

Research on Content Marketing Based on SEM ---Takes the Content Marketing of Food Blogger Lee Ziqi as an Example

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Abstract: With the rise of short video, buyers have more convenient and more channels to obtain information, have more choice space, and occupy the initiative in the buying and selling market. With the development of big data, businesses obtain more and more accurate consumer information, which makes the analysis results closer to the real situation, and lays a foundation for businesses to formulate personalized marketing for different consumers. Therefore, based on the analysis of questionnaire data, this paper studies the direct and indirect impact of four sub contents of content marketing: knowledge content, entertainment content, emotional content and interactive content on purchase intention with immersive experience as the intermediary variable. It is suggested that enterprises enrich their professional knowledge, increase the interaction with consumption, and create a sense of immersion and immersive for consumers.

Keywords: content marketing; immersive experience; willingness to buy; expertise; interaction

1 INTRODUCTION

The rise of short videos makes the products more vivid in front of consumers. Relying on short videos, they have created a lot of Internet celebrities, greatly promoting the sales of products around the world. Such as wei ya, plum qi, lee, lee, grandma, etc., but I think content marketing, lee seven do relatively well, she will show the whole process of product production in front of consumers, not only show the last finished product, at the same time the original raw materials, even raw material planting process, product production process is displayed in front of consumers, so this article is based on plum seven short video content marketing for the background.

2 RESEARCH ASSUMPTIONS ARE PROPOSED

“Content marketing is a way of sales of spontaneous communication, which is essentially a kind of thinking guiding how to do marketing, and it is a strategic guiding ideology.”^[1]Content needs to bring its own appeal and let consumers look to you. According to the literature browsing, this article studies the four contents of content marketing: knowledge content, entertainment content, emotional content and interactive content design questionnaire.

“Knowledge-based content use professional knowledge, systematic and authoritative to explain relevant content, arouse customers' desire to buy.”^[3]Knowledge, is the recognized wealth of human beings, while symbolizing a kind of authority, expertise can be easy to let people believe and accept. Although knowledge content naturally does not belong to traffic flow, but traffic requires knowledge content. Doctor Dingxiang became popular with medical popularization. Luo Xiang said that the criminal law received public attention, and the semi-Buddha fairy comment technology company won the headlines, all showing the charm of knowledge-based content.

“Entertainment content is a product to meet the diversity of users' spiritual and cultural needs.”^[4]In most cases, entertainment content does not need consumers to move the brain and is easy to accept. A cynical, humorous, funny, funny content can be acceptable to consumers, especially young consumers.

“Emotional content starts from the consumer feelings, arouse the emotional needs of consumers, induce the spiritual resonance of consumers, so that consumers produce an emotional satisfaction, a kind of psychological recognition.”^[2]Emotion is the content, and each consumer is ultimately related to emotion. Whether the emotional attribute of the brand is consistent with the emotional attribute of the target consumer is the factor that determines whether consumption is whether to buy. For example, Daqian Ramen uses the feelings of relatives to launch "a bowl of ramen made by father" to arouse resonance with consumers. Ping An in China, please always leave a lamp for others, publicity only selfless mutual assistance, we can be "safe", so as to firmly grasp the customers emotionally.

“Interactive content refers to the enterprise to make full use of consumer suggestions and opinions in the marketing process, and apply it in product planning and design, its goal is to meet consumer needs as far as possible.”^[5]In the process of product design and production, enterprises fully communicate with consumers and understand their needs and wishes. In essence, they are to learn from each other and promote each other, so as to produce a new perspective of observation problems and meet the consumer market. Xiaomi mobile phone is a very typical example. Xiaomi has a group of fans called "rice noodles". Xiaomi will fully interact with these "rice noodles", accept their opinions, suggestions and some ideas, and apply it to the design and production of products, and finally be loved by consumers.

The following assumptions are therefore made:

H1a: knowledge-based content has a significant positive impact on purchase intentions

H1b: entertainment content has a significant positive impact on buying intentions

H1c: affective content has a significant positive impact on the willingness to purchase

H1d: interactive content has a significant positive impact on purchase intentions

Immersive experience is a new business model, where consumers not only feel the product itself, but also feel other additional experiences. The stronger the sense of substitution of the project, the more immersed the consumer, the better the experience, the stronger the desire to consume. For example, now many web celebrity restaurants, amusement parks and so on have added the immersive experience. A typical example is Disneyland, which gives consumers sufficient immersive experience, gives it a great satisfaction, and eventually brings huge profits.

