

The Internet Celebrity Effect on Impulsive Consumption Behavior across Income Levels

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ABSTRACT. *With the rapid development of the Internet, the traditional marketing model has been subverted to a large extent, and people's consumption patterns have been dramatic changes. People's consumption is becoming more convenient, and more and more people start to use the Internet to get product experience evaluation and then make purchasing decisions. The rise of the Web celebrity economy has added a new impetus to online shopping, whether the emotions are positive or negative, causing high emotions. Evocative online content is more viral. In order to explore how the effect of the Internet celebrity effect on impulsive consumption behavior in a live webcasting context differs across income classes, and how emotions in the mechanism of which, this paper uses emotion as a mediating variable in the study of the Internet celebrity effect on impulsive consumption behavior, and income as the Adjustment variables, based on which a model is developed for analysis and research.*

KEYWORDS: *Web celebrity economy, Impulsive consumption, Income, Impulsive consumption behavior*

1. Introduction

In the era of the transition from 4G to 5G, various types of short-form video platforms and online live streaming have begun to flourish, and people of different identities have been able to get their hands on them through the various online platforms have become Web celebrity and KOL, thus giving birth to the new term "Web celebrity economy". With the advantages of low cost and high interactivity, the Web celebrity economy has gained huge profits. The culture of circles has been shaped by the popularity of mobile devices that allow people to speak freely on the mobile Internet. It's a collision between people with different aspects of their lives, opinions and so on. So how does the Internet celebrity effect influence consumers to make impulsive purchases? Do people consider their income as an important factor? In this paper, literature analysis, questionnaire survey, and theoretical model are used to validate the analysis.

2. Definition of Variables and Development of Scenarios

2.1 Definition of Variables

This paper is set against the backdrop of the Web celebrity economy and examines, Web celebrity playing the role of online opinion leaders on viewers in online live streaming the impact of consumer behavior. Analysis and conclusion after reading a large number of scholars' literature on the subject. Consumer pleasure and arousal of the Web celebrity' The literature on variables such as emotions and impulsive consumption behavior was reviewed to determine the five characteristics that the independent variable was Web celebrity (popularity, professionalism, interactivity, attractiveness, and credibility), the dependent variable is consumer impulse consumption behavior, the mediating variable is consumer pleasurable and evocative of emotions, income was set as the moderating variable that ultimately led to the model for this study.

2.2 Development of Hypotheses

1). Web celebrity Characteristics and Consumer Sentiment

H1a: Web celebrity popularity is positively related to consumer pleasure and evocative emotions.

H1b: Web celebrity expertise is positively associated with consumer pleasure and evocative emotions.

H1c: Interactivity of the Web celebrity is positively related to consumer pleasure and evoked emotions.

H1d: Web celebrity appeal is positively related to consumer pleasure and evocative emotions.

H1e: Internet celebrity effect is positively related to consumer pleasure and evocative emotions.

2). Consumer sentiment and impulsive consumer behavior

H2a: Pleasurable emotions positively influence consumer impulse consumption behavior.

H2b: Evoking emotions positively influences consumer impulse consumption behavior.

3). The moderating role of income

H3a: Income plays a moderating role between Web celebrity popularity and impulsive consumption behavior, with high income positively moderating Web celebrity popularity and impulsivity The relationship between consumer behavior.

H3b: Income plays a moderating role between Web celebrity professionalism and impulsive consumption behavior, with high income positively moderating Web celebrity professionalism and impulsivity The relationship between consumer behavior.

H3c: Income plays a moderating role between Web celebrity credibility and impulsive consumption behavior, and high income positively moderates Web celebrity credibility and impulsivity The relationship between consumer behavior.

H3d: Income plays a moderating role between Web celebrity interactivity and impulsive consumption behavior, with high income positively moderating Web celebrity interactivity and impulsivity The relationship between consumer behavior.

H3e: Income plays a moderating role between Web celebrity attractiveness and impulsive consumption behavior, with high income positively moderating Web celebrity attractiveness and impulsivity The relationship between consumer behavior.

3. Data Statistics and Analysis

3.1 Reliability and Validity

Table 3 1 Confidence Levels of Predictor Variables

	Cronbach's Alpha	number of items
popularity	0.832	4
professionalism	0.883	4
interactivity	0.809	4
attractiveness	0.815	4
credibility	0.923	3
total	0.927	19

Table 3 2 Confidence Level of Intermediary Variables

	Cronbach's Alpha	number of items
Pleasure	0.915	3
evoke	0.935	3
total	0.943	6

Table 3 3 Confidence Level of Outcome Variables

	Cronbach's Alpha	number of items
impulsive consumption	0.943	11

3.2 Related Analysis

Table 3 4 Variable Correlation Analysis

	A	B	C	D	E	F	G	H	I
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A	1								
B	0.549* *	1							
C	0.568* *	0.544**	1						
D	0.472* *	0.446**	0.531**	1					
E	0.447* *	0.512** *	0.449**	0.675* *	1				
F	0.420* *	0.332**	0.352**	0.550* *	0.615* *	1			
G	0.407* *	0.300**	0.248** *	0.522* *	0.522* *	0.788* *	1		
H	0.294* *	0.228**	0.219**	0.424* *	0.388* *	0.601* *	0.663* *	1	
I	-0.027	0.035	0.034	-0.036	0.058	0.063	0.119	0.109	1

Note: A=popularity, B=Professionalism, C=Interactivity, D=attractiveness, E=Credibility, F=Pleasure, G=Evocation, H = impulsive consumption behavior, I = income. The correlation is significant when the **confidence level is 0.01.

