

# Study of webcasting on promoting college students' consumption

Ruizhe Li<sup>1,\*</sup>

<sup>1</sup>Shandong Experimental High School, Jinan, Shandong, China

**Abstract.** With the advancement of Internet technology and the popularization of mobile network devices, webcasting has become a popular entertainment method, and shopping rewards mediated by webcasting have also become a new consumption marketing model. It is of strategic significance to study the consumption behavior of the main groups of consumers under the live broadcast platform. Based on the social media marketing environment, this paper takes webcasting as the research object, and takes game livecasting as the starting point. The impact of webcasting on consumer behavior, combined with relevant theories, try to put forward corresponding reference strategies.

**Keywords:** Webcast; College Students; Consumption Behavior

## 1 Introduction

Webcasting is based on streaming media technology, disseminated through the Internet platform, integrating video, audio, barrage, pictures, emoticons and rewards and other forms of dissemination and feedback, presented on the PC or mobile client, based on user interests and live broadcast content. Real-time network video and audio dissemination and interactive communication media, network anchors disseminate information to users in real time, interact with users, and users give feedback on information in real time[1]. Webcasting has the following communication characteristics: low barriers to entry, all people participate in the live broadcast; without "gatekeepers", the content of the live broadcast is complicated; the cost of communication channels is high[2].

According to the 47th "Statistical Report on Internet Development in China" released by the China Internet Network Information Center in 2021, as of the end of December 2020, the number of online live broadcast users in China reached 980 million, and the user utilization rate was 70.4%. In recent years, with the increase in the penetration rate of mobile Internet, more and more new media industries have come into the public's attention, and online live broadcasts include sales, education, entertainment and other fields [3]. During the epidemic and poverty alleviation, online sales were booming. Through featured live broadcasts and celebrity introductions and recommendations, many companies and individuals used online live broadcasts to sell their products, and mainstream media also participated to help solve problems such as unsalable products, making online live broadcasts a return to work. The live broadcast and

delivery of goods are stationed on major social platforms to stimulate new vitality of my country's economy and promote my country's economic growth[4].

College students are in the social age group of freshmen, and their acceptance of webcasting is higher than that of employed adults and middle-aged and elderly people. Since the entire group is in the transitional zone between the juvenile consumption market and the adult consumption market, the fact that this subject will become the main body of social consumption after employment in the future makes the current marketing have a positive strategic significance. Studying the impact of webcasting on its consumption can help to take correct strategic decisions and policies in product design, brand communication and brand equity management in marketing. The rapid rise of webcasting and the accompanying marketing behavior are very pioneering, and it should be recognized that this change also affects the consumer market of college students. Therefore, the research on the interaction between the changes brought by webcasting and the environment, cognition and psychological reaction of college students is helpful to the marketing practice of the market[5].

## 2 Current situation of college students' consumption behavior

The consumption behavior of college students refers to the consumption behavior of students who are registered and enrolled in colleges and universities or junior college education and have not yet gone to the society[6], in order to meet the needs of daily life and spiritual satisfaction, according to their purchasing power. Compared to general

\* Corresponding author: 755424096@qq.com

consumer behavior, it has a few differences. First, as a special consumer group, college students basically have correct judgment ability and work ability. Secondly, as the current education of college students pays more attention to students' knowledge reserve, students still focus on learning and rely on their parents for financial resources. Third, without parental supervision, college students' life is obviously free and independent, which is the particularity of college students' consumption behavior. Current college students' consumption behavior mainly has the following characteristics.

### **2.1. The coexistence of restrained consumption and unrestrained consumption.**

With the continuous improvement of the national economy, college students are affected by some bad consumer culture in the society, and gradually appear the consumption behavior of keeping up with the Joneses, saving face and showing off. At the same time, due to the accelerated pace of life at present, Alipay, ant Huabai, credit card and other forms of consumption emerge in endlessly, which also promote college students to overspend and consume blindly. But on the whole, college students' consumption behavior is rational.

### **2.2. Self-fulfilling consumption and hedonistic consumption coexist.**

With the development of economic globalization, social competitiveness is great, so in order to make themselves invincible in the career competition, many college students will increase the proportion of self-actualized consumption. However, most of the current college students' families are well-off or even higher, and they have developed the bad habit of spending freely and have not formed the correct consumption concept.

### **2.3. The coexistence of herd consumption and individual consumption.**

In college life, college students are easy to be influenced by the outside crowd, resulting in a phenomenon of widespread consumption. At the same time, some college students like to be unconventional and would rather "ugly" to show their individuality than "beautiful" to be the same, which makes them more inclined to show their individuality in the consumption of goods and services.

### **2.4. Practical consumption and symbolic consumption coexist.**

Because college students have different demands for products. In practical consumption behavior, college students are more interested in whether the use value of a commodity is in direct proportion to its price. This kind of college students pay more attention to the quality and function of a commodity, and they hope to have value for money and high cost performance. And conformity is the opposite of symbol consumption, the so-called symbol, is actually upon goods the value of some of the void, in

commercial ads, star effect extremely role today, college students it is easy to get lost in the world of symbols, the symbol consumption as reflect the behavior of superiority, excessive pursuit of luxury brand.

## **3 The Impact of Game Webcasts**

For the consumption behavior of college students, the consumer behavior model is used to concretize the consumption steps of college students and analyze each stage in depth. Considering that the main type of anchors watched by college students is game anchors, this industry is used as the research object to conduct a survey, and the following conclusions are drawn from the consumption decision-making process after synthesizing the survey results.

