

Consumer Purchase Intention: A Study based on Content Marketing, Consumer Value

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ABSTRACT

The development of digital economy has put forward new requirements for the sustainability of content marketing. Short video content has gradually entered people's vision and attracted more and more people's attention. Based on this, this study analyzes the influencing factors of content marketing, consumption value and consumer purchase intention of short video platform, aiming to clarify the current situation of short video content marketing, grasp the characteristics of short video marketing, tap the potential of consumer purchase intention, and improve the marketing quality of short video. Provide advice and suggestions to meet the diverse needs of users to consumers.

KEYWORDS

Purchase Intention; Content Marketing; Consumer Value.

1. INTRODUCTION

In the digital information era, the efficiency of people's access to information is improving with the promotion of artificial intelligence, blockchain, digital twin and other digital technologies. More and more consumer groups tend to use mobile networks for shopping, and online consumption has become a mainstream consumption method. In recent years, with the rise of digital platforms, people's choices of entertainment needs have become more and more diverse with media decentralization and knowledge fragmentation. The fierce competition of market segmentation makes each media product play a long-tail effect in the user market with its special functional positioning [1]. As an emerging information carrier, short video platform has become an important place for people to satisfy their daily social needs with its features such as low threshold and popularization. As a product for the general public, short video can express rich content better than traditional paper media and other media, and the information can reach the audience groups more easily. Everyone can register to use it, everyone can shoot works, and everyone becomes the sender and receiver of information, which makes the short video platform attract a large number of users. Short video provides good data support for knowledge dissemination, information dissemination, cultural dissemination, social opinion dissemination, etc. It is not only a new technical way, but also a new profit model [2]. With the development and maturity of the short video platform, its social needs are gradually combined with business needs, and a large number of e-commerce markets are slowly formed, further prompting the promoter to go down to expand its consumer market. By entering into cooperation with KOLs, using the platform's unique recommendation algorithm, and then through continuous refinement and in-depth promotion of grass-raising content, the promoter influences the consumption habits and tendencies of the platform's users, prompting users to have a stronger willingness to buy and consumption behavior. Therefore, it is of great practical significance to study the impact of short video platform content marketing on consumer purchase intention.

The emergence of diverse platforms has led to more choices for consumers in terms of how they shop. However, it has also intensified competition between platforms, with some of the worrying quality and the frequent occurrence of false content forming an inducement to consumers' shopping decisions. These contents are detrimental to the legitimate rights and interests of consumers, increase consumer resistance to content marketing, and overdraw the foundation of consumer trust in the platform, which needs to be remedied urgently. At the same time, the value demand of consumers is also the focus of attention. Therefore, by studying the impact of content marketing and consumer value on consumers' shopping intention on short video platforms, this paper aims to explore what the characteristics of content marketing are, what consumers' value demand is, and how to enhance consumers' shopping intention through content marketing. This study will help to draw deeper attention of platforms and promoters to consumers' psychology and needs, and force promoters to change their management and operation methods, so as to improve the quality and credibility of content marketing, enhance consumers' purchase intention, tap consumption potential, and release economic vitality.

Keywords: content marketing; consumer value; willingness to buy.

2. LITERATURE REVIEW

2.1. Content Marketing

Content marketing from the marketing aspect is not just the traditional sense of advertising or sales behavior, but more of a new marketing way to attract and return consumers through the interest and quality of the content. Content marketing interacts with target customers through multiple media channels to deliver product information [9]. In order to drive the behavior consciousness of the target customer, stimulate the consumer's purchase intention, and use the form of close to the consumer to convey the content information to help consumers make decisions. [10]. In order to guide customers to generate purchase intention [11], and ultimately achieve the purpose of sales and enhance the brand influence of the enterprise.

