process, two-way interactivity allows viewers to communicate with the influencer instantly during the live broadcast, even if they are far away from each other, they can still speak freely. At the same time, viewers can also interact with the influencer in real time by over connecting and commenting, asking questions and sharing opinions. This kind of interaction not only enhances the fun of the live room, but also provides an interesting experience for viewers, making them more willing to stay and participate. In addition, viewers can share their experiences through pop-ups, enabling companies to receive timely feedback to optimize their products and marketing processes. This type of interaction brings viewers and influencers closer together and enhances the shopping experience for consumers.

(2) High Precision

Live streaming can be experienced by a precise group of users. Live streaming is contrary to the Internet's principle of 'watch what you want to watch', where users must be on the broadcast page at a specific time in order to watch. This immediacy and time constraint ensures that users who watch live broadcasts have a high degree of loyalty. As a result, businesses can more accurately target brand

loyal users, making advertising more valuable. At the same time, the live broadcast platform can use data analysis through the audience's viewing, interaction and other behaviors to analyse the audience's interests, behaviors and other characteristics and make accurate push, so that the marketing information can accurately reach the target audience.

(3) Low Cost

One of the remarkable features of live marketing is its low cost. Compared to traditional marketing methods, whether it is advertising and marketing or people selling, live marketing is far less expensive than them. Live streaming marketing does not require costly venues and materials. All it requires is a video-capable smartphone, computer and internet connection. This simplicity reduces the cost of marketing for businesses, allowing them to achieve better marketing results with less marketing costs. In addition, live streaming marketing eliminates the high cost of venues and inviting media, and only requires a good amount of pre-promotion for a successful event.

(4) Diversified content and form

Live streaming marketing is not limited to product display, but can also include brand stories, use tutorials, user reviews and other forms of content, so that consumers can fully understand the product and brand. Live marketing can be carried out in a variety of forms, such as live banding, live launch, live interactive games, etc., to meet the needs and preferences of different consumers.

(5) Wide Audience Reach

One of the major features of live streaming marketing is that it reaches a wide audience and is not subject to the limitations of the area where it will be received. Due to the popularity and promotion of the Internet, no matter where people are, as long as they enter the live broadcast platform, they can learn about the products and services provided by merchants in real time. This convenience greatly broadens the audience scope of live marketing, enabling businesses to reach a wider range of potential customers, thereby increasing sales and brand awareness. In addition to two-way interactivity, high precision, low cost, rich and varied content forms, and wide audience, live marketing is also intuitive, social and efficient. Therefore, live marketing shows strong competitiveness and broad development prospects in the current marketing environment.

3. THE ROLE OF INFLUENCERS IN LIVE MARKETING

In live marketing activities, the influencer, as the core of live marketing, is the output of live content, the main transmitter of marketing information, and the most critical part of connecting consumers with products and brands [2]. Through the display and recommendation of the product, the enhancement of interaction and trust, the creation of content and brand promotion, and the creation of a shopping atmosphere, it stimulates the consumer's desire to buy and promotes the sale of products.

3.1. The Role of Product Demonstrations and Recommendations

In the dynamic and emerging field of live broadcast marketing, influencers are not only the focus of the stage, but also an indispensable link between products and consumers. They make use of the instant interactivity and intuitive display power of the live broadcast platform to make detailed and vivid introduction and recommendation of the products, which is much more than expected. Influencers through personal hands-on demonstration, every detail of the product, unique features and the actual use of the effect without reservation in front of the audience, this immersive experience greatly stimulate the consumer's desire to buy. At the same time, the influencer can also be based on the audience's real-time feedback, flexible adjustment of the recommendation strategy, accurately conveying the core value and advantages of the product, to help consumers quickly make a purchase decision.

3.2. The Role of Enhancing Interaction and Trust

Instant interaction in live marketing is an advantage that traditional e-commerce does not have. By interacting during the live broadcast and communicating with the audience in real time, the influencer enhances the audience's sense of engagement by answering questions, responding to comments, and sharing tips on how to use the product. This builds a relationship with viewers based on trust and personal charisma, and the influencer's personal charisma and credibility help build viewers' trust in the product and brand. Studies have shown that consumers' trust in influencers is positively correlated with their purchase intention [3].

3.3. The Role of Content Creation and Brand Promotion

Influencers are not only salesmen of products, but also creators of content. They incorporate brand stories and products by sharing lifestyle, professional knowledge or entertainment content, which enhances the fun and view ability of the live broadcast and attracts more to achieve in-depth communication of brand value. It also enhances brand awareness and image. The consistency of enterprise employees with the enterprise and the brand is high, and this high 'influencer-brand relevance' can enhance the brand personality and further influence consumers' attitudes towards the brand [4].

