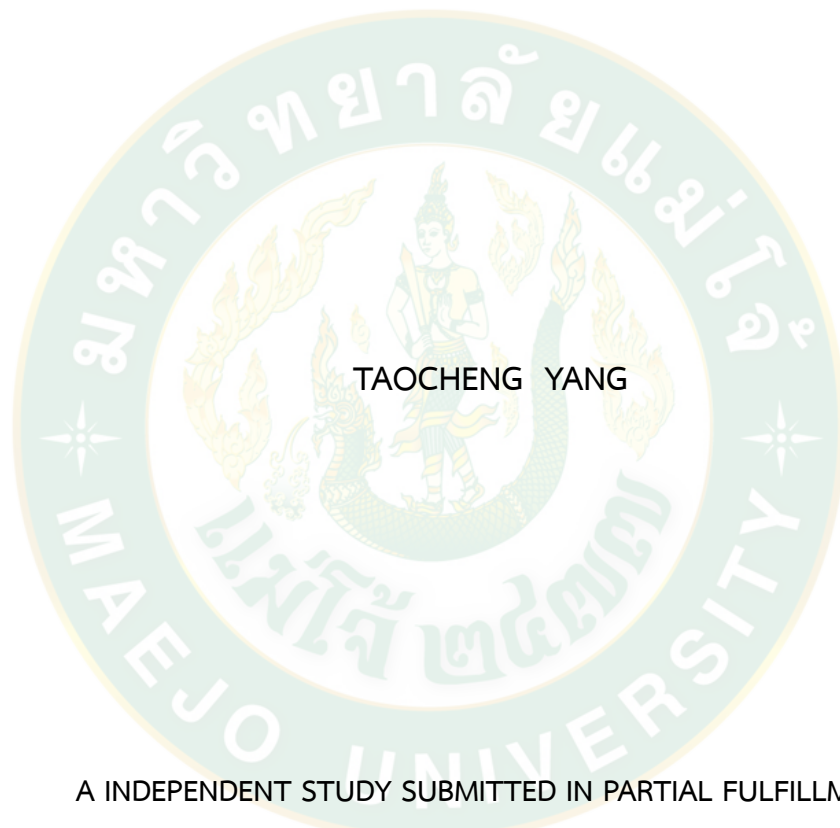


FACTORS INFLUENCING PURCHASE DECISIONS THROUGH INTERNET
CELEBRITY LIVE STREAMING E-COMMERCE AMONG GENERATION Z
COLLEGE STUDENTS IN CHONGQING, CHINA



MASTER OF BUSINESS ADMINISTRATION IN DIGITAL ECONOMICS AND
MANAGEMENT INNOVATION
(INTERNATIONAL PROGRAM)
MAEJO UNIVERSITY
2024

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CELEBRITY LIVE STREAMING E-COMMERCE AMONG GENERATION Z
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TAOCHENG YANG

A INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION
IN DIGITAL ECONOMICS AND MANAGEMENT INNOVATION (INTERNATIONAL
PROGRAM)
ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY
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บทคัดย่อ

การศึกษานี้มุ่งเน้นไปที่การวิเคราะห์กระบวนการตัดสินใจซื้อผ่านทางการไลฟ์สดริมฝั่งของผู้ที่มีชื่อเสียงทางอินเทอร์เน็ต ในกลุ่มนักศึกษาเจนเอเรชั่นซี ในเมืองฉงชิ่ง ประเทศจีน กลุ่มตัวอย่างที่ใช้ในการศึกษาครั้งนี้ คือ นักศึกษาเจนเอเรชั่นซี ในเมืองฉงชิ่ง ที่มีอายุระหว่าง 18-25 ปี ที่เคยซื้อสินค้าผ่านช่องทางทางการไลฟ์สดริมฝั่งของผู้ที่มีชื่อเสียงทางอินเทอร์เน็ต จำนวน 400 คน โดยใช้แบบสอบถามออนไลน์เป็นเครื่องมือในการเก็บรวบรวมข้อมูล ผลการศึกษาพบว่า 1) กลุ่มนักศึกษาเจนเอเรชั่นซีให้ความคิดเห็นเกี่ยวกับองค์ประกอบของคุณลักษณะของผู้ที่มีชื่อเสียงทางอินเทอร์เน็ตโดยรวมอยู่ในระดับดี กล่าวคือ ด้านความเป็นมืออาชีพ ด้านความน่าดึงดูดใจ มีการรับรู้อยู่ในระดับมากทุกด้าน ส่วนด้านการปฏิสัมพันธ์ อยู่ในระดับปานกลาง 2) องค์ประกอบคุณภาพของการไลฟ์สดโดยรวมอยู่ในระดับมาก กล่าวคือ ด้านแรงจูงใจ ด้านกระบวนการไลฟ์สด ด้านการรับรู้ความบันเทิง ด้านคุณภาพของเนื้อหา อยู่ในระดับมาก และมีการตัดสินใจซื้อผ่านทางการไลฟ์สดริมฝั่งของผู้ที่มีชื่อเสียงทางอินเทอร์เน็ตโดยรวมอยู่ในระดับมาก 3) ผลการทดสอบสมมติฐาน พบว่า กลุ่มนักศึกษาเจนเอเรชั่นซีที่มีเพศแตกต่างกัน มีการตัดสินใจซื้อสินค้าผ่านช่องทางทางการไลฟ์สดริมฝั่งของผู้ที่มีชื่อเสียงทางอินเทอร์เน็ตแตกต่างกัน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 ส่วนองค์ประกอบของคุณลักษณะของผู้ที่มีชื่อเสียงทางอินเทอร์เน็ตด้านความเป็นมืออาชีพ ด้านความน่าดึงดูดใจ และด้านการปฏิสัมพันธ์มีผลต่อการตัดสินใจซื้อ สามารถทำนายได้ร้อยละ 38.8 นอกจากนี้คุณภาพของการไลฟ์สด ด้านแรงจูงใจ ด้านกระบวนการไลฟ์สด ด้านการรับรู้ความบันเทิง และด้านคุณภาพของเนื้อหา สามารถทำนายได้ร้อยละ 38.6 ผลการวิจัยสามารถเป็นแนวทางในการกำหนดกลยุทธ์อีคอมเมิร์ซในตลาดดิจิทัลที่กำลังเติบโตได้

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Title	FACTORS INFLUENCING PURCHASE DECISIONS THROUGH INTERNET CELEBRITY LIVE STREAMING E-COMMERCE AMONG GENERATION Z COLLEGE STUDENTS IN CHONGQING, CHINA
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Degree	Master of Business Administration in Digital Economics and Management Innovation (International Program)
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ABSTRACT

This study examines the live-streaming purchase decision among Generation Z (Gen Z) students in Chongqing, China, focusing on their interactions with internet celebrities. The sample group consisted of 400 Gen Z students, aged 18-25, who have engaged in purchasing products through internet celebrity live streaming e-commerce. An online questionnaire was used as a tool for data collection. The results indicated that: 1) Gen Z students had opinions and attitude to overall factors of characteristics of internet celebrities at agree, professionalism, attractiveness at agree level, and interactivity at neutral level. 2) The overall quality of live streaming is at agree level, encompassing incentive, Mechanisms, perceived entertainment, and high-quality content at agree level. Purchasing Decisions within the context of Internet Celebrity Live Streaming E-commerce had an opinion at agree level. 3) The results of hypothesis testing showed that Gen Z students of a different gender made purchasing decisions through internet celebrity live streaming e-commerce with a statistical significance of 0.05. The attitudes to characteristics of internet celebrities included professionalism, attractiveness, and interactivity on purchase decision through internet celebrity live streaming e-commerce among GenZ college students at 38.8%. The quality of live streaming included incentive, mechanisms, perceived entertainment, and high-quality content at 38.6%. The findings can guide e-

commerce strategies in the growing digital marketplace.

Keywords : Internet Celebrity, Purchase Decision, Live Streaming e-commerce,
Generation Z, College Student



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TABLE OF CONTENTS

	Page
ABSTRACT (THAI).....	C
ABSTRACT (ENGLISH).....	D
ACKNOWLEDGEMENTS	F
TABLE OF CONTENTS	G
List of Tables	J
List of Figures.....	N
CHAPTER I INTRODUCTION.....	1
Research Background	1
Research Questions	4
Research Objectives	4
Scope of the Study.....	5
Research Significances.....	6
Definition of Terms	6
CHAPTER II REVIEW OF RELATED LITERATURE.....	9
Scenario of Live E-Commerce Related Generation Z in China.....	10
Live Streaming E-Commerce	14
Demographic Theory	15
Concept Related to Internet Celebrities	19
Concepts related to Internet celebrity characteristics.....	24
Concepts and Theories related to Quality of Live Marketing.....	29
Concepts and Theories related to Purchasing decisions.....	36

Related Research	42
Research Framework	44
Research Hypotheses	44
CHAPTER III RESEARCH METHODOLOGY	46
Research Design.....	47
Research Process.....	47
Population and Sample.....	48
Research Instrument	52
Quality Testing of Research Instruments.....	56
Data Collection.....	58
Scrutinizing data and Analysis of data.....	59
CHAPTER IV RESULTS.....	63
Descriptive statistical analysis	63
Verifying Preliminary Assumptions for the Regression Model.....	72
Inferential Data Analysis for Hypothesis Testing.....	73
CHAPTER V CONCLUSIONS, DISCUSSION, AND RECOMMENDATIONS	88
Conclusions.....	88
Discussions.....	91
Research Significance	93
Limitations	94
Recommendations and Future Research.....	95
REFERENCES	98
APPENDIXES.....	108
APPENDIX A QUESTIONNAIRES(In English).....	109

APPENDIX B QUESTIONNAIRES (In Chinese) 118
CURRICULUM VITAE 124



List of Tables

	Page
Table 1 Definition and Measurement of interactivity	26
Table 2 Definition and Measurement of Professionalism	27
Table 3 Definition and Measurement of Attractiveness.....	28
Table 4 Definition and Measurement of high-quality content	32
Table 5 Definition and Measurement of incentive mechanism	33
Table 6 Definition and Measurement of Perceived Entertainment	35
Table 7 Purchase decision factor.....	41
Table 8 Summary of related research	43
Table 9 Presents the Schools and Populations Categorized by Educational Institution Type.....	49
Table 10 Classification of schools and distribution of questionnaires.....	50
Table 11Reliability Analysis Results Using Cronbach’s Alpha	58
Table 12 Frequency statistics for demographic characteristics classified by gender..	64
Table 13 Frequency statistics for demographic characteristics classified by age.	64
Table 14 Frequency statistics for demographic characteristics classified by Expenditure.....	64
Table 15 Frequency statistics for demographic characteristics classified by Academic Majors.....	65
Table 16 Mean and Standard Deviation of Internet Celebrity Characteristics.....	65
Table 17Mean and Standard Deviation of Interactivity in Internet Celebrity Characteristics.....	66

Table 18 Mean and Standard Deviation of Professionalism in Internet Celebrity Characteristics.....	67
Table 19 Mean and Standard Deviation of Attractiveness in Internet Celebrity Characteristics.....	67
Table 20 Mean and Standard Deviation of “Quality of Live Marketing Quality”	68
Table 21 Mean and Standard Deviation of High-Quality Content in Quality of Live Marketing.....	69
Table 22 Mean and Standard Deviation of Incentive Mechanisms in Quality of Live Marketing.....	70
Table 23 Mean and Standard Deviation of Perceived entertainment in Quality of Live Marketing.....	70
Table 24 Mean and Standard Deviation of Purchasing decisions among Generation Z college students	71
Table 25 Correlation.....	72
Table 26 Multicollinearity.....	73
Table 27 presents the results of Levene's Test for equality of variances in purchasing decisions among Generation Z college students in Chongqing, China, segmented by gender.....	74
Table 28 presents the comparative analysis of purchasing decisions among Generation Z college students in Chongqing, China, segmented by gender.....	75
Table 29 presents the results of Levene's Test for equality of variances in purchasing decisions among Generation Z college students in Chongqing, China, segmented by age.	76
Table 30 presents the F-test statistical analysis comparing the differences in purchasing decisions among Generation Z college students in Chongqing, China, segmented by age.....	77

Table 31 Pairwise Comparisons of Purchasing Decisions by Age Among Generation Z College Students in Chongqing, China, Using LSD Test.	77
Table 32 presents the results of Levene's Test for equality of variances in purchasing decisions among Generation Z college students in Chongqing, China, segmented by expenditure levels.	79
Table 33 presents the F-test statistical analysis of the overall assessment of purchasing decisions among Generation Z college students in Chongqing, China, segmented by expenditure levels.	79
Table 34 provides the outcomes of pairwise comparisons between age groups and their product purchasing decisions among Generation Z college students in Chongqing, China. These comparisons were performed using the Least Significant Difference (LSD) post-hoc test, subsequent to classifying the data by expenditure levels.	80
Table 35 presents the results of Levene's Test for equality of variances in purchasing decisions among Generation Z college students in Chongqing, China, segmented by Academic Majors.	81
Table 36 presents the comparative analysis of purchasing decisions among Generation Z college students in Chongqing, China, segmented by Academic Majors.	82
Table 37 displays the results of the multiple regression analysis on overall purchasing decisions, utilizing Multiple Regression values.	83
Table 38 displays the multiple regression analysis results on the purchasing decisions of Generation Z college students in Chongqing, China, applied through the Enter method.	84
Table 39 displays the results of the multiple regression analysis on overall purchasing decisions, utilizing Multiple Regression values.	85

Table 40 displays the multiple regression analysis results on the purchasing decisions of Generation Z college students in Chongqing, China, applied through the Enter method.....	86
Table 41 Summary of Hypothesis.....	87



List of Figures

	Page
Figure 1 China Live Streaming E-Commerce Market Size and Growth Rate 2018-2023	2
Figure 2 Quest Mobile GROWTH User Portrait Tag Database November 2020.....	10
Figure 3 Pan-entertainment application membership purchase level.....	11
Figure 4 Consumers' frequency of using social networks	12
Figure 5 Average monthly income of Chinese college students in 2021	13
Figure 6 Demographic factors	18
Figure 7 The process of consumer decision-making: Nicosia model.....	31
Figure 8 The process of consumer decision-making: Howard-Sheth Model.....	33
Figure 9 S-O-R model: The model that systematically describes an organism's response to an external environment that affects an individual's cognitive and emotional states.....	36
Figure 10 Purchase decision process.....	38
Figure 11 Consumer Behavior Flowchart.....	39
Figure 12 Research Framework.....	44
Figure 13 Research Process	47
Figure 14 Assessing Normality.....	72

CHAPTER I

INTRODUCTION

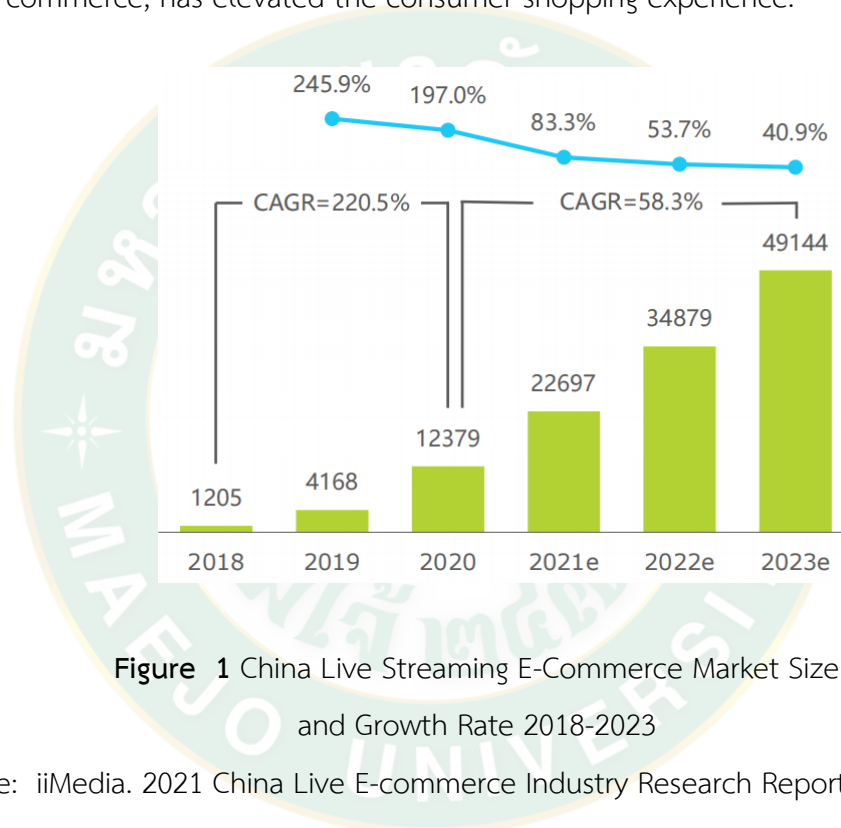
Research Background

In recent years, China's e-commerce landscape has undergone a rapid and profound transformation, witnessing a tenfold surge in turnover over the past decade. This surge has solidified its status as the fastest-growing sector within the "Internet Plus" paradigm, leaving an enduring impact on various industries such as e-tailing, cross-border e-commerce, online life services, and Internet finance. These sectors have emerged as pivotal drivers of consumption expansion, signifying a new era of economic transformation and advancement. The rise of live e-commerce mirrors contemporary consumer trends, advancements in webcasting technology, and an increased awareness of consumer values. Its widespread adoption in China's consumer sector reflects the empowerment era, particularly against the backdrop of the "epidemic scene + information network." The integration of live broadcasting and marketing has given rise to a two-year trend of new consumption patterns, encapsulated by the mantra, "Everything can be live; everyone can bring goods." This phenomenon has diversified into various live business models, evolving alongside technological revolutions, network expansions, the digital economy, and consumer upgrades. This phenomenon has diversified into various live business models and enterprises, evolving alongside technological revolutions, network expansions, the digital economy, and consumer upgrades. According to reports, China's live e-commerce has excelled in real-time product demonstrations, creating immersive shopping experiences that particularly resonate with the younger generation. The "out-of-the-box" approach in live e-commerce, underscored by high-quality content, tightly connects products with consumers, marking a pivotal stage where the industry prioritizes content and innovative strategies

Live e-commerce, in contrast to traditional e-commerce, offers substantial advantages, including a massive market size, rapid development, and dynamic characteristics. Its low entry barrier allows operations without the need for online stores, as internet celebrities only require a smartphone for live broadcasts, enabling sales anytime, anywhere. The robust interactivity of live e-commerce, with internet celebrities establishing real-time connections with consumers, enhances consumer understanding and boasts high conversion rates, surpassing traditional e-commerce by over 30% (China e-commerce report, 2022). The industry's growth is intricately

linked to China's continually improving network infrastructure, characterized by widespread smartphone usage, comprehensive 5G coverage in urban areas, and reduced data costs. The well-established operational infrastructure of the traditional e-commerce industry, encompassing logistics, distribution, and payment systems, further reinforces the advantages of live e-commerce.

Reflecting on 2020, the Chinese live e-commerce market witnessed substantial growth, reaching 1.2 trillion yuan, with an annual growth rate of 197.0% (iiMedia, 2021). This innovative model, seamlessly integrating real-time live streaming and e-commerce, has elevated the consumer shopping experience.



The emergence of live streaming e-commerce, driven by the evolving demands of the digital age for a novel shopping experience, tackles the intricate challenges of online shopping through real-time product demonstrations and personalized interactions (Zhou et al., 2021). Central to this model are internet celebrities who intricately connect with audiences on online platforms, endorsing products and molding consumer behavior (Liu and Zhang, 2017). In the era of "Internet celebrities 3.0," diverse business models such as live platform fan rewards, e-commerce store transformations, brand collaborations, endorsements, advertising, and entrepreneurship have emerged (Yang, 2016). The digital age has notably shaped consumer behavior, particularly among technologically savvy Generation Z (Gen Z)

college students. This cohort prioritizes experiential shopping, values the emotional facets of consumption, and is profoundly influenced by social circles, peers, and opinion leaders (Yu, 2021). Acting as a catalyst during this transformative period, social media molds purchasing decisions and becomes a pivotal source of information and inspiration in the daily lives of Gen Z teenagers (Zhou et al., 2019).

Live-streaming e-commerce has induced a profound shift in consumption patterns, revolutionizing the traditional paradigm of e-commerce and catering to the needs of today's diverse and emotionally driven consumers. Unlike previous e-commerce models, which often rendered shopping a relatively cold and mechanical experience, the rise of live-streaming e-commerce has turned shopping into a dynamic and interactive venture. Consumers can now actively engage with internet celebrities during live streams, posing questions, sharing comments, and exchanging shopping tips. This heightened sense of engagement and social interaction injects fun and excitement into the shopping process, rendering it more enjoyable and interactive. Therefore, a comprehensive study into the purchasing decisions and consumption behaviors of Gen Z college students within the live-streaming e-commerce framework, considering the substantial influence of internet celebrities, is imperative. Gen Z refers to the Internet generation born from 1995 to 2005, constituting approximately 27% of China's total population (Wang and Yang, 2023). As of the current year, 2023, individuals within Gen Z would be between 18 and 28 years old. Being digital natives, they are born into a world where technology, including personal computers, mobile devices, gaming devices, and the internet, is an integral part of their lives (Westlund, 2010). Such a study will not only deepen our understanding of market dynamics but also offer invaluable insights for businesses and decision-makers to adeptly navigate this dynamic landscape.

Despite acknowledging the transformative impact of live streaming e-commerce on consumer behavior, particularly among Gen Z college students, there exist several research gaps that warrant exploration. Firstly, there is an opportunity to investigate how live e-commerce influences distinct consumer segments within Gen Z, considering variables like gender, academic disciplines, or socio-economic backgrounds. Additionally, the effectiveness of various business models under the umbrella of "Internet celebrities 3.0" remains understudied, prompting a need for comparative assessments of strategies such as live platform fan rewards, e-commerce store transformations, and brand collaborations. The psychological impact of active engagement during live streams, and its influence on decision-making and emotional connections with products, represents another avenue for further

investigation. Long-term consumer loyalty and retention following the initial excitement and engagement in live e-commerce experiences is an area that lacks extensive exploration. Furthermore, a detailed cross-comparison with traditional e-commerce, examining aspects of consumer trust, satisfaction, and overall experience, is identified as a research gap. Lastly, the influence of cultural and regional factors on the adoption and effectiveness of live e-commerce, specifically in the context of China, requires more in-depth examination to provide a comprehensive understanding of this evolving landscape. Addressing these research gaps promises to yield nuanced insights and contribute to a more holistic understanding of the evolving dynamics within the live e-commerce sector.

In conclusion, the evolution of live e-commerce has fundamentally reshaped the shopping experience and consumer behavior. The significant impact of internet celebrities on the purchasing decisions of Generation Z college students underscores the need for a more in-depth exploration. As the digital landscape continues to evolve, the live e-commerce sector will undergo further transformations, with internet celebrities playing a pivotal role. Therefore, thorough research into the purchasing decisions and consumer behavior of Generation Z college students under the live e-commerce model is not only crucial but promises to offer valuable insights for businesses and decision-makers in this dynamic field.

Research Questions

1. How do gender, age, expenditure, and academic majors influence purchasing decisions in internet celebrity live e-commerce among Generation Z college students in Chongqing, China?
2. How does each factor of internet celebrities' characteristics and the quality of live marketing influence the purchasing decisions of Generation Z college students in Chongqing, China?

Research Objectives

1. To investigate the influence of demographic factors on purchasing decisions among Generation Z college students in Chongqing, China.
2. To evaluate the influence of internet celebrities' characteristics on the purchasing decisions among Generation Z college students in Chongqing, China.
3. To examine the effects of the quality of live marketing on the purchasing

decisions among Generation Z college students in Chongqing, China.

Scope of the Study

Scope of Demography

According to Chongqing Bureau of Statistics 2022, the number of students enrolled in Chongqing's general higher education institutions (graduate, undergraduate, and specialized) in 2022 totaled 955,037

Scope of Area

According to the latest data from the Chongqing Ministry of Education, Chongqing has 69 general higher education institutions. This includes 26 HEIs Offering Degree Programs, and 43 Higher Vocational Colleges.

Scope of Content

This research explores the factors influencing purchase decisions among Gen Z college students through live streaming of internet celebrities. The study considers various factors:

- 1) Demographics, encompassing gender, age, expenditure, and academic majors.
- 2) Internet celebrities' characteristics, including interactivity, professionalism, and attractiveness.
- 3) The quality of live marketing, which involves assessing high-quality content and incentive mechanisms, both of which impact purchasing decisions.

All these factors collectively contribute to shaping the purchasing decisions of Gen Z college students in the context of live streaming through internet celebrities.

Scope of Time

The research is scheduled to unfold within a meticulously planned timeframe, spanning from November 2023 to March 2024, encompassing five months. This strategic duration aims to facilitate a comprehensive exploration of the impact of internet celebrity live streaming on purchasing decisions among Gen Z college students in Chongqing, China.

Research Significances

This research holds profound significance in the context of contemporary commerce dynamics in China, specifically within the burgeoning live e-commerce sector. Several key aspects underscore the importance of this study.

