

Research on the Influence of Opinion Leaders on Consumers' Willingness to Consume—Taking Taobao as an Example

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Abstract: As a new form of e-commerce business, e-commerce live broadcasting has become a hot spot in the current e-commerce industry. Among them, opinion leaders, as an important role in the broadcast room, can have a great impact on consumers' willingness to consume. Taking Taobao as an example, this paper studies the influence of opinion leaders on consumers' willingness to consume. Through the in-depth discussion of the opinion leaders and consumers in Taobao live broadcast, the influencing factors of opinion leaders in the live broadcast are analyzed, as well as their influence on consumers' consumption willingness and their influence mode. The research results show that the professionalism, affinity and influence of opinion leaders have a significant impact on consumers' willingness to consume, and the influence is mainly achieved through product recommendation and purchase guidance. The research results of this paper help to deeply understand the role of and influence mechanism of opinion leaders in e-commerce live broadcast, and provide valuable reference opinions for e-commerce enterprises in the operation process.

1. Introduction

1.1. Research Background and Significance

1.1.1. Research Background

With the development and popularization of Internet technology, e-commerce has become an indispensable part of people's life. E-commerce provides consumers with more convenient and diversified shopping methods through the network platform, and also brings a broader market and higher profits for merchants. At the same time, e-commerce has also given birth to many new business models, among which e-commerce live broadcasting, as a new model, has attracted wide attention.

1.1.2. Study Significance

E-commerce live broadcast is a form of e-commerce based on the live broadcast platform. Through the live broadcast platform, the characteristics and advantages of the products are displayed, and the products are introduced and promoted to consumers, so as to attract their attention and purchase. In

the e-commerce live broadcast, opinion leaders, as an important role, have a great impact on consumers' willingness to consume. Opinion leaders refer to people who have professional, reputation and influence in a certain field or industry. They can provide consumers with authoritative shopping advice and guidance for consumers through their own professional knowledge and personal image, so as to guide consumers' consumption behavior.

As one of the largest e-commerce platforms in China, Taobao plays an important role in e-commerce live broadcasting. Taobao Live not only provides a more vivid and intuitive commodity display, but also provides consumers with a more convenient and fast shopping experience. In Taobao live broadcast, the status of opinion leaders is particularly important. They provide consumers with professional shopping suggestions and guidance through live broadcast programs to guide consumers to make shopping decisions. Therefore, studying the influence of opinion leaders on consumers' consumption willingness can not only have an in-depth understanding of the operation mechanism and marketing strategy of e-commerce live broadcasting, but also provide guidance and suggestions for e-commerce enterprises to further promote the development of the e-commerce industry.

1.2. Study Content and Methods

Through in-depth study of opinion leaders on Taobao Live platform, this paper discusses their influence on consumers's willingness to spend. This paper specifically analyzes the influencing factors of opinion leaders in Taobao live broadcast, as well as the degree and way of their influence on consumers' consumption willingness.

This paper uses a combination of theoretical analysis and empirical research:

(1) literature review method, by reading the field involving the subject of the classic literature theory, summarizes the key information of previous research and research results, to support the theoretical research analysis, and real-time attention electricity live industry in the field of dynamic, understand the development of the latest policy, to make the research more realistic significance.

(2) This paper adopts the questionnaire survey method to investigate and summarize the wishes of opinion leaders and consumers in Taobao Live broadcast, obtain relevant data and information, and make data analysis and conclusion summary.

1.3. Literature Review

With the development of the Internet, the continuous innovation of network information technology and the deepening of the popularity of the Internet, people's consumption concepts and ways have also changed. Now online shopping has penetrated into people's daily life and become people's primary shopping channel. As an emerging form of marketing, e-commerce live broadcasting is developing rapidly, and its topic heat is high. It has made a significant contribution to the consumer economy and the e-commerce industry. The academic community has also begun to pay attention to this new e-commerce model. E-commerce live broadcast means integrating real-time communication, interaction and product marketing, realizing the flow of stars, Internet celebrities and professional anchors, and completing commodity transactions.