The key point of content marketing is to interact with customers, which is also an important part of its difference from traditional marketing. The further development of the Internet allows users to obtain information through mobile terminals. Short video has quickly entered the public's field of vision because of its "short", "flat", "fast" and other characteristics. It has become an important bridge to narrow the space-time distance between users and merchants, and is an important channel for merchants to promote sales. High-quality content and reasonable marketing are the premise of short video marketing [12]. By setting clear content labels, creating content differentiation and skillfully combining consumers' interests with merchants' selling points, high-quality grass-planting content is presented in different ways to arouse consumers' interest and attention. [13]. Through multiple grass planting, customers can form a complete understanding of brands and commodities, thus contributing to the final transaction transformation to the greatest extent. Reasonable short video content marketing through the Internet, making its mode of transmission becomes more flexible, marketing costs are greatly reduced. Short video content marketing builds an effective connection channel between advertising and products through video bloggers, allowing consumers to make product purchases anytime and anywhere. When users have a willingness to purchase the content of short videos, they can make purchases directly by clicking on the product connection of short video content marketing. [14].

On this basis, it can be found that short video content marketing is particularly important for short video creators and short video recipients. Merchants should choose appropriate video bloggers, refine video content, show rich product value with short and direct content, and drive consumers' purchase intention and behavior.

2.2. Consumer Value

The customer's value demand is the origin of all marketing models. The essence of any marketing is to provide value for customers, so understanding consumer value is the premise of marketing success [7]. In essence, the type of value is nothing more than two aspects and four dimensions : one is the nature of value, that is, whether value is material or spiritual, material value is related to the product itself that provides value, while spiritual value is related to the impact of the product that provides value; the second is the value direction, that is, whether the value is adduction or explicit. The adduction value is aimed at the inner experience of consumers, while the explicit value is aimed at the individual's external feelings. Here, we introduce the Sheth-Newman-Gross consumption value model to analyze the composition of consumption value. The Sheth-Newman-Gross consumption value model is a research model proposed by Sheth, Newman and Gross in 1991 to evaluate consumption-related value based on value. The model believes that products provide consumers with five consumption values : functional value, conditional value, social value, emotional value and cognitive value, and explains the reasons and influencing factors of consumers ' commodity selection behavior. We find that functional value and conditional value are most appropriate to consumers. Functional value refers to the substantial, material and functional value of the product itself. When the consumer achieves the purpose of using the function of the product after purchase, the product has functional value. Conditional value, also known as situational value, refers to the fact that a certain product or service can change the original choice behavior of consumers because of the greater external utility generated by the condition under certain circumstances. When consumers choose products, they will be affected by different values in different choice situations. They may only be affected by one of the above five values, but most of the cases may be affected by two or more, or even five values.

2.3. Purchase Intention

Here, we can understand consumers' purchase intention through four dimensions : demand value, perceived value, brand credibility and popularity of grass bloggers. In terms of demand value, the level of demand shown by consumers belongs to self-actualization demand in a certain sense. They seek products or services to achieve self-satisfaction, physical and mental pleasure and leisure puzzle. In terms of perceived value, consumers' perception is influenced by many factors such as psychology, image and interest. Short video content with unique creative thinking and interest can catch their attention. Relevant studies have found that consumers' perceived value of short videos will positively affect their purchase intention [8], and the three dimensions of perceived value, namely, practical value, hedonic value and social value, can better reflect the factors affecting consumers' purchase intention [9]. The practical value focuses on the platform 's transparent information dissemination and the practicality of recommended products. The hedonic value focuses on the user's access to information or the entertainment and emotional value of the product. The social value represents the individual's contribution to meeting the material and spiritual needs of others through a series of activities. In terms of brand credibility, consumers are more inclined to choose brands with good social influence. Studies have shown that consumers pay attention to the evaluation of products, and transfer the positive evaluation of information sources to the corresponding products or services, thereby enhancing the goodwill and recognition of the brand, and even forming a sense of brand trust [10]. In today's society where product homogeneity is becoming more and more serious, consumers will give priority to buying brands with high visibility and good product image, and good brand image will attract consumers to buy [11]. In terms of the popularity of grass bloggers, most consumers are more inclined to believe that they are concerned and have a certain fan base of bloggers. Jerry and Gotlieb found that when the information source has a strong appeal, it will enhance consumers' attention to related products and brands, and stimulate consumers' curiosity and desire to explore products [12], so that consumers have a positive brand attitude and strong purchase intention. This also indirectly shows that the higher the visibility of the people are more likely to become the new