1. Filling a knowledge gap: This research contributes to filling a critical gap in existing literature by delving into the intricate dynamics of live e-commerce, particularly within the unique landscape of Chongqing, China. The scarcity of comprehensive studies on this evolving phenomenon necessitates an in-depth exploration, making this research timely and essential.

2. Understanding market dynamics: By investigating the impact of internet celebrity live streaming on the purchasing decisions of Generation Z college students, the study aims to provide a nuanced understanding of market dynamics. This understanding is crucial for businesses, marketers, and decision-makers aiming to navigate the rapidly evolving e-commerce landscape.

3. Insights for industry practitioners: The insights derived from this research have practical implications for various stakeholders, including e-commerce platforms, marketers, and entrepreneurs. Understanding how Internet celebrities influence the consumer behavior of Generation Z students can guide marketing strategies, content creation, and overall business decisions.

4. Navigating a transformative era: The research is conducted against the backdrop of the digital age, where traditional shopping paradigms are rapidly evolving. The findings will contribute to a broader comprehension of how live e-commerce, propelled by Internet celebrities, is reshaping the consumer landscape, especially among the tech-savvy Generation Z demographic.

5. Strategic Decision-Making: Decision-makers in the e-commerce industry, especially those targeting college students in Chongqing, will benefit from the research's insights. Understanding the motivations and preferences of this demographic in the live e-commerce model can inform strategic decisions, leading to more effective and targeted marketing approaches.

Definition of Terms

1. Internet Celebrities:

Internet celebrities gain popularity through social media and live streaming in China, actively engaging with fans and exerting notable influence on consumer

behavior and shopping patterns.

2. Live Streaming E-commerce.

This study defines e-commerce live broadcasting as a marketing mode initiated by e-commerce platforms, which adopts the form of live video broadcasting on PC and mobile to realize brand promotion or product sales for e-commerce platform merchants.

3. Internet Celebrities Live Streaming E-commerce.

This study defines an e-commerce celebrity as an Internet celebrity who has some expertise in a certain commodity field, who aims at brand exposure and commodity promotion, and who shows users product information introduction and usage experience through the online live broadcast function.

4. Generation Z College Students

Generation Z denotes a cohort born between 2002 and 2007, constituting a demographic typically aged 18-22 years. In China, this age group is usually college students.

5. Quality of Live Marketing

Quality of live marketing involves strategic approaches in e-commerce platforms, focusing on features like entertainment, interactivity, and promotional elements, with a strong emphasis on high-quality content and incentive mechanisms.

6. Internet Celebrity Characteristics

Internet celebrity characteristics encompass distinctive qualities such as self-disclosure, expertise, popularity, interactivity, and business value, setting apart influential individuals on social media, particularly those who shape consumer opinions and influence purchase decisions.

7. Interactivity

Interactivity refers to real-time engagement between internet celebrities and consumers during live streams, including targeted responses to consumer queries, red packet distribution, barrage interaction, narrative participation, and other interactive forms.

8. Professionalism

Professionalism entails the possession of a substantial knowledge base, mastery of relevant skills, and a thorough understanding of the products by internet celebrities, showcasing expertise in their respective product domain.

9. Attractiveness

Attractiveness in live streaming is defined by the internet celebrity's refined appearance, attractive figure, sweet voice, and exceptional skills.

10. High-quality content

High-quality content in live streaming refers to the internet celebrity providing comprehensive and professional introductions to products.

11. Incentive Mechanisms

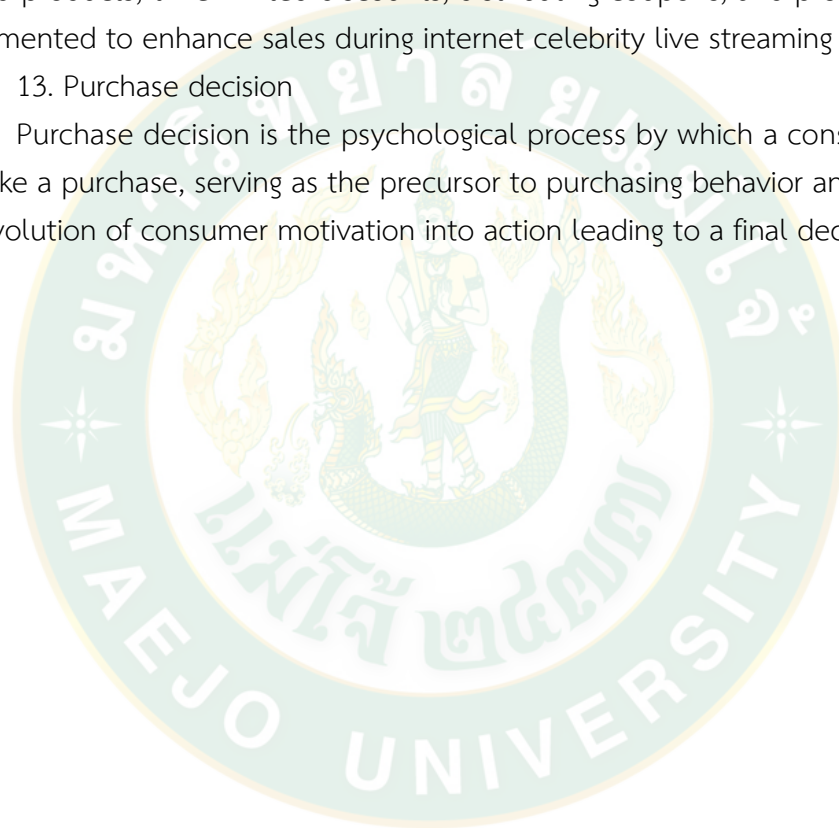
Incentive Mechanisms refer to the promotional strategies employed by web celebrities to attract viewers during live broadcasts on major platforms.

12. Promotion Discount

A variety of promotional activities and incentive strategies, such as offering limited products, time-limited discounts, distributing coupons, and providing gifts, are implemented to enhance sales during internet celebrity live streaming e-commerce.

13. Purchase decision

Purchase decision is the psychological process by which a consumer decides to make a purchase, serving as the precursor to purchasing behavior and representing the evolution of consumer motivation into action leading to a final decision.



CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, we delve into the dynamic realm of live streaming and its significant impact on the purchasing decisions of college students. The literature review delves into the distinctive role played by Internet celebrities, scrutinizes the changing landscape of consumer behavior, and identifies the diverse factors influencing students' decision-making within the live streaming. To offer a comprehensive analysis of this phenomenon, we incorporate a range of theories, The ensuing sections offer detailed insights into these aspects:

1. Scenario of Live E-Commerce Related Generation Z in China
2. Live Streaming E-Commerce
3. Demographic Theory
 - 3.1 Demographic on purchasing decision.
 - 3.2 Gender
 - 3.3 Age
 - 3.4 Expenditure
 - 3.5 Academic Major
4. Concept Related to Internet Celebrities
 - 4.1 The definitions of internet celebrities
 - 4.2 The Influence of Internet Celebrities
 - 4.3 The Role of Internet Celebrities in Live E-Commerce
 - 4.4 Defining Internet Celebrities in the Live E-Commerce Context
 - 4.5 The Operations of Internet Celebrities in Live E-Commerce
5. Concepts related to Internet celebrity characteristics.
 - 5.1 Interactivity
 - 5.2 Professionalism
 - 5.3 Attractiveness
6. Concepts and Theories related to Quality of Live Marketing
 - 6.1 Quality of Live Marketing
 - 6.2 High-quality content
 - 6.3 Incentive mechanisms
 - 6.4 Perceived entertainment
7. Concepts and Theories related to Purchasing decisions.
 - 7.1 SOR model
 - 7.2 Purchasing decisions of Gen Z college student

8. Related Research
9. Research Framework
10. Research Hypotheses

Scenario of Live E-Commerce Related Generation Z in China

In the Web 4.0 era, the landscape of e-commerce in China is undergoing transformative changes, with a notable rise in complex information on online platforms. This poses a challenge for online shoppers, particularly college students, who must quickly navigate and extract relevant product information. In response to these challenges, a novel business trend has emerged, driven by innovative Internet technology: live e-commerce (Zhou et al., 2021).

Characterized by its dynamism and immersive experience, live e-commerce has garnered significant attention, particularly from the tech-savvy Generation Z demographic. Recent data from Quest Mobile (2020) indicates that 60% of Generation Z aspires to seamlessly integrate into their social circles, embodying a behavioral pattern of "buying in resonance and attracting peers." Their online activities, including content creation and engagement on social platforms, contribute significantly to their social capital, emphasizing the growing influence of peer-based marketing, anticipated to shape future strategies (QQ Ads and Kantar, 2020).

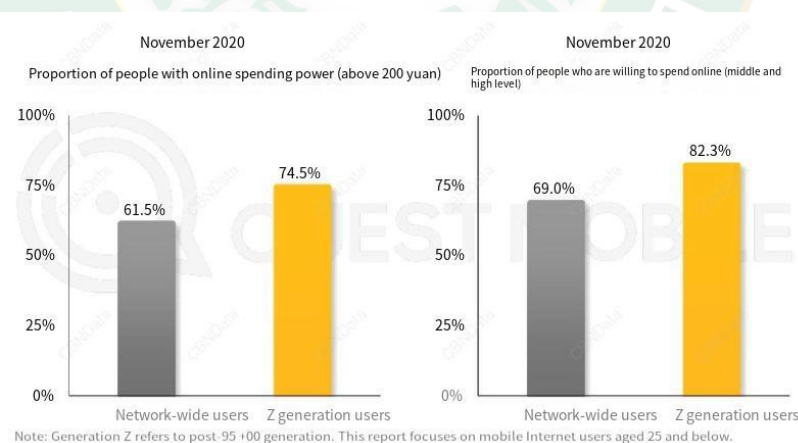


Figure 2 Quest Mobile GROWTH User Portrait Tag Database November 2020

Source: QuestMobile2020 Generation Z Insight Report (2021)

Research by Sequoia Data sheds light on the distinctive product payment preferences of Gen Z. They exhibit a preference for on-demand and pay-per-use models, with over half embracing these approaches. Additionally, more than a third

opt for monthly subscription services. Remarkably, over 50% of these consumers maintain annual memberships with more than three platforms simultaneously, showcasing a strong appetite for immersive virtual experiences and a high regard for membership services (Sequoia, 2022).

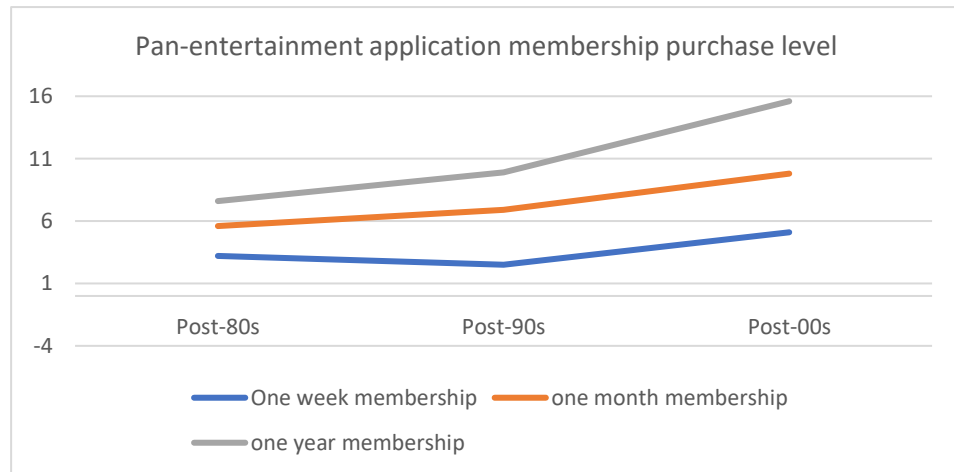


Figure 3 Pan-entertainment application membership purchase level

Source: Sequoia Capital: Generation Z Pan-Entertainment Consumption Research Report, 2018

The Gen Z demographic also demonstrates a high degree of acceptance for the "use first, pay later" approach to shopping, aligning with their pursuit of virtual experiences and underscoring the importance of personalization. This trend is expected to continue influencing online exclusives, prompting further innovation and personalized service offerings. Born into the internet era, Gen Z are true digital natives, seamlessly integrating mobile networks and digital devices into their lifestyle and mindset. They constitute the primary force behind mobile internet consumption and are poised to become the core consumer group for media consumption in the next decade. With a focus on personalization and independence, Gen Z exhibits an increasing demand for leisure, entertainment, and social-related needs, reshaping the future of media consumption.

Analyzing the characteristics of Chinese Generation Z in 2022, according to iiMedia Research, reveals significant changes in consumption concepts compared to the previous generation. Termed "Gen Z," they have a certain economic foundation, actively engage on the internet, possess trendy consumption concepts, and exhibit a demand for the "quality" and "cultural connotation" of consumer goods. These

insights contribute to a comprehensive understanding of the evolving landscape and provide a holistic view of the factors influencing college students' purchasing decisions in live e-commerce (iiMedia, 2022). Furthermore, with the growing number of college students in China, the monthly living expenses of college students have shown a steady increase, reaching a median of 1516 RMB in 2020, indicating an improvement in their living standards. The estimated annual consumption scale of Chinese college students in 2021 is expected to be around 760.9 billion RMB, highlighting their significant consumption potential.

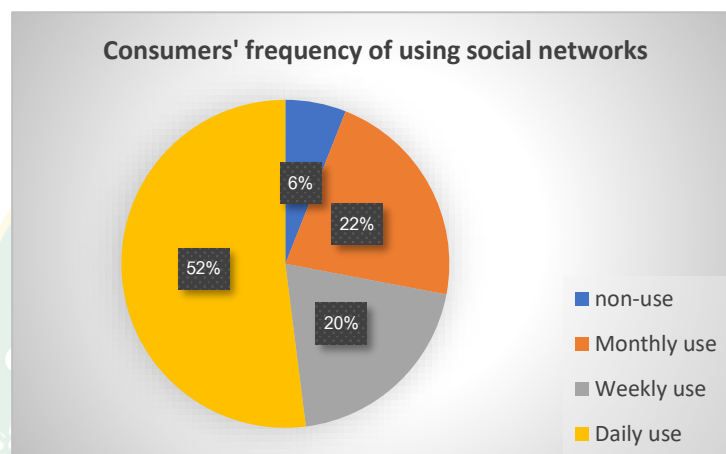


Figure 4 Consumers' frequency of using social networks

Source: Zhou et al., 2019

Regarding online shopping choices, college students exhibit a diverse trend. Survey data reveals that female students are more active in study-related expenditures, while their consumption share in cosmetics and skincare products exceeds 50%. In contrast, male students lean towards digital products, with nearly four in ten making related expenditures each semester. This reflects the personalized choices of college students in various domains, including clothing, food and household items, electronics, as well as beauty and skincare. Such diversified consumption patterns not only provide ample room for market development but also underscore the individualized nature of college student consumption. The consumption habits of male and female college students vary across categories. Understanding these consumption patterns becomes crucial for stimulating consumption, driving economic growth, and anticipating future market changes.

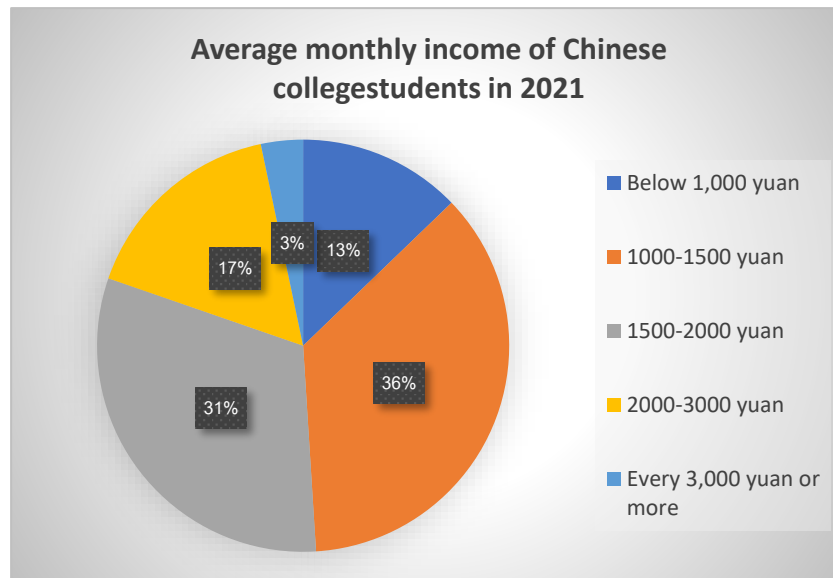


Figure 5 Average monthly income of Chinese college students in 2021

Source: Strawberry Pie data survey and calculation system 2021 (Strawberry Pie)

Amid the rapid development of mobile internet in China, communication and social apps have gained a massive user base, reshaping communication methods. Compared to previous generations, "Gen Z," as mobile internet natives, have a higher value recognition for online communication.

In summary, the e-commerce field in the Web 4.0 era is witnessing significant changes, especially in live e-commerce and Gen Z college students' consumption behavior. Live e-commerce attracts college students with its immersive experience and social features, and the consumption patterns and values of this group also show obvious changes. Meanwhile, as digital natives of Gen Z, they show higher native and personalized needs in media consumption and communication methods. These trends not only direct the future of e-commerce development but also bring new opportunities and challenges to the pan-entertainment industry and media market. Recognizing and understanding these trends is crucial for companies to develop accurate marketing strategies, product positioning, and service innovation. As technology and society continue to evolve, we can expect more innovative business models and personalized consumer experiences to emerge. By understanding the needs of consumers and incorporating the latest technology trends, companies will be able to better meet market demands and achieve sustainable growth.

Live Streaming E-Commerce

To comprehend the concept of live streaming e-commerce, it is essential to first understand the notion of online live streaming. As defined by the Cyberspace Administration of China, online live streaming refers to the continuous dissemination of real-time information to the public through various formats, including video, audio, text, and images, facilitated by the internet. With the growing popularity of live streaming, numerous merchants on social commerce platforms have adopted live streaming as a tool to enhance sales performance. This trend has given rise to a new form of social commerce known as live streaming e-commerce, colloquially referred to as live streaming shopping (Sun et al., 2019).

Different scholars provide varying definitions for live streaming e-commerce. Pei and Deng characterize it as an online retail business model where enterprises, primarily retailers, utilize webcasting technology on e-commerce platforms to interact, promote, showcase, and demonstrate products to customers, ultimately facilitating online retail transactions. Wei et al. (2021) defines live streaming shopping as a novel e-commerce marketing model where internet celebrities leverage internet platforms to present product information to users in a bidirectional, real-time, and scenarized manner, aiming to engage users actively. From a social commerce perspective, Cai et al. (2018) assert that live streaming e-commerce platforms fundamentally function as electronic interactive platforms composed of numerous social commerce elements and distinctive media attributes. Social commerce, a subset of e-commerce, leverages interactive social media to facilitate online transactions, enhancing consumers' online shopping experiences. As social media gains popularity, influencers with large followings, referred to as internet celebrities, have become effective in advertising and driving sales. These influencers, content creators capable of influencing others on social media platforms (Park and Lin, 2022), are sought after by businesses for their significant impact. Leveraging their experiences and analytical expertise, these influencers showcase product functionalities and explanations to captivate audiences, stimulating consumer desires and subsequently boosting product sales. With the surge in popularity of live streaming shopping, internet celebrities have expanded from internet celebrities to include celebrities, entrepreneurs, mainstream media, and even local officials. Based on the analysis of relevant concepts, from a marketing perspective, this paper defines live streaming e-commerce as the "reconstruction of people, products, and scenes." It is a marketing model wherein e-commerce platform enterprises

dynamically introduce, showcase, and recommend products through live streaming, creating a virtual online shopping scenario for consumers through real-time interaction, thus igniting consumer purchasing desires and enhancing the overall shopping experience.

Demographic Theory

Demographic on purchasing decision.

The term "purchasing decision" refers to the process through which an individual makes a choice to buy a product. This concept is elucidated by the consumer purchasing decision process, encompassing specific steps taken by a consumer in the acquisition of a product. In the realm of marketing, this term has gained significant prominence and attention, especially as modern marketing concepts strive to stimulate consumer demand and, ultimately, drive their actual purchase actions.

A substantial body of research has explored the relationship between purchasing decisions and demographics (Saleh et al., 2013). According to Akturan (2012), among the myriad factors influencing consumer buying decisions, demographic factors hold a crucial place in shaping customer behavior (Bakshi, 2012). Demographic variables such as age, gender, education, income, and occupation have been identified as influential in shaping consumer purchasing decisions (Bansal et al., 2022). Regarding age, younger consumers often rely on information from the internet and social networks, whereas older consumers draw upon their own experiences. Gender does not appear to have a significant impact on buying behavior, as both men and women prioritize factors such as price and quality in their purchasing decisions. Income level plays a discernible role, with individuals of higher income demonstrating variations in purchase decisions, brand equity considerations, and word-of-mouth influence. Additionally, education and occupation, as demographic variables, have been found to exert an impact on consumer decision-making. Recognizing the influence of demographic characteristics is crucial for marketers to formulate effective marketing strategies. Given that demographic disparities signify differences in expectations, needs, lifestyles, and consumer behaviors, this paper focuses on the Generation Z college student consumer group. Analysis will be conducted based on four dimensions: gender, age, expend, and Academic Majors.

Gender

In the realm of consumer purchasing decisions, we have delved into an in-depth exploration of the multifaceted factors influencing this intricate process. It is imperative to note that our focus here centers on the demographic variable of gender and the diverse ramifications it brings, including distinct lifestyles, product preferences, price perceptions, brand awareness, social media influence, and word-of-mouth impact. Notably, men tend to prioritize product quality, while women often place greater emphasis on price considerations (Baldangombo and Gantulga, 2023). The latest data from iiMedia Research (2021) reveals minimal gender differences among college students in social and entertainment as well as health product consumption. However, variations emerge in other categories such as food and daily necessities, clothing, hobbies, and study expenses, with male students exhibiting higher consumption rates. Furthermore, there is a stronger preference among male students for digital products, with nearly 40% making related purchases each semester, compared to only 20% of female students. In terms of self-indulgent consumption, a significant gender disparity is evident. Overall, male users consistently demonstrate a higher proportion of "self-indulgent" consumption across all age groups, peaking in their youth and gradually declining with age, though remaining higher than the proportion for "family" consumption. Female self-indulgent consumption exhibits distinctive variations across age groups (iiMedia, 2021). Therefore, gender emerges as a critical demographic variable influencing the purchasing decisions and behaviors of Generation Z college students.

Age

According to Pratap (2017), age stands out as a crucial variable that significantly shapes consumer behavior. As individuals age, their needs undergo transformations, leading to corresponding adjustments in their decision-making processes when it comes to purchases. Age not only reflects changes in lifestyle but also influences personal values and preferences. In the earlier stages of life, when individuals are young, there is a tendency to allocate more resources to lifestyle needs, such as entertainment, movies, and fashion. However, as people age, there is a natural reduction in expenditures on these aspects. Older individuals may expend less on leisure activities associated with the youth and more on health-related expenses, reflecting a shift in priorities. The impact of age extends beyond individual expending patterns; it becomes a key demographic variable that significantly influences consumer behavior and purchasing decisions. Moreover, age doesn't solely

affect consumer behavior; it is also a pivotal factor influencing marketing decisions. Recognizing the dynamics of age-related preferences and needs is essential for marketers to tailor their strategies effectively. Therefore, age emerges as a critical demographic variable influencing the purchasing decisions and behaviors of Generation Z college students.

Expenditure

As the standard of living gradually improves among Chinese university students, the average monthly living expenses for this demographic have also increased, with a median monthly income of 1516 yuan. For over 70% of university students, the primary source of income is financial support from their parents, while a minority supplements their income through part-time work (iiMedia, 2021). This financial dynamic underscores the importance of cost-effectiveness in the consumption choices of university students, covering areas such as shopping, entertainment, and knowledge-based services. This trend reflects a propensity toward rational expending within the confines of their budgets. In marketing products to this demographic, businesses should strategically target emerging, cost-effective consumption methods like group purchases, collaborative ordering, and second-hand exchanges. Employing these approaches can be more impactful in capturing the attention and engagement of Generation Z college students. Therefore, expenditure becomes a pivotal demographic variable influencing both the purchasing decisions and buying behavior of this demographic.

Academic Majors

According to the analysis by Zhu et al (2013), significant variations in consumption patterns are observed across different majors, particularly in the dimension of popular fashion. Art students exhibit notably higher consumption levels compared to their counterparts in science and humanities. The distinct aesthetic perspectives held by students from various majors are attributed to their academic disciplines, with art students benefiting from more channels and opportunities to engage with fashion information during their studies. When it comes to consumption pressure, both science and art students experience significantly higher levels compared to humanities students. This disparity may stem from the higher economic costs incurred by science and art students for their learning, training, and personal development, surpassing those of humanities students. Additionally, on the dimension of frugality, science students surpass both art and humanities students

significantly. This discrepancy is possibly due to the logical, rigorous, and rational thinking characteristic of science students, which reflects in their attitudes toward consumption. Therefore, the choice of academic major emerges as a critical demographic variable influencing the purchasing decisions of Generation Z college students.