3.4. The Role of Creating A Shopping Atmosphere

In live marketing, influencers are often able to create a sense of urgency and stimulate viewers' desire to buy through instant interaction, time-limited promotions, limited-time offers, steals, giveaways and other means. This influencer-led creation of a tense and exciting shopping atmosphere prompts viewers to make a quick purchase decision. In the live streaming marketing model, the influencer's ability to create a live atmosphere does play a crucial role in increasing the sales conversion rate. Influencers are often able to create a positive, active and interesting shopping atmosphere through their unique personal charisma, humorous language, personalized actions, professional product introductions and instant interaction with viewers. This atmosphere can not only attract the audience's attention, increase their interest in watching and participation, but also stimulate their desire to buy and encourage the audience to place orders, thus promoting sales conversion. Therefore, influencers are not only sellers in live marketing, but also a bridge connecting brands and consumers. Their performance, communication skills and deep understanding of the product directly affect the effect of marketing and the brand's reputation.

4. ANALYSIS OF FACTORS INFLUENCING CONSUMERS' PURCHASE INTENTION BY INFLUENCERS

In live streaming marketing, consumers pay significantly more attention to the influencer, and the image of the influencer, the reputation of the influencer, the professionalism of the influencer and the popularity of the influencer all have a significant impact on the final consumption behavior of consumers.

4.1. Influencer's Image

As a key element in building trust, attracting attention, stimulating emotions and shaping the brand, the influencer's multi-dimensional presentation has a profound impact on consumers' purchasing intentions. An influencer who combines good appearance, deep professionalism, excellent communication skills and unique personal style can quickly win the trust and respect of consumers, and his or her professional and trustworthy image gives consumers a higher degree of recognition of the recommended products. At the same time, the influencer's attractiveness lies not only in

appearance, but also in how he or she integrates his or her own charm into the product display, and enhances the charm of the product and stimulates the consumers' interest through the vivid way, sincere tone and natural expression. In this paper, the influencer image is divided into appearance attractiveness, professionalism, similarity, responsiveness and emotional performance [5]. On the emotional level, the influencer's graciousness, humor or sense of empathy qualities effectively promote emotional connection with consumers, establish a strong sense of belonging and loyalty, and prompt consumers to tend to choose products with emotional ties when facing purchase decisions. In addition, the role of the influencer as a brand spokesman, its image and the brand concept of the degree of fit directly affect the brand image of positive shaping, enhance the brand's market appeal and reputation, and further stimulate the consumer's desire to buy. Therefore, influencers should continue to pay attention to and carefully build their own image to ensure that they stand out in the highly competitive live broadcast market and effectively enhance consumers' purchase intention.

4.2. Influencer's Reputation

Influencer's reputation, as his or her prestige and credibility in the public mind, is a combination of various factors such as the influencer's behavioral performance, professional ability, interaction style and social contribution. It is not only the cornerstone of the influencer's career, but also the key to attracting viewers, building trust, promoting cooperation and shaping the brand image. Influencers need to abide by laws, regulations and platform standards to ensure that the live content is healthy and upward; at the same time, they need to continuously improve their professional ability to win the trust of viewers with accurate and valuable information. In the interaction, the influencer should respond to the audience in a positive, friendly and patient manner to enhance the audience's participation and sense of belonging. In addition, actively participating in social welfare activities and conveying positive energy are also important ways for influencers to build a good social image and enhance their reputation. In the face of negative information, influencers should remain calm and rational, communicate and explain in time to eliminate the adverse effects. Therefore, the reputation of influencers is an indispensable and valuable asset in their career path, which needs to be carefully maintained through continuous efforts and self-improvement in order to win wider social recognition and audience love.

4.3. Influencer's Professionalism

The professionalism of the influencer is an important indicator of the strength of an influencer's business ability. Consumers can judge the value and credibility of the content of the influencer or the live room or even the brand's live broadcast through the influencer's professionalism. Professionalism is a kind of ability, quality and authority. In live marketing, professionalism refers to the influencer's ability to provide correct and effective knowledge and guide consumers to make purchase decisions [6]. Live streaming activity is essentially a persuasive process, in which case the influencer's professionalism is a reliable source of information about the brand. When consumers feel that the influencer is professional, highly qualified, and empathetic, they will be more willing to interact with the influencer, create a connection and trust, and make effective product selections and purchases.

4.4. Influencer's Popularity

Influencer's popularity is a comprehensive reflection of its recognition and influence in the public eye, covering multiple dimensions such as fan size, interactive activity, media exposure, and content quality and innovation. It is not only related to the commercial value of the influencer, such as brand cooperation and advertising endorsement opportunities, but also a direct reflection of its status and social influence in the industry. A high-profile influencer is like a lighthouse in the industry, leading the trend, and his or her words and behavior have a positive guidance effect on society. In order to increase their visibility, influencers need to continue to improve and create high-quality, innovative

content to attract viewers; at the same time, they need to actively interact with their fans and build solid community relationships; and use multi-channel promotional strategies to broaden the boundaries of their audience. In addition, participating in industry activities and displaying personal style and strength are also effective ways to enhance visibility. To sum up, an influencer's popularity is a valuable asset of his/her career, which needs to be maintained and enhanced through unremitting efforts and continuous innovation in order to stand out in the highly competitive live broadcasting industry and win wider social recognition and commercial value.

