



Study on the Influencing Factors of Live Skin Care Products Marketing in Airlines

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Abstract. In recent years, some airlines have used "low-cost brands" to broadcast skin care products to attract consumers to pay, but consumers still disagree about the products of airlines. In order to understand the main driving force of the purchase decision of skin care products consumers in the airline broadcast room, this paper conducted a questionnaire survey. A total of 399 questionnaires were issued, and the number of valid questionnaires was 368, with an effective rate of 92.23%. Based on the construction of structural equation model and the analysis of the influencing factors of consumers' purchasing decisions, the research results show that content quality is the main driving force to promote consumers' purchasing decisions, the influence of platform is second, the interactive experience and personal charm of anchors, and the incentive mechanism has the least influence on consumers' purchasing decisions.

Keywords: Airline Company; Skin Care Products; Live Broadcast Marketing.

1 Introduction

From 2020 to 2022, under the background of strict epidemic prevention and control, airlines will continue to suffer huge losses. Airlines walk into the studio, trying to increase revenue while doing airline promotion. Before the inflection point comes, airlines must find ways to explore more development possibilities and provide more valuable services to find more profit growth points. Live streaming is an important part of profit growth.

Before testing the waters of live streaming goods, airlines had already started selling goods in various ways. Many airlines live broadcast with goods aimed at skin care products, but also after a careful choice. However, air tickets are personalized non-standard products. Different passengers need air tickets to fly to different destinations at different times, which is not suitable for live broadcast with goods. However, the demand for air tickets and cultural travel products is low during the epidemic period, and the profit margin is not as good as that of skin care products, so it is wise to buy skin care products. From this point of view, the stewardess with the goods of skin care products itself has a huge advantage. Zhang Yi believes that the aviation industry, as a representative of the service industry, the temperament, image and

connotation of the company and passengers will subtly influence the choice of consumers.

2 Literature Review

With the rapid development of the Internet, more and more enterprises have entered the live broadcast marketing mode. At present, with the popularity of live broadcast marketing mode, more and more scholars have studied the relevant content of live broadcast marketing. When live streaming marketing is emerging, scholars conduct in-depth exploration on the basic concept of live broadcast marketing. Scholar Jiaqi, Jiang (2019) believes that with the outbreak of web celebrity economy and the rapid expansion of live streaming industry and technology, the new economic form of the Internet has presented a form of diversified development[1]. Scholar Lianyi, Sun (2022) pointed out that in the environment of deep integration of digital technology and traditional economy, the economic model of e-commerce live broadcast marketing, which combines the advantages of Internet shopping and Internet live broadcast, emerged and began to enter the period of explosive growth under the background of the epidemic era[2]. On the one hand, e-commerce live broadcasting is favored by brands due to its advantages of high interactivity and high convenience; on the other hand, with more and more entrants, the competition among merchants is more intense. In this case, exploring the factors affecting e-commerce live broadcast marketing to help e-commerce live broadcast merchants to carry out more accurate marketing is of great significance for how to improve the effect of live broadcast marketing so as to be more competitive in the market. Scholar Sun Yuqing (2022) pointed out that the use of application technology to analyze retail services, explore the advantages of live goods marketing mode on the consumer shopping industry, and reflect the positive impact of live goods marketing mode on consumers[3]. Finally, according to the results, the live broadcast form with highly interactive characteristics has been favored by consumers, and a large number of consumption has been accumulated on the sales platform.

With the development of live streaming marketing, some problems have also emerged. Scholars such as Yi Chen(2023) pointed out that compared to traditional e-commerce shopping, live streaming e-commerce can bring real-time interaction, rich audio-visual methods, multi-dimensional product display, and immersive shopping experience, which can better enhance consumer participation and meet social needs[4].

With the development of live broadcast marketing, there are also some problems. Scholar Wang Yajie (2023) pointed out the defects existing in live broadcast marketing. However, with the rapid development of live broadcast marketing, various problems emerge in an endless stream. For example, the popularity of the broadcast room is hot but the turnover is small, and the probability of consumer return and exchange is large[5]. Therefore, enterprises want to achieve long-term and stable development in the field of live broadcast marketing. It is necessary to understand the specific influencing factors of consumers' purchase intention in live broadcast marketing. This

provides some space and possibilities for this paper, and this paper plans to expand and study these problems accordingly.

3 Data Analysis

3.1 Credit and Validity Analysis

For the reliability analysis of the scales in the survey, as shown in the data in Table 1, the model-based Cronbach's α coefficient value was 0.896, indicating that the reliability of the questionnaire was good.

Table 1. shows the reliability analysis

The Cronbach's α coefficient	Normalized Cronbach's α coefficient	number	sample
0.896	0.894	268	368

Table 2 shows the results of KMO test and Bartlett spherical test, KMO test is 0.752, while the results of Bartlett spherical test show that significance P value is 0.000 * * *, significant on level, reject null hypothesis, correlation between variables, and factor analysis is valid.