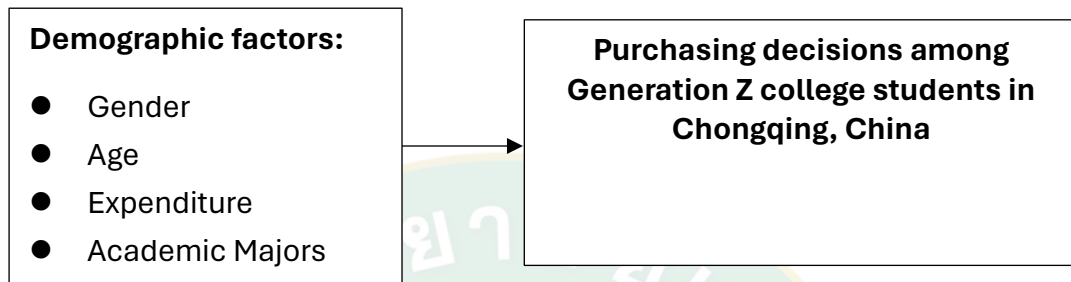


Figure 6 Demographic factors

In conclusion, this comprehensive study delves into the intricate realm of Generation Z college student purchasing decisions, exploring key demographic variables that play pivotal roles in shaping consumer behavior. The term "purchasing decision" is elucidated through the lens of the consumer purchasing decision process, emphasizing its significance in the context of modern marketing concepts. The research investigates the influence of demographics, specifically age, gender, Expenditure, and Academic Majors, on the nuanced dynamics of purchasing decisions among Generation Z college students.

The exploration of gender reveals distinctive patterns, with men prioritizing product quality and women emphasizing price considerations. Age is identified as a critical variable, showcasing how evolving needs and preferences across different life stages impact consumer behavior, and purchasing decisions. The financial aspect, represented by Expenditure, sheds light on the economic dynamics of Generation Z college students, emphasizing the importance of cost-effectiveness and rational expending.

Furthermore, the study delves into the impact of academic majors, elucidating how students from various academic disciplines exhibit varied consumption patterns, influenced by factors such as aesthetic perspectives, economic pressures, and frugality. The overarching theme highlights the need for marketers to understand and leverage these demographic variables when crafting effective strategies to capture the attention and engagement of Gen Z college

students.

In essence, the findings underscore the multidimensional nature of purchasing decisions among Gen Z college students, emphasizing the intricate interplay of age, gender, expenditure, and academic majors as key demographic variables. Recognizing these nuances is imperative for businesses aiming to tailor their marketing approaches to effectively resonate with and meet the diverse needs of this dynamic consumer group.

Concept Related to Internet Celebrities

The definitions of internet celebrities

The term "internet celebrities" encompasses individuals who create and provide content in the field of online live broadcasting. In defining internet celebrities, the research by Huang and Zhang (2016) describes them as creators engaged in real-time communication with viewers through various mediums such as text, audio, and video on online communication platforms. These individuals derive their economic income from contributions by viewers. Depending on the nature of their content, internet celebrities can be categorized into genres such as gaming, live entertainment, and e-commerce.

As a subset of online live broadcasting, different types of internet celebrities exhibit distinct characteristics. Apart from differences in income sources and job responsibilities, there are also variations in the directions of their broadcasts. The most significant distinction lies in the higher industry entry barrier for e-commerce. With the rapid development of internet technology, information applications, and the enrichment of vertical domains, it is anticipated that the classification of internet celebrities and their live broadcasting formats will become increasingly diverse in the future.

In the context of e-commerce, the role of internet celebrities, especially those in the e-commerce domain, extends beyond the realm of content creation to influence the spread and impact of product-related information. In contrast to traditional internet celebrities, e-commerce internet celebrities are defined in this study as individuals with specific expertise in a particular product category. Their primary objective is to showcase brands and products during live broadcasts, providing users with detailed product information and sharing their personal experiences with the products, thereby promoting the brands and products.

Although the impact of live marketing on consumer behavior has been explored, research on the relationship between internet celebrities and consumer behavior remains limited. Li et al.'s study (2018) emphasizes that the charm and interaction of internet celebrities positively influence purchase decisions by enhancing users' emotional experiences. Recognizing the significant influence of internet celebrities, particularly in the context of e-commerce, is crucial for understanding the unique communication characteristics of e-commerce live broadcasting.

The Influence of Internet Celebrities

In the continually evolving landscape of e-commerce, Internet celebrities, often the shining stars of live commerce, have become instrumental in molding the purchasing decisions of Generation Z college students. This influence finds a firm foundation in the context of social cognitive theory, where these digital influencers serve as vital conduits for the exchange of information, support, and motivation.

Drawing from Bandura's (2001) theory, the impact of these celebrities seamlessly aligns with the direct pathway of communication. Through their real-time broadcasts, these Internet celebrities offer invaluable insights, product recommendations, and guidance, which directly shape the choices made by college students navigating the dynamic world of live e-commerce. Bandura's theoretical framework highlights the remarkable potency of this direct influence. However, the sphere of Internet celebrities extends far beyond their mere popularity. They offer a myriad of services within the live e-commerce domain, ranging from content creation to brand endorsements and active participation in advertising campaigns. Their charm and adeptness in disseminating content hold the power to sway consumer purchasing decisions, frequently encouraging them to trade and engage on social media platforms. This phenomenon is aptly described as the "Internet Celebrity Economy" (Liang, 2016). The internet celebrity economy is a vibrant social phenomenon that has evolved in tandem with China's network culture. Relying on internet communication and social platforms, it has amassed a vast following, focusing on targeted marketing. By cultivating a significant fan base and capturing social attention, it generates IP-driven consumer markets, forming an extensive industrial chain.

This study emphasizes the crucial role of Internet celebrities in influencing the purchasing decisions of Generation Z college students in live e-commerce. Leveraging Bandura's social cognitive theory, these influencers serve as key channels for

information, directly shaping consumer choices. Their real-time broadcasts provide valuable insights, making them instrumental in the dynamic landscape of live e-commerce. Additionally, Internet celebrities contribute to the "Internet Celebrity Economy," influencing consumer behavior, defining brand images, and fostering marketing innovations. In summary, their strategic use is essential for navigating and succeeding in the evolving digital economy, particularly among the target demographic in Chongqing, China.

The Role of Internet Celebrities in Live E-Commerce

In the era of Web 4.0 and within the dynamic realm of e-commerce platforms, it is Generation Z that spearheads mobile Internet consumption. These highly digitally adaptable young consumers have emerged as the primary influencers shaping the landscape of live e-commerce. Among the numerous factors impacting their purchasing decisions and consumption behaviors in this domain, the influence of Internet celebrities stands out as a crucial determinant. As Generation Z transitions into the college phase, this demographic assumes a central role, making them an exceptionally enticing target for businesses. College students constitute the primary consumer group for Internet celebrities (Yang et al., 2021). With improving living standards and a higher proportion of only children among Gen Z, their inclination toward socialization becomes increasingly evident. They are more inclined to allocate a substantial portion of their daily consumption for social purposes.

What sets this generation apart is their profound emotional connection to Internet celebrities and social media influencers. This connection plays a pivotal role in shaping their shopping decisions. Gen Z college students frequently opt for products recommended by their favorite Internet celebrities or social media influencers due to the emotional resonance they feel with these personalities. This emotional bond deepens their identification with endorsed products, ultimately enhancing their willingness to make a purchase. Moreover, the interactive behaviors and persuasive influence of Internet celebrities during live broadcasts significantly mold the purchase intentions and behaviors of Gen Z, further solidifying the impact of these stars. In this ever-evolving landscape, the live e-commerce industry presents a dynamic blend of opportunities and challenges. To maintain a competitive edge, continuous innovation is crucial to meet the evolving expectations of consumers. As technology advances and consumer expectations soar, the live e-commerce sector will inevitably undergo further transformations and experience substantial growth. Internet celebrities, with their unique personalities, charisma, and allure, will

continue to play an instrumental role in shaping the industry's future trajectory.

The influence wielded by internet celebrities extends beyond mere impacts on purchasing decisions. Within the live e-commerce domain, they provide an array of services, ranging from content creation to brand endorsements and participation in advertising campaigns. Their captivating charisma and effective content dissemination significantly influence consumer purchasing decisions, often encouraging engagement on social media platforms. This phenomenon is commonly identified as the "Internet Celebrity Economy" (Liang, 2016). The internet celebrity economy is a social phenomenon that has evolved parallelly with China's network culture. Relying on internet communication and social platforms, it has garnered a vast following, concentrating on targeted marketing. By amassing substantial fan bases and attracting social attention, it generates IP-driven consumer markets, forming an extensive industrial chain.

In conclusion, Internet celebrities hold considerable sway within the live e-commerce realm, playing a pivotal role in shaping shopping decisions, defining brand images, driving marketing innovations, cultivating dedicated fan communities, and catalyzing shifts within the market landscape. Their presence has fundamentally transformed consumer behavior, presenting both new opportunities and challenges for brands and the digital economy.

Defining Internet Celebrities in the Live E-Commerce Context

In the live e-commerce model, Internet celebrities assume a central role as online figures with expertise and influence. This concept aligns with Marshall McLuhan's 20th-century media theory, stating that "the medium is the message," emphasizing how the medium itself extends human capabilities (Liu and Zhang, 2017). Throughout different epochs, "Internet celebrities" have taken various forms, from ancient poets and mythological figures to novelists and TV actors. Their influence, however, has always been intricately linked to the prevailing media of their respective eras. In today's digital age, the rise of "Internet celebrities" is intrinsically connected to the widespread accessibility of the mobile internet. These individuals leverage e-commerce, short video, and live-streaming platforms to engage audiences and monetize their popularity through diverse business models (Yang, 2016).

In the context of live e-commerce, Internet celebrities are individual's adept at leveraging their online presence and influence to connect with a broad audience. This involves self-expression, brand endorsements, product recommendations, and

engaging interactions with their fan base. Furthermore, they play a crucial role in promoting and selling products within the live e-commerce space. Internet celebrities in live e-commerce aren't confined to a single mold. They may be beauty gurus, tech experts, fashion enthusiasts, or individuals with expertise in various domains. Their appeal lies in authenticity and the trust built with their followers, a cornerstone of their ability to influence consumer decisions.

Beyond shaping purchasing decisions, Internet celebrities also actively participate in the broader digital economy by partnering with brands, creating unique content, and driving innovation. Their role extends beyond mere influence to encompass marketing, business, and entertainment, making them more than celebrities; they are enablers of a new digital era.

The Operations of Internet Celebrities in Live E-Commerce

Internet celebrities in the live e-commerce landscape offer an extensive range of services, utilizing their professional knowledge, personal charisma, and lifestyle to endorse products and instill a sense of desirability and value in consumers (Tong, 2023). These celebrities engage with their audience through live broadcasts, establishing a direct and interactive connection that actively stimulates consumers' purchasing desires (Liu and Wang, 2023). A key aspect of the services offered by internet celebrities lies in their ability to effectively communicate with their audience. Their knack for building connections and fostering relationships with their viewers profoundly impacts consumers' purchase intentions. When these online luminaries can convey messages convincingly, align their identities with the products they endorse, express genuine product preferences, and employ compelling promotion techniques, the result is a discernible positive impact on consumer's intention to buy (He, 2021).

In addition, internet celebrities associated with specific products often take on the role of opinion leaders within their niche. They wield authority, command a substantial public presence, and possess the ability to shape communication within their domain. This role places them in a unique position to promote not only the product itself but also symbolic consumption and relational consumption, both of which have grown in significance in the live e-commerce ecosystem (Lin, 2023). Beyond their impact on consumers' purchasing decisions, these internet celebrities have made considerable contributions to the growth of the e-commerce industry itself. Their involvement has inspired social responsibility among their audiences, prompting consumers to consider the ethical and societal aspects of their purchases

(Chen and Wang, 2021).

An often underestimated yet crucial facet of the services rendered by internet celebrities in live e-commerce is the emotional connection they establish with their customers. Building and nurturing a sense of emotional resonance with the audience is a fundamental component of boosting customers' intent to make a purchase. By connecting on a personal level and eliciting feelings of trust, admiration, and shared values, internet celebrities can significantly influence consumers' purchasing decisions. This comprehensive description of the services provided by internet celebrities in live e-commerce underscores their multi-faceted role in shaping the industry and influencing consumer behavior. Their charismatic and influential presence is not confined to mere popularity; rather, it extends into content creation, brand endorsements, and active participation in advertising campaigns. Internet celebrities serve as the driving force behind the "Internet Celebrity Economy," revolutionizing the landscape by connecting with audiences, forging lasting relationships, and instigating market transformations.

To summarize, defining Internet celebrities in the live e-commerce context is a multifaceted endeavor. These individuals are both products and creators of the digital age, influencing and being influenced by the evolving media landscape. Their significance transcends mere popularity; they shape consumer behavior, market dynamics, and the trajectory of the digital economy itself.

Concepts related to Internet celebrity characteristics

Internet celebrity characteristics encompass the qualities and attributes that render an individual influential and popular on social media platforms. These traits include self-disclosure, expertise-knowledge, popularity, interactivity, and business value (Chen and Wang, 2021). Internet celebrities, individuals who attain fame through the internet, possess the ability to sway others (Waili, 2023). Typically commanding a substantial following, engaging extensively on their profiles, and holding promising business value (Se, 2008), internet celebrities exert a considerable impact on consumers' purchase intentions. The influence of internet celebrities, particularly those engaging in live video broadcasts, positions them as opinion leaders in the e-commerce realm, wielding authority, publicity, and communicative influence. These characteristics synergistically contribute to their capacity to promote symbolic consumption, relational consumption, and instill social responsibility among their audiences.

In specific studies, Fang (2018) delves into factors influencing anchors in the context of live e-commerce, exploring the dimensions of anchor fame, professionalism, and product involvement. The research establishes a model to examine their impact on consumer cognitive attitudes, emotional attitudes, and behavioral tendencies, with interactivity as a moderating variable. Empirical evidence confirms the positive influence of anchor characteristics on consumer attitudes, highlighting potential disparities in the moderating role of interactivity, indicative of incongruent or inadequate interactive phenomena prevalent in current e-commerce live broadcasts. Han (2020), through user interviews and grounded theory, explores the influence of e-commerce anchor attributes on consumers' online purchase intentions. The study identifies four primary categories of e-commerce anchor charm attributes, recommendation attributes, display attributes, and interactive attributes, along with ten negative categories such as appearance charm, voice charm, and personality charm. These attributes impact consumers' intrinsic states, including the sense of value, trust, and excitement, ultimately influencing consumers' willingness to make online purchases. Yin (2020) analyzes the impact of opinion leaders in Taobao's e-commerce live platform on consumers' purchase intentions, focusing on opinion leader characteristics and recommendation information features. The study highlights Taobao opinion leader characteristics such as product involvement, professionalism, interactivity, and fame, as well as recommendation information features including the presentation of recommended products, consistency among different opinion leaders' recommendations, and the timeliness of recommended products.

In summary, this paper argues that the characteristics of internet celebrities refer to a group of people who, by virtue of their unique experience and in-depth knowledge of the product, communicate with users in real time through the medium of live broadcasting to discuss and influence users' purchasing behavior. In addition, this paper also classifies the characteristics of Internet celebrities into interactivity, professionalism, and attractiveness.

Interactivity

Gu and Li (2020) contend that within livestreaming sessions, internet celebrities and consumers engage in real-time communication and interaction through this medium. When consumers have queries or points of misunderstanding regarding clothing products, they can ask the internet celebrities, who, in turn, strive to assist consumers and address their concerns, thereby fostering a positive

impression of the livestream. Research by Yang and Zhao (2020) indicates that livestreaming events incorporate various interactive elements, including red packet distribution, gift giving, barrage interaction, and narrative participation. Consequently, this study defines interactivity as the real-time interaction between internet celebrities and consumers during livestreams, encompassing targeted responses to consumer queries, red packet distribution, barrage interaction, narrative participation, and other forms. Jiang's (2019) research underscores the pivotal role of interactivity in shaping the relationship between internet celebrities and consumer purchasing decisions. Additionally, Ji and Zhou's (2020) analysis, based on the SOR model, delves into the factors influencing consumer purchase intentions in the context of e-commerce live streaming, emphasizing the significance of interactivity. Chen et al.'s (2020) study on the impact of internet celebrity traits on fans' purchase intentions further contributes to the understanding of how interactivity influences consumer decisions. Building upon these scholars' analyses, a comprehensive set of measurement items for interactivity has been summarized., as presented in Table 1.

Table 1 Definition and Measurement of interactivity

Variable	Definition	Measurements	Sources
Interactivity	Interactivity denotes the real-time engagement between internet celebrities and consumers during live streams e-commerce, covering targeted responses to consumer queries, red packet distribution, barrage interaction, narrative participation, and other forms.	1. The internet celebrity responded positively to the questions I posed during the live stream.	Gu and Li (2020) Yang and Zhao (2020); Jiang (2019); Ji and Zhuo (2020); Chen et al. (2020);
		2. The internet celebrity consistently engages in lively discussions with viewers on air about the product.	
		3. I will actively engage with topics initiated by the internet celebrity.	
		4. I am open to interacting with the internet celebrity during the live stream.	

Professionalism

Liu et al. (2020) assert that professionalism refers to an individual's accumulated knowledge in a specific field. Given that opinion leaders possess extensive knowledge about products, they are more likely to understand the characteristics and functionalities of those products. Zhang (2018) further posits that the professionalism of opinion leaders encompasses having specialized knowledge, skills, and rich product experience, making them proficient in a particular product domain. Therefore, this study defines professionalism as the internet celebrity's possession of a substantial knowledge base, mastery of relevant skills, and a thorough understanding of the products they recommend, showcasing expertise in the respective product domain.

Building upon Zhang's (2018) framework, professionalism within the realm of internet celebrities is characterized by possessing specialized knowledge, skills, and extensive product experience, demonstrating proficiency in a particular product domain. In the context of this research focusing on Live E-commerce, professionalism is delineated by the internet celebrity's accumulated knowledge, mastery of relevant skills, and a foundation of expertise. The measurement items derived from this conceptualization are outlined in Table 2.

Table 2 Definition and Measurement of Professionalism

Variable	Definition	Measurements	Sources
Professionalism	Professionalism in an internet celebrity entails possessing a substantial knowledge base, mastery of relevant skills, and a thorough understanding of the products they recommend, thereby showcasing expertise in the respective product domain.	1. I am confident that the internet celebrity possesses pertinent knowledge in the product domain.	Liu et al., (2020); Zhang (2018);
		2. I am confident in the professional competence of the internet celebrity.	
		3. I believe the internet celebrity is well-versed in the information about the products they recommend.	
		4. I believe the internet celebrity possesses extensive practical experience.	

Attractiveness

Meng et al. (2020) propose that the allure of live-streaming internet celebrities refers to physical characteristics such as their appealing figures and refined appearances. They suggest that the attractiveness of internet celebrities is typically manifested through features like sweet voices, exceptional skills, refined appearances, and attractive figures. Therefore, this study defines attractiveness in the context of live streaming as the internet celebrity's refined appearance, attractive figure, sweet voice, and exceptional skills. In a study by Hu (2020), the concept of attractiveness is introduced within the framework of internet celebrity brand creators, categorized into four factors: visibility, professionalism, attractiveness, and interactivity. This research explores the impact of these factors on consumer purchase intentions, with a particular emphasis on the influence of the internet celebrity's attractiveness. The specific measurement items related to attractiveness are summarized in Table 3.

Table 3 Definition and Measurement of Attractiveness

Variable	Definition	Measurements	Sources
Attractiveness	Attractiveness refers to the internet celebrity's refined appearance, appealing figure, pleasant voice, and exceptional skills.	1. I think the internet celebrity's sense of humor drew me in.	Liu et al., (2020); Zhang (2018);
		2. I find the internet celebrity's appearance attractive.	
		3. I find the internet celebrity's voice attractive.	
		4. I find the internet celebrity personally appealing.	

In summary, Concerning the characteristics of internet celebrities, the research focuses on three pivotal dimensions: interactivity, professionalism, and attractiveness. Interactivity emphasizes real-time engagement between internet celebrities and consumers, encompassing targeted responses to queries and the distribution of incentives such as red packets. Professionalism centers on an internet celebrity's knowledge reservoir and skills in a specific domain, enabling them to offer professional recommendations. Attractiveness delves into the internet celebrity's traits, including appearance, voice, and other qualities contributing to their allure.

Collectively, these features constitute the influential factors of internet celebrities in the live e-commerce domain, shaping their image to impact consumer purchasing decision. In summary, through an in-depth exploration of these concepts and variables, this study unveils the mechanisms through which internet celebrity live e-commerce influences purchasing decisions among college students in Chongqing.

Concepts and Theories related to Quality of Live Marketing

Quality of Live Marketing

James Hutton (2002) defines marketing as the sharing of information or meaning that identifies, stimulates, or satisfies customer needs. The analysis suggests that a variety of consumer needs can be met through an integrated marketing approach, encompassing aspects such as product features, pricing, promotional activities, and location. In the context of live streaming e-commerce, platforms employ distinct marketing strategies to guide consumers, particularly Gen Z college students, in making purchasing decisions.

Wang et al. (2019) conducted an analysis using the SOR model, revealing that entertainment, interactivity, and promotional aspects significantly influence the shopping behavior of Gen Z college students. Dong (2019), in a model assessing the impact of live streaming e-commerce on Gen Z college students' purchase intentions, confirmed that factors like price, products, social interaction, and platform dynamics play crucial roles in influencing their purchasing decisions during live broadcasts. Zhu (2020) delved into the relationship between live streaming rooms, internet celebrities, and Gen Z audiences, highlighting the marketing logic of creating a genuine sense of presence. This involves constructing virtual consumer relationships through emotional interaction, generating excitement to increase attention, and precisely crafting the internet celebrity's persona.

In the creation of consumer scenarios, Zhou and Fan (2021) emphasized the emotional shaping of trust in the context of live e-commerce, leading to a sense of identification and belonging among Gen Z college students. Furthermore, Wang and Du (2020) outlined the positive impact of high-quality content and incentive mechanisms on the consumption behavior of Gen Z college students in the online live streaming environment. Notably, the influences of high-quality content and incentive mechanisms were particularly pronounced. In the field of live e-commerce, factors influencing Gen Z college students' purchasing decisions encompass entertainment, interactivity, promotions, price, products, social dynamics, and

platform features. Through the analysis of the S-O-R model, the purchase intention model, and marketing communication logic, it is evident that live e-commerce, by employing strategies such as creating a genuine sense of presence, emotional interaction, and exciting events, can enhance Gen Z college students' engagement, foster recognition of internet celebrities, and influence their duration of stay and shopping behavior.

Regarding live-streaming content, high-quality content, and incentive mechanisms have proven to significantly impact positive consumption behaviors among Gen Z college students in the online live-streaming environment. This indicates that by providing valuable and engaging content, coupled with the effective use of incentive mechanisms, e-commerce platforms can better capture and maintain the attention of Gen Z college students, thereby driving the formation of purchasing decisions. In summary, the successful marketing of live streaming e-commerce to Gen Z college students relies not only on constructing emotionally engaging shopping scenarios but also on carefully considering content quality and incentive mechanisms. These factors are critical in attracting and influencing Gen Z college students. Therefore, in future live e-commerce strategies, platforms can optimize and innovate content presentation methods and strengthen the personalized design of incentive mechanisms to better meet the needs of Gen Z college students, ultimately enhancing their engagement and shopping experiences.

In the realm of live marketing, high-quality content denotes a comprehensive presentation of products that adeptly addresses the personalized needs of consumers. In the era of live marketing, internet celebrities showcase products in an intuitive, immersive manner, fostering a heightened sense of authenticity. Tailoring product displays to user preferences, internet celebrities ensure a holistic representation that aligns with consumer expectations. Moreover, their professional responses to consumer queries and fulfillment of individualized demands contribute to the perception of high-quality content. Research by Jiang (2019) demonstrates that high-quality content allows consumers to acquire in-depth knowledge about products during live shopping broadcasts, gaining additional insights into the showcased items. Therefore, within the context of live shopping, this study defines high-quality content as internet celebrities providing comprehensive and professional product introductions.

An analysis of the Nicosia model reveals that information transmission during the marketing process influences consumer attitudes, subsequently impacting decision-making behavior. Consumer investigations and evaluations of products

during live marketing also shape their purchasing decisions. Consequently, it can be inferred that the communication of information by internet celebrities regarding live content, products, and events during live marketing, coupled with the information consumers obtain through interaction, collectively influences their purchasing decisions.

