

# RESEARCH ON THE IMPACT OF LIVE BROADCAST MARKETING ON COLLEGE STUDENTS' PURCHASE DECISION

**Tian Chuan, International College, Krirk University**  
**Wong Ming Wong, International College, Krirk University**

## ABSTRACT

*This paper has conducted an in-depth study of the impact of live broadcast marketing on college students' purchasing decision. Through the investigation relating the current situation of live broadcast marketing and college students' purchasing pattern, the influence mode, specific effects and contributing factors can be inferred. In this paper, a specific questionnaire was designed based on the research model, of which the reliability and validity of statistic findings were tested to make sure that it could be used. On the basis of this survey, this article carries out correlation analysis and regression analysis on the live broadcast marketing and college students' purchase decision and draw a conclusion about the impact of live broadcast marketing on college students' purchasing decision, thus offering some constructive comments or suggestions for reference to enterprises, live broadcast operators and college students.*

**Keywords:** Live Broadcast Marketing; College Students; Purchase Decision

## INTRODUCTION

With the advent of the Internet era, live broadcast has become increasingly popular among people. At the same time, live broadcast has also served as an important marketing tool in today's marketing pattern. Many merchants deliver the task of publicity for their products to anchors and stars, and they instead convey the appearance, performance and evaluation of the products to consumers face to face in their live broadcasts, expecting that the audience will buy the products out of their personal preference. Broadcast marketing is a new marketing method in today's society. As young people being the main target audience of live broadcast, college students with strong consumption power particularly constitute a significant part of this group. Therefore, two questions are posed: Whether the purchase decision of college students would be affected by live broadcast marketing? If it does so, then how much such impact of would broadcast marketing reach?

For the moment, live broadcast marketing in China has still been in its initial stage of development. Although live broadcast marketing is getting increasingly prevalent nowadays, the three groups, including enterprises, anchors, and college students, all has not made full use of live broadcast marketing. Specifically, enterprises fail to fully appreciate its benefits; anchors do not used the favorable media and methods for marketing; and college students have also experienced irrational consumption. Therefore, this article intends to study the relationship between live broadcast marketing and college students' purchase decision. On the one hand, the aim of this paper is to explore a better development path for live broadcast marketing and a better way to market specific products to college students through the live broadcast channel. On the other hand, by conducting this research, the author is expecting to improve the consumption outlook of

college students and guide them to consume reasonably and rationally under the live broadcast marketing of enterprises. The significance of the research lies in three points. Firstly, a practical application of the research results about the relationship between live broadcast marketing and college students' purchasing decision are expected, which would enable enterprises to take cognizance of the importance of live broadcast marketing and identify consumers' preferences better. Secondly, this research analysis influencing factors that affect college students' purchasing decisions in live broadcast marketing, thus benefitting anchors that can then apply these factors into their own live broadcast marketing and conduct marketing activities based on the purchasing characteristics of college students. Thirdly, by finding out certain unhealthy inducement that college students receive in live broadcast marketing, this study tries to offer helpful suggestion for encouraging college students to build a rational consumption concept.

In order to make live broadcast marketing play a full part in business activities and help college students establish rational outlook on live broadcast marketing, this paper focuses on the impact that live broadcast marketing brings to college students' purchasing decision, which is not only beneficial for people to achieve a comprehensive and objective understanding of the actuality of live broadcast marketing, but also able to extrapolate the results back, looking for positive and negative factors that influence college students' purchase decision, thus offering some constructive comments or suggestions for reference to enterprises, live broadcast operators and college students.

