

Study on the Impact of Online Live Broadcast on College Students' Consumption

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Abstract: In 2019, there were 504 million users in China's online broadcast industry, and college students became the main user group in broadcast. In this paper, a questionnaire was conducted on 736 college students, showing the current situation of college students watching network broadcast. It was found that the network broadcast has a high degree of familiarity and popularity among college students. The most popular broadcast platforms used by college students are Douyin, Kuaishou and Taobao (or similar e-commerce platform) but there is a slight difference between female college students and male college students. College students buy products in network broadcast room at a relatively low and middle prices, and the produce category is very concentrated. This paper also USES the in-depth interview survey to find that network broadcast can increase the purchase desire of college students, and network broadcast can provide students with more detailed and direct product information. College students' purchase behavior in the network broadcast room is relatively rational, and they have not formed the habitual purchase behavior in the network broadcast room.

Keywords: Network broadcast, Online broadcast, College students, Consumption filter

1. Introduction

Min Zhang, Fang Qin, G. Alan Wang and Cheng Luo's research shows that the live video streaming strategy can improve customers' online purchase intention by reducing psychological distance and perceived uncertainty. In addition, product type moderates the impact of LVS on perceived uncertainty[1]. Wang Mengdi, Li Dong's research shows that audiences' commenting was mostly affected by the number of viewers, the gender of streamers, the number of likes, the number of gifts, and the duration of the live stream[2]. Chen LOU, Shupeiyuan's research shows that the informative value of influencer-generated content, influencer's trustworthiness, attractiveness, and similarity to the followers positively affect followers' trust in influencers' branded posts, which subsequently influence brand awareness and purchase intentions[3]. Yanbin, Zhang's research shows that the college students' characteristics, online comments, shopping convenience, commodities' factors, customer satisfaction, characteristics of online retailers, marketing factors have significant positive effects on online consumption psychological orientation of Chinese Post-90 college students[4]. Ismail Erkan, Chris Evans's research shows that anonymous reviews are more influential on consumer's online purchase intentions than friends' recommendations on social media[5]. Deborah H. Lester, Andrew M. Forman & Dolly Loyd's research shows that young adults were specifically targeted because of their generation's tech-savvy embracing of anything wired[6].

2. Investigation and Analysis of College students' Usage of Network Broadcast

This paper conducts a questionnaire survey on the use of network broadcast by college students. Three undergraduate universities in Henan Province China are selected to conduct a random online questionnaire survey. The questionnaire survey platform is the Questionnaire Star, which is distributed through WeChat, QQ and other social platforms. A total of 736 valid questionnaires were collected with female students accounting for 77.34% and male students 22.66%. Freshmen account for 48.85%, sophomores 23.47%, juniors 23.2% and seniors 4.48%.

In addition, the monthly living expenses of the surveyed college students are as follows: 45.05%, 47.49%, 6.24%, 0.81% and 0.41% respectively for less than 1000 yuan, 1000-1500 yuan, 1500-2000 yuan, 2000-3000 yuan and above 3000 yuan. Here is a descriptive statistical analysis of the survey

below.

2.1 Network Broadcast is Well Known among College Students

During the coronavirus outbreak worldwide in 2020, college students in China were required to take online courses or online broadcasts for class, so broadcasts are well known among college students. Among all the college students surveyed, 49.7% of the male students and 45.09% of the female students have network hosts (or famous bloggers and other network celebrities) that they follow, and 14.17% of the students buy the products recommended by hosts in the broadcast room because they like the broadcast hosts.

According to the survey, among the 736 college students surveyed, 64.18% had watched hosts for selling goods through online broadcast, among which male students accounted for 16.91% and female students for 83.09%, indicating that most college students surveyed have known about online broadcast for selling goods, and the proportion of female students watching hosts for selling goods through online broadcast is much higher than that of male students.

Only 4.02% senior student in college watch the live broadcast for selling goods. The main group that watch the live broadcast for selling goods of college students mainly concentrated in the freshman and sophomore, junior and senior. Due to being too busy with preparation for graduation, the seniors are too busy to watch the live broadcast for selling goods, and this is consistent with interview research in this paper afterwards.

Among the students who have not watched broadcast for selling goods (which is 35.82% of overall), 79.92% of them still have heard of Li Jiaqi or Wei Ya (both are network broadcast hosts, and the number of followers of Li Jiaqi is 28,396,000 on Taobao and Wei Ya is 28,618,000). It can be seen that network celebrity hosts born in broadcast are very popular among college students.