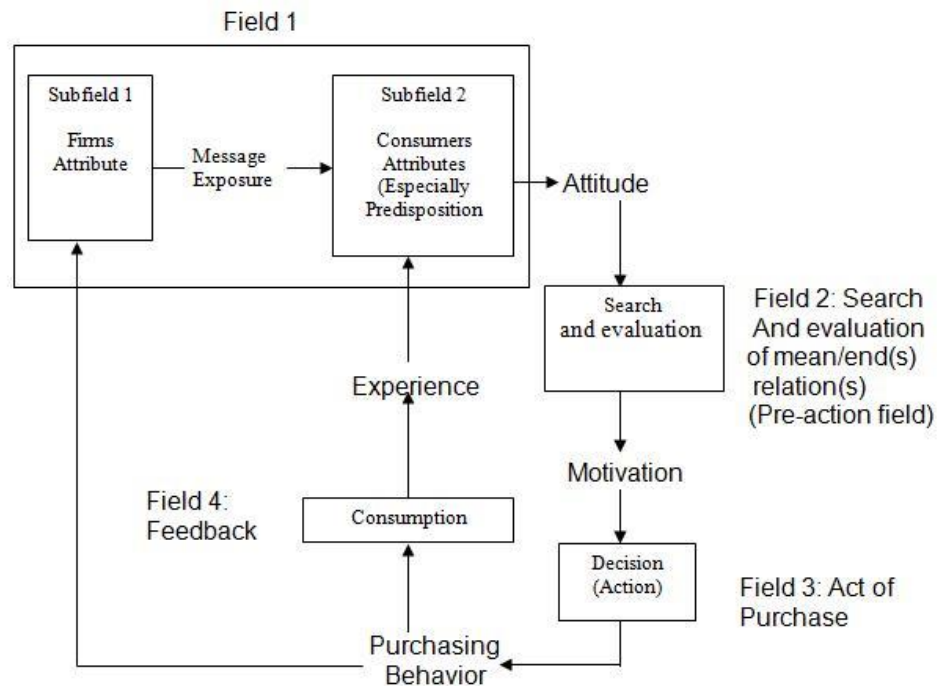


Figure 7 The process of consumer decision-making: Nicosia model

Source: Nicosia, 1966

High-quality content

Li et al. (2018) conducted a thorough analysis of live marketing's impact on consumer behavior, highlighting the presentation of products during live broadcasts as a key factor. The immersive and multi-dimensional nature of live marketing allows for a thorough product presentation, meeting consumers' individualized needs and contributing to the perception of content quality. Building upon these scholars' analyses, a comprehensive set of measurement items for interactivity has been summarized., as presented in Table 4.

Table 4 Definition and Measurement of high-quality content

Variable	Definition	Measurements	Sources
High-quality content	High-quality content means the internet celebrity provides comprehensive and professional introductions to products.	1. I believe Internet celebrities can present their merchandise comprehensively and three-dimensionally during live broadcasts.	Li et al. (2018); Jiang (2019);
		2. I believe the Internet celebrity can provide professional answers to questions about the products during live broadcasts.	Meng (2012); Qhanian (1990)
		3. I believe the internet celebrity can provide personalized advice based on my descriptions during live broadcasts.	

Incentive Mechanisms

In live marketing strategies, incentive mechanisms play a crucial role by encompassing a series of promotional activities aimed at encouraging consumer purchases. These activities include the limited release of products, flash sales with time-limited discounts, distribution of discount coupons, and the gifting of items. Marketing luminary Philip Kotler notes that promotions are typically short-term initiatives designed to stimulate consumer decisions in favor of specific products or services (Huang, 2018). Building on this, Blattberg and Neslin (1990) emphasize the temporal nature of promotions, compelling consumers to make swift purchase decisions.

Within the scope of this study, by observing and summarizing the promotional strategies employed by various internet celebrities on major platforms to attract viewers during live broadcasts, this paper defines such internet celebrity live broadcasting behaviors as incentive mechanisms. These strategies underscore the short-term and stimulating nature of promotions in the context of live marketing, aligning with Howard-Sheth's model, where external stimuli and temporal pressures are recognized as influencing consumer decision-making behavior. Consequently, it can be inferred that incentive mechanisms during live broadcasts stimulate consumer purchasing behavior. The specific measurement items related to Incentive Mechanisms are summarized in Table 5.

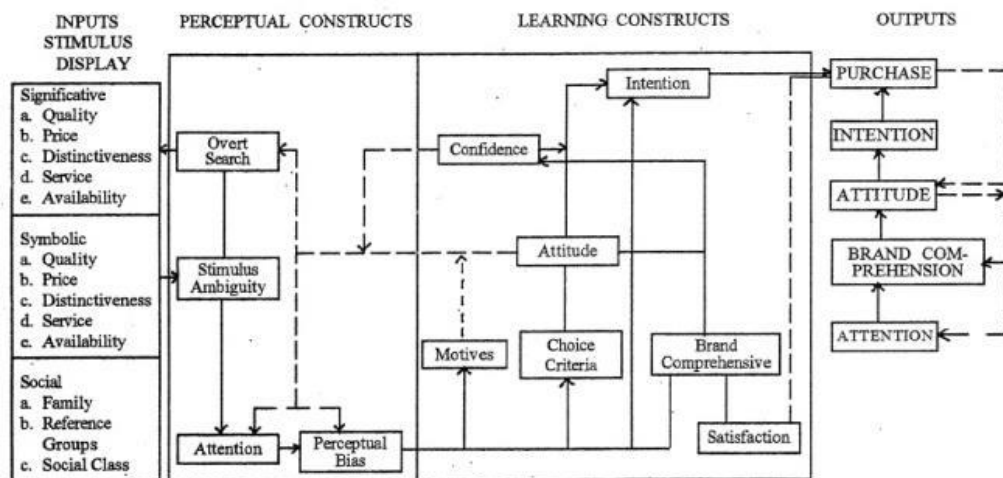


Figure 8 The process of consumer decision-making: Howard-Sheth Model

Source: Howard, 1963

Table 5 Definition and Measurement of incentive mechanism

Variable	Definition	Measurements	Sources
Incentive Mechanisms	The promotional strategies like limited releases, timed offers, coupons, and gifts used in internet celebrity live streaming e-commerce to stimulate engagement and drive purchasing decisions.	1. When watching internet celebrity live streaming e-commerce, I can obtain the lowest price compared to any other channel.	Huang, (2018); Blattberg and Neslin (1990); Lin (2017); Jiang (2019); Kotler (2000); Huangfu(2018); Zhou and Tong, (2022); Huangfu (2018); Jiang (2019)
		2. I will make a purchase because products featured in internet celebrity live streaming e-commerce are available in limited quantities.	
		3. I will purchase it because the item is exclusively available for sale in the internet celebrity live streaming e-commerce.	
		4. I will continue watching due to the availability of coupons and gifts in the internet celebrity live streaming e-commerce.	

Perceived entertainment

Perceived entertainment in the context of live streaming e-commerce involves creating an engaging and enjoyable experience for the audience. It aims to capture their attention, generate pleasure, provide a sense of thrill, induce relaxation, and offer a temporary escape from reality. Bosshart and Macconi (1998) define entertainment as an experience that encompasses pleasure, thrill, relaxation, and diversion. Live streams, being audio and video mediums, inherently possess entertaining qualities. Chang and Cheung (2001) pointed out that perceived entertainment refers to the pleasure that consumers derive from live e-commerce streams. In their study on website users, Chang and Cheung found that users are inclined to revisit websites where they experience enjoyment. In their study on website users, Chang and Cheung found that users are inclined to revisit websites where they experience enjoyment. Lin et al. (2004) further emphasized that perceived entertainment reflects users' intrinsic motivation, positively influencing their behavior. Schmidt and Spreng's (1996) research on video websites affirmed the positive effect of perceived entertainment on users' intentions for continuous usage. Additionally, Bouwman et al. (2006) argued that entertainment plays a constructive role in influencing consumers' purchasing decisions.

Previous research has shown that entertainment positively influences attitudes, affecting the willingness to recommend and the intention to use a particular social platform (Curras-Perez et al., 2014). Kim et al. (2013) highlight the impact of hedonic motivation, such as fun, enjoyment, and pleasure, on perceived value, ultimately influencing behaviors like smartphone addiction. In this study, the measurement items for perceived entertainment are summarized and presented in Table 6.

Table 6 Definition and Measurement of Perceived Entertainment

Variable	Definition	Measurements	Sources
Perceived entertainment	Consumers' perception of pleasure gaining from e-commerce live streams	1. I experience joy while making purchases from the internet celebrity live streaming e-commerce.	Davis et al. (1989); Moon and Kim (2001);
		2. I felt time passed quickly while shopping from the internet celebrity live streaming e-commerce.	Tsang et al. (2004); Chen, Lu and Zheng (2020)
		3. I find it interesting to shop from the internet celebrity live streaming e-commerce.	

In summary, this research extensively explores the intricate dynamics of live e-commerce marketing strategies tailored for Gen Z college students, with a focused emphasis on the fundamental facets of the quality of live marketing. The study specifically delves into three key elements: high-quality content, incentive mechanisms, and perceived entertainment. High-quality content is characterized by its meticulous and professionally executed presentation during live marketing, precisely tailored to meet the individualized needs of consumers. This plays a pivotal role in shaping consumer attitudes and influencing purchasing decisions, aligning seamlessly with the theoretical underpinning of the Nicosia model. Simultaneously, incentive mechanisms form a crucial spectrum of promotional activities employed by internet celebrities, encompassing limited product releases, timed special offers, coupon distributions, and gift giveaways. Drawing inspiration from the stimulus factors delineated in the Howard-Sheth model, these incentive mechanisms generate short-term stimuli, exerting a tangible influence on consumer purchasing behavior within a confined temporal framework. Another facet of paramount importance is perceived entertainment, representing consumers' subjective perception of the pleasure derived from e-commerce live streams. In the context of live streaming e-commerce, perceived entertainment revolves around the creation of an engaging and enjoyable experience for the audience. It seeks to capture attention, generate pleasure, provide a sense of thrill, induce relaxation, and offer a temporary escape from reality. This conceptualization aligns harmoniously with Bosshart and Macconi's (1998) definition

of entertainment, encapsulating pleasure, thrill, relaxation, and diversion.

Considering that live streams inherently possess entertaining qualities as audio and video mediums, the combination of high-quality content, incentive mechanisms, and perceived entertainment significantly contributes to shaping consumer perceptions, fostering engagement, and ultimately influencing purchasing decisions within the dynamic landscape of live e-commerce. Therefore, this study underscores the pivotal role of optimizing content presentation methods, refining personalized incentive mechanisms, and enhancing perceived entertainment as integral components of the quality of live marketing strategy. These enhancements are essential to cater to the specific needs and preferences of Gen Z users, thereby elevating their overall engagement and enriching their shopping experiences in the realm of live streaming e-commerce.

Concepts and Theories related to Purchasing decisions.

SOR theory

The S-O-R model, encompassing Stimulus, Organism, and Response, is a foundational psychological theory elucidating the cognitive and emotional processes individuals undergo in response to external stimuli (Jeong et al., 2022). This model posits that a stimulus, often presented as a statement, triggers cognitive and emotional reactions within the individual (Organism), leading to specific responses, reactions, and answers (Response).

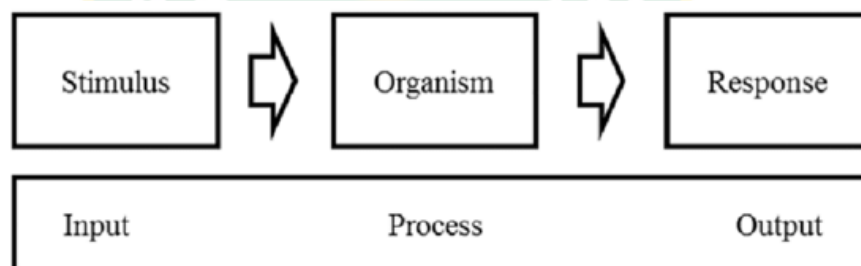


Figure 9 S-O-R model: The model that systematically describes an organism's response to an external environment that affects an individual's cognitive and emotional states.

Source: Jeong et al., 2022

In the realm of live commerce, stimuli factors predominantly include information interaction, features of online live shopping, interactivity, characteristics of internet celebrities, pricing discounts, merchant services, value-added content, and social presence. Research indicates that the influence of social partners, especially social influencers, plays a pivotal role in consumer behavior, inducing shifts in purchasing patterns and health-related actions (Huang et al., 2020). Social influencers, distinguished by their ability to generate a "word-of-mouth" effect, disseminate information within social networks (Smit et al., 2022), identified based on their influence, network characteristics, and impact (Zhou et al., 2021). Therefore, internet celebrities serve as significant stimuli variables influencing consumer guidance.

The SOR (Stimulated Organic Reaction) theory, rooted in environmental psychology, correlates external stimuli and responses with a set of internal variables within a biological entity. Applied in the realm of e-commerce and online environments, the SOR model considers environmental factors influencing consumers' online usage and desires for online purchases. As the e-commerce landscape integrates live streaming capabilities, the SOR theory finds application in the dynamic analysis of live marketing environments. The burgeoning trend of live commerce, particularly facilitated by internet celebrities underscores the need to consider unique characteristics of live broadcasts when selecting stimulus variables. With the rise of live commerce, individuals and businesses increasingly utilize live platforms for product sales. Internet celebrity, central to live marketing, engages in real-time dialogue with consumers, understands their needs, addresses queries, and builds trust to stimulate purchasing intentions. This research leverages the S-O-R model to comprehensively explore five dimensions—Professionalism, Attractiveness, Interactivity, Incentive Mechanisms, and High-Quality Content—in the context of live commerce, specifically focusing on Gen Z college students as the target audience.

In conclusion, this study offers a nuanced perspective on the impact of internet celebrities' characteristics and live marketing strategies on the purchasing intentions of Gen Z college students. The goal is to assist individuals and businesses in effectively leveraging internet celebrity characteristics and live marketing on platforms, thereby enhancing conversion rates, and achieving substantial revenue in the dynamic landscape of live commerce.

Concepts and Theories related to Purchase decision.

Decision making process

The Purchase Decision Process pertains to the sequence of steps that consumers undertake when deciding to purchase a product. These stages are comprised of Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-purchase Behavior (Kotler & Armstrong, 2014). Additionally, Kotler (2010) notes that consumers may skip certain steps in routine purchases. However, for new products or in complex purchase situations, the five stages illustrated in Figure 10 are employed to complete the buying process.

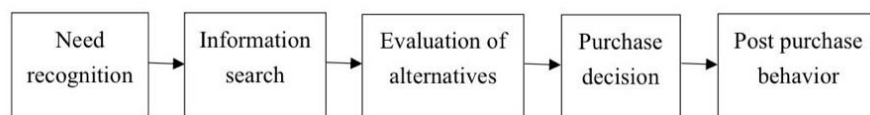


Figure 10 Purchase decision process

Source: Kotler & Armstrong, 2014

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platforms, thereby enhancing conversion rates, and achieving substantial revenue in the dynamic landscape of live commerce.

Purchase decision.

When studying the phenomenon of "consumption," its inherent significance becomes apparent. Consumption not only serves as the continuation of individuals' productive lives but also reflects the values associated with satisfying their physiological and psychological needs (Luo, 2017). Based on findings in consumer psychology, internet celebrities and their economic teams can develop targeted marketing strategies.

The academic community presents various definitions of consumer purchasing decisions. Consumer purchasing decisions involve a meticulous evaluation of the attributes of a product, brand, or service, leading to a rational selection process aimed at acquiring a product that satisfies specific needs with minimal cost (Hawkins et al., 1983). The fourth edition of "Consumer Psychology" defines the psychological process of consumers making purchase decisions as consumer decision-making, which serves as the precursor to purchasing behavior. It represents the psychological process through which consumer motivations evolve into actions and culminate in the final purchase decision (Luo, 2017).



Figure 11 Consumer Behavior Flowchart

Source: Luo, 2017

In essence, consumer purchasing decisions refer to the psychological processes occurring before consumers make decisions to purchase. To comprehensively understand how consumer purchasing decisions are influenced, it is imperative to study the various stages of consumer behavior. The consumer behavior process encompasses the ability to perceive products, evaluate them, and make purchasing decisions. The motivational drive for a product is a crucial internal factor propelling consumer purchasing decisions. However, whether motivational drives lead consumers to make purchase decisions and complete transactions depends on the combined influence of internal and external stimuli.

This research specifically delves into understanding the factors influencing consumers' attitudes and purchase decisions while watching internet celebrity live broadcasts. By scrutinizing this process, we aim to gain a comprehensive understanding of consumers' shopping behavior on live e-commerce platforms featuring internet celebrities. This exploration intends to offer targeted marketing insights for practitioners operating in this dynamic and evolving landscape. Consumer purchasing decisions, integral to the overall buying behavior process, are both influenced by and impact various stages while being susceptible to external factors. Understanding the intricacies of these decisions at different stages necessitates an exploration of empirical case studies conducted by scholars. This paper delves into key findings from relevant studies, with a specific focus on uncovering the impact of internet celebrity live streaming E-commerce on purchasing decisions among Gen Z college students in Chongqing, China.

Purchase decisions are influenced by various factors such as pricing, advertising, sales promotions, shopping atmosphere, and culture (Gelbrich et al., 2023). Culture plays a significant role in purchase decisions, with impulse buying being less likely in high power distance cultures compared to low power distance cultures (Sugito, 2023). Additionally, cultural differences affect criteria used for purchase decisions, including novelty, quality, brand characteristics, country-of-origin, purchase risk, and political/moral beliefs (Chen and Wang, 2022). Product quality and service quality also have a significant impact on purchasing decisions (Benjamin and Mulyana, 2022). Personality traits and information framing can influence purchase decisions, particularly in the context of the COVID-19 pandemic. Price perception and electronic word of mouth (E-WOM) are factors that influence purchasing decisions in online shopping sites. Gen Z college students in Chongqing, China, navigating internet celebrity live streaming e-commerce, make purchasing decisions influenced by factors like pricing, advertising, and cultural nuances. Cultural variations impact impulse buying, while factors such as product quality, service quality, and external influences like the COVID-19 pandemic contribute to their decision-making process. This analysis offers a nuanced exploration of the intricate dynamics shaping Gen Z consumer behavior. It provides valuable insights for marketers navigating the intersection of internet celebrity influence and live-streaming e-commerce, shedding light on key metrics that guide purchase decisions in this dynamic digital landscape.

Table 7 Purchase decision factor

Variable	Definition	Measurements	Sources
Purchase decision	The purchase decision encompasses the process whereby consumers, particularly Gen Z college students in Chongqing, China, actively seek information, deliberate, and make choices influenced by internet celebrity live streaming e-commerce.	1. You feel confident in your decision to make a purchase via live stream and are considering acquiring merchandise.	Hu (2020); Song (2019); Gelbrich et al., (2023); Sugito (2023);
		2. You will frequently purchase products from internet celebrity live streams.	Benjamin and Mulyana, (2022)
		3. You intend to make another purchase via streaming e-commerce channels.	
		4. You are satisfied with your product purchase through internet celebrity live streaming e-commerce.	
		5. You would be willing to recommend your close friends to watch the internet celebrity live stream or purchase their merchandise.	

Related Research

Several studies offer valuable insights into diverse aspects of consumer behavior, with a focus on college students in different contexts.

Beatty & Smith (1987) emphasize the impact of consumer involvement levels, purchasing attitudes, active search behavior, and product knowledge on consumer purchasing decisions.

Lee (2004) proposes that fostering trust among consumers in areas such as online store brands, payment security, and brand reputation can effectively stimulate consumer purchasing behavior.

Ma and Bardai (2021) focused on O2O models in the Internet+ context, aiming to understand factors affecting college students' consumer behavior. Their research, utilizing a structural equation model, unveiled the direct influence of perceived usefulness, perceived ease of use, and perceived risk of online transactions on purchasing behavior, contributing insights for O2O platform development.

Cheng et al., (2022) examined critical characteristics and driving forces in live e-commerce, identifying the efficacy of the "celebrity + business culture" model. Through Ridit tests and structural equation modeling, the study highlighted the significant impact of audience engagement, celebrity participation, and timing on fan stickiness, emphasizing the entertainment value as a key driver.

Qianyao and Siyu (2023) delved into e-commerce live streaming's influence on college students' consumption perceptions and behaviors. Employing multivariate linear regression and an intricate relationship model, the research uncovered that a streamlined purchasing process and the convenience of live shopping services significantly boost consumption, offering insights into the intricate interplay between live streaming and college students' consumption patterns.

These studies collectively contribute to understanding various facets of consumer behavior, providing insights applicable to e-commerce platforms, live-streaming dynamics, and the evolving landscape of online shopping.

Table 8 Summary of related research

Authors' name (year)	Research Name	Variables Study
Beatty and Smith(1987)	External search effort: An investigation across several product categories	Consumer involvement, attitudes, proactive search behavior, and product knowledge
Lee (2004)	Creating value for online shoppers: Implications for satisfaction and loyalty	Trust in online store brands, payment security, and brand reputation
Ma and Bardai (2021)	Research on the influencing factors of college students' consumer purchasing behavior based on the model of O2O in the internet+ background	perceived usefulness, perceived ease of use, and perceived risk of online transactions
Cheng et al., (2022)	Key Characteristics and Driving Factors of Live E-commerce	product quality, quality of live content, internet celebrity influence, and the timing of live sessions
Qianyao and Siyu (2023)	The Impact of Live E-Commerce on College Students' Consumption Perceptions and Behaviors	product attributes, e-commerce marketing strategies, and the distinct features of live streaming services

Research Framework

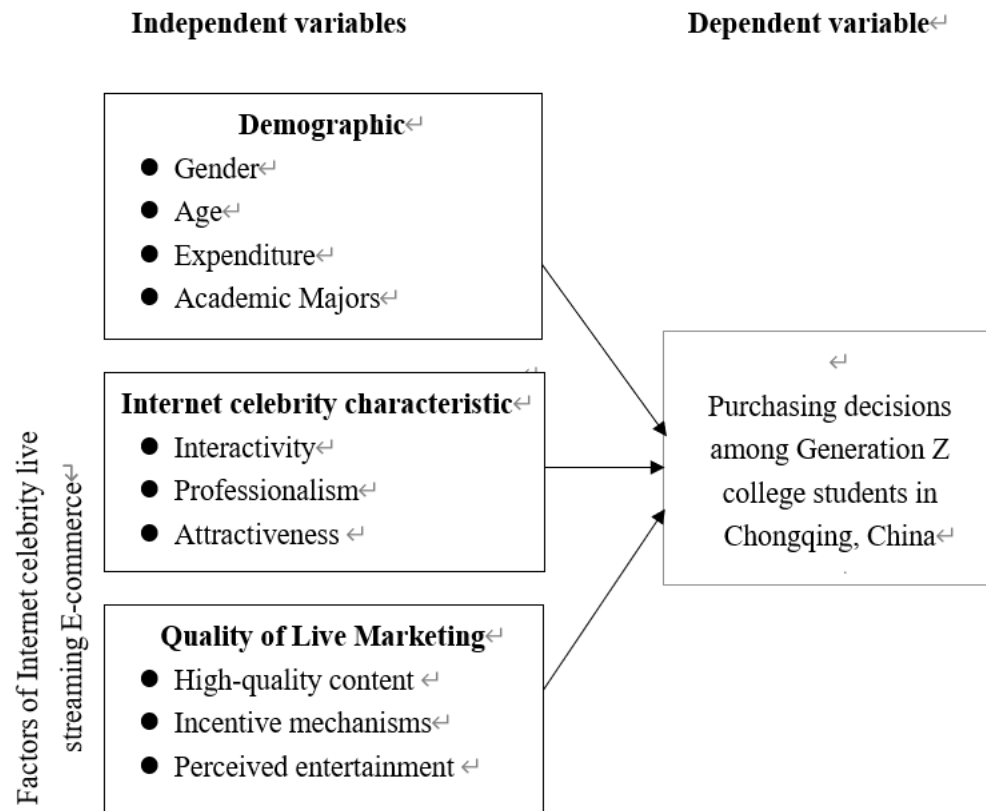


Figure 12 Research Framework

Research Hypotheses

H1: Different demographics have distinct effects on purchasing decisions among Generation Z college students in Chongqing, China.

H1a: Gender differences significantly impact the purchasing decisions among Generation Z college students in Chongqing, China.

H1b: Age variations have distinct effects on the purchasing decisions among Generation Z college students in Chongqing, China.

H1c: Variances in expenditure levels significantly influence the purchasing decisions among Generation Z college students in Chongqing, China.

H1d: Academic majors play a role in shaping the purchasing decisions among Generation Z college students in Chongqing, China.

H2: Internet celebrity characteristics affecting purchasing decisions among Generation Z college students in Chongqing, China.

H2a: Interactivity affecting purchasing decisions among Generation Z college students.

H2b: Professionalism affecting purchasing decisions among Generation Z college students.