E-commerce live streaming is also known as live streaming e-commerce, there is no unified definition referring to the definition of live broadcasting,

The e-commerce live broadcast is defined as: the use of live broadcast platform to carry out live broadcast activities to achieve the purpose of marketing goods to obtain profits. E-commerce live broadcasting is an emerging industry emerging in the vertical field of e-commerce based on the purpose of commercial marketing (Zhang Zhihua & Song Bin, 2019)[1], Compared with traditional e-commerce, it can directly relate to users and products to reflect the characteristics of authenticity, real-time interaction, community and immersion (Shao Peng, Hu Ping)[2]. Through electricity live,

more conducive to attract consumers to reach a deal, businesses can improve sales, Li Zhongmei (2016), compared with the traditional form of electricity, under the electricity live product turnover has obvious increase, and analyzed the key elements of the studio, including the various information, rich content and buying atmosphere[3]. Pei Xueliang and Deng Huimei (2020) took Taobao live broadcast platform as an example to study the people, commodities and scenes in the context of live broadcast on this platform, and constructed the theory of co-creation behavior process. The empirical results show that the ideas and opinions put forward by the anchors during the live broadcast have a positive impact on the interaction and communication. Different from traditional e-commerce, the e-commerce live broadcast mode is more authentic in information content and communication methods, and can exchange information in real time. At the same time, it has the reality of offline consumption and the convenience of online transactions, which can not only increase the contact with consumers, but also promote merchants to achieve marketing purposes. The live broadcast platform breaks down the natural barriers of time and space in the traditional information exchange. And the e-commerce live broadcast mode not only provides information and social value for merchants, but also contributes to the commercial value such as sales performance. Therefore, it is necessary to study the e-commerce live broadcast mode[4].

As for the research of opinion leaders, opinion leaders (Key Opinion Leader KOL) were first proposed by Paul Lazarsfeld. Opinion leaders as a third party act as intermediate information transmitters between the media and the public, transmitting information between the two levels. In this process, personal subjective attitude may be added to influence the cognition and decision of others. Most studies believe that opinion leaders usually have strong professional skills or professional knowledge in one or some fields and are trusted by the public, so when their opinion leaders spread information to the public, they can greatly influence their attitude or behavior to the event or thing.

In the field of communication, Arndt (1967) pointed out that those individuals who belong to opinion leaders can usually obtain first-hand information in the interpersonal communication network, obtain the largest amount of information, and then may add their own subjective attitude according to their own cognition and understanding to output originally objective information[5].

As opinion leaders gradually participate in business marketing links, they begin to define opinion leaders from a marketing perspective. Stern & Gould (1988) believes that opinion leaders are usually people in a leading position in a certain field with certain authority and voice. Therefore, the information and views they share are more likely to be recognized and believed by the public, and they will affect their attitude and behavior in the process of interaction[6].

Valente & Davis (1999) pointed out that opinion leaders are usually at the center of the community, and their conceptual behaviors will affect the consumer behaviour[7]. The emergence of new media electricity live platform, businesses and consumer communication more smooth and to a certain extent, reduce the barriers on time and space, improve the efficiency, opinion leaders live process of goods, display, answering questions, etc., in meet the demand of consumer information at the same time, realize accurate marketing, improve the turnover rate.

Based on previous research, the basic characteristics of opinion leaders include: opinion leaders usually actively operate in the network; they tend to contact and understand the information in a specific field; opinion leaders generally have the professional knowledge of one or some field, so the information they spread has high credibility and persuasion. In addition, opinion leaders are a channel for consumers to obtain information through the interaction and information exchange with opinion leaders, which can stimulate consumer interest and have a profound influence on their attitude and behavior. Due to the important role of opinion leaders in mass communication, marketing professionals and related researchers have always regarded it as an important research topic and explore their more refined influence mechanism with big data technology.

E-commerce has developed for more than ten years, and the penetration rate of online shopping has been increasing. Online consumption is now people's daily life, and even the preferred shopping method for most people. The purchase intention of consumers in the online shopping mode is used to measure the likelihood of users' purchase behavior on web pages or e-commerce applications (Lu Haixia, 2016)[8]. In the field of marketing, purchasing intention is often used to predict purchasing behavior, which has attracted wide attention in both academia and industry. KentistosRannos and Chatzoglou (2017) found that users will choose online consumption platforms according to the online shopping experience and purchase frequency of those previously applied in e-commerce platforms, so as to form their own consumption habits and tendencies and affect their purchase intention[9]. Hsu (2017) analyzes the relationship between brand and users and the influence mechanism of trust on purchase intention. The research shows that consumers and brands will establish a cooperative relationship, in which both brand owners and consumers will profit to achieve a win-win effect, which will also increase the frequency of activities in the community, and affect the purchase intention[10]. Hongyan & Zhankui (2017) and Lee (2017) analyzed the mobile electric business platform application of the influence mechanism, found that users will because of the nature of entertainment information, personal subjective feelings and the stimulation of information to change their attitude towards products and brand, finally to the product purchase intention and behaviour[11].

