

# The Influence Mechanism of "Internet Celebrity Live" Marketing Model on Consumers' Purchasing Decisions: Qualitative Exploration Based on Rooted Theory

Lin Zhi\*

\*362937135@qq.com

College of Technology Hubei Engineering University, Xiaogan, Hubei 432000, China

**Abstract:** In recent years, as a new marketing method, "Internet celebrity live broadcast" has become active in major online platforms and has attracted special attention from the public. This study is based on the qualitative research of rooted theory. Through in-depth interviews with 35 target users, a theoretical path model of the influence mechanism of consumer purchase decision under the marketing model of "Internet celebrity live broadcast" is constructed. The study found that the characteristics of anchors, product attributes, live broadcast environment, opinion leaders, buyer experience and purchase decisions have become the main factors affecting consumers' purchase decisions. The internal and external environment of the live broadcast room stimulates consumers to purchase interest, and consumers' own experience directly determines the purchase decision. On this basis, suggestions are made on the marketing development of "Internet celebrity live broadcast" from the three levels of Internet celebrities, consumers, and regulatory authorities, with a view to promoting rational consumption of consumers and the healthy and sustainable development of the Internet celebrity economy.

**Keywords:** Internet celebrity live broadcast; consumers; purchasing decisions; purchasing motivation; rooted theory

## 1. Introduction

With the explosive growth of the Internet celebrity economy and the rapid development of the live broadcast industry and technology, the new Internet economy has shown a diversified development trend. Among them, the "Internet celebrity + live broadcast" approach has become a new outlet for the current Internet economy. Major companies have used the new marketing method of "Internet celebrity live broadcast" to cultivate loyal consumers with the help of Internet celebrity fans, and take advantage of consumers' psychology of "seeking honesty" and "seeking newness" to occupy more market shares.

At present, the relevant research on the marketing model of "Internet celebrity live broadcast" mainly includes the characteristics of Internet celebrities, the effect of interaction with fans, the impact on consumers' purchase intention[1], brand image and trust mechanism. Based on the research method of rooted theory, this paper understands how to arouse consumers' purchasing interest step by step, make consumers generate purchasing demand, and finally implement purchasing decisions during "Internet celebrity live broadcast". At the same time, relevant

suggestions are put forward to promote rational consumption of consumers and the healthy and sustainable development of the Internet celebrity economy.

## 2. Literature review

At present, domestic and foreign research on the influence of the "Internet celebrity live broadcast" marketing model on consumers' purchasing decisions mainly focuses on the formation of Internet celebrity economy, live broadcast marketing, and consumer purchase intention mechanism (SOR consumption model).

### (1) Internet celebrity economy

"Internet celebrity economy" refers to the young and beautiful fashionistas represented by their taste and vision, through the selection of product styles and visual promotion, they have accumulated a certain degree of popularity on social media, and based on their huge fan base, they have carried out targeted marketing activities, and finally turned their fans into consumers. A process. The main initiators of the "Internet celebrity economy" are composed of various types of groups. They mainly use live broadcast, short video recording and other means to promote and sell products, which have an impact on people's daily consumption and life.

### (2) Live marketing

With the spread of "Internet celebrity live broadcast" and its increasing social influence, scholars have further discussed it. The "net celebrity" anchors use various virtual social technologies to interact with consumers, show them products, and bring consumers a scenario of brand experience and value creation that they can feel. The live broadcast can intuitively display the product production process and corporate culture exchanges to users in real time, allowing users to have a better understanding of the concept and details of the brand, and feel the product and the culture behind it. Chu, K, Yuan, J.C. believes that the high interactivity in the live broadcast of Internet celebrity e-commerce can enhance consumers' comprehensive understanding of products, and stimulate their herd demand[2], thereby affecting consumers' cognition and emotional attitude .