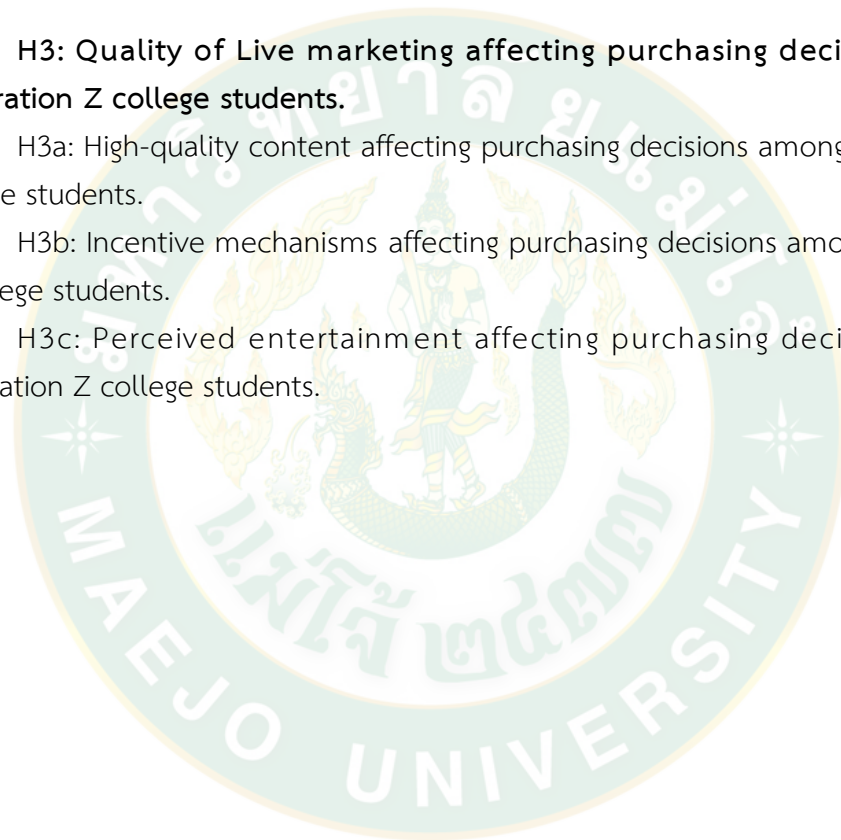
H2c: Attractiveness affecting purchasing decisions among Generation Z college students.

H3: Quality of Live marketing affecting purchasing decisions among Generation Z college students.

H3a: High-quality content affecting purchasing decisions among Generation Z college students.

H3b: Incentive mechanisms affecting purchasing decisions among Generation Z college students.

H3c: Perceived entertainment affecting purchasing decisions among Generation Z college students.



CHAPTER III RESEARCH METHODOLOGY

In this chapter, a comprehensive exposition of the research methodology utilized in the study titled "Factors influencing purchase decisions through Internet Celebrity Live Streaming among Generation Z college students in Chongqing, China" is presented. It mainly introduces the purpose, quantity, and scope of the author's investigation. The author calculates the sample size according to a specific formula and then proceeds with data classification and analysis through a questionnaire survey. This paper employs a quantitative research approach and primarily focuses on examining the influence factors of internet celebrities on Generation Z college students' purchasing decisions in the context of live e-commerce.

The subsequent sections of this chapter will delve into the specifics as follows:

1. Research Design
2. Research Process
3. Population and Sample
 - 3.1 Population
 - 3.2 Sample
 - 3.3 Sample selection method
4. Research Instrument
 - 4.1 Construction of Research Tools
 - 4.2 Development Process for the Questionnaire
5. Quality Testing of Research Instruments
 - 5.1 Validity
 - 5.2 Reliability Testing
6. Data Collection
 - 6.1 Primary Data
 - 6.2 Secondary Data
7. Data Analysis

Research Design

In this section, the chosen research design for the study is presented, employing a quantitative approach. The purpose of this study is to assess the factors influencing the purchasing decisions of internet celebrity live streaming E-commerce among Gen Z college students in Chongqing, China. To analyze the influence of internet celebrity live streaming E-commerce on consumers' purchasing decisions. This research design aligns with the research objectives, which involve a quantitative assessment of these factors and their relationships.

A quantitative approach is employed, utilizing survey questionnaires for data collection. Statistical data analysis is conducted using the SPSS program to summarize results in tables and accompanying discussions.

Research Process

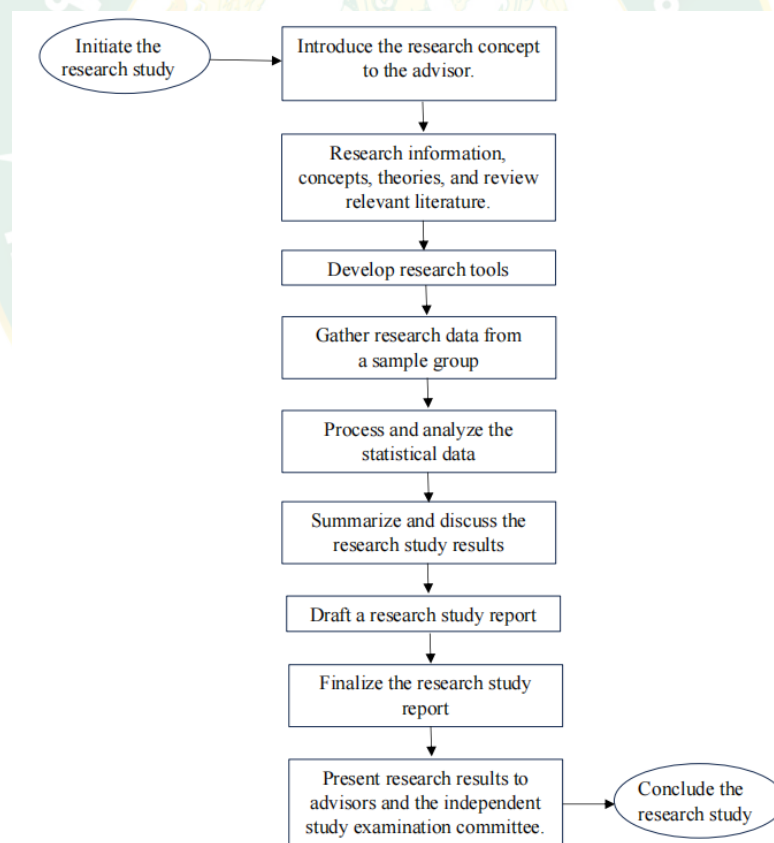


Figure 13 Research Process

Population and Sample

Population

The population used in this study is Generation Z college students, consisting of 955,037 individuals. This number is derived from the total number of students enrolled in general higher education institutions (including graduate, undergraduate, and professional) in Chongqing in 2022 (Chongqing Bureau of Statistics, 2022). Generation Z includes individuals born between 1997 and 2012. This year, 2023, individuals in Generation Z are between the ages of 18 and 25. Given that college students in China are typically between the ages of 18-22, this population includes all college students in China.

Sample

The study's sample comprised undergraduate students from various universities and colleges in Chongqing, China. All participants were currently enrolled as undergraduate students and were recruited through official university channels, including WeChat groups, QQ groups, and Weibo groups. The sample size, totaling 400 cases, was determined using the sample size calculation method developed by Taro Yamane in 1967, with a 5% margin of error applied. The calculation is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

In this context:

- n represents the sample size.
- N represents the population of the study.
- e represents the margin of error, which was set at a maximum threshold of 5%, equivalent to 0.05.

Substitute the values into the formula as follows:

$$n = \frac{955,037}{1 + 955,037(0.05)^2}$$

$$n = \frac{955037}{2,388.59} = 399.83 \approx 400$$

From the calculation of the sample size, the minimum is 399.83 people. However, to prevent data loss or incomplete response data, a total of 400 questionnaires will be distributed and screened only for the target group that is consistent with the study in this research.

Sample selection method

In this research, probability sampling was employed through a multi-stage sampling method, collecting 400 online questionnaires. The details are outlined below:

Step 1: Surveying the Population

According to the latest data from the Chongqing Ministry of Education, Chongqing has 69 Undergraduate in Regular HEIs. This includes 26 Normal Courses, and 43 Short-cycle Courses.

Step 2: Classification of Schools

This step involved a survey of undergraduate and graduate students in Undergraduate in Regular HEIs in Chongqing, China, covering 69 schools with a total enrollment of approximately 995,037 students, as shown in Table 9.

Table 9 Presents the Schools and Populations Categorized by Educational Institution Type

Undergraduate in Regular HEIs	Number of Schools (Schools)	Population (People)
Normal Courses	26	506,480
Short-cycle Courses	43	488,557
Total	69	995,037

Source: Chongqing Statistics Bureau, 2022

Step 3: involves selecting a sample of 400 individuals using proportional stratified random sampling, which accounts for the population within each type of educational institution. The sample size is calculated using the following formula:

$$n_i = \left(\frac{N_i}{N} \right) n$$

In this context:

- n_i represents the sample size of each type of educational institution
 N_i represents the size of the population in each type of educational institution
 N represents the total population
 n represents the total sample size

Next, 50 percent of educational institutions were randomly selected within each type. From these selected institutions, a sample group of 400 individuals was randomly chosen using simple random sampling, as outlined in Table 10.

Table 10 Classification of schools and distribution of questionnaires

Normal Courses	Number of Samples
1. Chongqing University	8
2. Chongqing University of Posts and Telecommunications	8
3. Chongqing Jiaotong University	8
4. Chongqing Medical University	8
5. Southwest University	8
6. Chongqing Normal University	8
7. Chongqing College of Arts and Sciences	8
8. Chongqing Three Gorges University	8
9. Yangtze River Normal University	7
10. Sichuan International Studies University	8
11. Southwest University of Political Science and Law	7
12. Sichuan Academy of Fine Arts	8
13. Chongqing Institute of Science and Technology Junior	7
Total	101
Short-cycle Courses	Number of Samples
1. Chongqing Aerospace Vocational and Technical College	14
2. Chongqing Electric Power College	14
3. Chongqing Industrial Vocational and Technical College	14
4. Chongqing Three Gorges Vocational College	14

Table 10 Classification of schools and distribution of questionnaires (continued)

5. Chongqing Industry and Trade Vocational and Technical College	14
6. Chongqing Electronic Engineering Vocational College	14
7. Chongqing Hailian Vocational and Technical College	13
8. Chongqing Information Technology Vocational College	14
9. Chongqing Media Vocational College	14
10. Chongqing City Management Vocational College	13
11. Chongqing Engineering Vocational and Technical College	14
12. Chongqing Construction Technology Vocational College	14
13. Chongqing City Vocational College	14
14. Chongqing Water Conservancy and Electric Power Vocational and Technical College	14
15. Chongqing Vocational College of Commerce and Industry	14
16. Chongqing Applied Technology Vocational College	14
17. Chongqing Three Gorges Medical College	14
18. Chongqing Finance and Economics Vocational College	13
19. Chongqing Kechuang Vocational College	14
20. Chongqing Construction Engineering Vocational College	14
21. Chongqing Telecommunication Vocational College	13
22. Chongqing Architecture and Engineering Vocational College	14
Total	299

The researcher employed a questionnaire as the primary data collection tool. one distinct methods were utilized for data collection:

Online Distribution: Questionnaires were also distributed through online channels. The initial section of the questionnaire served as a screening mechanism to identify college students who had made purchases in internet celebrity live e-commerce sessions.

Step 4: Distribute the online questionnaire prepared by the researchers and initiate data collection by sending a questionnaire star link to collect responses from 400 online participants.

Research Instrument

Construction of Research Tools

The research instrument employed for this study consists of questionnaires designed to explore factors influencing college students' purchasing decisions in the context of live e-commerce. The development of the research instrument drew insights from pertinent theories, prior research, and self-study through data collection. This questionnaire is structured into three distinct sections to comprehensively assess the research variables:

Part 1: Screened questionnaires for respondents

This section of the questionnaire aims to identify respondents who use mobile phones and have previous experience with the shopping online, as specified by the nature of the study. The questionnaire employs a checklist format and consists of two questions:

No.1 Are you currently a student at a university in Chongqing city, China?

- Yes
- No (end of the questionnaire)

No.2 Are you between the ages of 18-22? (Gen Z)

- Yes
- No (end of the questionnaire)

Part 2: Demographic respondents

This section comprises questions about the demographic characteristics of university students, including gender, age, education level, Expenditure, and student major. It employs closed-ended questions with multiple-choice options. Respondents are instructed to select a single answer for each item. The questionnaire employs a checklist format and consists of 6 questions.

No.1 Gender

- Male
- Female

No.2 Age

- 18 years
- 19 years
- 20 years
- 21 years
- 22 years

No.3: What is your average monthly expenditure on online shopping?

- Less than ¥1,000
- ¥1,000-1,499
- ¥1,500-1,999
- ¥2000-2,999

No.4 Major of Study

- Science
- Arts

No.5 Name of Your School/University

Normal Courses:

- Chongqing University
- Chongqing University of Posts and Telecommunications
- Chongqing Jiaotong University
- Chongqing Medical University
- Southwest University
- Chongqing Normal University
- Chongqing College of Arts and Sciences
- Chongqing Three Gorges University
- Yangtze River Normal University
- Sichuan International Studies University
- Southwest University of Political Science and Law
- Sichuan Academy of Fine Arts
- Chongqing Institute of Science and Technology Junior

Short-cycle Courses:

- Chongqing Aerospace Vocational and Technical College
- Chongqing Electric Power College
- Chongqing Industrial Vocational and Technical College
- Chongqing Three Gorges Vocational College
- Chongqing Industry and Trade Vocational and Technical College
- Chongqing Electronic Engineering Vocational College

- Chongqing Hailian Vocational and Technical College
- Chongqing Information Technology Vocational College
- Chongqing Media Vocational College
- Chongqing City Management Vocational College
- Chongqing Engineering Vocational and Technical College
- Chongqing Construction Technology Vocational College
- Chongqing City Vocational College
- Chongqing Water Conservancy and Electric Power Vocational and Technical College
- Chongqing Vocational College of Commerce and Industry
- Chongqing Applied Technology Vocational College
- Chongqing Three Gorges Medical College
- Chongqing Finance and Economics Vocational College
- Chongqing Kechuang Vocational College
- Chongqing Construction Engineering Vocational College
- Chongqing Telecommunication Vocational College
- Chongqing Architecture and Engineering Vocational College

Part 3: Internet celebrity characteristic

The Internet celebrity characteristic questionnaire is in the form of a rating scale consisting of 3 criteria (total of 12 items):

- 1) Interactivity
- 2) Professionalism
- 3) Attractiveness

Scoring criteria for assessing the level of degree of influence on purchasing decisions were based on a 5-point Likert scale, ranging from "Strongly Agree" to "Strongly Disagree."

Part 4: Quality of Live Marketing Factors

The Quality of Live Marketing Factors questionnaire is in the form of a rating scale consisting of 3 criteria (total of 10 items):

- 1) High-quality content
- 2) Incentive mechanisms
- 3) Perceived entertainment

Scoring criteria for assessing the level of degree of influence on purchasing decisions were based on a 5-point Likert scale, ranging from "Strongly Agree" to "Strongly Disagree."

Part 5: Purchase decision

Purchase decision questionnaire is in the form of a rating scale consisting of criteria (total of 5 items):

Scoring criteria for assessing the level of degree of influence on purchasing decisions were based on a 5-point Likert scale, ranging from "Strongly Agree" to "Strongly Disagree."

The Likert scale used in the questionnaire consists of 5 levels, each assigned a specific point value, as outlined below:

Strongly Disagree:	1 point
Disagree:	2 points
Neutral:	3 points
Agree:	4 points
Strongly Agree:	5 points

These point values are employed to score respondents' opinions and assessments in accordance with the Likert scale.

The 5-point Likert scales, which are rating scales widely used for asking respondents' opinions and attitudes, are utilized to ask to assess the influence factors of internet celebrities on college students' purchasing decisions in the live e-commerce model. The 5 points on the scale are, respectively, from 1 to 5: Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree. The evaluation criteria for each class interval can be calculated using a formula to calculate the width of each class as follows:

$$\text{Class interval} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Classes}} \quad (3.1)$$

$$\text{Class interval} = \frac{5 - 1}{5}$$

$$\text{Class interval} = 0.8$$

Therefore, the class stratification is 0.8 and is used to classify the mean and criterion scores with the following descriptions:

Range of Score	Level of agreement
4.21 – 5.00 =	Strongly Agree with the statement
3.41 – 4.20 =	Agree the statement
2.61 – 3.40 =	Neutral with the statement

1.81 – 2.60 =	Disagree with the statement
1.00 – 1.80 =	Strongly Disagree with the statement

Development Process for the Questionnaire

The design of the questionnaire survey tool is a fundamental step in ensuring the collection of reliable and valid data for the research. The development process of the questionnaire survey tool in this study encompassed the following stages:

1) Literature Review: An extensive review of existing literature was conducted to gather insights from various questionnaire design methodologies, incorporating relevant theories and concepts. This review was instrumental in developing a questionnaire that aligns with the research framework, ensuring that key variables were clearly defined and integrated into the questionnaire design.

2) Variable Integration and Questionnaire Structuring: Drawing from the synthesized literature, the identified variables were systematically incorporated into the questionnaire structure. The final version of the questionnaire employed a 5-point Likert scale to gauge the respondents' perceptions and the extent of influence exerted by various factors.

3) Advisor Consultation: The draft questionnaire, formulated within the research framework's parameters, was presented to the research advisor for review and feedback. The questionnaire underwent subsequent revisions to incorporate the advisor's recommendations, enhancing its relevance and alignment with the research objectives.

4) Pilot Study: The refined questionnaire was subjected to a pilot study aimed at assessing its validity and reliability. This involved administering the questionnaire to a preliminary sample of 30 participants, enabling the evaluation of the instrument's content validity and reliability, thereby ensuring its effectiveness and quality for the main study.

Quality Testing of Research Instruments

The following steps were undertaken for quality testing:

Validity test of the instrument (Validity)

To ascertain the reliability of the research tools, the initial version of the questionnaire was reviewed by the academic advisor. This process was critical to ensure that the instrument was in line with the theoretical foundation of the study

and addressed the research objectives accurately. Based on the feedback received, the questionnaire underwent several iterations to refine its relevance and alignment with the conceptual framework of the research. Upon finalizing these adjustments, the revised questionnaire was deployed for the collection of primary data.

Instrument reliability testing

The integrity of the research tool was evaluated during a preliminary phase by engaging a subset of retail businesses outside the main study group. The investigation employed questionnaires to gather information. To ensure the dependability of the data collected, it was imperative to conduct an initial analysis of the questionnaire using the Cronbach's Alpha coefficient.

The application of Cronbach's Alpha in the evaluation of the questionnaire revealed a reliability coefficient that varies from 0 to 1, serving as a comprehensive indicator of the instrument's dependability. A coefficient of 0 implies that the items on the scale are entirely uncorrelated, indicating no reliability. On the other hand, a coefficient nearing 1, particularly with an extensive set of items, suggests strong inter-item correlations, denoting a highly reliable questionnaire. A Cronbach's Alpha close to 1 signifies high reliability, around 0.5 indicates moderate reliability, and nearing 0 suggests low reliability. For research acceptability, the coefficient should surpass the 0.6 threshold, aligning with established standards (Churchill, 1979; Pallant, 2020).

To assess the questionnaire's accuracy and suitability, a reliability test was conducted during the pilot test phase with a test group of 30 samples before employing the questionnaire for data collection with the actual sample. This step was essential to inform respondents and ensure their understanding. The researcher used Cronbach's formula (1970) for this purpose.

$$\alpha = \frac{n}{n-1} \left(1 - \frac{\sum s^2(X_i)}{s^2(Y)} \right)$$

In this case.

α refers to Questionnaire reliability value

n refers to the number of scale items

$s^2(X_i)$ refers to the variance associated with item

$s^2(Y)$ refers to the variance associated with the observed total scores

The values obtained from the test are as follows:

Table 11 Reliability Analysis Results Using Cronbach's Alpha

Dimension	Cronbach's Alpha (α)
Interactivity	0.881
Professionalism	0.945
Attractiveness	0.852
High_quality_content	0.851
Incentive Mechanisms	0.831
Perceived entertainment	0.863
Average (Excluding Purchasing Decisions)	0.819
Purchasing_decisions	0.915
Overall Cronbach's Alpha	0.928

Data Collection

For this research, we will initially rely on two primary sources of information:

Primary Data

The primary data for this study were collected through a customized questionnaire survey from a sample of 400 college students. These data encompass the personal information of the participants, their online shopping behavior, and the influencing factors of internet celebrities.

on their purchasing decisions. The questionnaire included various question types, including multiple-choice questions and open-ended questions, to gather comprehensive information. The primary data collection process was conducted through online platforms, such as specific QQ groups. Following data validation and processing, this primary data will be used for an in-depth analysis of the role of internet celebrities in college students' purchasing decisions.

Secondary Data

In addition to primary data collection, this study also relies on secondary data. Secondary data refers to pre-existing information collected by other researchers or organizations that are relevant to the research topic. The secondary data sources used in this study include academic papers, reports, and publications related to the influence of internet celebrities in the context of live e-commerce and college students' purchasing behavior. These sources offer valuable insights, statistical data, and theoretical foundations that support primary data analysis.

Scrutinizing data and Analysis of data

Scrutinizing data

1) Data Verification (Editing): The initial step involved a comprehensive review of the dataset to ascertain the completeness of the responses. This scrutiny was applied to all questionnaires collected from the sample population, with the objective of identifying and excluding any incomplete responses to ensure the integrity and reliability of the data set for subsequent analysis.

2) Data Encoding: Subsequent to the verification process, the questionnaires that met the completeness criteria were subjected to data encoding. This procedure entailed the systematic assignment of predetermined numerical or symbolic codes to the responses, in accordance with a pre-established coding scheme. The encoding process was instrumental in transforming the qualitative questionnaire responses into a quantifiable format, thereby rendering the data amenable to statistical analysis.

3) The data collected through the questionnaire were rigorously analyzed and processed using the Statistical Package for the Social Sciences (SPSS) software and hypotheses are tested using a range of statistical metrics

Data analysis

1. Descriptive Statistics

This phase involves descriptive analysis to elucidate the general characteristics of the sample data. The analysis can be further categorized based on the questionnaire as follows:

Questionnaire Part 1: This section pertains to the demographics of university students, encompassing gender, age, education level, expenditure, and student majors. Utilize descriptive statistics, specifically calculating frequency and percentage.

Questionnaire Part 2: This section focuses on the elements of internet celebrity characteristics that influence product purchasing decisions. Utilize descriptive statistics, specifically calculating the mean and standard deviation.

Questionnaire Part 3: This section pertains to the elements of the quality of live marketing that impact purchasing decisions. Utilize descriptive statistics, specifically calculating the mean and standard deviation.

Questionnaire Part 4: Concerning the decision to purchase products through the internet celebrity live e-commerce channel, descriptive statistics will be employed, namely, calculating the mean and standard deviation.

2. Inferential Statistical Analysis

This section details the application of inferential statistical methods to test hypotheses and elucidate the relationships between independent and dependent variables. The analysis employs T-tests and One-Way ANOVA to compare group means and assess variance among categories. Additionally, the relationships among variables are further explored through Multiple Regression Analysis to understand the combined effect of multiple independent variables on a single dependent variable.

The study posits the following hypotheses to investigate the impact of demographic factors on purchasing decisions among Generation Z college students in Chongqing, China:

Hypothesis 1: Demographic (Gender, Age, expenditure, Academic majors) variations exert distinct influences on the purchasing decisions of Generation Z college students in Chongqing, China.

To test this hypothesis, an Independent Samples t-test is utilized to examine differences in the means between two groups for the gender variable. Furthermore, One-Way Analysis of Variance (ANOVA) is employed to assess differences in the means across multiple groups for the variables of age, expenditure, academic majors, and other relevant demographic factors.

Hypothesis 2: The characteristics of internet celebrities significantly influence the purchasing decisions of Generation Z college students in Chongqing, China. Multiple regression analysis will be employed to assess the extent of these effects.

Hypothesis 3: The quality of live marketing significantly impacts the purchasing decisions of Generation Z college students. Multiple regression analysis will be utilized to quantify these influences. Multiple regression analysis will be employed to assess the extent of these effects.

3. Statistical Methods for Multiple Regression Analysis

Multiple regression analysis is a statistical technique utilized to discern the relationship between a singular dependent variable (Y) and a set of independent variables (X_1, X_2, \dots, X_k). This method elucidates the extent to which the independent variables collectively ($\alpha + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k$) account for variations in the dependent variable, Y . The residual variance in Y , not explained by these predictors, is ascribed to the expected error (ϵ).

In predictive modeling, multiple regression analysis is applied to estimate the coefficients α and β_i (for $i=1,2,\dots,k$) from statistical values a and b_i , which are derived from sample calculations. The analytical principle underpinning this method is the identification of coefficients that minimize the cumulative expected squared error, in accordance with the Ordinary Least Squares (OLS) criterion.

Population Multiple Regression Equation

$$\hat{Y} = \alpha + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k + \epsilon$$

Similarly, the estimated regression equation for a sample from this population is given by:

$$\hat{Y} = a + b_1 X_1 + b_2 X_2 + \dots + b_k X_k$$

In the context of the regression equation,

X denotes the independent variable(s),

Y signifies the dependent variable,

k represents the total count of independent variables involved in the analysis.

Here, X denotes the independent variables, and Y represents the dependent variable. The term k indicates the number of independent variables included in the model.

The coefficients α and a are the intercepts of the regression equations, representing the expected value of Y when all independent variables are set to zero.

The coefficients β_i and b_i are the partial regression coefficients for each independent variable. These coefficients quantify the expected change in the dependent variable, Y , for a one-unit increase in the corresponding independent variable, holding all other independent variables constant.