## LITERATURE REVIEW

The impact of live broadcast marketing on college students' purchase decision is divided into two factors: live broadcast marketing and college students' purchase decision. The so-called live broadcast marketing takes the live broadcast platform as the carrier and video and audio broadcast as the methods, which simultaneously produce and broadcast programs along with the occurrence and development of the event on the spot, achieving the purpose of brand promotion or sales growth of the enterprise ultimately. Broadcast allows the audience to directly watch the remote live broadcast of the anchors, which completes the transmission of information through the Internet. Due to the properties of network information technology, it enables many remote clients to connect with anchors for watching, and can also achieve real-time effect at the same time. Besides, live broadcast marketing gives an opportunity to anchors to interact with viewers directly and quickly without the limit of geographical factors. Being able to conduct substantial and diverse interactions with its audience, live broadcast marketing can bring great entertainment to the audience while promoting products. At present, due to its diversified forms, attractiveness to consumers, repeatable viewing after recording and low cost, live broadcast marketing has attracted many businesses to adopt the kind of form and seek anchors to advertise their products. Nowadays, broadcast marketing has become a rising and important form of marketing activities.

The consumption of college students has shown the features of demonstration effect and conformity, while pursuing individuality and consistency at the same time. College students tend to buy a product when people around them buy the same. At the same time, they are inclined to purchase those products that can reflect their own uniqueness but also integrate with their small circle. That is to say, on the whole, college students prefer to buy the same type of products as the people around them, but pursue different details of the products. Their purpose of buying products is to show their own personality and create a consistent connection with the people

around them in the meanwhile. Moreover, College students' purchasing behaviors are also accompanied by continuity and impulsivity. Continuity means that they will not only keep buying back for a long time, but also recommend friends to buy with them if they feel good after buying a certain product. However, if they are not satisfied with a certain product at one time, they may not buy it again in the future. Impulsivity refers to a phenomenon that college students are prone to impulse consumption. Under such circumstances, they tend to buy products endorsed by their favorite stars without thinking, or make immediate purchase once they come across any promotional event.

Many foreign scholars have carried out rich research on microblog marketing or other media marketing, and gained more successful experience. For example, Court(2009) takes microblog marketing as the core and uses social media such as Twitter to investigate and measure the process of microblog media effect on customers' brand recognition to brand loyalty effect. The research draws a conclusion that forming effective return on investment illustrates the difficulty of microblog direct marketing.

Park used TAM model to study microblog marketing factors on microblog platform:. Those factors are microblog users' popularity, interactivity and trust respectively. Li selected the performance of Google, Microsoft and Apple on the Twitter platform and determined that microblog is an important platform to collect users' opinions and promoting precision marketing. Therefore, enterprises should give priority to microblog marketing to make efforts in four aspects, namely, topic-oriented, emotion-oriented, trust-oriented and goal-oriented. Kobayash used AISAS model to study the impact of marketing platform on consumers, pointing out that consumers would obtain information about enterprises and products through marketing platform, Therefore, enterprises need to strengthen the construction of marketing platform to turn potential consumers into real consumers.

In recent years, Chinese scholars also carry out relative research about the marketing campaigns towards consumers launched by different marketing platforms. For example, based on the research platform of microblog, Bu Ding found five influencing factors of microblog marketing on consumer's purchase decision through in-depth interviews and empirical test. The author conducted a retrospective review of the five factors—popularity of enterprises, user interaction, information attraction, user engagement and participation of opinion leaders in enterprises—and come to a conclusion that the five factors selected have a positive impact on consumers' purchase intention. According to Yang Yang, who takes the marketing impact of wechat platform on consumers as the research object, as a publicity platform, wechat can influence consumers' cognition by some elements such as wechat Official Account, various service functions and model principles. The author applies empirical way in research, pointing out that wechat marketing can increase consumers' trust and satisfaction to enterprises and products. Wang Nipping (2014) uses UTAUT model to conduct the study of WeChat marketing. Assuming that WeChat marketing does have an effect on consumers' purchase behaviors, expectation of effort, expectation of performance, social influence and features of WeChat were selected as factors in the research. With consumers' brand attitudes and purchase intentions taken as the intervening variable, the author finally concluded that the content authenticity, clarity, and interaction with online customers of WeChat lead to a positive impact on consumers' purchase intentions. QiuFeifei takes the impact of WeChat usage on college students' purchase intentions as the research object. Through empirical test, the author holds that privacy concern and trust will

