

# Research on the Influence of Live Webcast on Teenagers' Consumption Behavior under the New Media Background

-- Taking Live Webcast in Tik Tok as an Example

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**Abstract:** With the continuous development of the Internet economy, short video on the Internet has an increasing influence on the consumption behavior of teenagers. How to help teenagers correctly grasp consumption behavior has become a hot issue in society. Live marketing is a new network marketing mode, which combines the characteristics of previous video marketing, community marketing and event marketing, and can make brand, marketing, users, transactions and communities coherent. As a new product of Internet technology, live webcast is also one of the external factors that influence the youth's consumption values, and it also exerts a subtle influence on the formation of the youth's correct consumption values. This paper takes Tiktok short video platform as an example to study the comprehensiveness, interest, interactivity and quality of Tiktok short video content, explore whether consumers' purchase intention will be affected by these four dimensions, and introduce the perceived value as an intermediary variable for further research. Use the user behavior decision analysis model to analyze the influencing factors of live broadcast marketing on consumers' purchase intention, and finally propose measures for the problems of live broadcast marketing, so as to provide reference for Tiktok to improve marketing efficiency.

**Keywords:** New media, Webcast, Consumption impact, Purchase intention.

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## 1. Introduction

With the rapid development of the Internet, marketing methods have changed greatly, among which short video has become one of the most potential marketing methods. As of December 2021, the number of short video users in China has reached 934 million, accounting for 90.5% of all network users [1]. At present, the number of daily users in Tik Tok is showing a continuous growth trend, from 250 million in January 2019 to 600 million in August 2020. In the online crowd, young and middle-aged people have become the main body [2]. As of December 2018, 10-39-year-olds accounted for 67.8% of all netizens, among which 17.5% were in the 10-19 age group, 26.8% were in the 20-29 age group, and 23.5% were in the 30-39 age group. The proportion of Internet users aged 40-49 increased from 13.2% at the end of 2017 to 15.6%, and the proportion of Internet users aged 50 and above increased from 10.5% at the end of 2017 to 12.5%. Internet users under the age of 10 account for 4.1% [3]. Because of its unique style and content, webcast has won numerous click-through rates and is widely sought after by people, especially teenagers. Nowadays, live webcast has gradually changed from a single entertainment mode to a special business mode, which has gradually led to the formation of live webcast consumer groups, among which teenagers are an important part [4].

With the slogan of "recording a better life", relying on advanced Internet technology and focusing on the spiritual needs of contemporary youth, Tiktok Short Video has quickly become an important way for contemporary youth to entertain, socialize and live. According to the big data of Aurora, the users of Tiktok short videos are mainly young people aged 20-29, accounting for 60.7% of the total users [5]. Contemporary youth groups have become the main force in the popularity of

Tiktok short videos. They are not only followers of Tiktok short videos, but also consumers and users of Tiktok short videos. Therefore, clarifying the representation of young Tiktok users' behavior, examining the cultural generation logic of Tiktok short videos, and exploring the internal mechanism of young Tiktok users' behavior have important value for reasonably regulating and guiding young Tiktok users' behavior [6]. However, with the development of the live broadcast e-commerce industry, many problems such as exaggerated publicity in the live broadcast e-commerce industry and uneven quality of anchors also emerged. Tiktok live broadcast has a relatively short development time, and many links still have problems. The consumption process not only reflects the realization process of exchange value and use value of commodities, but also reflects the formation, transformation and dissolution process of social life and cultural life of commodities. Therefore, correct consumption concept not only determines consumption behavior, but also plays an important role in the formation of teenagers' outlook on life and values [7].

As builders and successors of the cause of socialism with Chinese characteristics, and as the backbone of the country's future development, contemporary teenagers should grow up healthily, strive to become talents, establish correct values, and strive for the great rejuvenation of the Chinese nation. Under the background of the new era of rapid development, how to effectively prevent the negative impact of live webcast on teenagers' consumption values is a subject that society, schools and families must face directly.

In this paper, induction and questionnaire survey are adopted, and the theories of marketing and consumer psychology are combined to systematically analyze the process of live broadcast marketing in Tik Tok, find out the influencing factors of consumers' purchase intention, and put

forward countermeasures for the problems existing in live broadcast marketing in Tik Tok, so as to expand the research in this field, hoping to give some inspiration to researchers and operators in Tik Tok.