standard of fashion, for example, KOL bloggers. KOL affects consumers' purchase behavior by influencing consumers' motivation and attitude. It can not only affect consumers' purchase intention and tendency, but also have a great impact on repurchase behavior and sharing behavior. Based on the views of scholars, consumers' purchase intention will be affected by multiple factors in a diversified environment. The diversified consumer groups that pay attention to experience, novelty and attractiveness will be deeply influenced by demand value, perceived value, brand credibility and popularity of grass bloggers. Therefore, this paper will focus on the consumer's purchase intention from four aspects: demand value, perceived value, brand credibility and grass blogger popularity.

3. RESEARCH HYPOTHESIS

3.1. Content Marketing and Consumer Purchase Intention

Content marketing will enhance consumers' purchase intention through four aspects: professionalism, credibility, popularity and interesting. First, high-quality content tends to attract more consumers' attention. The promoter selects professional and famous shakeology bloggers and utilizes their credibility and popularity to have a deep impact on consumers. Under social media, consumers will pay attention to current affairs, interest and diversity as the basic criterion of content, and make judgment on the relevance and quality of products according to their own needs, so as to generate communication among social groups [13]. Secondly, the professional explanation and display of product information helps to increase consumer awareness, and repeated planting of grass makes customers form a complete understanding of the brand and products, thus maximizing the ultimate transaction conversion. Thus, when consumers involuntarily perceive the applicability and need of the product, they will be planted grass, and then generate the willingness to buy. Third, short video improves the interest and quality of content in the combination with content marketing because of its "short", "flat", "fast", and other characteristics. Different content marketing methods of the same product form content differentiation. Businesses use consumers' interests and preferences to make video recommendations, and convey valuable content to consumers to help brands stimulate consumers' value identity, promote the transformation of consumers' positive behavior [14], and stimulate purchase intention.

Based on this, this study proposes the following hypotheses:

H1: Content marketing has a positive impact on purchase intentions

H1a: Professionalism has a positive impact on purchase intentions

H1b: Credibility has a positive effect on purchase intentions

H1c: Popularity has a positive effect on purchase intentions

H1d: Interesting has a positive effect on purchase intentions

3.2. Consumer Value and Purchase Intention

When consumers produce consumption choice behavior, they will compare the consumption value of each product, and choose the product that can provide them with the maximum consumption value and have the greatest utility for them. This further shows that consumers' purchase intention is closely related to the consumption value to a large extent. First of all, the functional value focuses on the practicality and functionality of the product. When consumers need a product to meet the needs of life, production and other activities, functional value has become the first consideration of their consumption activities. Therefore, if consumers find products that are of practical value to themselves when they watch the content marketing of related products, they often trigger consumer behavior. Secondly, the content marketing of the grass planting platform brings different scenarios to consumers, generates conditional value and social value, and changes the original behavior of

consumers. For some consumers, the quantity and quality of the material they own will affect the shaping of their social self-image, which in turn causes their purchasing psychology and purchasing behavior [15]. At the same time, when the products, services, and content provided by the enterprise or product side have social attributes, they can effectively enhance consumers' acceptance and purchase intention [16]. Then, when the marketing content causes consumers to feel or love feelings, it produces emotional value. Under normal circumstances, the promotion content of the platform will first be based on the personal preferences and preferences of consumers. In the face of their favorite bloggers or brands, consumers will magnify their product purchase desire and consume because of the existence of emotional factors. Finally, cognitive value can affect consumers' purchase intention through consumers' curiosity, pursuit of new knowledge and other psychological conditions. The ultimate goal of product marketing is to stimulate consumers' willingness to buy. When different bloggers express products through different content, those novel and interesting video content will reach a consensus with consumers' cognition, so that consumers think that stimulate cognitive purchase desire.