### (3) SOR consumption model

The SOR model is a general model of human behavior, that is, "stimulus-individual physiology, psychological-response". Driven by the above factors, consumers will form a purchasing power. Driven by this power, consumers will also make purchasing decisions, and at the same time, they will conduct post-purchase evaluations of the purchased products, related channels, and manufacturers. Foreign scholar Bitner believes that the formation mechanism of consumers' purchase intention includes two aspects[3]: cognition and emotion. Cognition describes the internal mental processes and states of consumers, including attitudes, beliefs, attention, understanding, memory and knowledge. Since emotion has an important influence on individual perception and memory, individual information screening and decision-making judgment will be influenced by emotion. Eroglu and others have concluded through empirical research that the atmosphere clues of the "net celebrity" live broadcast room will affect the emotional and cognitive state of shoppers[4], and thus affect the purchase intention.

### 3. Research Design

#### (1) Research methods

The rooted theory is known as the most scientific methodology in qualitative research, emphasizing the use of inductive methods to explore and construct special social[5]phenomena in natural situations. Before the formal interview, the researcher first explained the meaning of the marketing model of "Internet celebrity live broadcast" to the interviewees to ensure their correct understanding of their own purchasing behavior. The main interview outlines are: (1) What types of products do you usually buy in the online celebrity live broadcast room? (2) Why do you like to go to this kind of anchor live broadcast room to buy goods? (3) What factors do you think will affect your judgment on products in the live broadcast room? (4) What behaviors of being an anchor will stimulate your desire to buy? (5) Do you collect product information before purchasing? If so, what channels will it go through? (6) Have you ever regretted the behavior after purchasing the goods in the live broadcast room? If so, why would you regret it? (7) What problems do you think exist in the way of selling goods like "net celebrity" live broadcast? Are there any good suggestions for these issues? (8) How do you think consumers themselves should be able to consume rationally?

#### (2) Data collection

This article selects consumers from local colleges and universities, municipal government agencies, state-owned enterprises and private enterprises who have purchased goods in the "Internet celebrity" live broadcast room many times as the interview group. The determination of the number of samples is finally based on the theoretical saturation principle, that is, samples are drawn until the newly drawn samples no longer provide new important information. In the end, a total of 35 respondents were selected. The statistics of the respondents are shown in Table 1:

**Table 1** Statistics of interviewee information

	Category	Number of interviewees	Proportion of people
<b>Sex</b>	Man	15	43%
	Female	20	57%
<b>Age</b>	18~25	5	14%
	26~30	11	31%
	31~35	10	29%
	Over 36 years old	9	26%
<b>Education</b>	College and below	2	6%
	Undergraduate	18	51%
	Graduate and above	15	43%
<b>Profession</b>	Current student	5	14%
	Faculty of Higher Education	10	29%
	Media practitioners	12	34%

Civil servant	5	14%
Self-employed	3	9%

## 4. Data analysis based on rooted theory

### 4.1 Open coding

Open coding is an operational process that breaks up the collected data, assigns concepts<sup>[6]</sup>, and then regroups it in a new way. According to the requirements of open coding, this study selects 35 original interview materials for data decomposition. Based on objective judgment and comprehensive understanding, the concepts that appear more than 3 times are retained, and 22 initial concepts and 16 sub-categories are sorted out. As shown in Table 2:

