

Analysis of consumption participation behavior and driving factors of college students in the e-commerce live broadcast

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Abstract: Based on the survey of college students, this paper analyzes the participation behavior of e-commerce live broadcast on College Students' consumption and relevant driving factors. The main conclusions of the study are as follows: the sample group of college students has a strong participation in the consumption of e-commerce live broadcast, but it mainly focuses on low consumption. Shopping mainly depends on the commodities needed for basic life, such as clothing, daily care, diet and so on. College Students' watching live broadcast is mainly driven by such factors as understanding commodity information, increasing knowledge, obtaining self pleasure, and passing the time; However, the actual live shopping is driven by factors such as commodity price, cost performance, and incentives. It can be seen that spiritual satisfaction is an important reason for watching the live broadcast, but material factors are still an important factor leading to its actual consumption. Some college students are worried about live shopping, which is mainly restricted by the quality of goods, after-sales and rights protection.

Key words: e-commerce live broadcast; College students; Consumption; Drivers

E-commerce live shopping is a new mode of promoting goods to customers and attracting customers' shopping consumption based on the e-commerce live platform. An important feature of e-commerce live broadcast is that the anchor guides customers to buy by showing and introducing the characteristics, functions and uses of goods. At present, the theoretical circle still lacks sufficient quantitative evidence to support the pros and cons of e-commerce live broadcasting, especially for the consumer participation behavior of e-commerce live broadcasting and related driving factors. Taking college students as an example, this paper analyzes this issue, aiming to effectively promote the healthy development of e-commerce live broadcasting, and guide college students to establish a scientific and rational consumption concept.

1. research object and sample selection

This paper intends to study the consumption participation behavior and driving factors of college students in the context of e-commerce live broadcast by means of quantitative analysis. Due to the lack of statistical data and published data of relevant studies, it is difficult to support the demand for research samples. Therefore, this paper uses the method of questionnaire survey to collect data. This study focuses on college students, selecting 8 colleges and universities in Sichuan and Chongqing. Through the combination of field research and wechat electronic questionnaire, 1200 questionnaires were distributed, 1139 were actually recovered, 58 invalid questionnaires were eliminated, and 1081 valid questionnaires were left. The effective rate of the questionnaire was 90.08%.

Firstly, the basic situation of the sample is statistically described and analyzed. First, from the perspective of gender, there are 453 male college students and 628 female college students, accounting for 41.91% and 58.09% respectively. The proportion of men and women is generally balanced, which is also consistent with the general situation that female college students prefer shopping. Second, from the perspective of grade, the sample number of freshmen, sophomores, juniors and seniors is 279, 386,

301 and 115 respectively, accounting for 25.81%, 35.71%, 27.84% and 10.64% respectively, with sophomores accounting for the highest proportion. Third, from the perspective of monthly living consumption level, it can be roughly divided into six levels: below 800 yuan, 800-1000 yuan, 1000-1200 yuan, 1200-1500 yuan, 1500-2000 yuan and above 2000 yuan, accounting for 14.99%, 32.01%, 25.81%, 18.04%, 8.05% and 1.11% respectively. The monthly living consumption quota is mainly between 800-1200 yuan. On the one hand, this quota range is a reasonable monthly consumption quota, which is not excessive consumption. On the other hand, the quota is not very low, and it is more likely to participate in online consumption or even live e-commerce consumption.

2. investigation and analysis of e-commerce live broadcast on College Students' consumption participation behavior

2.1 survey results of participation heat

According to the sample of 737 college students who have the consumption behavior of e-commerce live broadcast, further analyze the participation heat of e-commerce live broadcast consumption. We can characterize it from the shopping frequency. The survey results show that 431 samples shop once a month or more, accounting for 58.48%, more than half; The proportion of samples that consume once every 1-3 months is 33.79%; The proportion of samples consuming once every 4-6 months was 6.51%; Only 1.22% of the samples consumed once every six months or more. It can be seen that among the college students who participate in e-commerce live consumption, shopping and consumption in this way is more popular than just experiencing. It can be found that college students' consumption of e-commerce live broadcast once or more in three months accounts for more than 90%, which also reflects the increasing trend of College Students' possibility and enthusiasm to continue to watch live broadcast and then try shopping.

