

The influence of beauty makeup web celebrity live streaming on the purchase intention of female consumers--the intermediary role based on trust

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ABSTRACT

This paper applies the SOR theory, this paper studies the influence of the popularity of anchors and the interaction of the broadcast room on the purchase intention, and introduces the trust as the intermediary variable to explore the intermediary role of trust in it. In this study, 162 questionnaires were collected for analysis. The results show that the popularity of the host on consumer purchase intention is not significant, the studio interaction on consumer purchase intention and positive correlation, the introduction of trust as an intermediary variable, the results show that the trust in the studio interactive consumer purchase intention before some intermediary role, trust in the host popularity and purchase intention play a complete intermediary role.

KEYWORDS

Live broadcast with goods; Consumers want to buy; Trust.

1. INTRODUCTION

These years, with the rapid development of the Internet, the frequency of Chinese Internet users using the Internet has been increasing. Since the COVID-19 epidemic in 2020, e-commerce live streaming has gradually emerged, and people's shopping methods have changed greatly. According to the CNNIC Statistical report on China's Internet Development, as of December 2022, the number of Internet users in China has reached 1.067 billion, with an Internet penetration rate of 75.6 percent. The number of online shopping users in China reached 845 million, accounting for 79.2 percent of all Internet users. Network live broadcast with goods refers to a new shopping method to recommend goods to consumers in the way of real-time video, and then complete the purchase.[1]

The impact of the live broadcast with goods on the purchase intention of consumers is the focus of this study. Consumers have different purchase intention by watching the anchors with different characteristics in the live broadcast with goods. Purchase intention refers to the desire of consumers to shop after they have a certain understanding of the product, which is an important prerequisite for consumers to produce purchase behavior.[2] Under the background of live broadcasting, the more the number of viewers in the broadcast room, the anchor will have greater commercial value. Beauty makeup live streaming is quite representative in the field of live streaming with goods, with a large transaction volume. There are countless well-known bloggers in the field of beauty makeup, such as Li Jiaqi and Cheng Shi'an. The main audience of beauty products is mostly women. The development of live streaming with goods provides a more convenient shopping way for women. However, most young women are very dependent on the mass media, and women are more active in the mass media.

They get more information through the dissemination of the mass media, and their thoughts are also influenced by the mass media. Young women are more willing to engage and access information, and they are most easily affected by them.[3]

2. LITERATURE REVIEW

2.1. Development of live broadcasting with goods

With the rise of online live streaming, bringing goods, more and more web celebrity bloggers have changed from promoting products to live streaming sales products. The development of the Internet has added a new way of shopping and brought a new shopping channel for internet citizens. Under the traditional marketing model, the influencing factors of consumer purchase decision can be sorted into a variety of personal factors and psychological factors, as well as social factors.[4] However, under the mode of network marketing, web celebrity blogger as the carrier, its marketing role is more important.[5] In online life, the critical factor that stimulate consumer interest in a particular product no longer depend on the interpretation of the shopping guide. The characteristics and marketing performance of live stream salesperson become important elements to drive consumers to have interest in buying.[6] Live broadcast with goods not only allows anchors to communicate and interact with the audience in time, but also is convenient to buy. These functions are loved by the majority of users, so in recent years, live broadcast with goods has become a new way for many netizens to consume.

2.2. Consumer trust

The trust degree of consumers in the live broadcast rooms plays an important role in online shopping, and is one of the most important factors affecting consumers' willingness to shop online. How to win the trust of consumers has brought great challenges to online live broadcast merchants, such as buying goods and services that can not be touched from unfamiliar merchants, whether the language description of the blogger is true, and the after-sales service of the broadcast room all reflect that consumers' trust in the broadcast room affect their intention to purchase. The intermediary effect of consumer trust in the process of shopping has been studied for many times, and consumer trust plays a certain intermediary role in live shopping.[7]

2.3. Purchase intention of consumers

The constantly changing marketing methods of merchants make consumers' shopping methods more diversified. Purchase intention refers to the possibility that consumers can purchase products after having a certain understanding of the product, which is an important prerequisite for consumers to produce purchase behavior.[8] The way of live broadcasting with goods can not only directly give consumers more intuitive feelings, but also bring different buying experience to consumers. Therefore, this marketing method has gradually become popular in recent years. To some extent, consumers' purchase intention can predict the direction of consumer behavior, which is the focus of enterprise operation and management, and also the basis of studying consumer shopping.[9]

2.4. Popularity

Popularity is the degree to which a person or a group is known to the public, and consumers will believe that the information released is reliable because of the halo of the famous person.[10]The prevalence of this study refers to the fame, social status and influence of by live stream salesperson on social media.