The coefficients a and b_i can be estimated using the following formulas:

$$a = Y - b_1 X_1 - b_2 X_2 - \dots - b_k X_k$$

$$b_i = \frac{\sum x_i y_i - \sum x_i \sum y_i}{n \sum x_i^2 - (\sum x_i)^2}$$

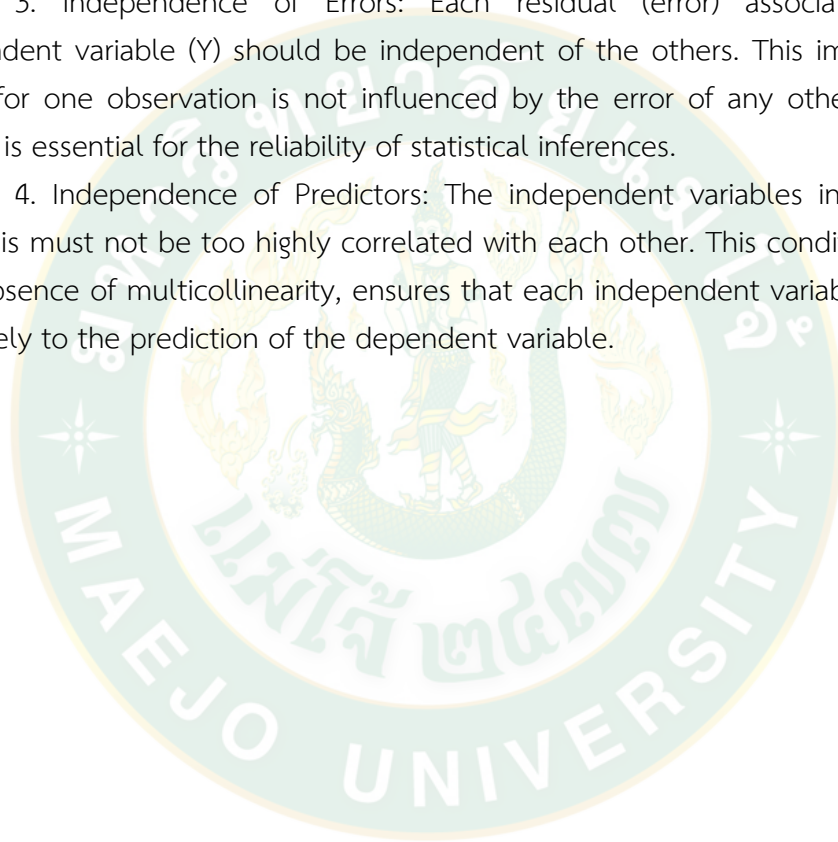
Multiple regression analysis is predicated on several crucial assumptions:

1. Normality of Errors: The residuals (errors) from the regression model should be normally distributed. This assumption allows for the use of various statistical tests that rely on normality.

2. Homoscedasticity: The variance of the dependent variable (Y) should be constant across all levels of the independent variables (X). This condition, known as homoscedasticity, ensures that the predictive accuracy of the model is uniform across the range of independent variables.

3. Independence of Errors: Each residual (error) associated with the dependent variable (Y) should be independent of the others. This implies that the error for one observation is not influenced by the error of any other observation, which is essential for the reliability of statistical inferences.

4. Independence of Predictors: The independent variables included in the analysis must not be too highly correlated with each other. This condition, known as the absence of multicollinearity, ensures that each independent variable contributes uniquely to the prediction of the dependent variable.



CHAPTER IV

RESULTS

This chapter presents the findings of the study, which investigated the factors influencing purchasing decisions through Internet Celebrity Live Streaming E-commerce among Generation Z college students in Chongqing, China. The primary aim was to assess the impact of various determinants on consumer satisfaction. Data collected via questionnaires were analyzed using the SPSS statistical software package, ensuring a comprehensive presentation and interpretation of the findings.

The results are organized systematically to enhance clarity and facilitate comprehension, with descriptive tables employed to succinctly convey the data. The findings are segmented into distinct sections for detailed exploration:

4.1 Descriptive statistical analysis

4.1.1 General demographic characteristics of the respondents

4.1.2 Factors of Characteristics of Internet Celebrities influencing purchasing decisions within the context of Internet Celebrity Live Streaming E-commerce

4.1.3 Factors of Quality of Live Marketing influencing purchasing decisions within the context of Internet Celebrity Live Streaming E-commerce

4.1.4 Purchasing Decisions within the context of Internet Celebrity Live Streaming E-commerce

4.2 Verifying Preliminary Assumptions for the Regression Model

4.2.1 Assessing Normality

4.2.2 Examining relationships between variables.

4.2.3 Multicollinearity

4.3 Inferential Data Analysis for Hypothesis Testing

Descriptive statistical analysis

General demographic characteristics of the respondents

This section delves into the demographic composition of the respondents, categorizing and presenting the data according to gender, age, education level, expenditure, and academic major. The findings from the data analysis are summarized below, with details provided in numbers and percentages to offer a clear demographic profile of the study participants.

The total number of people surveyed by the questionnaire was 400. The researcher collected data through the questionnaire and analyzed the data of the sample group according to statistical principles. The result are following;

Table 12 Frequency statistics for demographic characteristics classified by gender.

	Frequency	Percent
Male	169	42.3
Female	231	57.8
Total	400	100.0

Table 12 showed that majority of the respondents were of male gender with 169 samples (42.3%) followed by females with 231 samples (57.8%).

Table 13 Frequency statistics for demographic characteristics classified by age.

	Frequency	Percent
18 years	24	6.0
19 years	80	20.0
20 years	114	28.5
21 years	125	31.3
22 years	57	14.3
Total	400	100.0

Table 13 shows that there were 24 samples (6%) of 18-year-old respondents, 80 samples (20%) of 19-year-olds, 114 samples (28.5%) of 20-year-olds, 125 samples (31.1%) of 21-year-olds, and 57 samples (14.3%) of 22-year-olds.

Table 14 Frequency statistics for demographic characteristics classified by Expenditure.

	Frequency	Percent
Less than ¥1,000	62	15.5
¥1,000-1,499	198	49.5
¥1,500-1,999	120	30.0
¥2000-2,999	20	5.0
Total	400	100.0

table 14 shows that there are 62 samples (15.5%) of respondents less than ¥1000, 198 samples (49.5%) of ¥1000-1499, 120 samples (30%) of ¥1500-1999, and 20 samples (5%) of ¥2000-2999.

Table 15 Frequency statistics for demographic characteristics classified by Academic Majors

	Frequency	Percent
Science	122	30.5
Arts	278	69.5
Total	400	100.0

The table shows that there were 122 samples (30.5%) of respondents from science and 278 samples (69.5%) of respondents from arts.

Factors of Characteristics of Internet Celebrities influencing purchasing decisions within the context of Internet Celebrity Live Streaming E-commerce

This portion examines the perceived characteristics of internet celebrities by the respondents. The analysis covers several aspects of internet celebrity influence such as interactivity, professionalism, and attractiveness, aiming to understand their impact on the audience.

The findings are presented below, with each aspect's influence detailed through mean scores and standard deviations:

Table 16 Mean and Standard Deviation of Internet Celebrity Characteristics

Internet Celebrity Characteristics	Mean	Standard Deviation	Definition of Level
Interactivity	3.351	0.735	Neutral
Professionalism	3.401	0.771	Agree
Attractiveness	3.698	0.732	Agree
Total	3.4829	0.52750	Agree

According to Table 4-5, the results indicate the mean and standard deviation of various internet celebrity characteristics.

Interactivity: The mean score for interactivity is 3.351, with a standard deviation of 0.735. This suggests that users generally perceive the level of interactivity during interactions with internet celebrities to be at a neutral level.

Professionalism: The mean score for professionalism is 3.401, with a standard deviation of 0.771. This indicates that users tend to agree that internet celebrities demonstrate professionalism in their engagements.

Attractiveness: The mean score for attractiveness is 3.698, with a standard deviation of 0.732. This suggests that users generally agree that internet celebrities possess attractive qualities.

Total: The overall mean score across all characteristics is 3.4829, with a standard deviation of 0.52750. This indicates that, on average, users perceive internet celebrities positively in terms of interactivity, professionalism, and attractiveness.

These findings provide insights into how internet celebrities are perceived by users in terms of their characteristics, indicating a generally positive perception across the measured dimensions.

Table 17 Mean and Standard Deviation of Interactivity in Internet Celebrity Characteristics

Interactivity	Mean	Standard Deviation	Definition of Level
1.The internet celebrity responded positively to the questions I posed during the live stream.	3.530	0.861	Agree
2.The internet celebrity consistently engages in lively discussions with viewers on air about the product.	3.653	0.877	Agree
3.I will actively engage with topics initiated by the internet celebrity.	2.913	0.876	Neutral
4.I am open to interacting with the internet celebrity during the live stream.	3.308	0.894	Neutral

The dimension of interactivity reveals that users maintain a neutral attitude (Mean=3.351) towards internet celebrity engagement during live streaming e-commerce. Participants generally agree that internet celebrities respond positively to audience questions (Mean=3.530) and engage in lively discussions about products (Mean=3.653). However, when it comes to actively initiating engagement with topics (Mean=2.913) or open interaction during the live stream (Mean=3.308), users exhibit a more neutral stance.

Table 18 Mean and Standard Deviation of Professionalism in Internet Celebrity Characteristics

Professionalism	Mean	Standard Deviation	Definition of Level
1. I am confident that the internet celebrity possesses pertinent knowledge in the product domain.	3.750	0.903	Agree
2. I am confident in the professional competence of the internet celebrity.	2.843	0.914	Neutral
3. I believe the internet celebrity is well-versed in the information about the products they recommend.	3.793	0.887	Agree
4. I believe the internet celebrity possesses extensive practical experience.	3.218	0.904	Neutral
Total	3.401	0.771	Agree

In terms of professionalism, users express an overall agreement (Mean=3.401) regarding the internet celebrity's professional attributes. Respondents are confident in the internet celebrity's pertinent knowledge in the product domain (Mean=3.750) and believe in their expertise in conveying information about recommended products (Mean=3.793). However, neutrality is observed in the users' confidence in the professional competence of the internet celebrity (Mean=2.843) and their belief in the celebrity's extensive practical experience (Mean=3.218).

Table 19 Mean and Standard Deviation of Attractiveness in Internet Celebrity Characteristics

Attractiveness	Mean	Standard Deviation	Definition of Level
1. I think the internet celebrity's sense of humor drew me in.	3.613	0.905	Agree
2. I find the internet celebrity's appearance attractive.	3.750	0.905	Agree
3. I find the internet celebrity's voice attractive.	3.895	0.794	Agree
4. I find the internet celebrity personally appealing.	3.533	0.901	Agree
Total	3.698	0.732	Agree

Users exhibit an overall positive response (Mean=3.698) towards the attractiveness of internet celebrities in the context of live streaming e-commerce. The participants agree that the internet celebrity's sense of humor (Mean=3.613), appearance (Mean=3.750), voice (Mean=3.895), and overall personal appeal (Mean=3.533) contribute positively to their engaging nature.

Factors of Quality of Live Marketing influencing purchasing decisions within the context of Internet Celebrity Live Streaming E-commerce

This section evaluates the quality of live marketing efforts, focusing on high-quality content, incentive mechanisms, and perceived entertainment. The findings are presented below, with each aspect's influence detailed through mean scores and standard deviations:

Table 20 Mean and Standard Deviation of “Quality of Live Marketing Quality”

Quality of Live Marketing	Mean	Standard Deviation	Definition of Level
High quality content	3.543	0.728	Agree
Incentive Mechanisms	3.887	0.720	Agree
Perceived entertainment	3.666	0.737	Agree
Total	3.7175	0.51992	Agree

According to Table 4-9, the results present the mean and standard deviation of "Quality of Live Marketing" across different dimensions.

High-quality content: The mean score for high-quality content is 3.543, with a standard deviation of 0.728. This suggests that users generally agree that the live marketing content provided is of high quality.

Incentive Mechanisms: The mean score for incentive mechanisms is 3.887, with a standard deviation of 0.720. This indicates that users tend to agree that incentive mechanisms are effectively employed during live marketing activities.

Perceived entertainment: The mean score for perceived entertainment is 3.666, with a standard deviation of 0.737. This suggests that users generally agree that live marketing activities are perceived as entertaining.

Total: The overall mean score across all dimensions of live marketing quality is 3.7175, with a standard deviation of 0.51992. This indicates that, on average, users perceive the quality of live marketing positively across the measured dimensions.

These findings provide insights into the perceived quality of live marketing activities, indicating a generally positive perception among users.

Table 21 Mean and Standard Deviation of High-Quality Content in Quality of Live Marketing

High quality content	Mean	Standard Deviation	Definition of Level
1. I believe Internet celebrities can present their merchandise comprehensively and three-dimensionally during live broadcasts.	3.988	0.836	Agree
2. I believe the Internet celebrity can provide professional answers to questions about the products during live broadcasts.	3.895	0.852	Agree
3. I believe the internet celebrity can provide personalized advice based on my descriptions during live broadcasts.	2.748	0.881	Neutral
Total	3.543	0.728	Agree

For the dimension of high-quality content, users predominantly agree (Mean=3.543) that internet celebrities can present their merchandise comprehensively and three-dimensionally during live broadcasts. Additionally, respondents' express agreement regarding the internet celebrity's capability to provide professional answers (Mean=3.895). However, a more neutral response is observed concerning the internet celebrity's ability to provide personalized advice based on user descriptions (Mean=2.748).

Table 22 Mean and Standard Deviation of Incentive Mechanisms in Quality of Live Marketing

Incentive Mechanisms	Mean	Standard Deviation	Definition of Level
1. When watching internet celebrity live streaming e-commerce, I can obtain the lowest price compared to any other channel.	3.745	0.876	Agree
2. I will make a purchase because products featured in internet celebrity live streaming e-commerce are available in limited quantities	4.120	0.798	Agree
3. I will purchase it because the item is exclusively available for sale in the internet celebrity live streaming e-commerce.	3.890	0.827	Agree
4. I will continue watching due to the availability of coupons and gifts in the internet celebrity live streaming e-commerce	3.793	0.901	Agree
Total	3.887	0.720	Agree

Respondents generally agree (Mean=3.887) that incentive mechanisms play a significant role in influencing their participation in internet celebrity live streaming e-commerce. The various incentives, including obtaining the lowest price, limited product availability, exclusive sales, and the availability of coupons and gifts, all receive positive affirmations from users.

Table 23 Mean and Standard Deviation of Perceived entertainment in Quality of Live Marketing

Perceived entertainment	Mean	Standard Deviation	Definition of Level
1. I experience joy while making purchases from the internet celebrity live streaming e-commerce.	3.960	0.837	Agree
2. I felt time passed quickly while shopping from the internet celebrity live streaming e-commerce.	3.525	0.890	Agree
3. I find it interesting to shop from the internet celebrity live streaming e-commerce.	3.513	0.852	Agree
Total	3.666	0.737	Agree

The perceived entertainment dimension elicits an overall positive response (Mean=3.666) from users. Participants experience joy while making purchases (Mean=3.960), find it interesting to shop (Mean=3.513), and feel that time passes quickly (Mean=3.525) during internet celebrity live streaming e-commerce.

Purchasing Decisions within the context of Internet Celebrity Live Streaming E-commerce

This final segment investigates the purchasing decisions of Generation Z college students in Chongqing, China. The findings are presented below, with each aspect's influence detailed through mean scores and standard deviations:

Table 24 Mean and Standard Deviation of Purchasing decisions among Generation Z college students

Purchasing decisions	Mean	Standard Deviation	Definition of Level
1.You feel confident in your decision to make a purchase via live stream and are considering acquiring merchandise.	3.830	0.885	Agree
2. You will frequently purchase products from internet celebrity live streams.	2.793	0.895	Neutral
3. You intend to make another purchase via streaming e commerce channels.	3.733	0.918	Agree
4. You are satisfied with your product purchase through internet celebrity live streaming e-commerce.	3.183	0.936	Neutral
5. You would be willing to recommend your close friends to watch the internet celebrity live stream or purchase their merchandise.	3.670	0.874	Agree
Total	3.442	0.755	Agree

Regarding purchasing decisions, users generally express agreement (Mean=3.442) and confidence in their decision-making process via live streams. Participants are satisfied with their product purchases (Mean=3.183), intend to make future purchases (Mean=3.733), and are willing to recommend internet celebrity live streams to friends (Mean=3.670). However, a more neutral response is observed for the frequency of purchasing products from internet celebrity live streams (Mean=2.793).

Verifying Preliminary Assumptions for the Regression Model

In this section, we aim to ensure that the preliminary assumptions necessary for conducting a regression analysis are met. The following steps are typically undertaken:

Assessing Normality

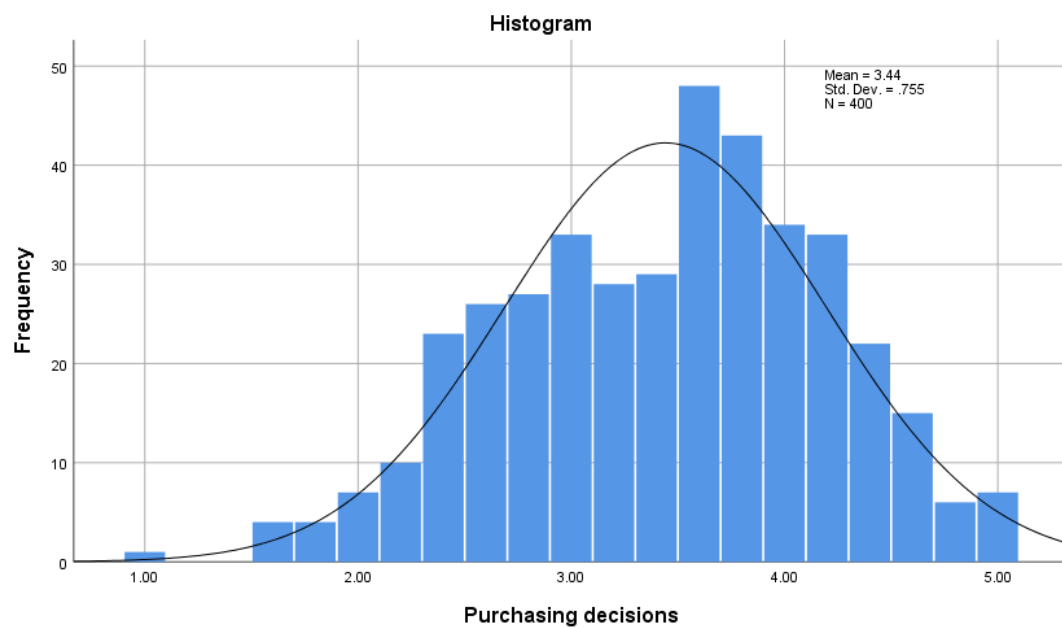


Figure 14 Assessing Normality

X (Independent variable) and Y (Dependent variable) have to correlation

Table 25 Correlation

	1	2	3	4	5	6	7
Interactivity	1						
Professionalism	.212**	1					
Attractiveness	.353**	.190**	1				
High quality content	.204**	.276**	.229**	1			
Incentive Mechanisms	.256**	.249**	.275**	.276**	1		
Perceived entertainment	.159**	.255**	.218**	.177**	.305**	1	
Purchasing decisions	.408**	.438**	.476**	.433**	.498**	.390**	1

** . Correlation is significant at the 0.01 level (2-tailed).

1=Interactivity, 2=Professionalism, 3=Attractiveness, 4=High quality content, 5=Incentive Mechanisms, 6=Perceived entertainment, 7=Purchasing decisions
Purchasing decisions

The Pearson correlation coefficient test shows that there is a significant relationship between Interactivity, Professionalism, Attractiveness, High quality content, Incentive Mechanisms, Perceived entertainment and Purchasing decisions have a significant positive correlation ($p < 0.01$) The relationship between the variables in this study is initially supported and the research hypotheses can be further tested.

Multicollinearity

Table 26 Multicollinearity

Factor	Collinearity Statistics	
	Tolerance	VIF
Interactivity	0.830	1.205
Professionalism	0.849	1.177
attractiveness	0.812	1.231
High quality content	0.854	1.171
Incentive Mechanisms	0.802	1.247
Perceived entertainment	0.857	1.167

Tolerance > 0.1, Variance Inflation Factor (VIF) < 10

Inferential Data Analysis for Hypothesis Testing

This section delves into inferential data analysis, which is pivotal for the rigorous examination of the study's hypotheses. The analysis is methodically structured to begin with an assessment of how demographic factors, specifically gender, affect purchasing decisions among Generation Z college students in Chongqing, China.

Hypothesis 1: Demographic characteristics, particularly gender, influence the purchasing decisions of Generation Z college students in Chongqing, China.

This overarching hypothesis is broken down into more specific sub-hypotheses for detailed analysis:

Hypothesis 1.1: Gender differences significantly impact the purchasing decisions of Generation Z college students in Chongqing, China.

The statistical hypotheses for Hypothesis 1.1 are defined as:

H0: There is no significant difference in the purchasing decisions of male and female Generation Z college students in Chongqing, China.

H1: There is a significant difference in the purchasing decisions of male and female Generation Z college students in Chongqing, China.

In the statistical analysis, the research employed an Independent Samples t-test to examine differences in means between two independent demographic groups. A 95% confidence level was adopted for the analysis, guiding the acceptance of the alternative hypothesis (H1) and the rejection of the null hypothesis (H0) based on specific criteria related to the p-value.

The criteria for hypothesis testing were as follows: the alternative hypothesis (H1) would be accepted, and the null hypothesis (H0) rejected, only if the p-value was less than or equal to 0.05. In situations where the p-value was less than 0.05, the t-test value was interpreted under the assumption of equal variances. Conversely, if the Levene's test for equality of variances indicated that variances were not equal, the t-test value was interpreted under the condition of unequal variances, adhering to the principle of "Equal variances not assumed."

This approach ensures that the analysis accurately reflects the underlying assumptions about the data's variance, thereby providing a robust basis for interpreting the results.

H0: The variances across the groups are equal.

H1: The variances across the groups are not equal.

Table 27 presents the results of Levene's Test for equality of variances in purchasing decisions among Generation Z college students in Chongqing, China, segmented by gender.

Purchasing Decisions among Generation Z college students in Chongqing, China	Levene's Test for Equality of Variances	
	F	Sig
Overall Assessment of Purchasing Decisions	0.045	0.833

**Statistically significant at the $p < 0.05$ level.*

Table 27 presents the results from Levene's test for equality of variances in purchasing decisions among Generation Z college students in Chongqing, China, segregated by gender. The analysis revealed a p-value of 0.026, which falls below the significance threshold of 0.05. Consequently, this leads to the rejection of the null

hypothesis (H0) and the acceptance of the alternative hypothesis (H1), indicating unequal variances across the groups.

Given this outcome, subsequent analyses, specifically the t-test for comparing means, were conducted under the assumption of unequal variances, as detailed in Table 28.

Table 28 presents the comparative analysis of purchasing decisions among Generation Z college students in Chongqing, China, segmented by gender.

Purchasing Decisions among Generation Z college students in Chongqing, China	t-test for Equality of Means					
	Gender	\bar{x}	S.D.	t	df	Sig. (2-tailed)
Overall Assessment of Purchasing Decisions	Man	3.34	0.77	-2.238	398.000	0.026
	Woman	3.51	0.74			

Table 28 outlines the results from the Independent Sample t-test used to assess gender-based differences in product purchasing decisions among Generation Z college students in Chongqing, China. The analysis yielded a $p=0.026 < 0.05$ which does not exceed the significance threshold of 0.05. This outcome leads to the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1). Consequently, this indicates significant difference in the purchasing decisions of Generation Z college students of different genders in Chongqing, China, at the 0.05 significance level. This finding does align with the initial assumptions of the study.

Hypothesis 1.2: Consumers of different ages among Generation Z college students in Chongqing, China exhibit different purchasing decisions.

Statistical hypotheses can be formulated as follows:

H0: There are no significant differences in purchasing decisions among Generation Z college students of different ages in Chongqing, China.

H1: There are significant differences in purchasing decisions among Generation Z college students of different ages in Chongqing, China.

To analyze the differences between the means of two or more sample groups, a One-Way Analysis of Variance (One-Way ANOVA) is employed, supplemented by Brown-Forsythe statistics when necessary. Initially, Levene's test is conducted to assess the homogeneity of variances among the groups. Should

Levene's test yield a p-value less than 0.05, indicating heterogeneity of variances, the Brown-Forsythe test is then applied to evaluate differences in group means.

In cases where significant differences are detected, a Multiple Comparison procedure is undertaken to identify specific group mean disparities. The Dunnett's T3 method is utilized for this purpose when variances are unequal. Conversely, if Levene's test results in a p-value greater than 0.05, suggesting equal variances across groups, the analysis of mean differences proceeds, and any significant findings are further explored through pairwise comparisons using Fisher's Least Significant Difference (LSD) method. The underlying hypotheses for Levene's test are as follows:

H0: The variances across the groups are equal.

H1: The variances across the groups are not equal.

Table 29 presents the results of Levene's Test for equality of variances in purchasing decisions among Generation Z college students in Chongqing, China, segmented by age.