The following assumptions are therefore presented

H2a: immersive experience has an intermediary role in knowledge content to encourage consumers to buy

H2b: immersive experience has an intermediary role in entertainment content in encouraging consumers to buy

H2c: immersive experience plays an intermediary role in emotional content in encouraging consumers to buy

H2d: immersive experience has an intermediary role in interactive content that encourages consumers to buy

Combined with the assumptions, design the conceptual model, Figure 1:

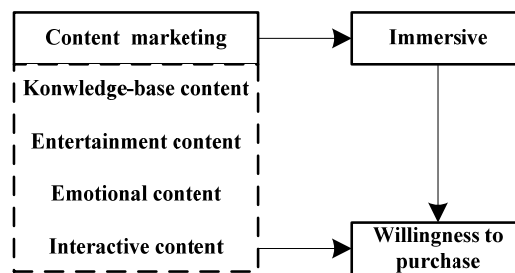


Figure 1 Concept model

3 RESEARCH AND DESIGN

3.1 Set scale

In order to reduce the empirical analysis error and make the results more reliable and close to the real situation, the conceptual measurements of this study design all adopt mature scales. Knowledge content 3 questions, entertainment content 4 questions, emotional content 3 questions and interactive content 3 questions, respectively learn from the scale designed by Preece(2000), Liu&Amett(2000), Sun Tianxu (2016) and Davis& Mohr & Nevin (1990);

Purchase intention 7 items, learn from the Dodds (1991) designed scale. The questions of the above scale are "very consistent, more consistent, generally consistent, not very consistent, very not conforming" five-point evaluation scale.

3.2 Data collection

This survey takes the content marketing of plum Ziqi as the background, and the questionnaire is distributed through online and offline channels. Due to the space and capital limitations, the research objects have a certain bias. Offline questionnaires are randomly distributed in schools and schools. The online questionnaires are mainly distributed through WeChat, Weibo, TikTok, QQ and other ways. Due to the surrounding communication effect, the questionnaire fill in a young man over 20s and a bachelor's degree. A total of 502 questionnaires were recovered, and excluding the questionnaire was missing and one answer for each question, the remaining 405 valid questionnaires had the efficiency of 80.68%.

4 EMPIRICAL ANALYSIS

4.1 Test of reliability validity

This paper mainly uses SPSS26.0 and AMOS17.0 data analysis software to test the scale, first, analyze the scale, and finally test the combined reliability, convergence validity and difference validity of each item.

The first step is to perform the confidence checks on the scale. The analysis results are, Knowledge content, entertainment type, emotional content, and immersive experience Cronbach's Alpha coefficient are 0.854, 0.867, 0.807, and 0.852, respectively, All of these are higher than 0.8, Good scale reliability; The overall Cronbach's Alpha coefficient of the content marketing scale, purchase intention and the whole questionnaire scale are 0.905, 0.937 and 0.947, respectively, All of these are greater than 0.9, Scale reliability is very good; Interactive content Cronbach's Alpha coefficient is 0.792, More than 0.7 and closer to 0.8, Scale reliability is acceptable.

The second step is the validity analysis of the scale. This scale is based on mature scale design, so validation factor analysis is used in validity analysis. According to the fitting results of the model, the card square (χ^2) is 911.188, the degrees of freedom (df) is 359, and the ratio of the card square value and the degrees of freedom (χ^2/df) is 2.538, which both meet the requirements. RMR=0.073, RMSEA=0.062, all below the critical value of 0.08. The model fitting indicators NFI=0.888, IFI=0.929, CFI=0.928, TLI=0.919, all greater than the critical value of 0.80. From the analysis results, the internal structure of the scale is reliable. The third step studies the combined reliability and convergence validity of each index. In the study, the combined reliability of knowledge content, interactive content, emotional content, entertainment content, immersive experience and purchase intention are all greater than 0.8, especially the combined confidence of purchase intention is greater than 0.9, indicating that the internal consistency of the index is good. Convergence efficiency mainly depends on the standardized factor load and the square difference (AVE) of potential variables. The standardized load of knowledge-based content, interactive content, emotional content, entertainment content, immersive experience and purchase intention indicators are above 0.6, and are significant. The AVE value of the latent variable is greater than 0.5, which meets the requirements, indicating that the internal convergence of the index is good.

In the fourth step, the difference validity test of the correlation variables is conducted, and the results show that the square root of the AVE value is greater than the correlation coefficient

under the diagonal, indicating that there is a good difference validity between the four branch variables of content marketing.