5. CORPORATE MANAGEMENT OF INFLUENCERS

Corporate management of influencers is a comprehensive process involving recruitment, training, assessment, incentives and other aspects.

5.1. Recruiting Influencers

When recruiting influencers, companies need to first define the desired type and style, such as entertainment, game or e-commerce influencers, and clarify their scope of responsibilities. Subsequently, develop a detailed recruitment plan, use multiple channels such as job boards, social media and live streaming platforms to release information, and plan a timetable for the entire process from information release to interviews and hiring. When screening resumes, the focus was on assessing candidates' live streaming experience, fan base and style fit. Interviews focused on live broadcasting skills, communication and teamwork. In the end, we hire the right candidate based on the comprehensive evaluation results and sign a formal contract or agreement to ensure that the rights and interests of both parties are clearly defined and that we can start a new chapter of co-operation together.

5.2. Training Influencers

New influencers need to go through a systematic onboarding training, which covers the cultivation of company culture, clarification of influencer duties, popularization of business knowledge and learning of laws and regulations, in order to promote their rapid integration into the company family and familiar with the workflow. In addition, the company will also provide professional skills training, focusing on the refinement of live broadcasting skills, communication art and innovation of content planning, to enhance the professionalism and business level of influencers. What's more, the company promises a continuous training mechanism and regularly organizes all kinds of training and activities to build a growth ladder for the influencers, helping them to break through themselves, improve their overall competitiveness and grow together with the company.

5.3. Evaluating Influencers

Enterprises should build a comprehensive and rigorous influencer assessment system to regularly review the performance of influencers, and the scope of assessment broadly covers sales, audience base, interactive activity and other key indicators to objectively measure the effectiveness of their business. In addition, the company also implements a comprehensive assessment strategy, not only focusing on the influencer's performance figures, but also paying more attention to his or her work attitude, teamwork ability, and performance in content innovation, in order to comprehensively evaluate the overall quality of the influencer. Based on the assessment results, the enterprise set up a clear mechanism of rewards and punishments, generous rewards for outstanding performance of the influencer, including material incentives and career advancement opportunities to encourage; for violating the company's rules and regulations, negligence of the influencer, according to the severity of the circumstances of the corresponding penalties, and serious cases will be terminated the labor

contract, to ensure that the team's discipline is strict, and the incentives and constraints are also important.

5.4. Motivating Influencers

Enterprises are committed to building a fair and reasonable compensation system, to ensure that the influencer's hard work is duly rewarded, and its labor remuneration is directly linked to the results of work. In addition, in order to stimulate the enthusiasm and creativity of the influencer, special commission and bonus incentives, so that efforts and gains are proportional. At the same time, the enterprise attaches importance to the influencer's professional growth, provide a clear career development blueprint and promotion path, so that each influencer can clearly foresee their own future development and growth space in the company. While focusing on material incentives, the enterprise also does not forget the spiritual level of care, always pay attention to the influencer's mental health and career pursuit, timely positive feedback and encouragement, so as to enhance the influencer's sense of belonging and loyalty, and build a harmonious and win-win development environment. In short, the management of the influencer is a comprehensive and detailed process, which requires enterprises to make efforts in recruitment, training, assessment, incentives and other aspects to ensure the stability and healthy development of the influencer team.

REFERENCES

- [1] Tan, S. Y. "The influence of influencer image on consumers' purchase intention in home appliance live streaming marketing", *Lao Zi Hao Brand Marketing*, 2023 (11), 26-28.
- [2] Liu, P. S and Shi, Y. D. "The influence mechanism of live streaming sales marketing model on consumers' purchase decisions". *China Business and Market*, 2020(10), 38-47.
- [3] Jin, Y. "A study on the influence of consumer trust perception on purchase intention in e-commerce live streaming". *China Business Review*, 2020 (19), 40-43.
- [4] Chen, W and Wu, J. H. "The influence of influencer-brand relevance on consumers' purchase intention". *Journal of Chongqing University of Arts and Sciences (Social Sciences Edition)*, 2023(10), 1-12.
- [5] Campbell, D, Wells, J. D and Valacich, J. S. "Breaking the ice in B2C relationships: Understanding pre-adoption e-commerce attraction". *Information Systems Research*, 2013(2), 219-238.
- [6] Rao, M. R. "Analysis of influencing factors of online live streaming sales on consumers' purchase decisions in the new media era". *Modern Business Trade Industry*, 2021(01), 56-58.