### **3.1. Influence on the stage of causing demand.**

Online game anchors can generate an external stimulus to college students through live broadcast publicity; in virtual scenes, different gifts have unique symbolic meanings, and users, driven by the huge temptation of symbolic meanings, will arouse the enthusiasm of "giving gifts". According to the survey results, 71% of college students said that "watching the live broadcast will increase my purchase demand" when the anchor recommends products, and 63.4% of the college students said that "the idea of giving virtual gifts to the anchor will arise during the process of watching the live broadcast". It can be seen that watching live broadcasts will indeed stimulate demand for consumers invisibly. Coupled with the competitive nature of the game itself, the probability of impulsive consumption of college students is greatly increased.

### **3.2. The impact on the information gathering stage.**

If the needs of college students are continuously strengthened, they will pay more attention and take the initiative to collect relevant information. This includes receiving information from streamers promoting products or seeing advertisements from other sources (commercial sources); getting information from friends, family and classmates (personal sources); consumer associations, mass media or government Institutions obtain information (public sources); or obtain information through direct experience such as trial samples (experience sources). According to the survey results, 58.62% of college students indicated that they would "learn more about the brands or products recommended by the host", indicating that webcasting is also a way for college students to collect information. In the industrial chain formed by webcasting, livestreaming is becoming more and more detailed, and many college students can learn how to use products and how effective they are through livestreaming.

### **3.3. Impact on the evaluation plan stage.**

After college students collect information about related products, there will be a process of comparison and screening, such as comparing the pros and cons of products from two different live broadcast platforms. According to the survey results, "what aspects do you tend to pay attention to for the products recommended by webcasting", "quality" is the first concern of college students, accounting for 68.97%; 62.07% of college students choose "whether they are suitable for themselves"; 44.83% of college students chose "price". It can be seen from this that what merchants can do is to start from the points that college students are most concerned about, such as improving product quality and cost-effectiveness, and vigorously promoting online live broadcasts to increase product sales.

### **3.4. Impact on purchase and post-purchase evaluation.**

In this survey, 34.48% of the respondents believed that the related products recommended by live broadcasts that they had purchased did not meet expectations at all, and 27.59% of the respondents believed that a small part of the purchased products met their expectations; 23.79% of the respondents believed that most of the related products recommended by live broadcasts that they had purchased met their expectations, and 12.76% of the respondents believed that the products they had purchased were completely in line with their expectations. It can be seen that the products purchased by more than half of the college students in the live broadcast recommendation cannot meet their psychological expectations; the products or brands promoted on the online live broadcast platform still have a lot of untrue information in the process of publicity and promotion, which has brought a lot of misleading and troubled college students, which will make it difficult to form shopping habits. Therefore, the sustainability of advertising on the live broadcast platform remains to be explored.

## **4 Suggestion**

### **4.1. Improve the consumption environment of college students.**

Optimize the social environment. The government should play the role of macro-control to strictly supervise the experience of mass media, strengthen moral constraints, and impose legal sanctions on media that run false advertisements and vulgar programs. The transmitter of bad social atmosphere. At the same time, strengthen the moral construction of media personnel, let them consciously convey positive and positive information, do a good job in media work with an objective and honest attitude, and take advantage of the wide coverage and high speed of media communication to spread the consumption of college students. View powerful information, vigorously promote the concept of green and sustainable

consumption, optimize the consumption environment, and guide college students to consume rationally.

### **4.2. Optimize the campus and surrounding environment.**

In the university, as a model in the school, teachers must first be strict with themselves, set an example, set an example, be diligent and simple in life, not do bad behaviors such as waste of luxury, teach students to be conscientious, and strive to guide the health of college students values and consumption. At the same time, enrich the extracurricular leisure activities of college students, focus on students' spare time cultural time, and do not let students put their energy into meaningless entertainment facilities, so that through the civilized, healthy and colorful campus activities in the school, students The remaining time can be actively and fully utilized, which greatly reduces the chance of blind consumption of college students, and can also increase students' knowledge, so that physical and mental health can be vigorously developed.

### **4.3. Strengthen consumer education guidance in universities.**

Colleges and universities urgently carry out consumer education. Only by strengthening the ideological guidance of consumer education can students establish a correct concept of consumption, enhance their resistance to the bad consumption habits of the outside world, and consciously avoid blind consumption. Schools should carry out consumer education in an organized, systematic and regular manner, and teach the concept of healthy consumption and correct consumption skills. The consumption skills here should include the following points: consumer market education; consumption common sense education; sustainable consumption environment education; Self-planning ability.

### **4.4. Change the concept of family consumption.**

A good family education consumption concept is especially important. First of all, parents must be strict with themselves. After all, parents are their children's first teachers and have the most profound impact on their children. Parents should restrain their coddling behaviors. They should not prefer to be frugal and meet their children's willful requirements. They should change their unlimited supply to moderate devotion. The capital of consumption makes them greedy for pleasure and unwilling to work hard. Let them understand that their parents' money is hard to come by, and earning money is hard. They must understand the work of caring for their parents, and give them the methods of housekeeping, so that they can cultivate a reasonable distribution from an early age. Money, the concept of planned consumption.

## 5 Conclusion

As a new marketing method, webcasting affects the shopping behavior of college students' consumer groups to a certain extent. Online live broadcast is convenient, but for college students, it is easy to bias their consumption behavior. To the end, the government, society, industry and all groups should work together to improve the network live broadcast system, do a good job of college students' consumption outlook education, and promote the sustainable development of the network economy.

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