Based on this, this study proposes the following hypotheses:

H2: Consumer value has a positive effect on consumer purchase intention.

H2a: Functional value has a positive effect on consumer purchase intention.

H2b: Conditional value has a positive effect on consumer purchase intention.

4. EMPIRICAL ANALYSIS OF CONSUMER PURCHASE INTENTION

4.1. Study Design

4.1.1. Samples and Quantities

The focus of this study is on the impact of content marketing and consumer value on consumers' purchase intention. Respondents should be more familiar with the operation of short video platform and often use this software. Therefore, this study mainly focuses on the "Z generation" population, and takes the personnel of institutions such as universities, enterprises, institutions and institutions as the research object. The way to obtain data sources is mainly in the form of online questionnaires. A total of 250 questionnaires were distributed and 228 were recovered. After eliminating 16 questionnaires with incomplete answers, the number of valid samples was 212, and the effective rate of the questionnaire reached 84.8 %. Through the preliminary statistics of the information covered by the effective questionnaire, it can be obtained that from the age distribution: 1.50 % under 14 years old, 7.30 % 15-18 years old, 26.66 % 19-22 years old, 29.5 % 23-25 years old, 19.30 % 26-28 years old, and 15.80 % over 28 years old. From the income point of view : 500 yuan and below accounted for 10.40 %, 501-1500 yuan accounted for 14.6 %, 1501-3000 yuan accounted for 17.3 %, 3001-5000 yuan accounted for 22.2 %, 5001-10000 yuan accounted for 27.0 %, 10000 yuan or more accounted for 8.5 % ; from the perspective of position distribution, personnel in government institutions accounted for 7.50 %, general staff accounted for 30.10 %, professional and technical personnel accounted for 15.40 %, business and service personnel accounted for 5.00 %, private business owners and self-employed accounted for 5.80 %, students accounted for 33.30 %, and people to be employed accounted for 2.90 %.

4.1.2. Variable Design

Content marketing is the independent variable of this study, and this paper refers to Zhou Mengzhu and Wang Qiuling[17] , Shaoyang[18] , Qin Suxiang and Wang Pengfei[4] and He Jianmin[13] and other scholars. Twelve measurement question items on content marketing are formed from four aspects: professionalism, credibility, popularity and interesting.

Consumption value is the mediator variable, for the mediator variable of the questions refer to Yan Qingshan[19] , Yang Weimin et al.[20] and Xiao Jinghua et al.[21] The scholars' viewpoints were referred to, and six items were finally determined to measure the consumption value, and the functional value and the conditional value each accounted for three items.

Consumer purchase intention is the dependent variable of this study, and this paper refers to Wei Jianfeng and other[22] scholars' research. We choose to form the measurement items about purchase intention from four items: interest preference, demand matching, grass-raising content, and brand credibility.

4.2. Empirical Analysis

4.2.1. Reliability and Validity Tests

This study utilized SPSS26.0 software and AMOS24.0 software to conduct reliability and validity tests. First, exploratory factor analysis was conducted on the sample data, and the results are shown in Table 1. The Cronbach's α coefficients of the question items of each variable of content marketing, consumer value, and purchase intention were basically higher than 0.8, and all of them exceeded 0.7, which indicated good reliability and internal consistency. Then, a validation factor analysis was conducted to test the convergent and discriminant validity of the data. The results showed that the factor loadings of the question items of each variable were above 0.7, and the AVE values were all greater than 0.5, and the CR values were all greater than 0.7, indicating that the data had good convergent validity, and the specific values are shown in Table 1.