**Table 2** Concepts and sub-categories of open coding

Serial number	Original data Extract	Concept	Category
1	The survey found that live broadcast influencers attract consumers through five characteristics: credibility, professionalism, skill, interactivity and attractiveness.. Stimulate their willingness to buy.	The characteristics of Internet celebrities can attract consumers and stimulate purchase intentions	Professional level
2	Consumers measure the ability and professionalism of the anchors in this field through the performance of the anchors in the live broadcast room.. Whether the product performance, features, and practical value can be accurately conveyed to consumers.	The professional level of the anchor affects the consumer's judgment on the product	
3	In order to increase the number and stickiness of its "fans", it must be boldly innovated without violating social ethics and laws. Creativity is a proven way to increase fan stickiness.	Innovation is an effective way to increase fan stickiness	Degree of innovation
4	Compared with traditional endorsement stars, Internet celebrities have good interaction and innovation, which can more stimulate consumers' desire to buy.	Innovation can stimulate consumer desire to buy	
5	After reading the anchor's explanation of the product, you will find new needs.. And the idea of buying was born. But when you go to the mall, you will appear very rational, because you will not be disturbed by the anchors.	The anchor's explanation will stimulate consumers to generate purchase demand	Discover new needs
6	Some anchors will try it when they sell food, and they can see the products intuitively. They are very enjoyable and are also very influenced by them.	Live tasting can improve viewing and stimulate consumer demand	
7	"Internet celebrity" anchors display products from multiple perspectives.. The disparity between "buyer show" and "seller show" is avoided.	Real-time interaction	Interactive effect
8	Internet celebrities who bring goods should play the communication role of their bond identity.. In short, when online celebrities broadcast live, they should be close to consumers with products, interact from the perspective of users, and pay attention to consumers' emotional experience.	Pay attention to emotional communication with consumers	

9	In the live broadcast room, the host continuously outputs words and interacts with the little assistant's humor, creating a relaxed and happy atmosphere for the audience in the live broadcast room.. Consumption behavior occurs when the audience needs of the live broadcast room match the information provided.	Relaxed atmosphere can stimulate shopping desire	Atmospheric influence
10	Every time it will be influenced by other people in the live broadcast room, everyone is robbing it, and it will not be worth it if you don't buy it yourself!	The atmosphere of the live broadcast room affects the thinking time of consumers	
11	It turned out that on Double Eleven, I had to calculate the maximum discount by myself. Now on Double Eleven, I go directly to the live broadcast rooms of those Internet celebrities to buy.. This is especially suitable for lazy people like me.	Reduce the time to collect information	Convenient for consumers
12	I can learn a lot of knowledge in the live broadcast room, such as which different products should be selected for different skin types.. What he recommends is the best.	Trust the anchor	Increase trust
13	When consumers with targeted shopping watch the live broadcast of Internet celebrities, they will choose purchase channels from multiple directions, obtain unfamiliar information through the ratings of such products by Internet celebrities, and obtain a variety of methods for evaluating products.	Broaden your own purchase channels and learn more about product information	Get information sources
14	When the manufacturer delivers the product to the anchor on the network platform, the anchor will ask the manufacturer for a certain discount in order to increase the attention and the number of viewers.. This move not only increases the speed of transactions, but also guarantees the number of purchases.	Preferential way	Promotions
15	Some big internet celebrities have bigger discounts in their live broadcast rooms than on the official website.. Not if you go offline or in other stores.	Affordable	Price advantage
16	There are many online live broadcast platforms, and the content of shopping live broadcast is diverse, covering beauty, clothing, skin care and even food, giving consumers a wider range of choices.	Wide product coverage can provide consumers with more choices	Product category
17	Now there are also many live broadcast rooms inviting stars to go. Big stars, there are many people who trust them, and they sell things quickly.	Invite celebrities to bring goods, which can speed up the sales of goods	Star effect
18	Most of the "net celebrities" are "ordinary people", which makes the "net celebrities" more closely connected with customers.	Grassroots stars are more likely to gain trust	Ordinary person effect
19	I don't watch this kind of live broadcast.. After recommending it to me, I also started to fall into the pit after watching the live broadcast a few times.	Friends' recommendations are more convincing	
20	When shopping in the live broadcast room, you can see through the interface how many people are also placing orders at the same time. Whenever I see the number of transactions continue to grow, I feel very relieved and firm in this purchase.	Buy firmly	Consumer buying behavior