Table 2. Validity analysis

KMO price		0.752
Bartlett Shpelicity test	Approximate chi	173.112
	df	36
	P	0.000***

3.2 Purchase Decision Analysis Based on the Structural Equation Model

Since the epidemic has brought huge losses to airlines, the new operation mode of airlines using platforms to live broadcast with goods is worth exploring deeply. Based on the observation and understanding of the broadcast room and consumer behavior on the Internet, the following five points were selected as predictive variables: platform influence, high-quality content, interactive experience, reward mechanism, and personal charm of anchors. Consumer trust and consumer liking are designed as intermediate variables, and consumer purchase decision is the outcome variable. In this way, the variable relationship model diagram is established, as shown in Figure 1:

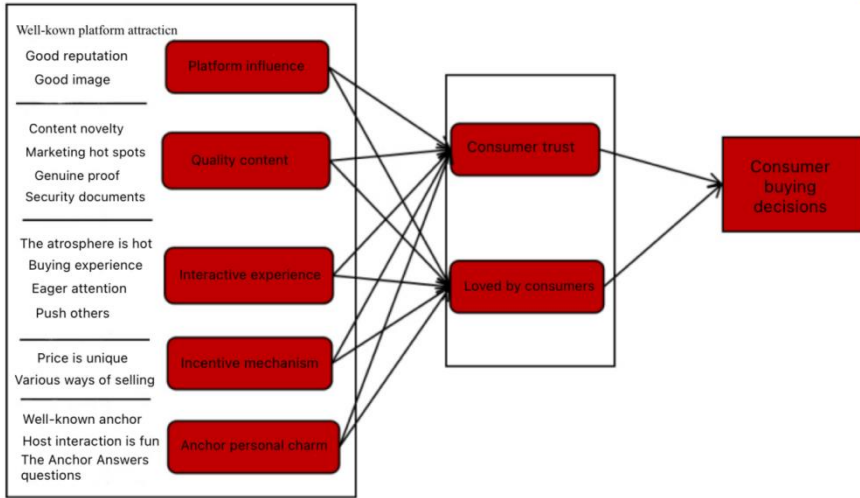


Fig. 1. Variable relationship model[6]

Relevant latent variables and observed variables were set according to the variable relationship model, as shown in the following table.

Table 3. Related latent variables and observed variables setting[6]

Subac-tive variables	Observa-tional variables	concrete content
Platform influence	X1	I think the airlines' live broadcast marketing of skin care products is very novel
	X2	I think airlines live marketing of skin care products is a new attempt
	X3	I was attracted by the airline live-broadcast marketing of skin care products on well-known platforms
	X4	I believe that the airlines with a good reputation will conduct live broadcast marketing of skin care products
	X5	Airlines with a good corporate image will trust me by live marketing of skin care products
	X6	I hope the airline live skin care products can provide effective after-sales service
Quality content	X7	I don't think it is feasible for airlines to market skin care products by live streaming
	X8	I think airlines are hard to believe skincare products
	X9	The novelty of the airline's live marketing of skin care products will make me curious
	X10	Airlines live marketing of hot skin care products will produce the desire to buy
	X11	The airline live marketing hot skin care products let me stay in the studio
	X12	Airlines live broadcast do not show skin care products safety documents will worry
	X13	No genuine certificate of skin care products marketed by airlines will make me refuse to buy them in the studio

	X14	I hope the airline skincare live broadcast is novel
Interactive experience	X15	I hope the airline skincare studio atmosphere is hot
	X16	With a good buying experience in the studio, I will recommend skin care products in the studio to people around me
	X17	In the future, I will pay more attention to the airline skin care products
	X18	I will continue to buy needed products live on airline skincare products
reward mechanism	X19	Airlines broadcast selling a single skin care product will make me boring
	X20	Airlines live marketing of skin care products prices and other places will make me feel that there is no need to buy
	X21	I hope the airline skincare studio is more than one way to sell products
Anchor personal charm	X22	My lack of familiarity with the anchors of skin care products will make me uneasy
	X23	I hope it is a famous anchor for the airline skin care products live
	X24	I hope the airline skincare products live anchor will introduce interesting things
	X25	I hope the airline skincare products live anchors will answer all the questions

Based on Table 3[6], the study and analysis of consumers' purchase decisions on skincare products in the air broadcast room of airlines are mainly influenced by five factors: platform influence, content quality, interactive experience, reward mechanism, and personal charm of anchors. Based on the above analysis, specific hypotheses are obtained.

According to the weight path diagram of the structural model, we can analyze the relationship situation of factor paths, and we can understand the path composition and relationship of each factor node globally. Then, the internal factor quantitative variable is screened by the factor load coefficient. Generally speaking, the measurement variable passes the significance test, and the standardized load system value is greater than 0.6, which can indicate that the measurement variable meets the requirements of the factor dimension reduction.