## 2. Characteristics and Marketing Mode of Short Video Vibrato

### 2.1. An Empirical Study on the Influence of Vibrating Short Video Content on Consumers' Purchase Intention

Tiktok originated from the vocal phenomenon in music. The "Tiktok" in music performance is an exaggeration. It is deliberately introduced and kept under certain control for a special purpose. The perfect Tiktok is considered a wonderful music decoration [8]. At the same time, "Tiktok" is also considered as a way to improve violin skills. "Tiktok" makes the sound of violin playing more distinctive and aesthetic. Consumer behavior is the psychological reaction of consumers to goods and services under certain conditions, and it is the psychological activity of consumers to find, purchase, use, evaluate and deal with goods and services. Due to their own characteristics of group consumption, teenagers

tend to adopt consumption behavior consistent with that of most people [9]. Teenagers show conformity in the process of consumption, which reflects the convergence psychology of young consumers. The convergence psychology shows that when consumers see someone else buying something, they do not need it but also want to buy it with the crowd. Teenagers are in a critical period of value formation, in which they learn things fastest and think most positively [10]. Of course, their main task in this period is to study. Webcast can provide a platform for teenagers through Internet teaching, so that they can dabble in knowledge outside of study or knowledge not available in books, so as to enrich their mind world. If teenagers want to seek novelty and gain a wider learning space, they can choose their favorite teaching videos on the Internet and learn through live webcasts. On the one hand, it is an innovation of learning methods, and on the other hand, it is an expansion of the current educational space. At the same time, using the theory of planned behavior for reference, the short video content is divided into four parts: comprehensiveness, interest, interactivity and high quality, the consumer's purchase intention is taken as the dependent variable, and the consumer's perceived value is introduced to explore its intermediary role, so the research model is constructed, as shown in Figure 1.

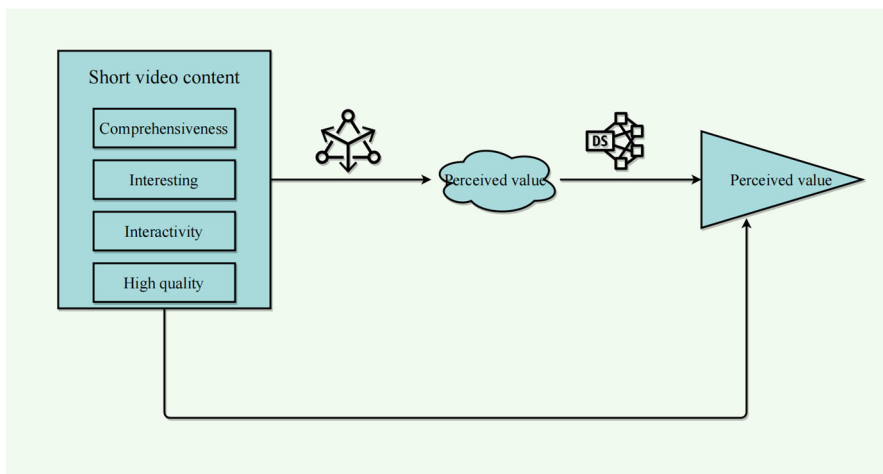


Figure 1. Frame model

The world outlook, outlook on life and values formed by teenagers play a key role in their future growth. If their practical experience and self-control ability are obviously insufficient, they will be more easily influenced by bad thoughts, and teachers need to give them positive value guidance. With the progress of society and economic development, the consumption values of teenagers will be adjusted according to their own preferences, economic level, cultural level, life experience and other factors. Therefore, the consumption values of contemporary teenagers are characterized by remarkable sociality, times, dynamics, individuality and plasticity. However, the consumption values formed in college are only the primary form of the overall consumption values, and the real perfection and formation of the youth consumption values should be after they leave the campus, experience social tempering and become an economically independent social person. If students' high consumption behavior cannot be viewed rationally, it is very likely that they will have inferiority complex and a series of behaviors of comparison and imitation under the condition of psychological imbalance. This time shows that these

teenagers have psychological problems, and they will be unable to concentrate on their studies, communicate with their classmates normally, and grow up healthily in an all-round way. Therefore, as the basic guide of teenagers' consumption behavior, the role and status of consumption values should not be underestimated.