21	Consumers' consumption concept is biased towards the satisfaction of basic living conditions.. Consumers have more demand for high-end luxury goods, and in the same goods, they will spend more money to choose famous brands.	Consumption concept determines consumption type	Consumer propensity to buy
22	I like to go to those live broadcast rooms that are more "tall".. It also gives me a sense of professionalism and easily stimulates my desire to shop.	The level of layout of the live broadcast room is easy to trigger the desire to shop	Live room layout

#### 4.2 Incidental encoding

The main task of associative coding is to discover and establish various connections between conceptual genera to express organic connections between various parts of the data. Based on the analysis of concepts and logical relationships of various categories, this study summarizes 6 main categories through 16 sub-categories. As shown in Table 3:

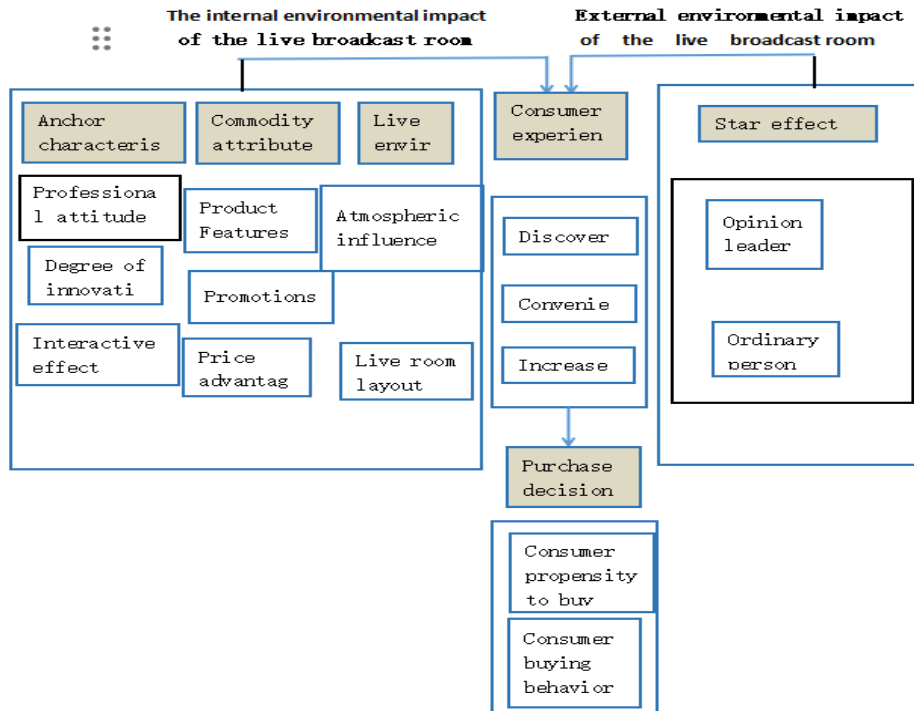
**Table 3** Main categories and corresponding sub-categories formed by relational coding

Main category	Sub-category
Anchor characteristics	Professional level
	Degree of innovation
	Interactive effect
Commodity attributes	Promotions
	Price advantage
	Product category
Live environment	Atmospheric influence
	Live room layout
Consumer experience	Convenient for consumers
	Increase trust
	Discover new needs
	Get information sources
Opinion leader	Star effect
	Ordinary person effect
Purchase decision	Consumer propensity to buy
	Consumer buying behavior

#### 4.3 Selective encoding

Selective coding is the refinement and integration of the main axis coding, that is, identifying the core category from the main category, mining the logical relationship between the main category and the sub-category, and finally being able to clearly describe the phenomenon, its purpose is to deeply explore the relationship between the core category and the main category. And through the form of story lines to explain all phenomena <sup>[7]</sup>or events. The "story line" around the main category (as shown in Figure 1) can be summarized as consumers will be affected by the internal environment of the live broadcast room and the external environment when watching the live broadcast of "Internet celebrity". These two influencing factors will make consumers have internal feelings and generate purchase motivation, and then make purchase decisions; the internal environment of the live broadcast room plays a mediating role in the influence of "Internet celebrity" anchors on consumers' purchase behavior; The external environment of the live broadcast room plays a direct role in the influence of consumers' internal

feelings on their purchase intentions, and consumers' internal feelings play a direct role in their purchase decisions and have a profound impact.