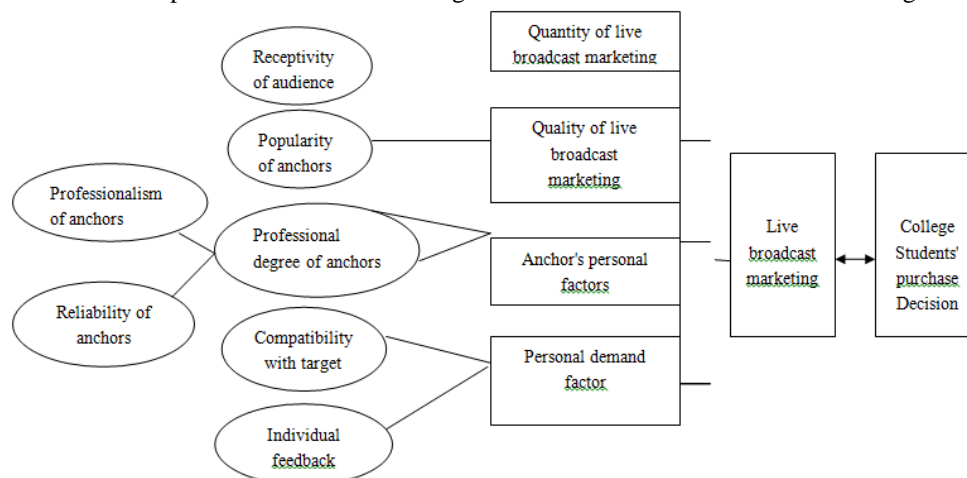
affect college students' usage of WeChat, and in turn influence their purchase intentions. Therefore, it can be inferred that the key to WeChat marketing is to establish trust relationship with college students through WeChat.

## RESEARCH DESIGN

### Determine Research Content

This study is extracted through the combination of in-depth interviews and literature review results. There are three main approaches for predicting the sources of variables. Firstly, in-depth interviews are proposed. Secondly, this research identifies the variables by extracting scholars' previous studies about the impact of live broadcast marketing on purchase decision. In addition, the development and achievements of live broadcast marketing theories in recent two years are collected. Finally, the following research contents were formed:

- A. Whether the amount of live broadcast marketing influence college students' purchase decision;
- B. Whether the quality of live broadcast marketing will have an impact on college students' purchase decision;
- C. Whether anchors' personal factors will influence college students' purchase decision;
- D. Whether individual demand factors will influence college students' purchase decision;
- E. Which factor has more influence on college students' purchase decision: anchor's professionalism or popularity;
- F. Which one has greater influence on college students' purchase decision: the quantity of live broadcast marketing, the quality of live broadcast marketing, the personal factors of anchors or the personal demand factors;
- G. The relationship between gender and the effect of live broadcast marketing;
- H. The relationship between the cost of living and the effect of live broadcast marketing



**FIGURE 1**  
**RESEARCH MODEL**

### HYPOTHESIS

The concept of live broadcast marketing is translated into four aspects: quality of live broadcast marketing, quantity of live broadcast marketing, anchors' personal factor and personal demand factor, which are further transformed into more specific factors including quality of live

broadcast marketing, popularity of anchors, reliability of anchors, expression level of anchors, professional degree of anchors, conformity with purchase demand, product recognition, clients' publicity intention, customers' repurchase intention, gender and monthly living expenses .Based on the above-mentioned elements, a questionnaire is designed for investigation. Assuming that at least one of the above factors has certain influence on college students' purchase behaviors, 80% of the changes in college students' purchase behaviors can be explained, and all of them can have an impact on college students' purchasing behaviors.

### QUESTIONNAIRE DESIGN

This questionnaire aims to investigate the impact of live broadcast marketing on college students' purchase decisions. When you are watching a live broadcast where an anchor recommends a product, please fill in your real situation and experience. These include products recommended by authors when you watch their videos on some platforms such as Tiktok, Bilibili and YouTube, or products introduced by anchors in certain live broadcast platforms like Douyu and Huya.