Among the 64.18% of college students who watched broadcast for sell products, 40.59% bought products in the broadcast room, that is, 26.05% of total college students surveyed bought products in the broadcast room. It indicates that the number of college students having bought products in the network broadcast room has formed a certain scale, but it is not very common by now.

2.2 Usage of College Students' Network Broadcast Platforms

According to the survey, most of the online live broadcast platforms used by college students are Douyan, Kuaishou and Taobao (or similar e-commerce platforms), and the number of people who have used these three platforms to watch online live broadcast accounts for 78.7%, 42.33% and 33.38% respectively.

There are big differences between male and female students in the use of online broadcast platforms: there are 84.21% of female students using Douyin to watch live broadcast, while only 59.88% of male students use Douyin to watch live broadcast, and the proportion of female students is 40.63% higher than that of male students. 46.84% of female students use Kuaishou to watch live broadcast, while 26.95% of male students use Kuaishou to watch live broadcast. The proportion of female students is 73.8% higher than that of male students. The percentage of female students using Taobao (or similar e-commerce platforms) to watch live broadcast is 38.6%, while the percentage of male students is 15.57% and female students is 147.91% higher than male students. The proportion of female students using Xiaohongshu to watch the network broadcast is 16.32%, while that of male students is 5.99%. The proportion of female students was 172.45% higher than that of male students. Therefore, among college students, the proportion of female students who use Douyin, Kuaishou, Taobao (or similar e-commerce platform) and Xiaohongshu to watch network broadcast is much higher than that of male students.

On the other hand, 34.73% of male students use Douyu to watch network live broadcast, while 3.86% of female students use Douyu to watch network live broadcast. The percentage of male students is 799.75% higher than that of female students. The percentage of male students using Huya to watch broadcast is 36.53%, while that of female students is 3.16%, which is higher than that of female students by 1,056.01%. 31.14% of male students used Bilibili to watch network live broadcast, while 18.25 percent of female students use Bilibili to watch network live broadcast. The percentage of male students is 70.63% higher than that of female students. The proportion of male students using TencentNOW to watch the network broadcast is 20.96%, while that of female students is 11.4%. The proportion of male students is 83.86% higher than that of female students. Therefore, among college

students, male students use Douyu, Huya, Bilibili and TencentNOW to watch network broadcast much more than female students. In particular, female students who use Douyu and Huya to watch network broadcast account for only about 3%.

In conclusion, the female college students become the main users of network broadcast at short video platforms (Douyu and Kuaishou etc.), shopping platforms (Taobao etc.) and life sharing platforms (Xiaohongshu etc.) while the male college students become the main users of network broadcast at live broadcast platform(Douyu, Huya, TencentNOW etc.),video sharing platform(Bilibili ect.). Later, the interview research also confirmed that many girls would watch beauty tutorial or product usage experience on Taobao, Xiaohongshu and other apps, while most boys would watch live games and live sports on Douyu, Huya and other apps.

2.3 Distribution of Network Broadcast Products Purchased by College Students

According to the survey. The categories of products purchased by college students in the network broadcast room are concentrated. The highest proportion of the four categories of products are cosmetics and skin care, daily necessities, food, clothes & shoes, while the proportion of college students who buy jewelries and bags, health care products, digital products, home appliances and services in the network broadcast room is very low.

The products boys and girls buy in the network broadcast room have some differences. What male college students buy most in the network broadcast room are daily necessities (53.33%), food (46.67%), clothes & shoes (40%), digital products (26.67%). The products purchased most by female college students in the network broadcast room are cosmetics and skin care(70.06%), daily necessities (60.45%), food(49.15%), clothes & shoes (46.33%). The difference is mainly showed in the following aspects: the proportion of female students buying cosmetics and skincare in the broadcast room is as high as 70%, while male students only 26.67%; Male students bought 26.67% of digital products in the broadcast room ,while female students bought only 3.95%. College students, both male and female, buy daily necessities, clothes & shoes and daily necessities almost in the same proportion of products in the broadcast rooms

2.4 Price Distribution of Broadcast Products Purchased by College Students

The survey shows that the price of products purchased by college students through network broadcast room is mostly distributed within 300 yuan, among which less than 100 yuan accounts for 80.21% and 100-300 yuan accounts for 31.75%. In combination with the category of products purchased, it indicates that the prices of the products purchased by college students in the network broadcast room are mostly at low and middle prices.

