

Disenchantment and Remolding: the Influence of Luxury Live Streaming on Consumer Brand Goodwill

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ABSTRACT

As the COVID-19 epidemic is over, the global luxury market is gradually recovering. The arrival of the Internet era has provided people with a new consumption mode, and the rise of various online shopping platforms has injected new vitality into this market. Brand is the core of luxury consumption culture. Luxury brands have been tasked with constructing international brands by constructing brand awareness and boosting brand goodwill, due to the intensifying rivalry in the market. In 2020, China's live-streaming e-commerce companies have officially started the journey of luxury brands. An urgent issue in the luxury sector is to find a way to direct shoppers to build brand recognition and strengthen brand identity. Luxury goods have always been a high-end route, and whether live streaming e-commerce can improve the brand tonality and consumers' love for the brand is also an important topic continuously discussed in recent years. Through empirical analysis in this paper, it is concluded that live streaming e-commerce plays a positive role in promoting the goodwill of luxury brands.

KEYWORDS

Luxury goods; Live broadcast; Brand goodwill degree.

1. BACKGROUND AND SIGNIFICANCE OF THE STUDY

According to the Digital Trend Insight into China's Luxury Market 2023 released by Boston Consulting Group, China's luxury industry will see a full recovery in 2023, and the overall market size will grow by 15% -20% to reach 550 billion yuan by the end of 2023. The most striking feature of the Chinese market is its large scale, a wide variety of consumers, and its unique digital ecosystem.[1]

Young people in their thirties, as well as people in second-and third-tier cities, are an emerging group of luxury customers, bringing new life to the luxury consumer market, and their purchasing power is constantly increasing. Inseparable are the two words "network" and "generation" - the latter being the product of the network, the former the product of the 21st century's swift growth. As more people have started to associate with the media industry, the era of e-commerce has arrived, which is a great development direction. Under the influence of this development, the expansion of network channels has become very necessary, and luxury brands have also become very important for the expansion of online channels. The brand is committed to electronic content and marketing, and has a rich digital media connectivity and connectivity, which makes the brand look different in China's digital ecosystem. China is the only country with a digital ecosystem. Many luxury brands incorporate Chinese elements into their design and advertising to get closer to local consumers.

In the past, luxury goods were always on a high-end route, far away from the public. Now, with the younger consumer group and the change of media ecology, luxury brands begin to enter the young life.

Examining the specific communication of luxury consumption by mass media in China, it can be found that magazines, newspapers, television, Internet and advertisements all show certain orientation, inducing mass consumption to a certain extent. [2] The research significance of this paper is that the opening of luxury live streaming market is still a hot spot and a controversial topic. Some consumers appreciated and love this, while some consumers said that the online live broadcast has made their shopping convenient; the other side is against and criticized, feeling that the live broadcast promotion has dragged the brand style back. This topic aims to explore the influence of luxury live streaming on the brand recognition of luxury consumers, in order to provide beneficial inspiration for the development of luxury industry.

2. LITERATURE REVIEW

2.1. Luxury goods

Luxury is defined from the Latin word "Luxuria".Luxury goods, being rare, unique, expensive, and very expensive, are often viewed as superfluous and superfluous in comparison to the usual consumer items. Economically, luxury is a form of luxury. The value of goods is generally reflected in their use, whereas the value of luxury items has its own restrictions, and the intangible value is more paramount. In other words, the value of symbolic elements is not only a function, but also a luxury. Yet, the acquisition of opulent items is more of a spiritual necessity, and the outcome is not for practical use, but rather beyond mere "ownership".

The unique qualities of luxury goods, not found in ordinary goods, can give consumers a unique sense of value and create a spiritual joy and transaction value that surpasses the use value in the mind. This is the most significant factor in why luxury goods are so beloved by people. Luxury goods also contains rich historical and cultural connotation, it is a symbol of spirit, art and taste, so, the price is not the only index different from the general famous brand, its price is hidden in the goods.

The main reason why luxury goods can be respected for a long time is that they have differentiated and distinctive qualities that ordinary goods do not have, which can create incomparable value recognition for consumers and make people feel the psychological enjoyment and transaction value beyond the use value.[3] For example, Hermes was founded in 1837, starting from the production of high-quality horse harness, from the whole brand to every small detail, all are permeated with rich cultural connotation. Luxury brands have their own advertising strategy, and the secret of luxury brand business is actually to "artificially create luxury.Desire ", its way of communication is "through accurate and consistent communication, clever use of consumers and media to dry luxury.Their own interests, maintain their own high-end image, constantly strengthen their own differentiated positioning, establish, maintain and strengthen consumers 'Desire' in the mind. [4] Luxury brands pass to the world is a noble way of life, so luxury has become a way of life, an attitude, a value.