<b>Table 1</b>					
<b>QUESTIONNAIRE ABOUT THE IMPACT OF LIVE BROADCAST MARKETING ON COLLEGE STUDENTS' PURCHASE DECISION</b>					
Questionnaire items:(Please choose the item that fits your situation best here)	Degree of agreement:				
	5→1 means strongly agree → disagree				
	5	4	3	2	1
1. I will buy a product because it is recommended by many anchors.					
2. I can accept products recommended by anchors for advertising.					
3. I will buy products recommended by my favorite anchors.					
4. I will continue to buy new products recommended by the anchor who has recommended reliable products.					
5. I will choose to buy the products recommended by anchors who are equipped with a high level of professionalism(such as the camera of a certain brand recommended by anchors in the field of science and technology).					
6. The products recommended by many anchors are exactly what I want to buy.					
7. I think the products recommended by anchors are generally better than other types of products.					
8. I think anchors can express the effects and advantages of products to consumers clearly.					
9. I will introduce the products recommended by the anchor to others.					
10. I tend to buy the products recommended by anchors for a long time.					
11. I often buy products recommended by anchors.					
12. I usually feel satisfied after buying the products recommended by anchors.					

1.Your gender is:

A. male B. female

2.Your living expenses are:

A.less than 800 B.801-1200 C.1201-2000 D.more than 2000

A total of 400 questionnaires were issued, which include both printed copy and those giving out through the Internet. Among them, 200 paper questionnaires were sent out, with 184 recovered copies and 150 valid copies. 200 questionnaires were issued through the Internet, of which 190 were recovered and 180 were effective, reaching an effective rate of 85%.

## Sample Formation

### Data Collection and Statistical Description

<b>Title</b>	<b>Options</b>	<b>Percentage (%)</b>
Popularity of anchors	Totally Agree	21.43
	Partially agree	19.64
	General	35.71
	Partially disagree	14.29
	Disagree	8.93
Reliability of anchors	Totally Agree	16.07
	Partially agree	10.71
	General	32.14
	Partially disagree	12.5
	Disagree	28.57
Expression level of anchors	Totally Agree	10.71
	Partially agree	17.86
	General	39.29
	Partially disagree	19.64
	Disagree	12.5
Total		100

<b>Title</b>	<b>Options</b>	<b>Percentage (%)</b>
Quantity of live broadcast marketing	Totally Agree	23.21
	Partially agree	23.21
	General	30.36
	Partially disagree	16.07
	Disagree	7.14
Total		100

<b>Title</b>	<b>Options</b>	<b>Percentage (%)</b>
Quality of live broadcast marketing	Totally Agree	10.71
	Partially agree	8.93

	General	35.71
	Partially disagree	21.43
	Disagree	23.21
Total		100

<b>Title</b>	<b>Options</b>	<b>Percentage (%)</b>
Product recognition	Totally Agree	23.21
	Partially agree	21.43
	General	37.5
	Partially disagree	8.93
	Disagree	8.93
Conformity with purchase demand	Totally Agree	12.5
	Partially agree	17.86
	General	30.36
	Partially disagree	19.64
	Disagree	19.64
Total		100

<b>Title</b>	<b>Options</b>	<b>Percentage (%)</b>
Customers' publicity intention	Totally Agree	26.79
	Partially agree	17.86
	General	28.57
	Partially disagree	17.86
	Disagree	8.93
Purchase frequency	Totally Agree	44.64
	Partially agree	14.29
	General	30.36
	Partially disagree	5.36
	Disagree	5.36
Degree of repurchase	Totally Agree	35.71
	Partially agree	16.07
	General	32.14
	Partially disagree	10.71
	Disagree	5.36
Customers' satisfaction of purchase	Totally Agree	26.79
	Partially agree	3.57
	General	44.64
	Partially disagree	19.64
	Disagree	5.36
Total		100

<b>Title</b>	<b>Options</b>	<b>Percentage (%)</b>
Gender	female	69
	male	31
Monthly living expenses	Less than 800	31
	801-1200.	23
	1201-2000.	36
	More than 2000	10
Total		100