Table 1. Reliability and validity tests

Variable	Item	Factor loading	Cronbach's α	AVE	CR
Content marketing	CM1	0.889	0.916	0.7856	0.9166
	CM 2	0.892			
	CM 3	0.878			
	CM 4	0.905	0.921	0.7958	0.9212
	CM 5	0.889			
	CM 6	0.882			
	CM 7	0.885	0.914	0.7809	0.9145
	CM 8	0.881			
	CM 9	0.885			
	CM 10	0.791	0.850	0.6583	0.8523
	CM 11	0.858			
	CM 12	0.783			
Consumption value	CV1	0.880	0.909	0.7703	0.9096
	CV 2	0.883			
	CV 3	0.870			
	CV4	0.862	0.907	0.7658	0.9075
	CV5	0.894			
	CV6	0.869			
Purchase intention	PI1	0.884	0.934	0.7806	0.9343
	PI 2	0.876			
	PI 3	0.882			
	PI 4	0.892			

Secondly, KMO and Bartlett tests were conducted in this study and it was found that the KMO test value was 0.938, Bartlett statistic value was significantly different from 0, and the p-value was less than 0.01, which initially indicated that the questionnaire data could be factor analyzed, as shown in Table 2.

Table 2. KMO and Bartlett test

KMO test	Bartlett sphericity test		
	Approximate chi-square	degree of freedom	significance
0.938	9228.761	231	0.000

In order to test the discriminant validity situation of the data, the square root of the coefficients between the variables and the AVE was observed, and the results showed that the coefficients between the variables were less than the square root of the AVE, which further indicated that there was a good discriminant validity between the variables, and the specific values are shown in Table 3.

Table 3. Distinction validity test

Variable	professionalism	credibility	popularity	interesting	functional value	contingent value	Purchase intention
professionalism	0.886	--	--	--	--	--	--
credibility	0.382	0.892	--	--	--	--	--
popularity	0.590	0.622	0.884	--	--	--	--
interesting	0.198	0.524	0.272	0.811	--	--	--
functional value	0.273	0.681	0.548	0.443	0.878	--	--
contingent value	0.246	0.722	0.488	0.414	0.848	0.875	--
Purchase intention	0.339	0.799	0.594	0.394	0.797	0.808	0.884

Note: Diagonal values are expressed as square root of AVE.

Finally, this study conducted a structural validity test, and from Table 4, we can get: CMIN/DF=1.58, which is located between 1-3; RMSEA = 0.035, which is less than 0.08; SRMR = 0.023, which is less than 0.05; CFI = 0.988, GFI = 0.920, IFI = 0.968, NFI = 0.968, which is greater than 0.9, and the model has passed the structural validity test, which is a good fit. All of the above indicators have reached a more satisfactory level, indicating that the model passes the structural validity test and has a good fitness for purpose.

Table 4. Structural validity test

CMIN/DF	RMSEA	SRMR	GFI	CFI	NFI	IFI
1.58	0.035	0.023	0.920	0.988	0.968	0.968

4.2.2. Hypothesis Testing

In this paper, SPSS 25.0 software was used to analyze the correlation between the variables and their dimensions and to test the hypotheses presented in the paper.

From the constructed linear regression model of content marketing and consumers' purchase intention (see Table 5), the standardized coefficient of content marketing on consumers' purchase intention is 0.669 ($p < 0.001$), which indicates that content marketing will have a positive effect on purchase intention. The standardized coefficients of professionalism, credibility, popularity and fun are 0.314 ($p < 0.001$), 0.743 ($p < 0.001$), 0.549 ($p < 0.001$) and 0.350 ($p < 0.001$), respectively, which indicate that professionalism, credibility, popularity and fun under content marketing will have positive purchase intention influence and the effect is significant. Therefore, hypotheses H1, H1a, H1b, and H1c are valid.

Table 5. Correlation between content marketing and purchase intention implicit variable

Independent variable	Dependent variable	Fit index	
	Purchase intention	F	Adjusted R ²
Content marketing	0.669***	387.564***	0.446
Professionalism	0.314***	52.502***	0.097
Credibility	0.743***	591.799***	0.552
Popularity	0.549***	206.834***	0.300
Interesting	0.350***	66.703***	0.120

Note: "****" indicates a significance level of Sig<0.001.