**Figure 1** The logical relationship between the main category and the sub-category

#### 4.4 Theoretical saturation test

The rooted theory requires testing whether the theory is saturated after the theoretical construction is completed. If it is not saturated, continue to expand the data to find new concepts and categories to revise the theory. The test method of theoretical saturation is usually through self-proofreading within the group and repeated combing to judge whether there is room for improvement. Some researchers also consulted experts in related fields, hoping to obtain some valuable suggestions on the theoretical framework constructed by them, and then make amendments. In this study, the theoretical saturation test was carried out through 10 reserved in-depth interview data, and the open coding, relational coding and selective coding were edited again according to the above procedures. After analysis, no new concepts and categories were found, and no new relationships were found between various categories. In addition, we also handed over the coding results and models to two experts and scholars in the field, and received positive feedback from them. Therefore, the theoretical model constructed above is saturated.

## **5. Analysis and Suggestions on the Influence of "Internet Celebrity Live" Marketing Model on Consumers' Purchasing Decisions**

### **5.1 Analysis of influencing factors**

#### **1. Live broadcast environment**

During the interview, 12 interviewees believed that the atmosphere and layout of the live broadcast room would affect whether they wanted to stay in the live broadcast room. The environment can change consumer emotions and thus change consumer behavior. The anchor continuously outputs language in the live broadcast room, creating a relaxed and happy atmosphere for the audience to relax. As users gradually adapt to such an active and relaxed atmosphere, their stickiness to live broadcasts will also increase. This shows that a happy live broadcast atmosphere can stimulate consumer interest.

#### **2. Anchor characteristics**

Sixteen interviewees mentioned that the professionalism of "net celebrity" anchors would affect their choice and judgment of products. The high-quality content output of the anchor in the live broadcast room, the detailed explanation of the product and the unique ability to select products can improve consumers' awareness of the "net celebrity"[8] anchor. Therefore, Internet celebrities need to understand and master the relevant professional knowledge and skills of the product, improve the fit between professional sales skills and product characteristics, and then guide consumers to purchase intentions.

#### **3. Commodity attributes**

Twenty-three interviewees believed that in addition to the descriptions of the anchors in the live broadcast room, the cost-effectiveness of the product itself would also become a reference indicator for consumers when purchasing products. Products can be seen intuitively in many live broadcast rooms, and "net celebrity" anchors will also display products in an all-round way and introduce product attributes. In addition, some anchors participated in the channel circulation link, such as Li Ziqi, who personally went to the mountains to pick raw materials, so that consumers can grasp the processing process of goods in real time and eat with confidence. When consumers see that the quality of products in the live broadcast room is higher than that of other stores, they will have a tendency to buy, which will further stimulate the desire to buy. This move not only increases the speed of transactions, but also guarantees the number of purchases.

#### **4. Opinion leaders**

Through the results of the interview, it was found that 15 interviewees mentioned that "Internet celebrities" are "trustworthy people" in their minds. In the current era of Internet celebrity economy, the homogeneity of anchors is relatively high. In order to increase the number and stickiness of fans, many anchors have made bold innovations without violating social[9]morals and regulations. The Internet celebrities and celebrities in the live broadcast room have all played the role of opinion leaders. In particular, Internet celebrities, most of whom come from the "grassroots", are ordinary people like consumers, and are easy to draw in the relationship with consumers, so that consumers have a sense of trust in them.



In summary, this study believes that the marketing model of "Internet celebrity live broadcast" for consumers' purchasing decisions is mainly derived from the adjustment of the internal environment of the live broadcast room and the intermediary role of the external environment of the live broadcast room. After generating strong purchasing interest, consumers will further strengthen their purchase intentions and execute purchase behaviors because of their own inner feelings.