2.5 The Main Reasons for College Students to Buy Products in Network Broadcast Room

According to the survey, among the reasons why college students choose to buy products in the broadcast room, 83.33% college students choose “strong discount” and 45.83% choose “more intuitive and direct to see the product”. There are other reasons for college students to choose to buy products in the broadcast room, as shown in Table 1.”Reasons for college students to buy products in network broadcast room”.

Table 1 Reasons for College Students to Buy Products in Network Broadcast Room

Reason	Proportion
Strong discount	83.33%
More intuitive and direct to see the product	45.83%
High credibility	14.06%
Excitement for buying in limited time	13.54%
High Interaction	11.46%
Like the broadcast hosts	10.42%
Others	8.85%

3. The Impact of Online Live Broadcast on College Students' Consumption

The students who buy the products in the online live broadcast room are taken as the sample population, and 50 college students are randomly selected for online in-depth interview (due to the coronavirus outbreak, face-to-face communication could not be conducted). The interview platforms are QQ video and WeChat video. The paper concludes the influence of online live broadcast on college students' consumption.

3.1 Network Broadcast Will Increase the Purchase Desire of College Students

The network hosts (or web celebrities) introduce the product through the network live broadcast, but also gather a large number of fans. The "fan effect" makes college students buy the products they recommend in the broadcast room because they believe or support the network hosts (or web celebrities) they follow. The survey results of 2.5 in this paper also show that 10.42% of college students buy the products they recommend in the broadcast room because of the network hosts (or web celebrities).

The recommendation of network hosts (or web celebrities) in the broadcast room can produce an external stimulus to consumers when describing and displaying product information in their own unique way and style (humor, loveliness, fascination or rap-style etc.), they also highlight their personal characteristics and give different symbolic meanings to the products they recommend. Driven by the great temptation of symbolic meaning, users' enthusiasm of "giving gifts to the hosts" will be aroused. According to the interview results, 83.4% of the interviewees says that "watching broadcast will increase my purchase desire" when the hosts recommend products, and 59.6% says that "they hold the idea of giving virtual gifts to the hosts in the process of watching broadcast". Thus it can be seen that watching the live broadcast will increase the purchase desire of college students virtually.

3.2 Broadcast Provides Students with More Detailed and Direct Product Information

Integrated Marketing Communications are commonly used now which combines brands and products' information both online and offline. Many of them have started all-round product promotion and multi-channel product and brand advertising or promoting before the online live broadcast. As a result, many college students have more or less heard of the products or brands before they watch them in the broadcast. Many brands will constantly remind consumers to pay attention to their products or brands in different channels, thus deepening the good impression of the brands and products. In addition, 88% of the interviewees said that "most of the recommended products in the broadcast room are well-known word-of-mouth products".

However, after college students know a certain brand or a product in desperate need of further information of it the network live broadcast becomes an excellent entry for further information. College students will not be confused by exaggerated advertising present so the direct presentation of real products on broadcast plays a key role in promoting college students to choose and buy them. In other words, network broadcast has become another important channel for college students to obtain product information. 83.4% female college students think that they can see the real package, texture, color, fluidity, wear-effect and other detailed information of cosmetics and skin care products in the broadcast room so they tend to buy such products in the broadcast room. The 2.5 part of this paper also shows that the main reason for college students to buy products in the broadcast room is that 45.83% of college students believe that they can see the products more intuitively and directly in the broadcast room. Therefore, college students prefer to get more information about cosmetics, skin care products, clothes & shoes through online live broadcast.

3.3 College Students' Purchase in the Network Broadcast Room is Rational

Among the interviewees, more than 90% of college students buy cosmetics and skincare products, clothes & shoes, daily necessities and foods in the broadcast room. Moreover, most of them buy them at a price of less than 100 yuan, which is a rational consumption. For mobile phones, high-price accessories, home appliances and other products with high prices, most college students will not choose to buy them in the broadcast room. This is also in accordance with the findings in 2.3 and 2.4 of this paper.

Although network broadcast can stimulate college students' consumption desire to a certain extent, most college students can objectively view the sale and promotion of goods through network broadcast

and consume rationally.

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