

Study on the Influence Mechanism of Webcasting on Students' Consumption Behavior-Taking Tiktok Live Broadcast as an Example

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Abstract: Affected by the sudden epidemic in COVID-19 in 2020, various epidemic prevention and control measures greatly restricted residents' consumption activities, and also promoted the development speed of e-business webcasting. With the continuous upgrading of online shopping consumption, various new online shopping methods emerge in an endless stream, and the live broadcast mode of "broadcast+e-business" also rises rapidly. There are more and more groups who watch online live shopping, and university students have become more active among them. The consumption impact of online live broadcast with goods on university students is easy to make university students form bad consumption behaviors such as desire consumption, fast consumption and ahead of time consumption. With the growth of the live broadcast e-business industry, many problems such as exaggerated publicity and uneven quality of anchors have also emerged. Taking Tiktok live broadcast as an example, this paper analyzes the influence mechanism of webcasting on students' consumption behavior, in order to help university students reflect on their own consumption views, and let them establish a correct consumption view by cultivating subjective consciousness, managing bad content and strengthening value guidance.

Keywords: Webcast, Consumer behavior, Consumption view, University student.

1. Introduction

In 2020, affected by the sudden epidemic in COVID-19, various epidemic prevention and control measures greatly restricted residents' consumption activities, and at the same time promoted the development speed of e-business live webcasting, which enabled e-business live webcasting sales to emerge suddenly in an environment where economic development was blocked during the epidemic [1]. Network platform can use big data technology to improve the exposure of live broadcast and reduce the cost of finding target customers, which is not available in the traditional sales model. With the blessing of this technology, online live broadcast marketing will become more powerful [2]. At present, e-business webcasting has become a new marketing channel, which can effectively promote brands, expand consumption, aggregate traffic and expand the market, and to a certain extent, realize intelligent customer management, thus gaining the favor of merchants and markets. However, in the context of e-business webcast, consumers are prone to impulsive consumption, which is easily stimulated by the shopping environment and is an unplanned and irrational consumption behavior [3]. The problem of university students' consumption values has always been a hot topic of ideological education in colleges and universities. With the continuous upgrading of online shopping consumption, various new online shopping methods emerge one after another. The live broadcast mode of "live broadcast+e-business" has also risen rapidly. There are more and more groups shopping by watching live webcasts, and university students have become more active among them [4].

With the continuous growth of science and technology, consumer culture has added a new connotation, that is, mutual connection and interaction with network media. As a new media, webcasting plays a dual role in the audience under the influence of consumer culture. In the context of the epidemic,

a large number of commodities are in a state of unsalable sales. At this time, the live broadcast of e-business took advantage of the trend, which changed the marketing methods of traditional enterprises and expanded the sales of goods. However, the consumption impact of online live broadcast with goods on university students is easy to make university students form bad consumption behaviors such as desire consumption, fast consumption and ahead of time consumption [5]. Ideological workers in colleges and universities should be actively concerned and improve university students' consumption view from three levels: strengthening social propaganda and college guidance, strengthening family education and university students' self-reflection [6]. Through multiple strategies, such as cultivating subjective consciousness, managing bad content and strengthening value guidance, university students can establish a correct consumption concept. Tiktok e-business live broadcast with goods is characterized by viral spread with anchor as the core, low marketing cost and entry threshold, visualization of live broadcast data, sustainable live broadcast effect, strong live broadcast interaction and high traffic [7]. Taking Tiktok live broadcast as an example, this paper analyzes the influence mechanism of webcasting on students' consumption behavior, in order to help university students reflect on their own consumption views and educate them on correct consumption views.

2. Significance and Characteristics of E-business Live Broadcast

The initial webcasting revealed more about its social media attributes, and then its business model gradually showed diversified forms. In the new era, with the increasing number of Internet users, live webcasting, as a new form of selling goods, has brought out the advantages of Internet technology. Compared with traditional media, webcasting with goods has the advantages of highly media-oriented anchor, great

communication influence, clear audience objectives, strong user stickiness, intuition, diversified forms of expression, interactive communication methods and convenient information acquisition [8]. With the rapid growth of webcasting, all kinds of e-business companies have infiltrated into it on a large scale, resulting in a new business model of "webcasting+e-business shopping". In this mode, the anchor directly shows the goods to the audience in the live broadcast room during the live broadcast process, and meets the audience's entertainment needs to some extent, in order to achieve the purpose of marketing specific goods. The consumer purchase decision-making process under the influence of Tiktok e-business live broadcast is shown in Figure 1.