Dubois believes that in the process of classifying the characteristics of luxury goods, the researchers have summarized them into six aspects: expensive price, exquisite craftsmanship, far-reaching significance, high decoration value, strong scarcity, and rich cultural connotation [5].

2.2. Live broadcast

The stage of "e-commerce + live broadcast" from 2016 to now. With the continuous development of the Internet, live broadcasting has developed rapidly in the era of big data. Live broadcasting cooperates with major e-commerce platforms (Taobao, Douyin, Jingdong, Vipshop, Suning Shopping), etc., and achieves the purpose of commodity sales on e-commerce platforms in the form

of live broadcasting. It can be said that the deep cooperation between "live broadcasting" and e-commerce, A new stage of the "e-commerce + live broadcast" model was developed. [6] In 2023, the most active sales channel will remain e-commerce. With the entry of major brands, the traffic growth rate of TikTok is gradually declining, and major brands gradually realize that we media with their own traffic is the key to seize the hard-earned traffic. From the sales trend, in the first half of this year, the impact of TikTok e-commerce is still expanding. Behind the rapid development is inseparable from the huge potential of the entire interest scope of e-commerce. More brand e-commerce companies have found new growth points through deep cultivation of content and shelf space, and stand out among many brands. In the consumer-facing area, the dynamic new product release and discounts are the selling point, with the expansion of traffic. Among these brands, some luxury brands have been experimenting with live streaming in China since 2020.

2.3. Enhance brand goodwill

Roux and Floch argue [7] Luxury brand culture is the combination of ethics and aesthetics, luxury brands offer consumers an emotional world that is always consistent with Continuously convey to consumers a kind of dream and emotion, so that consumers forget But there are practical economic considerations.

In today's consumer culture, luxury goods are brand-centered. In the fierce market competition, establishing brand awareness and enhancing brand goodwill has become the primary task of enterprises to build international brands. In the luxury industry, how to help consumers establish brand goodwill and enhance brand awareness has always been a difficult problem.

To build a brand of goodwill, you must do your job well. In traditional advertising, luxury goods must show its unique personality in the design, packaging and advertising of products, and express its core culture. Luxury brands can be recognized by consumers through the shaping of their brand image, brand image, and brand image by luxury goods. After entering the era of short video and live broadcasting, luxury live broadcasting provides more communication channels for consumers and sets up a good image for the brand. However, whether this approach can win the favor of customers, still needs further discussion.

3. RESEARCH CONTENT

3.1. Research, topic / objective

Luxury brands have always been cold and mysterious, and live broadcasting is characterized by an exaggerated and playful broadcast. When luxury goods meet with online social media, can they continue to follow the high-end road? Luxury brands have also been live streaming in recent years. Will this affect consumers' goodwill towards luxury goods?

3.2. Study hypothesis

On the basis of defining the concepts of luxury goods, live performance and brand loyalty, and combining the research problems and literature review of this topic, the luxury live broadcast activities studied in this paper are determined as the dependent variable, and the influence of luxury live broadcast activities on customers' brand goodwill is taken as the outcome variable.

A study by Chevalier and Mayzlin shows that there are many followers and high exposure groups on the Internet, and their reviews help product sales. Luxury goods are well-known, with high exposure and high social status, so their live broadcast content is easier to be understood and trusted by people, so as to get more attention. But high-priced luxury goods also exclude a large number of consumers.

Therefore, this topic will first discuss whether luxury live streaming has a significant impact on the exposure of luxury goods.

In addition, it can guarantee the economic foundation of the initial luxury consumer groups. Those people with high exposure rate and a large number of fans are more likely to win the recognition and follow of consumers, and make corresponding consumption decisions. Therefore, the following hypothesis is proposed:

H1: Luxury live broadcasting plays a very important role in the brand goodwill of luxury consumers.

H2: Luxury live streaming will greatly enhance the goodwill of luxury consumers towards the brand.

4. RESEARCH METHODS

The questionnaire technique is employed in this paper to analyze the influence of a luxury live broadcast on the brand identity of luxury consumers. In the survey, the respondents raised special questions in watching live broadcasts, whether they own luxury goods, whether they buy luxury goods on live streaming platforms, and live streaming luxury goods. In this study, 103 valid questionnaires were gathered and the data collected led to the following conclusions.

5. DATA ANALYSIS

5.1. Reliability

Table 1. Cronbach reliability analysis

number of terms	sample capacity	Cronbach α Coefficient
10	103	0.928

The measure of the scale's reliability and validity is known as reliability, and its validity is known as reliability analysis. In general, the results of the questionnaire survey will not cause significant deviation due to the investigator, the survey duration and other factors, so the survey results are stable and credible. Generally, the reliability coefficient surpasses 0.70, satisfying the criteria of the measurement technique. The scale was verified by SPSS23 software and found that the Cronbach α coefficient of the scale was above 0.9, indicating that most measures of the scale have good reliability.