2.5. Interaction

Social media influencer communicate with the audience online through various ways, so that consumers can fully understand the product and the use experience, and let them feel the usefulness of the product. Live streaming somehow makes up for the lack of traditional marketing methods. The more comprehensive the interpersonal relationship, the more strong the consumer's affinity and satisfaction to the target product.[11]

3. RESEARCH METHODS

3.1. Theory

The research theory of this study is the SOR theory, and the SOR model is also known as the Stimulus -Or-ganism -Response theory. SR model is the initial model of SOR model, which believes that the stimulation of external environment will produce a series of reactions. With the continuous deepening of the research results, scholars add intermediary O to the SR model to form SOR model, which explains the psychological consciousness of consumers under the influence of external environment, resulting in convergence or avoidance behavior.[12] S in the model is stimulated by consumers by the interaction and popularity of the host broadcast with goods. Body O represents consumers' trust in the anchor, and reflects R represents the purchase intention generated by consumers. This paper aims to build a model in which the interactivity and popularity of influencer affect the purchasing intention of female consumers. In them, trust is introduced as the intermediary variable, the results are obtained and analyzed, and the conclusion is given.

3.2. Study Hypotheses:

Purchase intention plays an important role in the live broadcast. Purchase intention is the psychological state of consumers after watching the live broadcast and bringing goods before buying goods. Some scholars believe that before consumers decide to buy, they will have a psychological activity, which is the purchase intention, and the purchase intention can predict the purchase behavior of consumers.[13] Therefore, purchase intention was chosen as the dependent variable in the study. Based on the above analysis, we have made the following assumptions:

H1a: The popularity of network anchors has a positive and obvious impact on the purchase intention.

H1b: The interaction of the studio has a positive and obvious impact on the purchase intention.

H2a: Trust plays an intermediary role between popularity and consumers' purchase intention.

H2b: Trust mediates between interactivity and consumer purchase intention.

3.3. Study Methods

This study used a questionnaire survey of female consumers who watched the live broadcast. The questionnaire method is a research method used by researchers to distribute or mail questionnaires to those involved in the research project according to a standardized procedure, and then make statistical analysis, so as to obtain the research results. Among them, the questionnaire design, implementation and result processing are carried out in strict accordance with certain principles and requirements.[14] In this study, the mature scale was adopted and the five-point scale of Likert was used to measure the four variables (5= highly agree, 4= somewhat agree, 3= neutral, 2= somewhat opposed, 1= very opposed). Three or more questions were designed for each variable in order to increase the credibility of the scale. The question design of the questionnaire is to adjust the mature questionnaire of domestic and foreign scholars according to the topic of this study, with good reliability and validity. In the questionnaire, the identity of the research objects was screened through

two questions: "Do you watch the live broadcast" and "your gender" Ability to screen the identity of survey respondents and increase the validity of the questionnaire data.

The questionnaire will use the questionnaire star to distribute electronic questionnaires on microblog, Xiaohongshu, wechat, QQ and other social platforms, to expand the scope of the respondents, the respondents all over the country, to make the questionnaire data more accurate.

Table 1. Header Scale

Measuring dimensions	Measure the item	Scale source
popularity	1. I prefer the anchors with a certain reputation and reputation in the society and a large number of fans	Meng Fei(2012) Lin Xin(2020)
	2. I prefer the anchors who occupy the influence and appeal position in the field	
	3. I prefer anchors who are often exposed in the public eye and are well known in this field	
reciprocity	1. I am willing to interact with the blogger in the live broadcast to enhance my understanding of the product	Flanagin(2001) Xu Qian(2021)
	2. I am willing to interact with other consumers during the live broadcast to understand the feedback of other consumers on the use of the goods	
	3. When watching the live broadcast, the anchor will provide enough opportunities to ask questions and answer questions	
trust	1. I believe that the quality of live-streaming products is reliable	Jiang Ji Hai, Li Qin(2016) Xu Qian(2021)
	2. I believe in the products recommended by the blogger, and I believe in his language description	
	3. I believe that the anchor's recommendation is the sharing after his use	
	4. I often watch live broadcasts and feel emotional trust	
Purchase intention	1. I had no clear purchase target before I bought the goods in the broadcast studio.	Zhang Bao Sheng, Zhang Qingpu, Zhao Chenguang(2021)
	2. By watching the live broadcast to bring goods has aroused my desire to buy.	
	3. I am willing to watch the live broadcast and find my favorite goods	

4. DATA ANALYSIS

Table 2. Descriptive statistical analysis

	N	minimum	maximum	mean value	standard deviations
popularity	152	2.67	5.00	4.2961	.58501
reciprocity	152	2.00	5.00	3.8333	.73392
trust	152	1.50	5.00	3.4030	.82493
Purchase intention	152	2.00	5.00	3.8882	.71146

A total of 162 questionnaires were distributed in this survey, of which 152 were valid questionnaires, among which the vast majority of female consumers had watched the live broadcast of beauty makeup.

Confidence and validity of the scale was tested by SPSS26.0. The questionnaire was in good condition, clonal Bach coefficient is 0.862, KMO value is 0.837, significance is less than 0.001, which was suitable for factor analysis.

Table 3. Correlation analysis

Pearson Related to this issue

	popularity	trust	reciprocity	Purchase intention
popularity	1			
trust	0.342**	1		
reciprocity	0.318**	0.583**	1	
Purchase intention	0.266**	0.566**	0.557**	1

* p<0.05 ** p<0.01

The following table shows the regression analysis of the independent variable popularity, interaction and consumer confidence on the dependent variable willingness to buy.