Purchasing Decisions among Generation Z college students in Chongqing, China	Levene's Test for Equality of Variances			
	Levene Statistic	df1	df2	Sig
Overall Assessment of Purchasing Decisions	0.069	4	395	0.991

Analysis from Table 29 reveals that the variance in purchasing decisions among Generation Z college students in Chongqing, China, segmented by age, yields a p-value of 0.438. This value exceeds the significance threshold of 0.05, leading to the acceptance of the null hypothesis (H0) and the rejection of the alternative hypothesis (H1). This outcome indicates homogeneity of variances across the age groups. Consequently, the analysis proceeds with the F-test to examine mean differences across groups, as detailed in Table 30

Table 30 presents the F-test statistical analysis comparing the differences in purchasing decisions among Generation Z college students in Chongqing, China, segmented by age.

Purchasing Decisions among Generation Z college students in Chongqing, China	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
	Overall Assessment of Purchasing Decisions	Between Groups	2.016	4	0.504	0.882
Within Groups		225.575	395	0.571		
	Total	227.591	399			

**Statistically significant at the $p < 0.05$ level.*

Table 30 presents the outcomes of an F-test used to assess age-related differences in purchasing decisions among Generation Z college students in Chongqing, China. The analysis yields a p-value of 0.438, which exceeds the significance threshold of 0.05. This result leads to the acceptance of the null hypothesis (H0) and the rejection of the alternative hypothesis (H1), indicating that there are statistically no significant differences in purchasing decisions across different age groups at the 0.05 level.

This finding does not align with the initial assumption. Subsequent analysis, involving the Least Significant Difference (LSD) test to identify the specific pairs of means that vary, is detailed in Table 31.

Table 31 Pairwise Comparisons of Purchasing Decisions by Age Among Generation Z College Students in Chongqing, China, Using LSD Test.

	18 years	19 years	20 years	21 years	22 years
□	3.48	3.44	3.35	3.47	3.56
18 years					
19 years	0.032				
20 years	0.129	0.097			
21 years	0.009	-0.023	-0.120		
22 years	-0.090	-0.122	-0.219	-0.099	

**Statistically significant at the $p < 0.05$ level.*

Table 31 reveals that the pairwise comparisons of age-related differences in product purchasing decisions among Generation Z college students in Chongqing, China, using the LSD method, indicate that the pairwise comparisons of age-related differences in product purchasing decisions among Generation Z college students in Chongqing, China, using the LSD method, indicate that the only statistically significant difference is observed between the 19-year-old and 18-year-old groups ($p = 0.032$). All other comparisons do not show statistically significant differences at the $p < 0.05$ level. This finding suggests that while there may be some variations in purchasing decisions between specific age groups, the overall differences across different age groups are not statistically significant.

Hypothesis 1.3: Consumers of different expenditure levels among Generation Z college students in Chongqing, China exhibit different purchasing decisions.

Statistical hypotheses can be formulated as follows:

H0: There are no significant differences in purchasing decisions among Generation Z college students of different expenditure levels in Chongqing, China.

H1: There are significant differences in purchasing decisions among Generation Z college students of different expenditure levels in Chongqing, China.

To assess the differences between the means of two or more sample groups, a One-Way Analysis of Variance (ANOVA) or Brown-Forsythe statistics are employed, preceded by Levene's test to evaluate the homogeneity of variances. Should Levene's test yield a p-value below 0.05, indicating heterogeneous variances, the Brown-Forsythe statistic is utilized to identify any significant differences between group means.

Subsequent to detecting significant mean differences, multiple comparisons are conducted to pinpoint specific differing mean pairs. The Dunnett's T3 method is applied for multiple comparisons when Levene's test indicates $p > 0.05$, suggesting homogenous variances. Conversely, should significant mean differences be observed under homogenous variances, pairwise comparisons are undertaken using Fisher's Least Significant Difference (LSD) method to determine distinct mean pairs. The foundational hypotheses for Levene's test are as follows:

0: The variances across all groups are equal.

H1: There exists at least one group whose variance is different from the others.

Table 32 presents the results of Levene's Test for equality of variances in purchasing decisions among Generation Z college students in Chongqing, China, segmented by expenditure levels.

Purchasing Decisions among Generation Z college students in Chongqing, China	Levene's Test for Equality of Variances			
	Levene Statistic	df1	df2	Sig
Overall Assessment of Purchasing Decisions	0.657	3	396	0.579

Analysis presented in Table 32 examines the variance in purchasing decisions among Generation Z college students in Chongqing, China, categorized by expenditure levels. The findings indicate a p-value of 0.000, which below the 0.05 threshold, leading to the rejection acceptance of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1).

This result suggests homogeneity of variances across the groups based on expenditure levels. Consequently, the analysis proceeds with an F-test to assess differences in means, the results of which are detailed in Table 33.

Table 33 presents the F-test statistical analysis of the overall assessment of purchasing decisions among Generation Z college students in Chongqing, China, segmented by expenditure levels.

Purchasing Decisions among Generation Z college students in Chongqing, China	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Overall Assessment of Purchasing Decisions	Between Groups	14.175	3	4.725	8.768	0.000
	Within Groups	213.416	396	0.539		
	Total	227.591	399			

**Statistically significant at the $p < 0.05$ level.*

Table 33 reveals the outcomes of an F-test analysis conducted to evaluate the differences in purchasing decisions among Generation Z college students in Chongqing, China, segmented by expenditure levels. The analysis yielded a p-value of 0.000, falling below the 0.05 threshold, thereby leading to the rejection of the null

hypothesis (H0) and the acceptance of the alternative hypothesis (H1). This result indicates significant variability in purchasing decisions across different expenditure levels among the students. Given the statistical significance at the 0.05 level, this finding aligns with the initial assumptions and suggests the presence of at least one pair of mean differences. To further investigate these differences, a multiple regression analysis will be performed using the Least Significant Difference (LSD) test to identify the specific pairs of means that differ, with the detailed comparisons presented in Table 34.

Table 34 provides the outcomes of pairwise comparisons between age groups and their product purchasing decisions among Generation Z college students in Chongqing, China. These comparisons were performed using the Least Significant Difference (LSD) post-hoc test, subsequent to classifying the data by expenditure levels.

	Less than ¥1,000	¥1,000-1,499	¥1,500-1,999	¥2000-2,999
\bar{x}	3.09	3.42	3.59	3.89
Less than ¥1,000				
¥1,000-1,499	-.32362*			
¥1,500-1,999	-.49312*	-.16949*		
¥2000-2,999	-.79645*	-.47283*	-0.30333	

*Statistically significant at the $p < 0.05$ level.

From Table 34, the results of pairwise comparisons between average monthly income and consumer purchasing decisions in the Chongqing, China, categorized by average monthly income and analyzed using the LSD method, revealed that significant differences exist between the mean purchasing decisions of students with different expenditure levels. Specifically, statistically significant differences were found between students with monthly expenditures less than ¥1,000 and those with higher expenditure levels (¥1,000-1,499, ¥1,500-1,999, and ¥2000-2,999) This suggests that expenditure level does indeed influence purchasing decisions among Generation Z college students in Chongqing, China.

Hypothesis 1.4: Academic Majors differences significantly impact the purchasing decisions of Generation Z college students in Chongqing, China.

The statistical hypotheses for Hypothesis 1.4 are defined as:

H0: There is no significant difference in the purchasing decisions of sciences and arts Generation Z college students in Chongqing, China.

H1: There is a significant difference in the purchasing decisions of sciences and arts Generation Z college students in Chongqing, China.

In the statistical analysis, the research employed an Independent Samples t-test to examine differences in means between two independent demographic groups. A 95% confidence level was adopted for the analysis, guiding the acceptance of the alternative hypothesis (H1) and the rejection of the null hypothesis (H0) based on specific criteria related to the p-value.

The criteria for hypothesis testing were as follows: the alternative hypothesis (H1) would be accepted, and the null hypothesis (H0) rejected, only if the p-value was less than or equal to 0.05. In situations where the p-value was less than 0.05, the t-test value was interpreted under the assumption of equal variances. Conversely, if the Levene's test for equality of variances indicated that variances were not equal, the t-test value was interpreted under the condition of unequal variances, adhering to the principle of "Equal variances not assumed."

This approach ensures that the analysis accurately reflects the underlying assumptions about the data's variance, thereby providing a robust basis for interpreting the results.

H0: The variances across the groups are equal.

H1: The variances across the groups are not equal.

Table 35 presents the results of Levene's Test for equality of variances in purchasing decisions among Generation Z college students in Chongqing, China, segmented by Academic Majors.

Purchasing Decisions among Generation Z college students in Chongqing, China	Levene's Test for Equality of Variances	
	F	Sig
Overall Assessment of Purchasing Decisions	0.515	0.473

**Statistically significant at the $p < 0.05$ level.*

Table 35 presents the results from Levene's test for equality of variances in purchasing decisions among Generation Z college students in Chongqing, China, segregated by Academic Majors. The analysis revealed a p-value of 0.00, which falls below the significance threshold of 0.05. Consequently, this leads to the rejection of

the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1), indicating unequal variances across the groups.

Given this outcome, subsequent analyses, specifically the t-test for comparing means, were conducted under the assumption of unequal variances, as detailed in Table 36.

Table 36 presents the comparative analysis of purchasing decisions among Generation Z college students in Chongqing, China, segmented by Academic Majors.

Purchasing Decisions among Generation Z college students in Chongqing, China	t-test for Equality of Means					
	Academic Majors	\bar{x}	S.D.	t	df	Sig. (2-tailed)
Overall Assessment of Purchasing Decisions	Science	3.17	0.76	-4.952	398.000	0.000
	arts	3.56	0.72			

Table 36 outlines the results from the Independent Sample t-test used to assess gender-based differences in product purchasing decisions among Generation Z college students in Chongqing, China. The analysis yielded a $p=0.000 < 0.05$ which does not exceed the significance threshold of 0.05. This outcome leads to the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1). Consequently, this indicates significant difference in the purchasing decisions of Generation Z college students of different Academic Majors in Chongqing, China, at the 0.05 significance level. This finding does align with the initial assumptions of the study.

Hypothesis H2: The characteristics of internet celebrities, specifically interactivity, professionalism, and attractiveness, have an influence on the purchasing decisions of Generation Z college students in Chongqing, China.

H0: Internet celebrity characteristics (Interactivity, Professionalism, and Attractiveness) do not influence purchasing decisions among Generation Z college students in Chongqing, China.

H1: Internet celebrity characteristics (Interactivity, Professionalism, and Attractiveness) influence purchasing decisions among Generation Z college students in Chongqing, China.

In the analysis, Multiple Regression Analysis is employed to explore the relationship between the independent variables and the dependent variable. The Enter method is utilized for the selection of independent variables into the regression model. The analysis is conducted at a 95% confidence level. Accordingly, the null hypothesis (H0) will be rejected in favor of the alternative hypothesis (H1) if the significance (Sig.) value is less than or equal to 0.05. The independent variables specified for inclusion in the analysis are as follows:

- X1 = Interactivity
- X2 = Professionalism
- X3 = Attractiveness
- Y = purchasing decisions

Table 37 displays the results of the multiple regression analysis on overall purchasing decisions, utilizing Multiple Regression values.

Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Regression	126.451	10	12.645	48.635	0.000
Residual	101.140	389	0.260		
Total	227.591	399			

**Statistically significant at the $p < 0.05$ level.*

From Table 38, the multiple regression analysis examining the impact on purchasing decisions among Generation Z college students in Chongqing, China, revealed a p-value of <0.001. This value, being below the 0.05 threshold, leads to the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1). This indicates that at least one aspect of the online marketing mix significantly influences the purchasing decisions of Generation Z college students in Chongqing, China, with statistical significance at the 0.05 level. Consequently, a linear prediction equation can be formulated as follows:

$$Y = 0.311 + 0.226 * \text{Interactivity} + 0.321 * \text{Professionalism} + 0.347 * \text{attractiveness}$$

Table 38 displays the multiple regression analysis results on the purchasing decisions of Generation Z college students in Chongqing, China, applied through the Enter method.

Predictor variables	Purchasing Decisions among Generation Z college students in Chongqing, China			
	B	SE	t	Sig.
Constant	0.311	0.198	1.571	0.117
Interactivity (X_1)	0.226	0.044	5.192	0.000
Professionalism (X_2)	0.321	0.040	8.108	0.000
Attractiveness (X_3)	0.347	0.044	7.971	0.000
r =0.627		Adjusted R ² = 0.388		
R ² =0.393		SE = 0.591		

**Statistically significant at the $p < 0.05$ level.*

Table 38 presents the analysis results regarding the impact of interactivity (X_1), professionalism (X_2), and attractiveness (X_3) on the purchasing decisions of Generation Z college students in Chongqing, China. The findings indicate that these variables—interactivity, professionalism, and attractiveness—collectively account for 38.8% of the variance in purchasing decisions, as evidenced by an Adjusted R-squared (Adjusted R²) value of 0.388

Interactivity (H2a): The higher the average score of interactivity, the higher the average score of purchasing decisions. Specifically, for every one-unit increase in the average score of interactivity, the average score of purchasing decisions will increase by 0.226 units. Therefore, hypothesis H2a can be accepted.

Professionalism (H2b): When the average score of respondents in Professionalism is higher, it corresponds to higher average scores in Purchasing decisions. For every one-unit increase in the average score of respondents in Professionalism, the average score in Purchasing decisions increases by 0.321 units accordingly. Therefore, we can accept hypothesis H2b.

Attractiveness (H2c): When the average score of respondents in Attraction is higher, it corresponds to higher average scores in Purchasing decisions. Specifically, for every one-unit increase in the average score of respondents in Attraction, the average score in Purchasing decisions increases by 0.347 units. Therefore, we can accept hypothesis H2c.

H3: Quality of Live marketing affecting purchasing decisions among Generation Z college students

H0: Quality of Live marketing (High quality content, Incentive Mechanisms, and Perceived entertainment) do not influence purchasing decisions among Generation Z college students in Chongqing, China.

H1: Quality of Live marketing (High quality content, Incentive Mechanisms, and Perceived entertainment) influence on purchasing decisions among Generation Z college students in Chongqing, China.

In the analysis, Multiple Regression Analysis is employed to explore the relationship between the independent variables and the dependent variable. The Enter method is utilized for the selection of independent variables into the regression model. The analysis is conducted at a 95% confidence level. Accordingly, the null hypothesis (H0) will be rejected in favor of the alternative hypothesis (H1) if the significance (Sig.) value is less than or equal to 0.05. The independent variables specified for inclusion in the analysis are as follows:

X1 = High quality content

X2 = Incentive Mechanisms

X3 = Perceived entertainment

Y = purchasing decisions

Table 39 displays the results of the multiple regression analysis on overall purchasing decisions, utilizing Multiple Regression values.

Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Regression	126.451	10	12.645	48.635	0.000
Residual	101.140	389	0.260		
Total	227.591	399			

**Statistically significant at the $p < 0.05$ level.*

From Table 40, the multiple regression analysis examining the impact on purchasing decisions among Generation Z college students in Chongqing, China, revealed a p-value of <0.001 . This value, being below the 0.05 threshold, leads to the rejection of the null hypothesis (H0) and the acceptance of the alternative hypothesis (H1). This indicates that at least one aspect of the online marketing mix significantly influences the purchasing decisions of Generation Z college students in

Chongqing, China, with statistical significance at the 0.05 level. Consequently, a linear prediction equation can be formulated as follows:

$$Y=0.072+0.307*\text{High quality content}+0.363*\text{Incentive Mechanisms}+0.238*\text{Perceived entertainment}$$

Table 40 displays the multiple regression analysis results on the purchasing decisions of Generation Z college students in Chongqing, China, applied through the Enter method.

Predictor variables	Purchasing Decisions among Generation Z college students in Chongqing, China			
	B	SE	t	Sig.
Constant	0.072	0.214	0.336	0.737
High quality content (X ₁)	0.307	0.043	7.230	0.000
Incentive Mechanisms (X ₂)	0.363	0.044	8.156	0.000
Perceived entertainment (X ₃)	0.238	0.042	5.603	0.000
r =0.625		Adjusted R ² = 0.386		
R ² =0.391		SE = 0.592		

**Statistically significant at the p < 0.05 level.*

Table 40 presents the analysis results regarding the impact of interactivity (X₁), professionalism (X₂), and attractiveness (X₃) on the purchasing decisions of Generation Z college students in Chongqing, China. The findings indicate that these variables—interactivity, professionalism, and attractiveness—collectively account for 38.6% of the variance in purchasing decisions, as evidenced by an Adjusted R-squared (Adjusted R²) value of 0.386.

High Quality Content (H3a): When the average score of respondents in high quality content is higher, it corresponds to higher average scores in purchasing decisions. Specifically, for every one-unit increase in the average score of respondents in high quality content, the average score in purchasing decisions increases by 0.307 units. Therefore, we can accept hypothesis H3a.

Incentive Mechanisms (H3b): Higher average scores in Incentive Mechanisms are associated with higher average scores in Purchasing decisions. For every one-unit increase in the average score of respondents in Incentive Mechanisms, the average score in Purchasing decisions increases by 0.363 units. Therefore, we can accept hypothesis H3b.

Perceived Entertainment (H3c): When the average score in perceived entertainment is higher, it corresponds to higher average scores in purchasing decisions. Specifically, for every one-unit increase in the average score in perceived entertainment, the average score in purchasing decisions increases by 0.238 units. Therefore, we can accept hypothesis H3c.

Table 41 Summary of Hypothesis

Hypothesis	statistic	Result	conclude
H1.1	$t = -2.238, p = 0.026$	Reject H0, accept H1 - Gender differences significantly impact purchasing decisions	√
H1.2	$F = 0.882, p = 0.438$	Fail to reject H0 - No significant differences in purchasing decisions by age	×
H1.3	$F = 8.768, p = 0.000$	Reject H0, accept H1 - Significant differences in purchasing decisions by expenditure levels	√
H1.4	$t = -4.952, p = 0.000$	Reject H0, accept H1 - Significant differences in purchasing decisions by academic majors	√
H2a	Coefficient: 0.226	Accept H2a - Increase in interactivity leads to higher purchasing decisions	√
H2b	Coefficient: 0.321	Accept H2b - Higher professionalism correlates with higher purchasing decisions	√
H2c	Coefficient: 0.347	Accept H2c - Higher attractiveness leads to higher purchasing decisions	√
H3a	Coefficient: 0.307	Accept H3a - Higher scores in high-quality content lead to higher purchasing decisions	√
H3b	Coefficient: 0.363	Accept H3b - Higher scores in incentive mechanisms lead to higher purchasing decisions	√
H3c	Coefficient: 0.238	Accept H3c - Higher scores in perceived entertainment lead to higher purchasing decisions	√

CHAPTER V

CONCLUSIONS, DISCUSSION, AND RECOMMENDATIONS

In this study, we delve into the intricate factors shaping the purchase decisions of Gen Z college students in Chongqing, China, within the realm of Internet Celebrity Live Streaming E-commerce. The research illuminates the evolving landscape of consumer behavior, where the preferences of this dynamic demographic are molded not only by demographic features but also by the influential characteristics of internet celebrities and the quality of live marketing. As we navigate the vibrant context of the live streaming industry propelled by the rapid evolution of internet technologies, our findings underscore the significance of understanding the interplay between demographic nuances, internet celebrity attributes, and the effectiveness of live marketing strategies. This research not only contributes to the theoretical understanding of Gen Z's purchasing decisions but also provides actionable insights for the management of Internet Celebrity Live Streaming E-commerce platforms.

- 1 Conclusions
- 2 Discussions
- 3 Research Significance
 - 3.1 Theoretical Significance
 - 3.2 Practical Significance
- 4 Limitations
- 5 Recommendations and Future Research

Conclusions

Gender:

Contrary to prevailing assumptions, the latest data indicates that gender does not wield a statistically significant independent effect on purchasing decisions within Chongqing's Generation Z. This deviation from prior research underscores the need for a more nuanced understanding of consumer behavior, urging marketers to move beyond stereotypical gender-based strategies when targeting this demographic.

Age:

The impact of age on purchasing decisions remains negligible in the latest dataset. While statistically non-significant, the subtle variations among age groups emphasize the importance of tailored strategies that consider the unique characteristics within each group. Age, though not a decisive factor, hints at the necessity for targeted marketing approaches that resonate with the specific preferences of different age cohorts.

Expenditure:

Our findings continue to reinforce the established correlation between spending patterns and purchasing decisions, with a significant impact observed. Notably, respondents with a monthly expenditure between ¥1,000-1,499 exhibit higher purchasing decision scores, signifying the need for marketers to adapt strategies based on the localized economic context. Understanding spending behaviors facilitates precise targeting and positioning of products to align with consumer financial preferences.

Academic Majors:

The confirmed influence of academic majors on purchasing decisions aligns with broader trends, emphasizing the significance of industry-specific marketing strategies. Recognizing the divergent preferences and needs of students in distinct academic disciplines is paramount. Crafting tailored messages and promotions can resonate more effectively with the varied consumer segments within Chongqing's Generation Z.

Interactivity:

The data underscores the pivotal role of interactivity in influencing purchasing decisions significantly. Users appreciate responsive internet celebrities who engage positively with questions and discussions. However, the neutral response towards celebrities actively initiating engagement indicates a preference for user-driven interactions. Marketers should prioritize facilitating user engagement, creating platforms that encourage dialogue between internet celebrities and consumers.

Professionalism:

While our study confirms the positive sentiment towards professionalism, it reveals potential reservations about the depth of professional competence in the

latest dataset, significantly impacting purchasing decisions. Internet celebrities must address these concerns to enhance credibility and positively impact purchasing decisions. Marketers should concentrate on communicating the expertise of internet celebrities to instill confidence among consumers.

Attractiveness:

Affirming the positive influence of attractiveness, specific attributes like a sense of humor, appearance, voice, and personal appeal significantly contribute to capturing and maintaining user attention during live streaming e-commerce. This suggests that the visual and personal appeal of internet celebrities strongly influences purchasing decisions, making it a significant factor for marketers to leverage strategically.

High-quality Content:

The study underscores the significance of comprehensive and professional content, with a notable impact on purchasing decisions. Users value internet celebrities who present merchandise comprehensively and provide professional answers. However, reservations about personalized advice suggest a need for balance between expertise and personalization. The impact of high-quality content on purchasing decisions highlights the importance of providing detailed and expert-driven information to consumers.

Incentive Mechanisms:

Universal acknowledgment of incentive mechanisms aligns with earlier findings, significantly impacting purchasing decisions among Chongqing's Generation Z in the latest dataset. For marketers, this emphasizes the need to incorporate effective incentive mechanisms to drive consumer engagement and prompt purchasing decisions.

Perceived Entertainment:

Our findings affirm the positive impact of perceived entertainment during live streaming e-commerce, significantly influencing purchasing decisions. Users experiencing joy, finding shopping interesting, and feeling time passing quickly highlight the integral role of entertainment in capturing and retaining user attention. The emphasis on perceived entertainment suggests that marketers should prioritize

creating engaging and enjoyable live streaming experiences to positively influence purchasing decisions.

In summary, our research, based on the latest data, offers a nuanced understanding of the factors influencing purchasing decisions among Generation Z college students in Chongqing. While certain traditional demographic factors exhibit non-significant effects, the study emphasizes the critical role of localized economic and educational influences, providing actionable insights for marketers seeking to navigate the unique dynamics of this demographic.

Discussions

The findings from the inferential data analysis shed light on the nuanced interplay of various factors influencing purchasing decisions among Generation Z college students in Chongqing, China. Through a comprehensive examination of demographic characteristics, internet celebrity attributes, and the impact of quality of live marketing, this study offers valuable insights into the complex dynamics driving consumer behavior in this demographic segment. In this discussion, we delve into the implications of these findings, considering their significance for marketers and stakeholders seeking to effectively engage with and influence the purchasing decisions of Generation Z consumers.

The exploration of demographics impacting purchasing decisions among Generation Z college students reveals significant insights. Gender plays a crucial role, with men prioritizing product quality while women focus more on price considerations (Baldangombo and Gantulga, 2023). Age dynamics show evolving needs and preferences across different life stages, influencing consumer behavior and purchasing decisions (Pratap, 2017). Expenditure patterns reflect the economic dynamics of students, emphasizing the importance of cost-effectiveness (iiMedia, 2021). Additionally, academic majors contribute to variations in consumption patterns, reflecting diverse aesthetic perspectives and economic pressures (Zhu et al., 2013). Overall, these demographic variables interact intricately to shape the nuanced dynamics of purchasing decisions among Generation Z college students, highlighting the need for tailored marketing strategies to effectively engage this dynamic consumer group. The results of this study are similar to previous studies.