### 2.2. The Theoretical Guidance and Reference of the Influence of Online Live Broadcasting on Teenagers' Consumption Values

With the continuous development of network economy and information technology, online live broadcasting emerged as the times require. After the emergence of online live broadcasting, it quickly became popular and spread, and the scope of influence also continued to expand. Moreover, this trend of popular communication has expanded from the traditional online live broadcasting to the centralized offline, from the initial minority culture to the new mass culture, and gradually formed a universal and special network culture

phenomenon, It has become an important cultural exchange hotspot in our society. The biggest feature of Tiktok short video is that it is short, concise and convenient. It takes tens of seconds to shoot and release a video. The viewing of Tiktok short videos is not limited by geographical location, space and time, and the transmission speed is fast. Through exaggerated action language and professional interpretation ability, the anchor with goods enables consumers to understand the products in a short time and enter the brand culture. The great success of the commercial value of early anchors with goods, such as Li Jiaqi and Weiya, prompted capital to enter MCN, and led more and more We Media to join the ranks of the "economy with goods" to make a living. According to the "China's new top ten professions" announced by the Ministry of Human Resources and Social Security, they are collectively called Internet marketers. "No matter what social class you belong to, and no matter how little influence you think other people's behaviors have on you, you can't escape the influence and role of the consumption environment." Therefore, the stronger and more frequent an individual's consumption activities are, the greater the impact his consumption behaviors have on others. At the same time, the stronger the inducement of other people's consumption patterns on individuals, the more individual consumers should coordinate with these evaluation and norm behaviors, We need to adjust our consumption mode in consumption behavior.

Just like the relationship between the host and the audience in the webcast, the live studio is a field where the host and the audience can enjoy and exchange emotions together. The emotional control ability of the webmaster in the live broadcast can directly affect the sales of the live broadcast room, the amount of rewards, the number of gifts and the number of viewers, which is the embodiment of this theory. The anchorman, either through exquisite makeup, or through passionate performance, or by actively guiding the topic, shows that he is good at chatting and understands the audience's psychology, or creates a lively atmosphere, frequently compares his heart with consumers and admirers, and points out his name to express gratitude, giving the audience the illusion that he is his own person, so that the audience can more fully participate in the anchorman's performance.

### **3. The Influence of Short Live Chatting Video on Teenagers' Consumption Behavior**

#### **3.1. The Influence of Live Broadcasting in Tik Tok on Teenagers' Consumption Behavior**

The audience of short vibrato videos are mainly young people, who pay attention to shaping their social image, dare to try, dare to challenge, like to create, and have a strong acceptance and understanding of new things, while Tik Tok provides them with a platform to show themselves. Therefore, whether it's short video, comment area or Tik Tok's unique way of private messages, it reflects the strong social desire and social needs of this audience, as well as the need of self-personality extension. From starting a business independently, looking for and persuading merchants to cooperate, to accumulating a certain reputation, choosing merchants independently and getting higher cooperation fees, the live anchor with goods always sets up a symbolic image of

"striving for the lowest price in the whole network for consumers" for itself through language rhetoric strategies, which increases consumers' stickiness and keeps their own popularity. The phenomenon of "super-individual" empowering enterprises such as Li Jiaqi and Viya also arises here. The owner of the video should give a video explanation by a self-media blogger and "plant grass" products. Most video bloggers with goods are screened by the brand side according to brand tonality and blog mainstream volume, and they are promoted and cooperated in communities such as Xiaohongshu and bilibili on a large scale.

On the other hand, the live video goods blogger is based on the background data to monitor the turnover and other visual data in real time, and sells products by interacting with the audience and defining the short-term rush purchase. They bring the latest products recommended by the anchor, understand the product ingredients and the use effect promised by the anchor in a short time, and pursue a more beautiful and fashionable "ideal". Teenagers at this age have no source of income. They rely on the living expenses given by their parents. The natural independence of the economy is poor, and they do not have their own economic cycle chain. The non natural independence of the economy determines that many teenagers have no experience in consumption, are still in a blind stage, and cannot consume rationally. At the same time, efforts should be made to improve the network environment. The social management platform should be more restrictive against Internet celebrities, stars and their fans. Especially for blind star chasing regardless of their own conditions, stars and celebrities should take a good lead in managing their own fan groups. Due to the current environmental development, many star chasing groups are teenagers, which are often prone to bad online violence. It is necessary to regularly supervise such adverse events to purify the network environment.