Zhang Hebing, Li Chunling et al. (2020) studied the influence of consumers' perceived value on purchase intention from the perspective of heterogeneity, specifically analyzed the difference of perceived value between men and women, young and mature consumers on purchase intention, and put forward corresponding credible suggestions for merchants in e-commerce platforms from the perspective of differentiation[12].

To sum up, domestic and foreign research scholars lack research on the influence of opinion leaders on consumers' consumption willingness in live broadcast. Therefore, this paper will combine the actual analysis from various aspects to promote the development of e-commerce live broadcast in China.

2. Factors Influencing Opinion Leaders in Taobao Live Broadcast

2.1. Professional Factors

The professionalism of opinion leaders is an important factor affecting their influence in Taobao live broadcast. In the Taobao live broadcast, opinion leaders provide consumers with professional shopping advice and guidance by showing their professional knowledge and experience. At the same time, the professionalism of opinion leaders can also increase the trust and recognition of consumers, thus increasing their influence in the eyes of consumers.

2.2. Affinity Factor

Affinity is another important factor affecting opinion leaders in Taobao live broadcast. Affinity refers to the personal image and personality charm displayed by opinion leaders in the live broadcast, including language expression, emotional expression, behavior interaction and other aspects. In Taobao live broadcast, opinion leaders can make consumers like and trust them more by showing their affinity, thus increasing their influence in the minds of consumers.

2.3. Influence Factors

Influence is the most direct factor affecting opinion leaders in Taobao live broadcast. Influence refers to the influence and appeal of an opinion leader in a certain field or industry. In Taobao live

broadcast, opinion leaders show their professional knowledge and experience in a certain field or industry to attract consumers' attention, and give shopping guidance and suggestions to them, so as to have an impact on consumers' shopping decisions.

To sum up, according to consumer behavior theory, consumers will not only consider the characteristics and quality of the product itself, but also be affected by other factors when making purchasing decisions. In Taobao live broadcast, opinion leaders act as an important role in influencing consumer behavior, and their professionalism, affinity and influence have an important influence on consumers' purchasing behavior.

First, the professionalism of opinion leaders can enhance consumers' trust and acceptance of products. In Taobao live broadcast, consumers often have limited understanding of products, and the professionalism of opinion leaders can provide consumers with more and in-depth product information and use experience, so as to enhance consumers' sense of recognition and trust in products.

Secondly, the affinity of opinion leaders can make consumers get closer to them and build closer relationships. Consumers tend to be more likely to trust those who resonate with them and can impress them, and they are also more willing to listen to their suggestions and recommendations.

Finally, the influence of opinion leaders is an important medium to convey information and influence between individuals or independent consumers. In Taobao live broadcast, the influence of opinion leaders can make consumers more trust and accept their recommendations, thus prompting consumers to purchase behavior. This plays an important role in both product sales and brand communication.

Therefore, the professionalism, affinity and influence of opinion leaders in Taobao live broadcast are important factors affecting consumer behavior and purchase decisions.

3. Questionnaire Design and Data Collection

3.1. Questionnaire Design

The questionnaire survey on opinion leaders' willingness to consume consumers has 7 questions, 4 single choice and 3 multiple choice.

It is roughly divided into two parts. The first part mainly collects the basic information of consumers in e-commerce, including understanding the age, gender, monthly income range and occupation of consumers.

The second part mainly collects whether the opinion leaders will affect the consumers' willingness to consume. There are three questions, including whether the purchase intention of consumers and the popularity of opinion leaders will affect the purchase intention of consumers, whether the professionalism of opinion leaders will affect the purchase intention of consumers, and whether the interaction of opinion leaders will affect the purchase intention of consumers.

These three parameters were used in the questionnaire as important factors to measure opinion leaders, with the main reason being that they were closely related to consumer behavior and decision-making.

First, professionalism means that opinion leaders have high professional knowledge and skills in a certain field. Consumers seek professional opinion leaders to get more accurate and credible information to help them make decisions. For example, when buying high-tech products, consumers often choose opinion leaders who can provide professional and in-depth information and advice.

Second, visibility refers to how well an opinion leader is in a specific field. Consumers will be more receptive to well-known opinion leaders because they have wider influence. Their comments and suggestions can be spread quickly to more people, and their reputation and image in the minds of consumers are more convincing. For example, a well-known beauty blogger generally recommends more cosmetics than a normal person.

Finally, interactivity refers to the interaction between opinion leaders and consumers. Consumers are more willing to work with interactive opinion leaders because they are able to get more feedback and support. This interaction can enhance consumers' perception of the product or brand, increase their loyalty, and generate more positive purchasing decisions. For example, on a social media platform around a brand, a well-known opinion leader interacting with users can effectively increase the brand's social media exposure to the brand.