## **5.2 Recommendations**

### **1. Consumer level**

First of all, rational consumption, improve the ability to distinguish, and grasp the fundamental rights and interests of consumers. Before purchasing products, actively learn product information through multiple channels. When choosing products, try to choose products with high brand awareness, good reputation and high quality, so as to protect your rights and interests to the greatest extent. Secondly, consumers should not blindly believe in "net celebrity" anchors and their touting of products. They should observe whether they really have the ability to carry goods and relevant qualifications, and give priority to those "net celebrity" anchors with complete qualifications and good reputation, so as to improve their social status and voice. Finally, face up to your own inner needs and don't blindly raise the level of needs.

### **2. Internet celebrity level**

"Internet celebrity" anchors should establish a good anchor image, standardize their behavior, and actively spread the word to the public. First of all, in terms of professionalism, "net celebrity" anchors need to consider how to make good use of resources to bring consumers high-quality content output and the ability to accurately select products. Secondly, in terms of interactivity, "net celebrity" anchors can make consumers have a strong sensory impact in the virtual space through a more in-depth and down-to-earth way of carrying goods. Finally, in terms of trust, "Internet celebrity" anchors should pay attention to business integrity and social trust[10], so that users' sense of gain, happiness and security can be improved. For the "net celebrity" anchors, there are many things that can be blamed for the exaggerated propaganda methods. Therefore, in terms of product quality and publicity standards, anchors should have higher review obligations. At the same time, anchors with a lot of influence should also assume social responsibilities such as guiding rational consumption and avoiding extravagance and waste.

### **3. Regulatory level**

The first is precaution. "Prevention before it happens" is the key basis for managing "live broadcast chaos". The live broadcast platform and regulatory agencies should jointly increase the publicity of relevant subjects such as "net celebrity" anchors and users, so as to form a new social atmosphere on the Internet. At the same time, watermarks were added in the live broadcast room, and the real-name system for anchors and users was implemented. The second is control in the event. Channels such as news, video, audio, anchor information, and user information can all disseminate illegal content. The live broadcast platform should strengthen the development and construction of hardware and software facilities, and provide more technical support for the anchor live broadcast, so that they can arrange various atmospheres that are in line with consumers' favorites in a timely manner, and strengthen the optimization of the live broadcast

room. Finally, retrospectively. In order to effectively manage webcasting, it is far from enough to rely on scientific and technological means. It is also necessary to strengthen legal deterrence and increase the cost of illegal activities. There should be zero tolerance for chaos such as false endorsements of online celebrities carrying goods and live broadcasts, and punishment should be increased to maintain a clean market.

## **6. Conclusion**

### **6.1 Research findings**

1. Based on the rooted theory, the theoretical path model of the "Internet celebrity live broadcast" marketing model that affects consumers' purchasing decision-making factors is constructed. The three dimensions of anchor characteristics, product attributes, and live broadcast environment are determined to arouse consumers' purchasing interest. Opinion leaders help consumers to collect information, which further aggravates consumers' purchase intention. Consumers' own experience directly decides purchasing decisions after being affected by the internal environment and external environment of the live broadcast room.

2. It reveals the internal role path of the "Internet celebrity live broadcast" marketing model on consumers' purchasing decisions, proves that the characteristics of anchors, product features and live broadcast environment play a role in regulating consumers' internal perception; proves that opinion leaders influence consumer experience and thus produce purchasing decisions. The role of intermediary in the process. The research conclusions will help to further reveal the changes in consumer thinking and decision-making under the "Internet celebrity live broadcast" marketing model, and can also be extended to other areas of the Internet celebrity economy.