#### **3.2. A Study on the Countermeasures of Guiding Teenagers to Establish a Correct Consumption View**

Under the background of the new media era, the rise of online live broadcasting has brought a series of problems to the public that have never been encountered. But in essence, online live broadcasting is an important product of the development of science and technology in the 21st century at a certain stage, and the social recognition of online live broadcasting also shows that it is adapted to social needs and human survival needs. In the age of information technology, the society, families and schools should educate and guide young people to treat and use online live broadcast software correctly through certain ways and measures. In the youth group, everyone will be influenced by other people in the group. For example, if a student buys new game equipment, skin care products, clothes, etc., then other people around the student will blindly buy the same things more frequently. Another example is that some teenagers will follow the recommendations of grass bloggers when they use social software such as Weibo, Xiaohongshu and Tiktok, which does not match their actual needs. Reasonable consumption values refer to moderate consumption on the premise of having a clear understanding of one's own economic conditions, based on the principle of doing what one can according to one's abilities and making careful calculations, and are compatible with the level of economic development and social development. It is a consumption concept with both material

wealth and spiritual wealth, and won't be extravagant, extravagant, and frugal. If teenagers don't develop good consumption habits, and their family conditions can't fully support them, once the limited living expenses are used up in advance or over-spent, then the consequences of arbitrary consumption can only be borne by themselves. Some people will choose part-time jobs, while others will tighten their belts, remove some necessary consumption, and save money by over-frugality, which will not be worth the cost. This will definitely aggravate the psychological sharing of teenagers, and will also affect their studies. According to the data, the number of people who have heard that Tik Tok is 98.3%, and

the usage rate is 76.3%, which is far more than that of non-Tik Tok users. However, the number of people who have used Tik Tok for more than one year is as high as 57.1%, which reflects the high loyalty and good stickiness of Tik Tok platform users, and their strong dependence and trust on Tik Tok. The video content of "Tik Tok" that attracts users the most is scenic tourism and daily life, both accounting for 26%, followed by life skills, accounting for 25%. Generally speaking, the short video of vibrato is rich in content, ranging from basic daily life to high-level learning skills, and the proportion of the content of each subject is not very different. As shown in Table 1.

**Table 1.** Tiktok Short Video Content Most Attractive to Users

Option	Data volume	Proportion
Topic challenge	17	22%
Life skills	22	25%
Scenic tourism	23	26%
High Beauty Class	15	23%
Daily life	23	26%
Cute Baby Cute Pet	22	18%
Stars	12	22%
Food	15	14%
Beauty and fashion	13	23%
Other	5	10%

Correct consumption values are inextricably linked with the establishment of the overall values of young people. Therefore, through a series of countermeasures and guidance, it is of great theoretical and practical significance to help young people establish correct consumption values and eliminate the negative impact of live broadcast on young people's consumption values. At the same time, the live broadcast platform should strictly regulate the anchors' excessive boasting of their own products, induce young people to consume, require each business to be honest, trustworthy and fair in competition, and strictly review the accounts applied for entry to prevent irregular accounts from entering, so as to lay a solid foundation for building a safe and reliable consumption platform. At the same time, to improve the governance level of traffic fraud in live broadcast, the platform should improve the technical level of shielding traffic fraud, continuously monitor the dynamic changes of traffic in live broadcast, and consider using crawler technology to obtain real data traffic and make it public to flat users to prevent teenagers from being confused by appearances when watching live broadcast. Therefore, the whole society should vigorously promote the socialist core values. Communities, shopping malls, and streets, including other places everywhere in the society, should post slogans about the socialist core values. When teenagers go out to eat, play, and shop, they should imperceptibly affect their consumption values and regulate their consumption behavior. Make teenagers subconsciously remember the unique and profound connotation of the socialist core values, and understand that happiness is earned by themselves, not by others, but by their own hands.

#### 4. Conclusions

Contemporary teenagers are in an era of economic

globalization, rapid development of science and technology, and complicated ideas. As consumers in the new era, their consumption values are bound to be impacted and interfered from all directions, which is not only related to the healthy growth of teenagers themselves, but also related to the general direction of the future economic development of society. When the four dimensions of vibrato short video content, namely comprehensiveness, interest, interactivity and high quality, have an impact on consumers' purchase intention, the perceived value has an effect on each dimension. Pay attention to the platform data all the time, understand the various needs of consumers, find the pain points for the group, and purposefully edit and publish short videos. Through the analysis of the current situation of Tiktok live broadcast, and combined with the relevant data of the development trend of live broadcast during the epidemic, this paper shows that the user group of live broadcast is growing; At the same time, through the analysis of the factors that affect the purchase intention of consumers by Tiktok live streaming, this paper points out the problems of Tiktok live streaming and puts forward corresponding countermeasures to provide reference for Tiktok to improve the platform marketing efficiency. In a word, the construction of the network live broadcast platform and the guidance to young people is a systematic and long-term work, which requires the joint efforts of society, schools and families.

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