<b>Cronbach reliability analysis</b>			
<b>Title</b>	<b>Corrected Item Total Correlation(CITC)</b>	<b>Alpha</b>	<b>Cronbach alpha</b>
		<b>Coefficient with deleted-items</b>	<b>coefficient</b>
Quantity of live broadcast marketing	0.728	0.854	0.853
Quality of live broadcast marketing	0.772	0.848	
Anchor's personal factors	0.849	0.786	
Customer feedback	0.86	0.791	
Customers' purchase behavior	0.806	0.802	

As can be seen from the data in the above table, the reliability coefficient value is 0.853, and the five variable factors are all greater than 0.6, which reaches the acceptable level, indicating that the reliability quality of the research data is high enough to be an impact factor.

### **Correlation Analysis of Live Broadcast Marketing and College Students' Purchasing Decisions**

In order to investigate the correlation factors between live broadcast marketing and college students' purchase decisions, the main component analysis method is adopted, with the correlation matrix being used to extract the factors. The decomposition results relating the overall factors/Population factor of live broadcast marketing show that all the characteristics of the factors are less than 1, indicating a good correlation validity. It is shown in the Pearson correlation table 9 below.



**Table 9**  
**CORRELATIONS BETWEEN DIFFERENT FACTORS AND PURCHASE FREQUENCY OR CUSTOMER SATISFACTION WITH PURCHASE**

Pearson Correlation												
	Quantity of live broadcast marketing	Quality of live broadcast marketing	Popularity of anchors	Reliability of anchors	Expression level of anchors	Professional degree of anchors	Conformity degree With purchase demand	Product recognition	Customers' publicity intention	Degree of repurchase	gender	Monthly living expenses
Purchase frequency	0.529**	0.562**	0.681*	0.408**	0.610*	0.428*	0.477*	0.637*	0.759*	0.770*	0	0
Customer Satisfaction with purchase	0.494**	0.550**	0.644*	0.543**	0.609*	0.521*	0.725*	0.683*	0.676*	0.637*	0.01	0
* p<0.05 ** p<0.01												

According to the above table, it uses correlation analysis to study the correlation between factors including quantity of live broadcast marketing, quality of live broadcast marketing, popularity of anchors, reliability of anchors, expression level of anchors, professional degree of anchors, conformity degree of purchase demand, product recognition, customer's publicity intention, degree of repurchase, gender and monthly living expenses, and purchase frequency or customer satisfaction with purchase respectively. As for the strength of the correlations, it is expressed by Pearson correlation coefficient.

As is shown in the table given, several data have shown significance in the correlations between those factors and purchase frequency or customer satisfaction with purchase. Those factors are quantity of live broadcast marketing, quality of live broadcast marketing, popularity of anchors, reliability of anchors, expression level of anchors, professional degree of anchors, conformity degree of purchase demand, product recognition, customers' publicity intention, degree of repurchase, with correlation coefficient of 0.529, 0.494, 0.562, 0.550, 0.681, 0.644, 0.408, 0.543, 0.610, 0.609, 0.428, 0.521, 0.477, 0.725, 0.637, 0.683, 0.759, 0.676, 0.770, 0.637 respectively. The Pearson correlations of these factors are all below 0, which indicates that these factors—quantity of live broadcast marketing, quality of live broadcast marketing, popularity of anchors, reliability of anchors, expression level of recognition, customers' publicity intention, degree of repurchase—have positive correlation with the two elements—purchase frequency or customer satisfaction with purchase. There is no significant correlation between gender, monthly living expenses and purchase frequency, customer purchase satisfaction. The correlation values are 0.004, 0.014, 0.120 and 0.059 respectively, which are all greater than 0 with P value greater than 0.05. Therefore, gender and monthly living expenses are not correlated with purchase frequency and customer purchase satisfaction.