Table 2. And KMO and Bartlett's test

KMO price	Bartlett Sphelicity test		
	Approximate chi square number	df	p price
0.899	731.020	45	0.000

The SPSS23 statistical software was employed by the investigator to analyze the data from the survey, in order to assess the validity of the scale. Validity is the accuracy of the survey's results, meaning the content is in line with what the researchers anticipated, thus verifying the questionnaire's validity. The KMO values were above 0.8, Show that the information provided by the questionnaire is the most appropriate, Is effective, The effect is very good; The KMO values ranged from 0.7 to 0.8, Show that the information collected from this questionnaire is appropriate, Is effective, The effect is better;

In the range of 0.6 to 0.7, The data of this study have good information extraction ability, Its effectiveness is of a moderate level, The effect is general; If its value is below 0.6, Show that the data is not suitable for information extraction, And its effectiveness is not high; The table reveals that the questionnaire's KMO values for all dimensions exceeded 0.8, indicating its remarkable effectiveness.

5.2. Results of the regression analysis

Table 3. Results of Linear Regression Analysis (n =103)

	Non-standardized coefficients		normalization factor	T S	P	Variant diagnosis	
	B	standard error	Beytagh			VIF	excuse
constant	0.396	0.279	-	1.422	0.158	-	-
Consumer live	0.880	0.087	0.709	10.118	0.000**	1.000	1.000
R^2			0.503				
Adjust the R 2			0.498				
F		F (1,101)=102.379,p =0.000					
D-W price			1.977				

Dependent variable: consumer purchase

* p <0.05 ** p <0.01

The linear regression analysis takes consumer live broadcast as the independent variable, with purchase as the dependent variable, as demonstrated by the table above. As can be seen from the above table, consumer live broadcast is taken as the independent variable and consumers' purchase is the dependent variable for linear regression analysis. As can be seen from the above table, the model formula is: consumer purchase =0.396 + 0.880 * consumer live broadcast, and the model R square value is 0.503, which means that consumer live broadcast can explain 50.3% of the change of consumers' purchase. During the F test of the model, it was found that the model passed the F test (F=102.379, p=0.000 <0.05), that is, it means that consumer live broadcast will definitely have an impact on consumers' purchase. Finally, the specific analysis shows that:

The regression coefficient value of consumer live broadcast is 0.880 (t=10.118, p=0.000 <0.01), which means that consumer live broadcast will have a significant positive impact on consumers' purchase.

The linear regression analysis takes the consumer live broadcast as the independent variable and the dependent variable, as is evident from the table above. As can be seen from the above table, the consumer live broadcast is taken as the independent variable and the dependent variable for linear regression analysis. As can be seen from the above table, the model formula is: goodwill =0.431 + 0.737 * consumer live broadcast, and the model R square value is 0.404, which means that the consumer live broadcast can explain 40.4% of the change in goodwill. During the F test of the model, it was found that the model passed the F test (F=68.592, p=0.000 <0.05), that is, it means that consumer live broadcast will definitely have an impact on goodwill. Finally, the specific analysis shows that:

The regression coefficient value of consumer live broadcast is 0.737 (t=8.282, p=0.000 <0.01), which means that consumer live broadcast will have a significant positive impact on the favorability.

Table 4. Results of Linear Regression Analysis (n =103)

	Non-standardized coefficients		Standardization coefficient	<i>t</i>	<i>p</i>	collinearity diagnostics	
	<i>B</i>	standard error	<i>Beta</i>			VIF	tolerance
constant	0.431	0.285	-	1.510	0.134	-	-
Consumer live	0.737	0.089	0.636	8.282	0.000**	1.000	1.000
<i>R</i> ²			0.404				
Adjust the R ²			0.399				
<i>F</i>			<i>F</i> (1,101)=68.592,p =0.000				
D-W price			2.204				

Dependent variable: favorability level

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

6. RESEARCH CONCLUSIONS

Exploring the effect of customers on the goodwill and buying intentions of luxury brands is the primary aim of this paper. This project focuses on the impact of e-commerce live broadcast on consumer brand goodwill, and explores the impact of consumers on e-commerce live broadcast and consumer brand goodwill through questionnaire survey. Based on the questionnaire and data analysis, it is found that e-commerce live broadcasting has a positive effect on improving consumers' brand goodwill towards luxury brands. On the development road of luxury online marketing, it is necessary to strengthen the digital construction, combine with the current development of social media, and use the visual marketing of new media to consolidate the youth market. At the same time, the strategy of luxury e-commerce live broadcasting should also be formulated.

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