Taking consumption value and its dimensions as independent variables and consumers' purchase intention as dependent variables, the correlation analysis is carried out. The analysis results are shown in Table 6. The results show that the standard coefficient of consumption value to purchase intention is 0.787 ($P < 0.001$), the standard coefficient of functional value to purchase intention is 0.735 ($P < 0.001$), and the standard coefficient of conditional value to purchase intention is 0.746 ($P < 0.001$). It can be seen that the consumption value and its functional value and conditional value dimensions have a significant positive impact on consumers' purchase intention. Therefore, suppose that H4, H4a, H4b are tested.

Table 6. Correlation between consumer value and purchase intention

Independent variable	Dependent variable	Fit index	
	Purchase intention	F	Adjusted R ²
Consumer value	0.787***	777.401***	0.618
Functional value	0.735***	561.839***	0.539
Conditional value	0.746***	600.800***	0.555

Note: "****" indicates a significance level of Sig<0.001.

5. CONCLUSION AND IMPLICATIONS

5.1. Research Conclusion

In the era of digital information, diversified information and information have changed people's traditional consumption intention and mode. As a powerful tool for modern enterprise marketing, content mainly provides various types of content to existing and potential consumers to meet the diversified needs of consumers, to promote emotional resonance and purchase behavior between consumers and brands with good brand awareness. From the perspective of consumers, this study investigates the views of short video consumers on the content marketing of short video platforms, and deeply studies the influence mechanism of short video content marketing and consumer consumption value on consumer purchase intention. Through questionnaire survey, in-depth interview and other methods, the important factors of short video content marketing of grass planting on consumers' purchase intention were extracted, and the influencing factors of consumers' purchase intention were studied by means of AMOS 26.0 and SPSS 24.0 software. The main results show that:

(1) Short video content marketing can positively stimulate consumers' purchase intention, that is, professionalism, credibility, popularity and interesting performance have a positive effect on consumers' purchase intention. The professionalism and credibility of content marketing can make the grass-planting blogger's grass-planting content more specialized, improve the credibility of grass-planting content, so as to provide effective guarantee for grass-planting content and have a positive impact on consumers' purchase intention; the popularity of content marketing can improve the influence range of grass planting content, and the improvement of popularity can be more easily included in the consumer's purchase choice list, occupying an advantageous position when consumers shop, thus having a potential impact on consumers' purchase intention; the interestingness of content marketing can make the content of grass planting more abundant. Promoting the interestingness of grass planting content will become the main factor to effectively convey product information and reach users, and have a positive impact on consumers' purchase intention.

(2) Consumer value demand can positively stimulate consumers' purchase intention, that is, functional value and conditional value have a positive effect on consumers' purchase intention. Through a variety of channels, consumers can understand the convenience and reliability of purchasing channels, the usefulness and practicability of products, etc., so as to improve consumers' understanding and acceptance of consumption value, make consumers have shopping needs, and promote consumers' shopping behavior.

5.2. Research Implications

Under the background that short video content marketing has become the mainstream of marketing and the "Z generation" group has gradually become the mainstream consumer group, the research results of this paper can bring certain theoretical basis and practical suggestions for the management practice of product promoters.

(1) Improve the quality of content marketing. The content marketing of short video has a positive effect on consumers' purchase intention. Therefore, in order to better achieve the marketing goal, the product promoter needs to use effective communication channels such as pictures, animations, and videos to conceive, publish, and deliver relevant content and information about the product to consumers and demanders through reasonable content.

(2) Focus on consumer value needs. Understanding consumer habits and shopping preferences, in a more professional and interesting way to convey valuable information to consumers, to ensure that the content does not exist negative, gray color, with sensitive words, in order to increase the exposure of products or services and meet consumer demand for information and product content interaction.

(3) Improve consumers' brand trust, brand loyalty and product stickiness, realize the closed-loop transformation of consumers, so as to achieve the purpose of network marketing.

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