Table 1 popularity of College Students' participation in e-commerce live broadcast consumption

Serial number	Consumption heat	Number of samples	Proportion
1	Once a month or more	431	58.48%
2	Once every 1-3 months	249	33.79%
3	Once every 4-6 months	48	6.51%
4	Once every half a year or more	9	1.22%

2.2 survey results of consumption quota and shopping preference

From the perspective of College Students' consumption quota for e-commerce live broadcast, most college students make low consumption through e-commerce live broadcast channels. Among them, 391 samples participated in e-commerce live broadcast with a consumption limit of less than 200 yuan each time, accounting for 53.05%, more than half; 198 samples with a consumption limit of 200-500 yuan each time, accounting for 26.87%; 74 samples consumed 500-1000 yuan, accounting for 10.04%; The number of samples with consumption quota of 1000-2000 yuan and above 2000 yuan was 59 and 15 respectively, accounting for only 8.01% and 2.04% respectively. In other words, only about 10% of the sample college students' single consumption quota of more than 1000 yuan through e-commerce live broadcast, and most of them still consume low quota through e-commerce live broadcast. Thus, the cheapness of e-commerce live broadcast may also be an important reason to attract college students' consumption.

Table 2 Statistics of consumption quota of College Students' e-commerce live broadcast

Serial number	Consumption limit per time	Number of samples	Proportion
1	Below 200 yuan	391	53.05%
2	200-500 yuan	198	26.87%
3	500-1000 yuan	74	10.04%
4	1000-2000 yuan	59	8.01%
5	Over 2000 yuan	15	2.04%

2.3 survey results of shopping preference of live broadcast

From the perspective of College Students' preference for e-commerce live shopping, clothing, general merchandise, food, beauty and other major shopping commodities of college students. Among them, 443 samples of college students with clothing goods as their main shopping preference, accounting for 60.11%; The sample number of college students who prefer daily necessities also reached 406, accounting for 55.09%; The samples of food and beauty were 391 and 359, accounting for 53.05% and 48.71% respectively. It can be seen that the main purpose of College Students' shopping through e-commerce live broadcast is to meet the basic needs of life, such as clothing, daily care, diet and so on. This is mainly due to the fact that college students pay more attention to their personal external image as they enter the University era. Therefore, dressing style, beauty care and other aspects are increasingly becoming the focus of attention. In addition, there are not many samples of college students who buy digital products, household appliances,

virtual goods, stationery books, etc., accounting for more than 10%. The number of samples of jewelry, watches and other luxury goods shopping through e-commerce live broadcast is only 51, accounting for only 6.92%. On the one hand, college students' consumption ability is limited, and most of them do not have enough financial resources for luxury goods consumption. On the other hand, due to the risk of shopping on e-commerce live broadcast platform, they are still cautious about large amounts of luxury goods consumption.

Table 3 College Students' preferences for e-commerce live shopping

Serial number	Purchase merchandise	Number of samples	Proportion
1	Clothing goods	443	60.11%
2	General merchandise	406	55.09%
3	Delicacies	391	53.05%
4	Beauty makeup	359	48.71%
5	Digital products	152	20.62%
6	Household appliances	133	18.05%
7	Virtual goods and services	96	13.03%
8	Stationery and books	88	11.94%
9	Jewelry, watches and other luxury goods	51	6.92%
10	other	15	2.04%

Note: the items involved in this table are multiple options.

3. investigation and analysis of driving factors of e-commerce live broadcast on College Students' consumption

3.1 the driving factors of watching e-commerce live broadcast

As a new and special shopping mode, it is necessary for us to discuss the driving factors of e-commerce live consumption from two aspects: the driving factors of watching live broadcast and the driving factors of live shopping. Observe the driving factors of College Students' watching e-commerce live broadcast.

Obviously, watching the live broadcast to understand the details of goods is the most important driving factor for college students to watch the live broadcast of e-commerce. The number of college students who chose this item reached 374, accounting for 50.75%, more than half. In the traditional shopping environment, it is generally the case that you see what you choose. Although there are guided waiters in many physical stores to explain, it is actually difficult to interact with customers, and there is no direct interaction between waiters when shopping online through the traditional e-commerce platform. By watching the live broadcast of e-commerce, we can have a good audio-visual effect with the help of the anchor's commentary and the viewing of goods, so that college students can better understand the details of goods, so as to enhance shopping stickiness.

The second driving factor is "increasing some knowledge by watching live broadcast", with 323 samples, accounting for 43.83%. In order to win the audience's attention, many live broadcasts often provide "wonderful" content, many of which are never seen by college students, which can instantly increase people's experience,

thus enhancing college students' desire to watch. At the same time, college students themselves are at an age of strong curiosity about the novelty of the outside world, and the rich content provided by e-commerce live broadcast can just arouse their fun of watching.