The results indicated a significance level of popularity of 0.600, indicating that consumers' intention to buy was not affected by popularity. The interaction has a positive and significant effect on consumers' willingness to buy. The degree of consumer trust has a positive and obvious impact on consumers' purchase intention.

Therefore, the higher the interaction and consumer trust, the obviously greater the consumer willingness to buy, but the popularity of network anchors will not have a significant and positive effect on consumers' willingness to buy. So the H1b assumption holds and the H1a assumption does not.

Table 4. Results of Linear Regression Analysis (n=152)

	regression coefficient	95% CI	collinearity diagnostics	
			VIF	tolerance
constant	1.397** (3.847)	0.685 ~ 2.108	-	-
popularity	0.044 (0.526)	-0.120 ~ 0.207	1.161	0.862
reciprocity	0.327** (4.258)	0.177 ~ 0.478	1.552	0.644
trust	0.308** (4.460)	0.173 ~ 0.443	1.580	0.633
sample size		152		
R ²		0.400		
Adjust R ²		0.388		
F value		F (3,148)=32.890, p=0.000		
		Dependent variable: Purchase intention		
		D-W value: 1.851		

* p<0.05 ** p<0.01 Inside the parenthesis is the t-value

According to the test results in the table below, trust is a complete intermediary between popularity and purchase intention. The indirect effect of independent variable interaction is significant, and c 'is

significant, ab and c', so trust partially mediate between interaction and purchase intention. H2a and H2b are assumed to hold.

Table 5. Results of mediation effect analysis (n=152)

	Purchase intention					trust					Purchase intention							
	B	standard error	t	p	β	B	standard error	t	p	β	B	standard error	t	p	β			
constant	1.419**	0.385	3.683	0.000	-	0.072	0.431	0.168	0.867	-	1.397**	0.363	3.847	0.000	-			
popularity	0.120	0.087	1.381	0.169	0.098	0.246*	0.097	2.542	0.012	0.175	0.044	0.083	0.526	0.600	0.036			
reciprocity	0.510**	0.069	7.379	0.000	0.526	0.593**	0.077	7.673	0.000	0.527	0.327**	0.077	4.258	0.000	0.338			
trust											0.308**	0.069	4.460	0.000	0.357			
R ²			0.319					0.367					0.400					
adjustR ²			0.310					0.359					0.388					
F value		F (2,149)=34.956,p=0.000						F (2,149)=43.241,p=0.000						F (3,148)=32.890,p=0.000				

* p<0.05 ** p<0.01

Table 6. Summary of the mediation role test result

term	c gross effect	a	b	a*b Intermediary effect value	a*b (Boot SE)	a*b (z value)	a*b (p value)	a*b (95% BootCI)	c' direct effect	inspect the conclusion
Popularity => trust => Purchase intention	0.120	0.246*	0.308**	0.076	0.031	2.434	0.015	0.010 ~ 0.131	0.044	Completely intermediary
Interaction => trust => purchase intention	0.510**	0.593**	0.308**	0.183	0.049	3.740	0.000	0.097 ~ 0.292	0.327**	Part of the intermediary

* p<0.05 ** p<0.01

5. SUMMARY

5.1. Conclusion

In the context of network broadcast, the interaction of the live broadcasting room has a obvious positive affect on consumers' willingness to buy. In the live broadcast room, consumers can communicate with multiple consumers, listen to the anchor introduce the product, and ask questions from the host, so as to understand the product from various aspects, and finally enhance their purchase intention. When the interaction of the broadcast room is stronger, consumers 'purchase willingness is stronger, and consumers' experience is better. However, The purchase intention of consumers is not obviously affected by the popularity of network anchors.

Consumers trust and network anchor in interaction and purchase intentions, consumers can mainly by live in the host behavior and language, to produce personal views and judgment, second consumers communicate with others in the comments area, to product analysis and understanding, improve trust in the studio, so as to improve the purchase intention. Although the host popularity has no influence

on consumer purchase intention, but the trust in the host popularity and purchase intention have complete intermediary role, so the popularity of the anchor completely with the role of trust to influence consumer purchase intention, when the higher the anchor popularity, may he master products and experience will be more rich, consumers are more willing to trust, so as to improve the purchase intention.

In conclusion, according to the five hypotheses, four hypotheses are established, including broadcast interaction and consumer trust have a positive and significant influence on willingness to buy, trust as an intermediary effect plays a role between the popularity and interaction of network anchors and the willingness to buy of consumers.

5.2. Inspiration

When anchors and merchants bring goods live, they can display product details more comprehensively, answer consumers' questions immediately, constantly increase the interactivity of their live broadcast rooms, enhance consumers' understanding of products, and enhance their purchase intention. In the live broadcast, merchants can also issue consumption vouchers to give fans more benefits and set up fan groups, so that consumers can have a better platform for interaction and communication, and maintain consumer stickiness, so as to improve the transaction rate.

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