4.2 Structural Model Estimation

This paper determines the immersive experience and tests the direct and indirect effects of content marketing on the purchase intention. The specific model construction is shown in Figure 2:

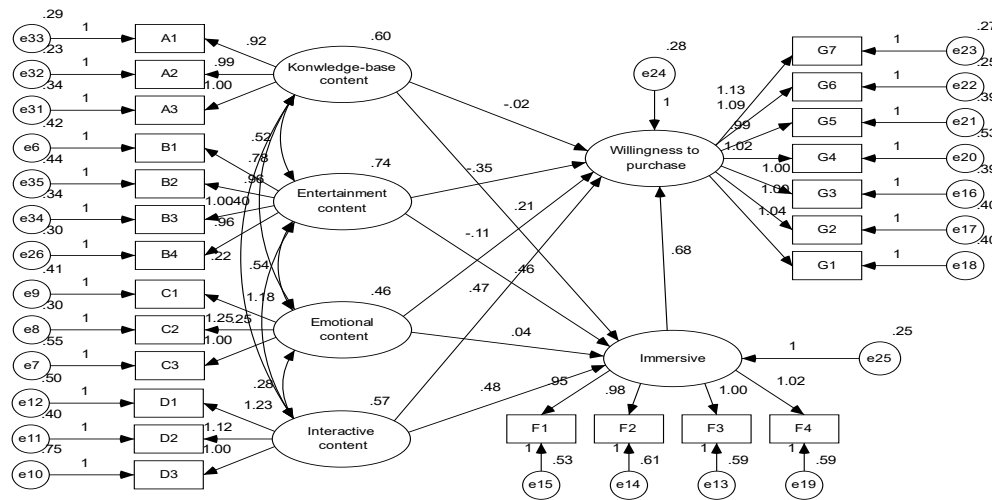


Figure 2 The AMOS model building diagram

The model structure index (χ^2) is 614.932, degree of freedom (df) is 237, and the ratio of card square value to degree of freedom (χ^2/df) is 2.595, meeting the requirements. RMR=0.071, RMSEA=0.063, all below the critical value of 0.08. The model fitting indicators NFI=0.911, IFI=0.943, CFI=0.943, TLI=0.934, all greater than the critical value of 0.90. Comprehensive data index, the theoretical model constructed in this paper meets the structural equation requirements and proposes

A high degree of convergence and can prove the research hypothesis. Accurate representation is that the theoretical model of this paper can effectively explain the relationship between the four content points, immersion experience and purchase intention of content marketing.

5 RESULTS ANALYSIS

the entertainment content-immersive experience-purchase willingness, neither direct path or indirect path was not significant, hypothesis no H1b, H2b holds. It shows that simple entertainment content does not work in the face of college students' consumer groups, or in front of the same entertainment, people are tired, not willing to pay for it. Emotive content-immersive experience-direct and indirect path is not significant, assuming H1c, H2c does not true. It shows that in the face of highly educated students, it is relatively rational in front of emotional content

marketing, which is not easy to be moved by emotion, and has their own standards and requirements in the purchase, and it is not easy to pay for the emotional sales of the seller.

Immersive experience-purchase intention Simple this path is obvious, implied means, as long as the sales, let consumers immersed in it, deeply feel the product, it is easy to promote consumers' willingness to buy. Knowledge Content-Immersive Experience-Purchase intention is significant both in direct or indirect path, with direct influence coefficient of knowledge content of 0.019, indirect influence coefficient of 0.129 and total effect of 0.148. It is shown that the knowledge content has a significant positive impact on the purchase intention, and the immersive experience has some intermediary effect in the knowledge content promotion purchase intention, assuming that H1a, H3a is established. In the face of relatively rational and wide-known college students, it is relatively easy to use scientific and solemn knowledge content to promote them. After all, for them, professional knowledge is the basis for their choice. The use of professional knowledge publicity to immerse it, fully feel the value of the product, have a deep experience of the product, will further promote the generation of consumers' willingness to buy. Interactive Content-Immersive Experience-purchase intention path is significant, with direct influence coefficient of interactive content on purchase intention of 0.411, indirect impact coefficient of 0.282 and total effect of 0.693. It is shown that interactive content has a significant positive impact on purchase intention, and immersive experience has some intermediary effect in interactive content promoting purchase intention, assuming that H1d, H3d is established. Interaction with consumers, guide consumers to be in it, so that consumers have the willingness to buy, in the face of the relative judgment and independent college students sales is also effective. College students generally have their own thoughts and judgment, know what they need, it is not easy to be moved by the external environment. The interactive content is to fully interact with consumers, accept their opinions and suggestions, and use it in product design and production, so as to meet customer needs. It fully reflects the will of consumers and echoes the college students with the ability of independent thinking and judgment, so the interactive content can promote consumers' desire to buy. Fully interact with consumers, let it deeply immersed, deeply feel the value of products, especially combined with their own will will further promote the generation of consumers' willingness to buy.