In addition, the important driving factors for college students to choose to watch the live broadcast are that "you can get a sense of pleasure through the live broadcast", "business activities are highly preferential", "you like to interact with the anchor", "you can kill time by watching the live broadcast", "you can learn some skills through the live broadcast", etc. In addition to the discount, other driving factors are all about the spiritual or psychological factors of college students, that is to say, college students are more eager to obtain spiritual comfort by watching the live broadcast. By simulating the interactive communication situation in the real society, e-commerce live broadcast brings college students a kind of "virtual" companionship, so as to obtain college students' sense of identity and enhance their sense of acquisition.

Table 4 statistics of driving factors for watching e-commerce live broadcast

Serial number	Reasons for watching live broadcast	Number of samples	Proportion
1	Learn about product details by watching live broadcast	374	50.75%
2	Gain some insight by watching live broadcast	323	43.83%
3	Get a sense of pleasure through live broadcasting	295	40.03%
4	Great incentives for business activities	243	32.97%
5	Like to interact with the anchor	198	26.87%
6	Kill time by watching the live broadcast	177	24.02%
7	You can learn some skills through live broadcasting	154	20.90%
8	I have my favorite star anchor	110	14.93%
9	other	57	7.73%

Note: the items involved in this table are multiple options.

3.2 driving factors of live shopping

Next, the main influencing factors of College Students' e-commerce live shopping are analyzed.

It can be seen that in e-commerce live shopping, commodity prices are still the most important factor affecting college students' live shopping. The number of college students who choose "very favorable commodity prices" reached 439, accounting for 58.21%. Although it can be seen from the main driving factors of watching the live broadcast that spiritual satisfaction is an important reason for college students to watch the live broadcast, from the perspective of actual consumption, price is still the main reason for college students' shopping decisions. This also reflects from the side that college students will still actively consider their

purchasing power when actually consuming live broadcasts, and the material consumption accessibility is still the main internal cause. At the same time, we found that the second driving factor was "high cost performance of goods", with 376 samples, accounting for 51.02% and more than 50%. This also fully shows that college students choose to purchase through the e-commerce live broadcast platform, largely because the price of live shopping goods is relatively low, and the overall cost performance of goods is in line with the psychological expectations of many college students. The fourth place "live broadcast merchandise often has limited time and limited activities", in fact, also reflects the temptation of price concessions for college students' shopping decisions.

According to the two driving factors ranking No. 3 and No. 5, college students' emotional identification with e-commerce live broadcast is also an important factor driving their shopping consumption. This kind of perceptual identity is embodied in two aspects. The first is the perceptual recognition of live broadcast commodities. The number of samples that chose "I like the products displayed live" was 339, accounting for 46.00%. This shows that college students' consumption through the live channel largely depends on their liking for the goods displayed in the live broadcast, that is, they have spiritual needs for goods, not just the temptation of price. At present, lijiaqi is one of the hot anchors in the live broadcast of e-commerce. The commodities sold in his studio, such as lipstick and facial mask, are indeed essential products for college students. The second is the emotional identity of the live broadcast activity itself. The sample number of college students who choose "I often shop from the anchors I pay attention to" is 257, accounting for 34.87%, indicating that college students' choice of live shopping is due to their recognition of the anchors they pay attention to to a certain extent. Weiya, lijiaqi and other e-commerce anchors are the focus of a large number of college students. According to the Top50 list of live e-commerce anchors in May and June 2020, Weiya and lijiaqi are firmly in the top two. The sample with the option "live atmosphere attracts me to shop" also accounted for 15.88%, which further indicates that the recognition of e-commerce live activity itself is an important factor driving college students' live shopping.

In addition, "the anchor explained the value of goods in detail" and "there are many people shopping from the anchor" are also important driving factors. Among them, the number of samples of the option "the anchor explained the value of goods in detail" was 198, accounting for 26.87%, which shows that college students' choice of e-commerce live shopping is, to some extent, an affirmation of the anchor's ability to explain. Through the live explanation, college students have a clearer understanding of the value of goods. The sample number of the option "many people shop from the anchor" is 154, accounting for 20.90%. Although the sample number is relatively low, it still accounts for more than 20%, indicating that conformity is also an important driving factor for college students' live shopping.

3.3 main reasons for not choosing e-commerce live shopping

Although e-commerce live broadcast has increasingly become a new favorite of college students, there are inevitably a series of problems in this way of shopping. In order to objectively analyze this problem, 344 college students who did not choose e-commerce live shopping were further investigated and analyzed. Table 5 shows the distribution of several reasons for not choosing e-commerce live

shopping.