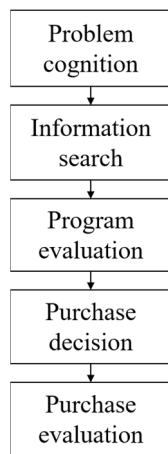


Figure 1. Consumer purchase decision-making process

Webcast is a real-time online video service that is presented in real time by means of anchor display and interaction between anchor and audience through Internet platform. However, the marketing of webcasting will be influenced by the design of live broadcast scheme, product quality, live broadcast implementation effect and other factors. When watching live video, consumers need to enter the live page together at a specific time. This restriction on broadcast time enables the company to truly identify and master accurate target customers with loyalty. Its audience groups can be distinguished, and it is not limited by the region, which gives the audience a strong sense of sight on the spot. With the help of the network platform, consumers can watch the live broadcast with fragmented time, which meets the needs of consumers. After that, the functions of playback, replay, etc. make full use of the live content.

3. The Representation of Tiktok Webcast from The Perspective of Consumer Culture

In today's fast-paced and stressful social background, watching live webcasts has gradually become one of the entertainment ways in people's daily life. A ceremonial webcast can bring a group of like-minded people together and focus on their common interests. People's emotions are infected with each other and can achieve emotional resonance. High-pressure, fast-paced life has become the main theme of society. Webcast brings together like-minded people, and their emotions are infected with each other, which has gradually become one of the entertainment methods for

university students. In the live webcast, the network anchor gains public attention and shows his self-worth through scene interpretation. Through live broadcast, viewers can experience things that are difficult to achieve in real life. Emotional interaction in media space is an important representation of webcasting as a media. Webcast can gather popularity and achieve nonlinear traffic growth in a short time, mainly because the subject of webcasting can accurately grasp the direction of the emotional needs of the audience [9]. With the help of big data technology, network anchors and their teams accurately analyze the concerns of the audience, develop eye-catching live highlights, and shape the favorite network anchors of the audience. The anchor can convey comprehensive information to the audience through online media, audio, video, text, pictures and other materials, and create a face-to-face sense of the scene for the audience to satisfy the audience's curiosity. In the process of watching, the audience can express their feelings and needs by spitting, barrage, praise and giving gifts. The relationship between e-business live broadcast and consumers' purchase intention is shown in the Figure 2.

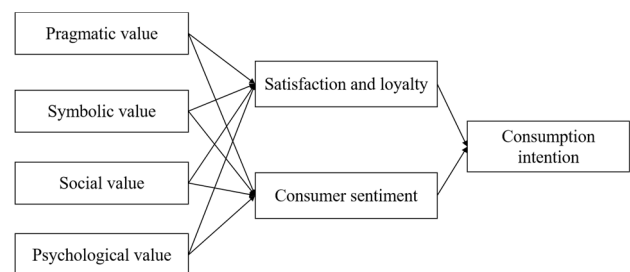


Figure 2. Relationship between e-business live broadcast and consumers' purchase intention

The consumption personality and attitude of university students are actually the embodiment of personal value pursuit. University students are no longer satisfied with the consumption of basic living needs, but seek a kind of identity symbol and group belonging in personal value orientation. They shape themselves into an identifiable and respected consumer through certain choices of consumption, so as to gain consumer recognition within the group. With the help of new media platforms, videos, pictures, etc., the anchor transmits information through language, text and other means to show the details of life, create a sense of scene for the audience and satisfy the audience's curiosity. In the process of watching, university students can also interact through barrage and express their needs by rewarding and praising. When viewers watch live webcasts, it is easy for them to make real consumption due to the advertising effect. Online shopping with live goods has real-time information sharing, which makes consumers immersed in the scene experience and then produces consumption.

4. An Effective Way to Reduce the Negative Effects of Tiktok Live Broadcast

4.1. Improve the quality of live content on the platform

Webcast platform should assume corresponding social responsibilities, and play a greater role in promoting mainstream culture and values by taking advantage of its

large audience, wide audience range and great attraction to the audience. Network anchors should improve the quality of live broadcast content, produce high-quality content, and edify people's thoughts with positive network culture. To strengthen the construction and establishment of the coordination mechanism, on the one hand, we should strengthen the speech behavior management of the platform anchor with goods, on the other hand, we should strengthen the effective implementation of the network supervision mechanism and take effective supervision measures against the barrage and speech with inappropriate language behavior. Webcast is like a virtual version of the real society. Webcast with the characteristics of media presents entertaining content, and different webcasts play different roles for the audience. In order to meet the needs of the audience and attract more traffic, most webcasting platforms move private real life to virtual space, so as to get closer to the audience.