6 SUMMARY

This article takes immersive experience as the intermediary, and examines the direct or indirect influence effect of four content marketing: content-based knowledge content, entertainment content, emotional content and interactive content on the purchase intention. Knowledge-based content and interactive content are mediated by immersive experience, which directly and indirectly have a significant positive effect on the purchase intention. However, both entertainment content and emotional content have no significant effect on the purchase intention. The test results do not consistent with expectations, perhaps because the experimental objects are biased, the test objects tend to college students, relative to ordinary consumer college students have relatively knowledge and self-judgment ability, have their own opinions in shopping, not easy to be affected by sellers, and not easy to drift with the flow. However, it is also possible that with the rapid development of the network, various marketing methods emerge in an endless stream, and the content that can attract consumers has also changed. Simply relying on entertainment content or just playing emotional cards in marketing to cause emotional

resonance with consumers, it can not well arouse consumers' willingness to buy. It may also be the difference between the questionnaire design and the bias of the participants. According to the current test results, knowledge-based content and interactive content are relatively inappropriate, which can also arouse consumers' willingness to buy. This gives the sales merchant a theoretical basis, in the future marketing scheme design, professional knowledge, firm consumer purchase desire; interaction with consumers as much as possible to win consumer will, and use in the product design and production, can better win consumer love.

7 MANAGEMENT ENLIGHTENMENT

Content marketing, better display the product to consumers, more vivid, consumers get enough information has become enough. However, different content has different influence on consumers and should not arouse the effect of consumers' purchase intention. According to the research of this article, knowledge-based and interactive content can relatively better stimulate consumption will, which provides a certain theoretical basis for sellers when formulating marketing strategies in the future.

7.1 Rich knowledge content, professional, authoritative, credible

In the process of marketing sales, make consumers credible, eliminate consumer doubts, marketing is successful. With network development, consumers can access more information channels, more comprehensive information and more options. In addition to the improvement of living standards, consumers are more inclined to the quality pursuit, not only to meet the basic material needs. In the product publicity, basic, deceptive; not comprehensive, not in-depth, unprofessional knowledge explanation, is not easy to arouse the consumer desire to buy, basic knowledge, consumers have mastered, have their own ideas and judgment. Therefore, rich professional knowledge, systematic and comprehensive analysis of consumer products, so that consumers can deeply understand the product, to obtain the product is not easy to get information. Professional knowledge, give consumers authority, obtain their recognition, increase the consumers' credibility to the product.

7.2 Fully interact with consumers, collect consumer wishes, and integrate into product design and production

Consumers take the initiative, in the general market, the seller's market is transformed into a buyer's market. Having a place in consumer favor in the consumer market, the design of products that meet the wishes of consumers, is fundamentally also a shortcut. In the process of product design and production, sellers should spend more time and energy into consumers, ask consumer opinions and suggestions, its summary analysis, draw the specific conclusion of consumer tendency, and use it in product design and production, once set consumer willingness products into the market, do not need too much publicity, its sales should be relatively ideal. If enterprises permit, they can set up a professional information collection department. The daily work is to comprehensively collect consumer wishes, then classify and summarize, and report the results to the relevant departments. The Times are not unchanged, and consumer demand will also change with the progress of The Times. Consumers 'will is also a dynamic process that needs to be constantly updated and constantly changing to well cater to consumers' love, win the favor of consumers.

7.3 Simulated the real scene, to give consumers a sense of immersive, a deep feel of the product content

Let consumers immerse themselves in it, deeply feel the product content, deepen their understanding of the product, not only feel the value of the product itself, but also feel other additional value, to bring consumers additional satisfaction, so as to gain their love. The seller can simulate the real space according to the product content, so that consumers can unconsciously perceive the product content under their environment, make the product content deeply imprinted in the minds of consumers, increase consumers' cognition of the product content, and obtain unlimited satisfaction in the environment, thus arousing the desire to buy.

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