Through the path coefficient table of the model, we can see the model path coefficient of the paired characteristics, and analyze whether there is an influence relationship between the model variables according to the significance test. If there is a significance, there is an influence relationship between the variables, and an in-depth analysis of the influence efficiency can be made through the standardized path coefficient. The model fitting index can analyze the model fitting situation, usually does not require all the tests to pass, and finally the analysis is summarized.

The path diagram of the obtained equation model is shown in Figure 2:

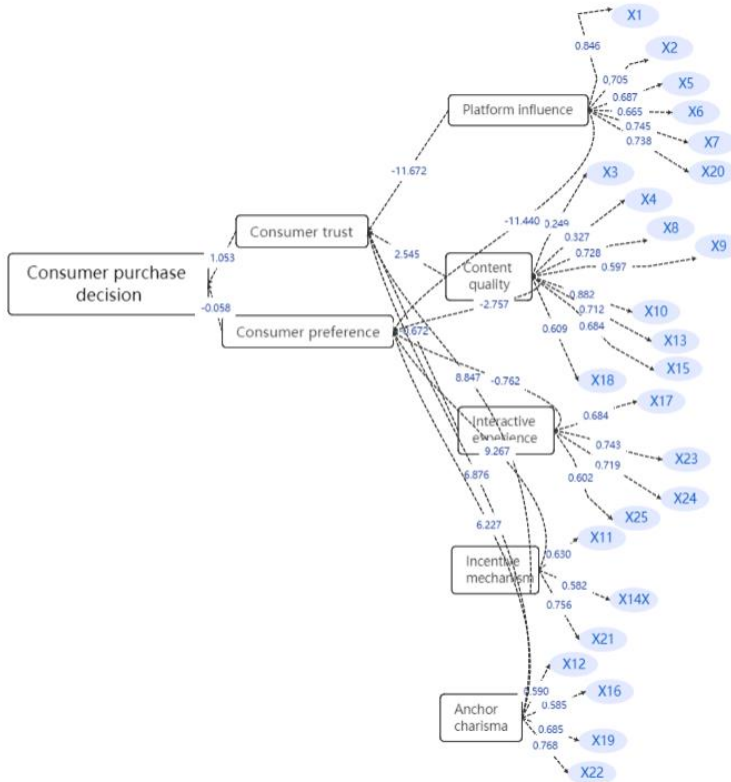


Fig. 2. Results path of the structural equation

After the above research hypothesis and structural equation model path diagram analysis, we can know that content quality is the main driving force to promote consumers' purchasing decisions, the influence of the platform is second, the interactive experience and the personal charm of anchors, and the incentive mechanism has the least influence on consumers' purchasing decisions.

High-quality content can attract a large number of consumers, greatly improve the exposure rate and awareness of live broadcasting, so as to increase the audience's attention to live broadcasting brands. High-quality live broadcast content can cause consumers to interact and discuss, solve problems in real time, actively communicate with consumers, and enhance consumer satisfaction and loyalty. High-quality content can show the characteristics of all kinds of skin care products more intuitively, give consumers a deeper feeling, and can indirectly improve the sales conversion rate[7].Therefore, the quality of live broadcast content plays a vital role in the success of a brand's live broadcast marketing.

4 Marketing Advice

The live broadcast room should carefully prepare skin care products, select high-quality skin care products for live broadcast promotion, formulate high-quality live broadcast plans, and design the highlights and interactive links of the live broadcast combined with the product characteristics, which can increase the quality of the live broadcast content. The better the content, the more it can attract consumers' attention and affect consumers' purchase.

Visitors interact with the anchor in real time, ask questions about the product, and get immediate feedback and answers. The biggest advantage of live streaming lies in real-time interaction and personalized service. Through the form of live video broadcast, consumers can see the real effect of skin care products, and they can even understand the details of the products through the personal trial of anchors. Thus improving consumers' interest and trust.

Combined with the descriptive analysis, structural equations and logical regression model results, it can be seen that consumers generally attach great importance to the platform influence, high content quality, interactive experience and other aspects, and airlines can actively promote live delivery activities on major social media platforms. Airlines can invite well-known anchors or bloggers as guests to broadcast live together. Their expertise and celebrity effect can attract a larger audience and provide more authoritative product recommendations and skincare advice.

5 Conclusion

The status quo of airlines' live skincare products with goods: the products in the broadcast room are worrying about piracy, the delivery of the broadcast room is slow, and the after-sales service needs to be improved. The current situation of consumers of air live carry-on skin care products: consumers attach importance to product quality, consumers trust familiar anchors and broadcast rooms, and consumers are willing to consume products with favorable prices. Factors affecting purchasing behavior: the comprehensive introduction of products in the live broadcast room, the interaction between anchors and audiences in the live broadcast, the authenticity of live broadcast products, and the preferential degree of product prices.

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