Influence of Internet Celebrity Characteristics: The Influence of Internet Celebrity Characteristics delves into the multifaceted traits that distinguish individuals as influential figures on social media platforms, impacting consumer purchasing

decisions. Traits such as self-disclosure, expertise-knowledge, popularity, interactivity, and business value contribute significantly to their sway over consumer behavior (Chen and Wang, 2021; Waili, 2023). Internet celebrities leverage their substantial following and engagement levels to wield considerable influence over consumer purchase intentions, particularly in e-commerce live broadcasting (Se, 2008). Research by Fang (2018) reveals positive associations between anchor characteristics and consumer attitudes and behavioral tendencies, with interactivity moderating these effects. Similarly, Han's (2020) exploration of e-commerce anchor attributes underscores their impact on consumers' intrinsic states and purchase intentions. Moreover, Yin (2020) highlights the influence of opinion leaders on consumers' purchase intentions, focusing on characteristics such as product involvement, professionalism, and fame. The findings of these studies align closely with the assertions made in this research, indicating a consistent understanding of the influential role played by internet celebrity characteristics in shaping consumer purchasing decisions within the context of live e-commerce. The results of this study are similar to previous studies.

Effect of Quality of Live Marketing: The Effect of Quality of Live Marketing centers on the comprehensive presentation of products during live broadcasts and the strategic employment of incentive mechanisms to stimulate consumer engagement and purchasing behavior. High-quality content, characterized by meticulous and professionally executed presentations tailored to meet individualized consumer needs, plays a pivotal role in shaping consumer attitudes and influencing purchasing decisions (Li et al., 2018; Jiang, 2019). Incentive mechanisms, such as limited product releases, timed special offers, coupon distributions, and gift giveaways, serve as short-term stimuli, compelling consumer purchasing behavior within a confined temporal framework (Huang, 2018; Blattberg and Neslin, 1990). The combination of high-quality content and incentive mechanisms significantly contributes to shaping consumer perceptions, fostering engagement, and ultimately influencing purchasing decisions within the dynamic landscape of live e-commerce (Li et al., 2018; Jiang, 2019). This research corroborates existing literature, emphasizing the pivotal role of optimizing content presentation methods and refining personalized incentive mechanisms in enhancing consumer engagement and enriching shopping experiences in the realm of live streaming e-commerce. The results of this study are similar to previous studies.

Discussion Summary:

Overall, the findings underscore the complexity of factors influencing purchasing decisions among Generation Z college students in Chongqing, China. While demographic factors such as gender, income, and academic majors play a role, the characteristics of internet celebrities and the quality of live marketing strategies also exert significant influence. Understanding these dynamics can aid marketers in developing targeted strategies to effectively engage and influence the purchasing behavior of Generation Z consumers.

Research Significance

Theoretical Significance

This research significantly contributes to advancing the theoretical landscape of consumer behavior, particularly within the context of Generation Z and Internet Celebrity Live Streaming E-commerce. By intricately examining the interplay between demographic factors, internet celebrity characteristics, and the quality of live marketing, our study refines existing theoretical frameworks. The identification and analysis of these multifaceted dimensions provide scholars and researchers with a nuanced understanding of the evolving dynamics in modern e-commerce, offering fertile ground for further theoretical development and refinement.

Practical Significance

On a practical level, our research yields actionable insights for stakeholders in the live streaming ecosystem. Marketers gain a sophisticated understanding of the key drivers shaping Gen Z purchasing decisions, enabling them to fine-tune strategies for heightened audience engagement. Internet celebrities, armed with insights into the influential characteristics identified in our study, can tailor content and interactions to better resonate with their audience. E-commerce platforms, seeking to navigate the competitive landscape, can leverage these practical insights to enhance user experiences, capture attention, and drive conversions. The study's practical significance extends beyond individual strategies, serving as a guiding beacon for all stakeholders aiming to navigate and succeed in the rapidly evolving world of Internet Celebrity Live Streaming E-commerce.

Limitations

While our study provides valuable insights, it is crucial to transparently acknowledge its limitations to ensure a nuanced interpretation of the findings.

Geographic Scope and Demographic Focus

Our research is geographically limited to Chongqing, China, and specifically focuses on Generation Z college students. Generalizing findings beyond this specific demographic and geographic scope should be done cautiously. Future research could explore variations across diverse geographical locations and extend the study to encompass a broader age range within Generation Z.

Dynamics of the Live Streaming Landscape

Given the dynamic nature of the live streaming landscape, capturing real-time changes and trends presents inherent challenges. Our study reflects a snapshot of the prevailing conditions, and subsequent shifts in technology, consumer behavior, or platform dynamics may impact the relevance of our findings over time. Researchers and practitioners should stay attuned to the evolving nature of the digital marketplace.

Cultural Nuances

The study acknowledges that cultural nuances may influence purchasing decisions; however, it does not delve extensively into these aspects. Future research could explore the cultural factors shaping consumer behavior in the live streaming context, providing a more comprehensive understanding of the cross-cultural dynamics at play.

Longitudinal Impacts

The research primarily provides insights into the contemporary landscape. Exploring the longitudinal impacts of specific marketing strategies and demographic shifts over time could uncover valuable trends and patterns. Researchers are encouraged to undertake longitudinal studies to capture the enduring effects of interventions in the fast-paced world of live streaming e-commerce.

By transparently addressing these limitations, our study aims to guide researchers and practitioners in interpreting the findings judiciously and inspire future

investigations into unexplored dimensions of Internet Celebrity Live Streaming E-commerce.

Recommendations and Future Research

Recommendations for Different Demographics:

Gender-Based Strategies: Recognizing the distinct preferences highlighted in our study, marketers should tailor strategies based on gender. For example, emphasize product quality for male-oriented campaigns and highlight competitive pricing for female-oriented promotions.

Age-Centric Approaches: Acknowledging the impact of age on purchasing decisions, targeted marketing campaigns catering to the unique needs and preferences of each age group within Generation Z are recommended. Tailor promotional content and engagement strategies to align with the evolving interests of different age segments.

Financial Considerations: Given the significance of monthly expenditure, e-commerce platforms could introduce tiered pricing or exclusive discounts for different spending brackets, ensuring affordability and accessibility for a diverse range of consumers.

Academic Major Sensitivity: Recognizing the varied consumption patterns among different academic majors, marketers can collaborate with influencers or internet celebrities from specific academic disciplines to enhance relatability and resonance with target audiences.

Recommendations for Internet Celebrity Characteristics:

Enhanced Interactivity: Internet celebrities should focus on boosting real-time engagement during live streams. Implementing interactive features like Q&A sessions, polls, or exclusive incentives for active participation can deepen the connection between influencers and their audience.

Professionalism Reinforcement: To further enhance professionalism, internet celebrities should continuously update their knowledge about endorsed products and provide in-depth insights during live broadcasts. Collaboration with industry experts or conducting regular training sessions could contribute to expertise enhancement.

Attractiveness Amplification: Internet celebrities should capitalize on their visual appeal, voice modulation, and overall charm. Investment in personal brand

development, including grooming and stylistic considerations, can contribute to the overall attractiveness that resonates with the audience.

Recommendations for Quality of Live Marketing:

Content Optimization: Platforms and influencers must prioritize meticulous and professionally executed content presentations. Investing in high-quality visuals, clear product demonstrations, and engaging storytelling techniques can enhance the overall content quality, capturing and retaining viewer attention.

Incentive Strategy Refinement: Platforms should innovate incentive mechanisms by introducing varied promotions such as flash sales, limited-time offers, and exclusive giveaways. Personalized incentives based on user preferences and behaviors can create a sense of exclusivity and urgency, fostering a positive impact on purchasing decisions.

Entertainment Enrichment: Recognizing the importance of perceived entertainment, live streaming platforms should continually explore creative ways to enhance the overall user experience. Incorporating elements like gamification, interactive challenges, or collaborative events can contribute to a more entertaining and enjoyable shopping journey.

Conclusion and Future Outlook:

In conclusion, this comprehensive study unfurls the multifaceted landscape of Gen Z college students' purchasing decisions within the dynamic realm of Internet Celebrity Live Streaming E-commerce in Chongqing, China. Our journey through the intricate web of consumer behavior has illuminated the profound influence of demographic nuances, internet celebrity characteristics, and the quality of live marketing strategies on the preferences and choices of this vibrant demographic.

The exploration of different demographics revealed distinct effects on purchasing decisions, with age, gender, expenditure, and academic majors playing pivotal roles in shaping consumer behavior. The intricacies of these demographic variables underscore the necessity for marketers to craft tailored strategies that resonate with the diverse needs of Gen Z.

Turning our attention to internet celebrity characteristics, the study emphasized the pivotal dimensions of interactivity, professionalism, and attractiveness. Insights into these facets offer actionable recommendations for internet celebrities, urging them to enhance real-time engagement, reinforce

professional knowledge, and amplify their overall visual appeal to captivate and retain the attention of their audience.

In dissecting the quality of live marketing, our analysis unveiled the significance of high-quality content, incentive mechanisms, and perceived entertainment. Platforms and influencers are encouraged to invest in content optimization, refine incentive strategies, and continually enrich the entertainment factor to elevate the overall shopping experience for Gen Z consumers.

As we peer into the future of research in this domain, the integration of influencer marketing models, exploration of emerging technologies' impact, understanding consumer ethical perspectives, and delving into sustainability considerations emerge as promising avenues. These future endeavors aim to fortify the foundations of Internet Celebrity Live Streaming E-commerce, ensuring its ethicality, sustainability, and alignment with evolving consumer expectations.

In essence, this study not only contributes to the theoretical understanding of Gen Z's purchasing decisions but also serves as a practical guide for industry stakeholders. As we navigate the ever-evolving landscape of Internet Celebrity Live Streaming E-commerce, these findings act as a compass, guiding marketers, platforms, and influencers towards strategies that resonate authentically with the preferences and values of Generation Z. The journey continues, promising exciting prospects for future research and continued refinement of strategies in this dynamic and influential domain.

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APPENDIXES



APPENDIX A
QUESTIONNAIRES(In English)

Explanation

This questionnaire is designed for graduate students pursuing a Master of Business Administration in Digital Economics and Management Innovation at Maejo University International College, Maejo University, on the topic of “**Factors influencing purchase decisions through Internet Celebrity Live Streaming E-commerce among Generation Z college students in Chongqing, China**”. The main objective is to attain a comprehensive understanding of the essential factors that impact the purchasing decisions among Generation Z college students.

The questionnaire is divided into three parts as outlined below:

Part 1: Screened questionnaires for respondents

Part 2: Demographic respondents

Part 3: Internet Celebrity Characteristic Factors

Part 4: Quality of Live Marketing Factors

Part 5: Purchasing decisions

The researcher kindly seeks your cooperation in completing this questionnaire, and your participation is greatly appreciated. Your commitment of time to respond to these inquiries is valued.

Contact Person

Name: Mr. TaoCheng Yang

Email: 1782445083@qq.com

Maejo University International College

Confidentiality Statement:

Your responses to the questions and any other provided information will be treated with the utmost confidentiality.

Part 1: Screened questionnaires for respondents

Instructions: Please place a checkmark ✓ in the box corresponding to the answer that most accurately reflects your information.

Screening Questions

1. Are you currently a student at a university in Chongqing City, China?

- Yes No (end of the questionnaire)

2. Are you between the ages of 18-22? **(Gen Z)**

- Yes No (end of the questionnaire)

Part 2: Demographic respondents

1. Gender:

- Male Female

2. Age:

- 18 years 19 years
 20 years 21 years
 22 years

3. What is your average monthly expenditure on online shopping?

- Less than ¥1,000 ¥1,000-1,499
 ¥1,500-1,999 ¥2000-2,999

4. Major of Study Science Arts**5. Name of Your School/University****Normal Courses :**

- 5.1) Chongqing University
- 5.2) Chongqing University of Posts and Telecommunications
- 5.3) Chongqing Jiaotong University
- 5.4) Chongqing Medical University
- 5.5) Southwest University
- 5.6) Chongqing Normal University
- 5.7) Chongqing College of Arts and Sciences
- 5.8) Chongqing Three Gorges University
- 5.9) Yangtze River Normal University
- 5.10) Sichuan International Studies University
- 5.11) Southwest University of Political Science and Law
- 5.12) Sichuan Academy of Fine Arts
- 5.13) Chongqing Institute of Science and Technology Junior

Short-cycle Courses :

- 5.1) Chongqing Aerospace Vocational and Technical College
- 5.2) Chongqing Electric Power College
- 5.3) Chongqing Industrial Vocational and Technical College
- 5.4) Chongqing Three Gorges Vocational College
- 5.5) Chongqing Industry and Trade Vocational and Technical College
- 5.6) Chongqing Electronic Engineering Vocational College
- 5.7) Chongqing Hailian Vocational and Technical College
- 5.8) Chongqing Information Technology Vocational College
- 5.9) Chongqing Media Vocational College

- 5.10) Chongqing City Management Vocational College
- 5.11) Chongqing Engineering Vocational and Technical College
- 5.12) Chongqing Construction Technology Vocational College
- 5.13) Chongqing City Vocational College
- 5.14) Chongqing Water Conservancy and Electric Power Vocational and Technical College
- 5.15) Chongqing Vocational College of Commerce and Industry
- 5.16) Chongqing Applied Technology Vocational College
- 5.17) Chongqing Three Gorges Medical College
- 5.18) Chongqing Finance and Economics Vocational College
- 5.19) Chongqing Kechuang Vocational College
- 5.20) Chongqing Construction Engineering Vocational College
- 5.21) Chongqing Telecommunication Vocational College
- 5.22) Chongqing Architecture and Engineering Vocational College

Part 3: Internet Celebrity Characteristic Factors

Instructions: Please place a checkmark (✓) in the box that best corresponds to your opinion.

Score: 1 = Strong Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree

Internet Celebrity Characteristic Factors	Level of Agreement				
	1	2	3	4	5
1) Interactivity					
1. The internet celebrity responded positively to the questions I posed during the live	1	2	3	4	5

stream.					
2. The internet celebrity consistently engages in lively discussions with viewers on air about the product.	1	2	3	4	5
3. I will actively engage with topics initiated by the internet celebrity.	1	2	3	4	5
4. I am open to interacting with the internet celebrity during the live stream.	1	2	3	4	5
2) Professionalism					
1. I am confident that the internet celebrity possesses pertinent knowledge in the product domain.	1	2	3	4	5
2. I am confident in the professional competence of the internet celebrity.	1	2	3	4	5
3. I believe the internet celebrity is well-versed in the information about the products they recommend.	1	2	3	4	5
4. I believe the internet celebrity possesses extensive practical experience.	1	2	3	4	5
3) Attractiveness					
1. I think the internet celebrity's sense of humor drew me in.	1	2	3	4	5
2. I find the internet celebrity's appearance attractive.	1	2	3	4	5
3. I find the internet celebrity's voice attractive.	1	2	3	4	5
4. I find the internet celebrity personally appealing.	1	2	3	4	5

Part 4: Quality of Live Marketing Factors

Instructions: Please place a checkmark (✓) in the box that best corresponds to your opinion.

Score: 1 = Very dissatisfied, 2 = Dissatisfied, 3 = Neither dissatisfied or satisfied, 4 = Satisfied, 5 = Very satisfied

Quality of Live Marketing Factors	Level of Agreement				
	1	2	3	4	5
1) High-quality content					
1. I believe Internet celebrities can present their merchandise comprehensively and three-dimensionally during live broadcasts.	1	2	3	4	5
2. I believe the Internet celebrity can provide professional answers to questions about the products during live broadcasts.	1	2	3	4	5
3. I believe the internet celebrity can provide personalized advice based on my descriptions during live broadcasts.	1	2	3	4	5
2) Incentive Mechanisms					
1. When watching internet celebrity live streaming e-commerce, I can obtain the lowest price compared to any other channel.	1	2	3	4	5
2. I will make a purchase because products featured in internet celebrity live streaming e-commerce are available in limited quantities.	1	2	3	4	5

3. I will purchase it because the item is exclusively available for sale in the internet celebrity live streaming e-commerce.	1	2	3	4	5
4. I will continue watching due to the availability of coupons and gifts in the internet celebrity live streaming e-commerce.	1	2	3	4	5
3) Perceived entertainment					
1. I experience joy while making purchases from the internet celebrity live streaming e-commerce.	1	2	3	4	5
2. I felt time passed quickly while shopping from the internet celebrity live streaming e-commerce.	1	2	3	4	5
3. I find it interesting to shop from the internet celebrity live streaming e-commerce.	1	2	3	4	5

Part 5: Purchasing decisions

Instructions: Please place a checkmark (✓) in the box that best corresponds to your opinion.

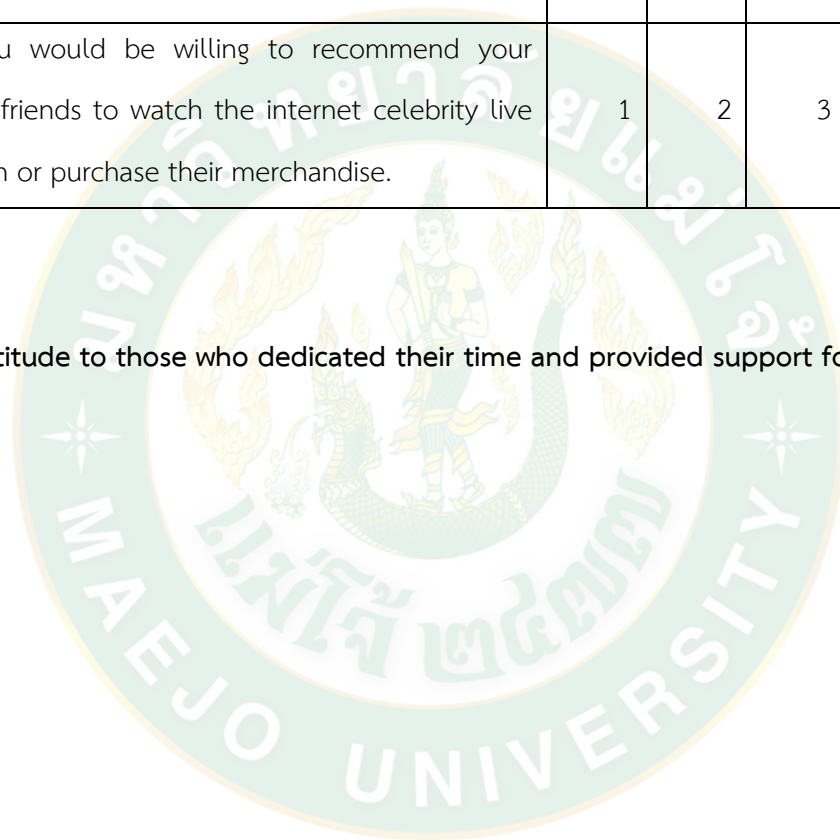
Score: 1 = Very dissatisfied, 2 = Dissatisfied, 3 = Neither dissatisfied or satisfied, 4 = Satisfied,

5 = Very satisfied

Purchasing decisions	Level of Agreement				
	1	2	3	4	5
1. You feel confident in your decision to make a purchase via live stream and are considering acquiring merchandise.	1	2	3	4	5

2. You will frequently purchase products from internet celebrity live streams.	1	2	3	4	5
3. You intend to make another purchase via streaming e-commerce channels.	1	2	3	4	5
4. You are satisfied with your product purchase through internet celebrity live streaming e-commerce.	1	2	3	4	5
5. You would be willing to recommend your close friends to watch the internet celebrity live stream or purchase their merchandise.	1	2	3	4	5

... Gratitude to those who dedicated their time and provided support for this study...





APPENDIX B
QUESTIONNAIRES (In Chinese)

解释

梅州大学国际学院数字经济与管理创新工商管理硕士研究生设计的，主题为“Z 世代大学生通过网红直播电商影响购买决策的因素”在中国重庆”。主要目标是全面了解影响 Z 世代大学生购买决策的基本因素。

问卷分为三个部分，概述如下：

第 1 部分：针对受访者筛选的问卷

第 2 部分：受访者人口统计

第 3 部分：网红特征因素

第 4 部分：直播营销质量因素

第 5 部分：购买决策

研究者恳请您配合填写本调查问卷，非常感谢您的参与。我们非常重视您花时间回复这些询问。

联络人

姓名：杨涛诚

邮箱：1782445083@qq.com

梅州大学国际学院

保密声明：

您对问题的回答以及所提供的任何其他信息都将得到严格保

第 1 部分：为受访者筛选问卷

说明：请在最准确反映您信息的答案对应的方框中打勾√。

筛选问题

1. 您目前是中国重庆市一所大学的学生吗？

是的 否 (问卷结束)

2. 您的年龄在 18-22 岁之间吗？

是的 否 (问卷结束)

第 2 部分：人口统计受访者

1. 性别：

- 男 女

2. 年龄：

- 18 岁 19 岁
 20 岁 21 岁
 22 岁

3. 您平均每月网购支出是多少？

- 1,000 元以下 1,000-1,499 元
 1,500-1,999 元 2000-2,999 元

4. 学习专业

- 理科 文科

5. 您的学校/大学名称

本科：

- 5.1) 重庆大学
 5.2) 重庆邮电大学
 5.3) 重庆交通大学
 5.4) 重庆医科大学
 5.5) 西南大学
 5.6) 重庆师范大学
 5.7) 重庆文理学院
 5.8) 重庆三峡大学
 5.9) 长江师范大学
 5.10) 四川外国语大学
 5.11) 西南政法大学
 5.12) 四川美术学院
 5.13) 重庆科技学院

专科：

- 5.1) 重庆航空航天职业技术学院
 5.2) 重庆电力学院
 5.3) 重庆工业职业技术学院
 5.4) 重庆三峡职业学院
 5.5) 重庆工贸职业技术学院
 5.6) 重庆电子工程职业学院

- 5.7) 重庆海联职业技术学院
 5.8) 重庆信息技术职业学院
 5.9) 重庆传媒职业学院
 5.10) 重庆城市管理职业学院
 5.11) 重庆工程职业技术学院
 5.12) 重庆建筑技术职业学院
 5.13) 重庆城市职业学院
 5.14) 重庆水利电力职业技术学院
 5.15) 重庆工商职业学院
 5.16) 重庆应用技术职业学院
 5.17) 重庆三峡医学院
 5.18) 重庆财经职业学院
 5.19) 重庆科创职业学院
 5.20) 重庆建筑工程职业学院
 5.21) 重庆电讯职业学院
 5.22) 重庆建筑工程职业学院

第3部分：网红特征因素

说明：请在最符合您意见的方框中打勾（✓）。

分数：1 = 强烈不同意, 2 = 不同意, 3 = 既不同意也不不同意, 4 = 同意, 5 = 非常同意

网红特征因素	协议程度				
	1	2	3	4	5
4) 互动性					
1. 网红对我在直播中提出的问题做出了积极的回应。	1	2	3	4	5
2. 网红在直播中持续与观众热烈讨论产品。	1	2	3	4	5
3. 我会积极参与网红发起的话题。	1	2	3	4	5
4. 我愿意在直播中与网红互动。	1	2	3	4	5
5) 专业精神					
1. 我相信网红拥有产品领域的相关知识。	1	2	3	4	5
2. 我对网红的专业能力有信心。	1	2	3	4	5
3. 我相信网红对他们推荐的产品的信息很熟悉。	1	2	3	4	5
4. 我认为网红拥有丰富的实践经验。	1	2	3	4	5
6) 吸引力					
1. 我觉得这位网红的幽默感吸引了我。	1	2	3	4	5

2.我觉得网红的外表很有吸引力。	1	2	3	4	5
3.我觉得网红的声音很有吸引力。	1	2	3	4	5
4.我觉得这个网红个人很有吸引力。	1	2	3	4	5

第 4 部分：直播营销质量因素

说明：请在最符合您意见的方框中打勾（√）。

评分：1 = 非常不满意, 2 = 不满意, 3 = 既不不满意也不满意,
4 = 满意, 5 = 非常满意

直播营销质量因素	协议程度				
	1	2	3	4	5
4) 优质内容					
1.我相信网红在直播中可以全面、立体地展示自己的商品。	1	2	3	4	5
2.相信网红在直播中能够对产品相关问题提供专业的解答。	1	2	3	4	5
3.我相信网红可以根据我在直播时的描述提供个性化的建议。	1	2	3	4	5
5) 激励机制					
1.看网红直播电商时，我可以获得比其他渠道最低的价格。	1	2	3	4	5
2.我会购买，因为网红直播电商的产品数量有限。	1	2	3	4	5
3.我会购买，因为该商品是网红直播电商独家发售。	1	2	3	4	5
4.因为网红直播电商有优惠券和礼物，我会继续看。	1	2	3	4	5
6) 感知娱乐					
1.网红直播电商购物体验到快乐。	1	2	3	4	5
2.在网红直播电商购物时感觉时间过得很快。	1	2	3	4	5
3.我觉得在网红直播电商上购物很有趣。	1	2	3	4	5

第 5 部分：购买决策

说明：请在最符合您意见的方框中打勾（✓）。

评分：1 = 非常不满意, 2 = 不满意, 3 = 既不满意也不是满意, 4 = 满意,
5 = 非常满意

采购决策	协议程度				
	1	2	3	4	5
1.您对通过直播进行购买的决定充满信心, 并正在考虑购买商品。	1	2	3	4	5
2、您会经常购买网红直播的商品。	1	2	3	4	5
3.您打算通过流媒体电商渠道再次购买。	1	2	3	4	5
4、您通过网红直播电商购买的产品感到满意。	1	2	3	4	5
5.你愿意推荐你的好友观看网红直播或购买他们的商品。	1	2	3	4	5

.....感谢那些为这项研究付出时间和提供支持的人.....



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