### **Regression Analysis of Live Broadcast Marketing and College Students' Purchase Decision**

**Table 10**  
**LINEAR REGRESSION ANALYSIS OF DIFFERENT FACTORS AND PURCHASE DECISION**

Results of linear regression analysis									
	Non- standardized coefficient		Standardized Coefficients	t	p	VIF	R <sup>2</sup>	Adjusted R <sup>2</sup>	F
	B	Standard error	Beta						
Constant	1.192	0.917	-	1.3	0.201	-	0.935	0.917	51.536(0.000**)
Quantity of live broadcast marketing	-0.473	0.244	-0.131	-1.938	0.059	3.027			
Quality of live broadcast	0.162	0.283	0.046	0.572	0.57	4.243			
popularity of anchors	0.654	0.309	0.182	2.114	0.040*	4.89			
Reliability of anchors	0.011	0.221	0.003	0.048	0.962	3.332			
Expression level of anchors	-0.172	0.338	-0.045	-0.509	0.613	5.194			
Professional degree of anchors	-0.245	0.235	-0.073	-1.042	0.303	3.223			
Conformity degree of purchase demand	0.372	0.244	0.109	1.525	0.135	3.403			
Product recognition	0.248	0.287	0.068	0.863	0.393	4.102			
Customers' publicity intention	1.414	0.273	0.419	5.185	0.000**	4.313			
Degree of repurchase	1.731	0.258	0.483	6.723	0.000**	3.417			
gender	-0.004	0.403	0	-0.009	0.993	1.201			
Monthly living expenses	-0.224	0.186	-0.052	-1.206	0.234	1.229			
Dependent variable: customers' purchase behavior									
D - W value: 2.035									
* p<0.05 ** p<0.01									

In this research, the author takes quantity of live broadcast marketing, quality of live broadcast marketing, popularity of anchors, reliability of anchors, expression level of anchors, professional degree of anchors, conformity degree of purchase demand, product recognition, customer publicity intention, degree of repurchase, gender and monthly living expenses as independent variables to conduct the linear regression analysis, while choosing customers' purchase behavior as dependent variable. The chart displays that the value of model R<sup>2</sup> is

0.935, which means that these independent variables can explain 93.5% of the reasons for the change of customers' purchase behavior. It was found that the model passes the F test ( $F=51.536$ ,  $P<0.05$ ), which implicates that at least one of the independent variables would have an impact on customers' purchase behavior.

The research sets the independent variables as a, b, c, d, e, f, g, h, I, j, k, l, and sets the dependent variable as n. The model formula can be expressed as follows:

$$n=1.192-0.473*a + 0.162*b + 0.654*c + 0.011*d-0.172*e-0.245*f + 0.372*g + 0.248*h+ 1.414*i + 1.731*j-0.004*k-0.224*l.$$

In addition, according to the multicollinearity test of the model, it was found that the VIF value in the model was greater than 5 but less than 10, which indicated that there might be some collinearity problem. Therefore, the independent variables with close correlation were eliminated and a new analysis was carried out. The final analysis result specifically shows that:

The regression coefficient values of quantity of live broadcast marketing, quality of live broadcast marketing, reliability of anchors, expression level of anchors, professional degree of anchors, conformity degree of purchase demand, product recognition, gender and monthly living expenses are

$$-0.473(t=-1.938, P=0.059>0.05)$$

$$0.162(t=0.572, P=0.570>0.05)$$

$$0.011(t=0.048, P=0.962>0.05)$$

$$-0.172(t=-0.509, P=0.613>0.05),$$

$$0.248(t=0.863, P=0.393>0.05),$$

$$0.248(t=0.863, P=0.393>0.05),$$

$-0.004(t=-0.009, P=0.993>0.05)-0.224(t=-1.206P=0.234>0.05)$  respectively, indicating that these factors do not have an impact on customers' purchase behavior.

The regression coefficient values of popularity of anchors, customers' publicity intention and degree of repurchase are namely

$$0.654(t=2.114, P=0.040<0.05),$$

$$1.414(t=5.185, P=0.000<0.01),$$

$$1.731(t=6.723, P=0.000<0.01),$$

Which means that these factors would have a significant positive impact on customers' purchase behavior.