We can see that the number of samples "worried about the quality of goods" reached 213, accounting for 61.92%; 158 samples were "worried about after-sales problems", accounting for 45.93%; The number of samples of "worrying about safeguarding rights" was 130, accounting for 37.79%. E-commerce live broadcasts often fail to see the details of the goods, feel the texture of the goods, and actually see the supply and marketing effect of the goods on themselves, such as the upper body effect of clothing, which will affect the shopping experience. At the same time, if there are quality problems in purchasing live broadcast display goods, the solution is not as convenient as physical stores, and it is also easy to find customer service online. Therefore, many college students have some concerns about the quality of goods, after-sales problems and rights protection. At the same time, some college students do not trust the e-commerce live broadcast platform or the anchor, so in order to participate in e-commerce live shopping, "do not trust the e-commerce live broadcast platform" accounts for 21.22%, and "do not trust the anchor" accounts for 18.02%. The proportion of college students who choose "no leisure time" is only 9.88%, that is to say, most college students do not have the problem of no leisure time. The reason why they do not participate in live shopping is mainly because of the quality of goods, after-sales and consumer rights protection issues, as well as the question of the live platform itself.

Table 5 reasons for not choosing e-commerce live shopping

Serial number	reason	Number of samples	Proportion
1	Worry about product quality	213	61.92%
2	Worry about after-sales problems	158	45.93%
3	Worry about safeguarding rights	130	37.79%
4	Worry about the lack of security of transaction payment	104	30.23%
5	Didn't touch the shopping link	87	25.29%
6	Distrust of e-commerce live broadcasting platform	73	21.22%
7	Distrust the anchor	62	18.02%
8	No free time	34	9.88%
9	other	28	8.14%

Note: the items involved in this table are multiple options.

4. conclusions and relevant suggestions

This paper studies the participation behavior and related driving factors of College Students' e-commerce live consumption through the survey of college students. The main conclusions are as follows:

1.College students have strong participation in the

consumption of e-commerce live broadcast. In the sample, more than 90% of the consumption of e-commerce live broadcast once or more within three months. The possibility and enthusiasm of trying shopping through watching live broadcast are increasing. From the perspective of consumption quota, college students with a single consumption of less than 200 yuan are in the majority, mainly with low consumption. From the perspective of the types of shopping goods, it is mainly to buy goods that meet the basic needs of life, such as clothing, daily care, diet, etc., and there is little luxury consumption. From watching the live broadcast content, it tends to be good-looking. It mainly focuses on the content it is interested in, as well as the humorous and funny content, and the content of selfie responsibility.

2. College students' consumption of watching live broadcast and actual live broadcast is driven by multiple factors, and there are obvious differences between the two on the whole. From the perspective of the driving factors of watching the live broadcast, understanding commodity information, increasing knowledge, obtaining self pleasure, and killing time are the main factors. From the perspective of the driving factors of live shopping, commodity price, cost performance, incentives, and conformity are important factors. It can be seen from the comparison that spiritual satisfaction is an important reason for college students to watch the live broadcast, but from the perspective of actual consumption, price is still the main reason for college students' shopping decisions.

3.The problems of the goods themselves and the risks of the live broadcasting platform are important reasons restricting e-commerce live shopping. On the whole, some college students are still worried about the quality, after-sales and rights protection of the live broadcast display goods. Moreover, due to the opacity of the live broadcast platform itself, some college students have doubts about the live broadcast platform and the host itself.

According to the investigation and research in this paper, in order to better cultivate and form a good e-commerce live broadcast environment, the following countermeasures and suggestions are put forward: first, we should pay attention to enhancing the output of high-quality live broadcast content. With the increasing consumer demand, the content output of existing anchors alone cannot fully meet the needs of college students. For high traffic anchors, they should also continue to improve their content, output more high-quality content, and bring new experiences to users. Second, we should pay attention to the integration of high-quality resources of e-commerce live broadcasting platform. In order to improve users' trust in the live broadcasting platform, in addition to the anchor enhancing high-quality content, we should also pay attention to the shaping of the live broadcasting platform itself. We should actively explore the cooperation with high-quality merchants to improve the functions of the platform, especially to enhance the user experience function and enhance the social influence of the platform. Third, pay equal attention to supervision and publicity. Relevant departments should strengthen the supervision of e-commerce live broadcasting, and ban inferior content according to law. At the same time, we should also increase health publicity in schools, guide college students to actively pay attention to beneficial live content, and create a good live shopping atmosphere.

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