Network is a diversified service platform, which provides a lot of convenience for the audience. The quality of people participating in the live webcast is uneven. Some anchors misbehave and speak for blog traffic, spreading incorrect values, destroying the green and harmonious environment in the network, and some viewers who watch the live broadcast do not pay attention to the wording of words when commenting and launching barrage, which has a negative impact [10]. In order to strengthen management, relevant departments and platforms should issue relevant management regulations, and relevant personnel should give guidance and establish a standardized management system for webcasting. Relevant platforms and regulatory authorities need to work together to achieve standardized management. At the same time, it is need to effectively guide the standardized behavior of network anchors and viewers in participating in live webcasts, and jointly create a healthy and clean network environment. It is need to encourage anchors to create content with social value and profound significance, and to promptly warn inappropriate words and behaviors. The webcasting platform should improve the review process and screening process of live content, monitor negative cultural values and pluralistic ideas, timely curb the flow of erroneous and decadent live content into the platform, and create a good webcast environment..

4.2. Improve students' self-comprehensive quality

Based on the analysis of the external and internal influencing factors of university students' participation in webcasting consumption, in the final analysis, the behavior of participating in webcasting consumption will subtly affect the formation of university students' values. For all kinds of driving factors that affect university students' consumption behavior, university students should have the basic ability to identify, and for incorrect webcasting guidance behavior, they should stop losses in time. University students pay attention to webcasting, which shows that the content of webcasting can meet the spiritual demands of university students to a certain extent. However, the content of webcasting is complicated, so university students should learn from it the ideas that are beneficial to the healthy growth of their physical and mental health, establish their cultural consciousness, rationally analyze different cultures, and learn the nutrients that are beneficial to their growth and progress. In order to strengthen university students' judgment and identification ability, colleges and universities should educate and guide

them to form correct values, so that they can form correct network values and reasonable attention distribution in this prevailing network environment, so as to realize rational consumption.

The craze of webcasting is driven by the power of commercial capital and the result of young people's enthusiasm. Most university students seek self-identity through the platform of webcasting. The main body of webcasting enhances personal popularity by sharing good things or consumer goods, thus attracting fans and maintaining their status; The audience follows consumption based on their trust in the subject of webcasting. This kind of consumption no longer pays attention to the value of the goods themselves and people's needs, but is alienated into the consumption of realizing capital, fans and traffic. Students should pay attention to prevent the infiltration of bad information in daily life, make rational analysis, and actively stay away from negative network information. Facing the kitsch phenomenon of live webcasting, university students should consciously regulate their own behavior and strengthen the socialist core values and mainstream cultural stance. Just like the two-way communication relationship between webcasting and university students, the reason why university students are easily influenced by the language and behavior of anchors and make them consume is inseparable from the emotional bridge formed between anchors and university students. Concept construction is a process from emotional communication to value resonance. When university students consume in the process of webcasting, they form a value resonance with the anchor. Of course, the correct value resonance should be supported, but the incorrect value output in webcasting requires university students to make correct judgments themselves.

5. Conclusions

With the growth of e-business economy, the rapid rise of webcasting has brought great convenience to people's consumption, occupying a large proportion in entertainment life, and at the same time, it has some negative effects. As its audience, university students need to have rational consumption behavior, and to cultivate rational consumption behavior needs to establish correct values and consumption views as a guide. As an information exchange platform, Tiktok Live Broadcasting itself conveys diverse values. At the same time, under the leadership of consumer culture, the values of freedom and individuality contained in the network often lead to non-mainstream values that confuse people and ignore boundaries. This pluralistic coexistence of values has continuously extended the inclusiveness of morality, which not only affects students' moral concepts and lifestyles, but also affects their correct value judgment of new things, thus weakening university students' moral awareness, alienating university students' consumption behavior, and even doing harm to their physical and mental health. To cultivate correct values, it is need to strengthen emotional communication with university students, combine the content of value cultivation with university students' daily life, study and thoughts, form an effective connection between educational input and university students' emotions, enable university students to reach emotional resonance and value recognition with the correct values education input, consciously resist bad information transmission in the live webcast, and achieve rational consumption.

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