In summary, factor that have a significant positive impact on customers' purchase behavior are popularity of anchors, customers' publicity intention and degree of repurchase. However, factors like quantity of live broadcast marketing, quality of live broadcast marketing, reliability of anchors, expression level of anchors, professional degree of anchors, conformity degree of purchase demand, product recognition, gender and monthly living expenses would not have an impact on customers' purchase behavior.

## RESEARCH CONCLUSIONS AND RECOMMENDATIONS

### Research Conclusion

According to the questionnaire survey and its data analysis, live broadcast marketing has a powerful impact on college students' purchase decision. Among the data presented above, the

correlational relationship between various factors of live broadcast marketing and purchase frequency or customer satisfaction with purchase is studied, and the regression analysis of the customer's purchasing behavior is also conducted. In the correlation analysis, most of the data show a positive correlation with the exception of gender and monthly living expenses, whereas there are only these factors (popularity of anchors, customers' publicity intention and degree of repurchase) show a significant positive impact on the relationship.

The impact of live broadcast marketing on college students' purchasing decisions can be roughly divided into four parts: the quantity of live marketing, the quality of live broadcast marketing, anchor's personal factors, and audience's personal factors. To begin with the quantity and quality of live broadcast marketing, it can be seen from the questionnaire that 76.78% of college students have chosen the options better than "general" for the quantity of live broadcast marketing, while only 55.35% of them choose the same options for the quality of live broadcast marketing.

It can be learned from both the correlation analysis and regression analysis that although the quantity and quality of live broadcast marketing are positively related to purchase frequency and customer satisfaction with purchase, none of them has much to do with customer purchase behavior. Under the background of current era, the reasons for the above findings may root in college students' increasing concern about the product quality. Therefore, live broadcast marketing programs itself have little impact on college students' purchase decision, because the quantity of live broadcast and effect of the programs shows little significance to purchase behavior.

What is followed is the personal factors of anchors, which is the main character in live broadcast. According to the survey data, among all the data (popularity of anchors, reliability of anchors and expression level of anchors) related to anchors, the popularity of anchors occupies a significantly higher proportion of which the options of "partially agree" and "totally agree" are selected by college students, though the three factors all show positive correlation with purchase frequency and customer satisfaction with purchase. However, in the regression analysis, the popularity of anchors is the only factor that shows significant relation with customers' purchase behavior, reflecting a universal feature of college students—"follow suit". College students tend to purchase some products recommended by those anchors that are particularly popular, deeply loved by their audience, and swarmed by hordes of fans, without considering those authors' reliability (reputation, character, etc.) or professional ability in the field of related service or products. In accordance with the current situation, the more popular anchors participating in live broadcast marketing are, the better the effect of live broadcast marketing will be.

Considering the aspect of college students' personal factor, it is exactly their demand that promote the development of such a market. As shown in the survey, between product recognition and conformity degree of demand, with both shows a positive relation with purchase frequency and customer satisfaction with purchase, the former takes a higher proportion than the latter, indicating unreasonable consumption to some extent. Customers' satisfaction about a product may lead to repurchases in the future, despite those products are unnecessary.

As for the factors including gender and monthly living expenses, related survey reveals that the two factors have no correlation with purchase frequency and customer satisfaction with purchase. In the linear regression analysis of customers' purchase behaviors, it can be seen that there is no gender difference in the impact of live broadcast marketing on purchase decision.

Besides, the amount of living expenses reveals little significance on the relation between live broadcast marketing and college students' purchase decision.

Viewing college students' purchase decision as separate part, it can be found from the questionnaire survey that the data of customers' publicity intention and degree of repurchase are of high proportion, showing a significant positive impact relationship in regression analysis, which happens in the correlation analysis as well. The greater the customers' publicity intentions are, the bigger the impact is. Similarly, the more the number of repurchases are, the greater the impact will be. Such a phenomenon shows a consumption tendency of repurchasing those products that have been bought in the past and used frequently.

### **Research Recommendations**

Based on the above research, the following suggestions are given:

Being a product of dot-com era, live broadcast marketing should be standardized and legalized. As the leading role of live broadcast, anchor, even those with high popularity, should especially obey the laws and rules. Accordingly, in order to protect consumers' interests, live broadcast platform should pay more attention to the personal quality of anchors and strengthen the audit of live broadcast marketing, as well as anchors themselves.