### **6.2 Research contribution**

1. Research content innovation. This paper focuses on the influence of the "Internet celebrity live broadcast" marketing model on consumers' purchasing decisions. During the interview process, the data and information are summarized and the results are coded and counted with the help of rooted theoretical research methods. The connotation of the relationship between the "Internet celebrity live broadcast" marketing model and consumers' purchasing decisions is re-explored, and finally, 6 main categories such as anchor characteristics and 15 sub-categories such as professional level are defined. It also systematically summarizes and sorts out the formation of the "Internet celebrity live broadcast" marketing model and the gradual impact on consumers, and expounds the process of consumer purchase decision formation under the current "Internet celebrity live broadcast" marketing model, which is for future research and practice. Provide reference.

2. Research theoretical innovation. A theoretical model of the mechanism of "Internet celebrity live broadcast" on consumers' purchasing decisions is constructed, and the internal role path of the "Internet celebrity" anchor marketing model on consumers' purchasing decisions is revealed. Based on the in-depth mining of the research data, the rooting theory is used to encode it, and the connotation of its characteristic influence mechanism is re-excavated, and the relationship between the attributes of "net celebrity" anchors and the formation of consumer purchasing decisions is re-explored, which adds new content to the connotation of the relationship between

the marketing model of "net celebrity" anchors and consumer purchasing decisions and provides a new research perspective.

### 6.3 Insufficient research and prospects

The mechanism model of the "Internet celebrity live broadcast" marketing model that affects consumers' purchasing decisions constructed in this study is based on small-scale interviews and related news reports. Although the comprehensiveness and completeness of the data are considered as much as possible in the process of collecting text data for coding, and the principle of theoretical saturation is followed, the interview information itself may still have a certain degree of subjectivity and emphasis. Future research should conduct empirical tests on large sample data to deepen and improve the results of this research. In view of some of the problems existing in the current "Internet celebrity" anchors, for example, some Internet celebrities are engaged in profiteering industries, but secretly evade taxes. Due to the relationship between the length of the article and the research time, this article has not been able to further discuss this in depth, and it is necessary to conduct a more in-depth investigation in future research.

## References

- [1] Chen Haiquan, Zhang Yi, Guo Wenqian. The influence of Internet celebrity characteristics in live broadcast platforms on fans' purchase intentions [J]. *China Circulation Economy*. 2020, (10): 28-37.
- [2] Chu, K., Yuan, J. C. (2013). The Effects of Perceived Interactivity on e-Trust and e-Consumer Behaviors: The Application of Fuzzy Linguistic Scale. *Journal of Electronic Commerce Research*, 14, 124-136.
- [3] Bitner M J. Servicescapes: The impact of physical surroundings on customers and employees[J]. *Journal of Marketing*, 1992, 56 (2)
- [4] Eroglu S A, Machleit K A, Davis L M. Empirical testing of a model of online store atmospherics and shopper responses[J]. *Psychology and Marketing*, 2003, 20 (2) : 139-150
- [5] Wu Jixia, He Wenjing. The methodological meaning, construction and integration of rooted theory [J]. *Journal of Soochow University (Education Science Edition)*, 2019, 7 (01): 35-49.
- [6] Li Yuanyan. Influencing factors of consumers' green purchase intention — an exploratory study based on rooted theory [J]. *Enterprise Economics*, 2017 (5): 157-169.
- [7] Wang Yuancheng, Zeng Yao. Research on the applicability of discourse in webcast marketing — Based on the research method of rooted theory [J]. *Journal of Xiangtan University (Philosophy and Social Sciences Edition)*, 2022, 46 (02): 188-193.
- [8] Yang Nan. Research on the relationship between customer participation in value co-creation and brand image building [J]. *Scientific Research Management*, 2021, 42 (05): 87-93.
- [9] Li Ruoyu. The impact of webcasting on consumer behavior [J]. *China Prices*, 2020 (6): 157-167
- [10] Zheng Wencong. The characteristics and audience psychology of the "Internet celebrity 3.0" era [J]. *New Media Research*, 2016 (6): 14-15