3.3 Moderation Analysis

In order to analyze whether there are differences in the impact of the Internet celebrity effect on impulsive consumption behavior among different income groups. In this paper, a multivariate linear regression analysis between the five characteristics of the Web celebrity and impulsive consumption is done for the low-income class, middle-income class and high-income class respectively, the results are shown in Table 4.7 below. As can be seen from the table, regardless of income bracket, among the five characteristics of Web celebrity, professionalism and interactivity are insignificant predictors of impulse spending, while popularity, attractiveness, and credibility are significant predictors. It follows that there is no moderating effect of income between Web celebrity characteristics and impulsive consumption, assuming that H3a, H3b, H3c, H3d and H3e are not supported.

Table 3 5 Regression Analysis by Income Levels

		H1			
		t	β	R ²	F
A1		2.717**	0.341	0.271	3.867
B1		1.172	0.155		
C1		1.463	0.192		
D1		3.929***	0.465		
E1		2.224*	0.285		
		H2			

	t	β	R ²	F
A2	2.646**	0.27	0.29	7.03
B2	0.16	0.02		
C2	1.144	0.12		
D2	2.3*	0.325		
E2	2.481*	0.326		
H3				
	t	β	R ²	F
A3	2.306*	0.313	0.221	2.553
B3	2.46	0.332		
C3	1.045	0.188		
D3	3.502***	0.447		
E3	2.870**	0.379		

Note: A=popularity, B=Professionalism, C=Interactivity, D=attractiveness, E=Credibility, F=Pleasure, G=Evocation, H = impulsive consumption behavior, I=income;*p<0.05,**p<0.01,***p<0.001; 1 = low-income bracket, 2 = middle-income bracket, 3 = high-income bracket.

3.4 Analysis of Intermediary Effects

In this paper, the data were standardized and analyzed by SPSS for mediating effects, adding the control variables age, gender and education, and the analysis showed that the upper and lower bounds of Boot CI for the mediating variables pleasure and evocation of emotions in the model were both greater than 0. Therefore, the mediating effect of pleasure and arousal emotions between popularity and impulsive consumption behavior is significant, and the specific outcome data are shown in the following table 4.8. The same approach is used for other tests of mediating effects between the independent and dependent variables. The results of the test were pleasure (upper limit = 0.017, lower limit = 0.194) and evocation (upper limit = 0.089, lower limit = 0.313) Emotions have a significant mediating effect between Web celebrity professionalism and impulsive consumption behavior. Interactivity, attractiveness and credibility mediating effects are also significant.

Table 3 6 the Mediation Effects Test (a-h)

	H		H		F		G	
	β	t	β	t	β	t	β	t
F	0.231	2.599**						
G	0.440	5.364						
A	0.018	0.235	0.389	4.334**	0.519	6.068**	0.571	6.174**
genders	-0.070	-0.659	-0.037	-0.275	0.150	1.162	-0.005	-0.033

age	0.026	0.435	0.084	1.076	0.037	0.496	0.111	1.383
education level	-0.059	-0.851	-0.015	-0.171	0.150	1.805	0.021	0.228
R²	0.460		0.094		0.195		0.174	
F	27.563		5.054		11.889		10.321	

Note: A = popularity, F = pleasure, G = evocation, H = impulsive consumer behavior. **p<0.01, ***p<0.001.

Table 3 7 Decomposition Of Intermediate and Total Effects (a-h)

	Effect	Boot SE	BootLLCI	BootULCI	Relative effect value
F	0.1197	0.0569	0.0251	0.2488	30.77%
G	0.2513	0.0723	0.1317	0.4150	64.60%
total effects	0.389	0.098	0.198	0.579	

4. Research Findings

The independent variables established in this paper encompass the five dimensions of Web celebrity, with consumer pleasure and evocative emotion as mediating variables and income as a moderating variable. The hypothesis proposed in the paper was validated by the research to obtain the results that there is a predictive effect of popularity, professionalism, interaction, attractiveness, and credibility of Web celebrity on emotions. In contrast, the professionalism and interactivity of Web celebrity is a poor predictor of pleasure and evocation of emotions, both consumer pleasure and arousal have significant positive effects on impulsive consumption behavior, There is a significant mediating role of consumer pleasure and evocative emotions between the Internet celebrity effect and impulsive consumption behavior. Income as a moderating variable is insignificant between the five characteristics of Web celebrity and impulsive consumption. Higher income brackets will not be more likely to engage in impulsive consumer behavior when the five characteristics of Web celebrity are significant. The innovation of this paper is that the inclusion of income as a moderating variable makes the model fuller and more specific. Further research on the explanation of impulsive consumer behavior under the Internet celebrity effect has been conducted, providing the possibility for subsequent innovative research on Web celebrity marketing.

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