As consumers, college students should make great efforts in building a reasonable consumption concept, avoiding blindly following the trend and consuming rationally, instead of pursuing temporary pleasure and purchasing products recommended in the live broadcast without thinking, exchanging inferior products with monetary loss. At the same time, it is also important that college students learn to distinguish between true and false and realize that products recommended by popular anchors can have poor quality, while those recommended by unknown anchors can be excellent. From another point of view, live broadcast marketing is also an opportunity for college students, which attracts college students' practitioners or investors. Live broadcast marketing is also an opportunity for college students, which attracts college students' practitioners or investors. A correct grasp of this opportunity will be of great help to their own development. However, we should not blindly engage in live broadcast marketing, but rationally invest in it according to individual circumstances.

### **Research Prospects**

Live broadcast marketing is still in its early stage of development, owning a huge market space, it still has a long way to go before it get saturated or outdated. Currently, many businesses have seized the opportunity of the Internet era, joining in the line of live broadcast marketing. In the near future, live broadcast marketing will be one of the most effective ways of promotion as long as the platform standardizes management and anchors do not practice fraud and ensure the legitimacy of operations when marketing. With live broadcast marketing being not fully developed, some college students may treat live broadcast marketing blindly, having difficulties in controlling their consumption behavior and consumer expectations.

Even so, it can still be expected that they would put the live broadcast marketing in a right place with correct guide and education. Fortunately, with China's education development progresses day by day nowadays, it is a visible future in China that college students treat live broadcast marketing rationally and make purchase decision reasonably.

## REFERENCES

- Cheng, M., & Yang, J. (2017). *Real-time presence, deep involvement, and construction of identity: Live marketing in live web casting*. Advertising Grand View (Theoretical Edition), 3, 45-50.
- Gu, Y. (2017). Research on the user experience strategy of live marketing. *Business Economics*, 11, 37-38.
- Han, Y., & Wang, D. (2018). On consumer knowledge and consumer behavior-Taking the consumer group of college students as an example. *Modern Marketing*, 4, 79-82.
- Huang W., & Yu, F. (2016). Live marketing: Who is the next winner? *Sales and Marketing*, 9, 72-75.
- Kim, J., & Damhorst, M.L. (2010). The mediating effect of perceived service risk on perceived value of internet apparel shopping: From the quality-risk-value approach. *Journal of Global Academy of Marketing Science*, 20(4), 307-318.
- Li, Z., Li, S., & Xiong, L. (2015). Research on O2O website marketing strategy based on college students' purchasing decision model: Taking online shopping of freshmen's daily necessities as an example. *Science and Technology Vision*, 19, 10-16.
- Ma, L. (2010). An experimental study on the influence of commodity attributes and peer evaluation on college students' purchasing decisions. *Journal of Nanchang College*, 1, 73-75.
- Ren, J., (2018). The influence of internet word-of-mouth on purchasing decisions of college students. *Fortune Time*, 4, 45-49.
- Sabiote, C.M., Dolores, M.F., Alberto C.J. (2012). The moderating effect of uncertainty-avoidance on overall perceived value of a service purchased online. *Internet Research*, 22(2).
- Sheng, M., Lu X., & Qin, X. (2010). The influence of network reference groups on college students' purchasing decisions. *Journal of Zhengzhou Institute of Aeronautical Industry Management*, 5, 56-59.
- Winakor, G., Others, A. (2010). Perceived fashion risk and self-esteem of males and females. *Home Economics Research Journal*, 9(1), 45-56.
- Xiao, M. (2016). Live marketing: A new way of brand existence. *Sales and Marketing*, 9, 76-77.
- Xie, Y., Li, C., & Gao, P. (2019). Research on the impact of social presence on online herd consumption and its mechanism in live marketing-Behavioral and neurophysiological perspectives. *Advances in Psychological Science*, 6, 990-1000