Therefore, taking professionalism, popularity and interactivity as the questionnaire parameter is to deeply understand the psychology of consumers in choosing opinion leaders, so as to better meet their needs and expectations, and finally improve their cognition of brand and products and consumption decisions.

3.2. Questionnaire Survey and Results

Table 1: Questionnaire survey statistics table

attribute	variable	numeric value	percentage
sex	man	32	49.23 percent
	woman	33	50.77 percent
age	Age 20 and below	4	6.15 percent
	20-30 Years old	23	35.38 percent
	30-40 Years old	22	33.85 percent
	Age 40-50	12	18.46 percent
	Age 50 and over	4	6.15 percent
occupation	public officer	11	16.92 percent
	Enterprise employees	32	49.23 percent
	student	9	13.85 percent
	professional	8	12.31 percent
	other	5	7.69 percent
Average monthly disposable income	Below RMB 3,000 yuan	8	12.31 percent
	3000-5000 yuan	23	35.38 percent
	5000-8000 yuan	21	32.31 percent
	8,000-10,000 yuan	12	18.46 percent
	More than 10,000 yuan	1	1.54 percent

In for opinion leaders will consumer consumption will influence research, the topic has a single topic, multiple choice, different options represent different factors, so the questionnaire design, for electricity consumers personal basic information took the single topic choice setting, for various problems took the multiple choice setting.

We calculated the monthly income data of a large number of e-commerce consumers and divided them into five intervals in a reasonable way. In other words, we classify the income status of e-commerce consumers into five different levels: "3000 and below", "3000-5000", "5000-8000", "8000-10,000", and more than 10,000".

Age of the respondents: In order to make effective data statistics on the age of e-commerce consumers, the age range of the respondents is divided into five intervals in this study. Specifically, these ranges are: "less than or equal to 20", "20 to 30", "31 to 40", "41 to 50" and "50 and above".

The occupation of the respondents: According to the age of the majority of e-commerce consumers and the data needs of this study, the occupation are set in five intervals: "public officials", "enterprise employees", "students", "freelancers and other".

According to whether the popularity, professionalism and interactivity of opinion leaders will

affect the purchase intention when consumers watch the live broadcast, a 5-point scale method is set to analyze "5 representatives very agree", "4 representatives agree", "3 representatives" as average ", "2 representatives do not agree "and" 1 represents very disagree ".

In this study, 65 questionnaires were distributed online, and all 65 were recovered, with a recovery rate of 100 percent. The collected questionnaires were screened, and 0 invalid questionnaires were removed. Finally, 65 valid questionnaires were obtained, with an effective rate of 100 percent. All the data results met the requirements for the statistical analysis required for this study. As shown in Table 1.

3.3. Sample Data Analysis

3.3.1. Analysis of Gender, Age, Occupation, and Monthly Income in this Survey

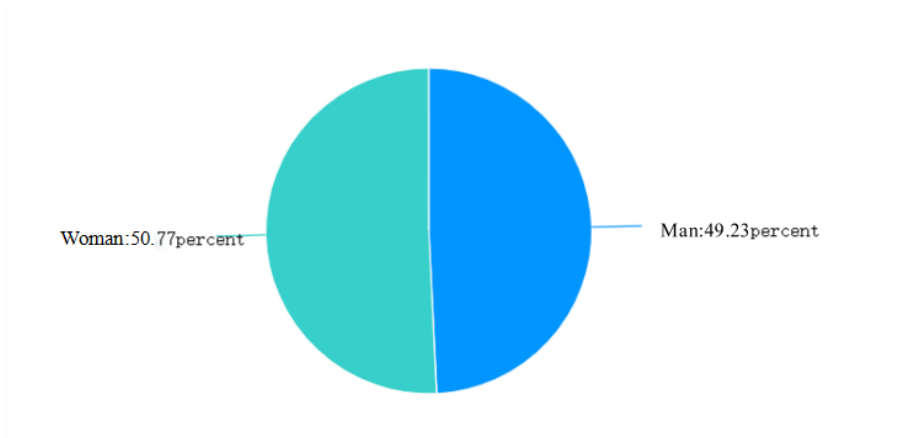


Figure 1: Consumer gender release chart

As shown in Figure 1, the differences between men and women were similar in this survey, with women accounting for more than men, men accounting for 49.23 percent and women accounting for 50.77 percent. In terms of data ratio, the ratio of men and women of users watching Taobao live streaming is close to that, but the women are slightly higher.

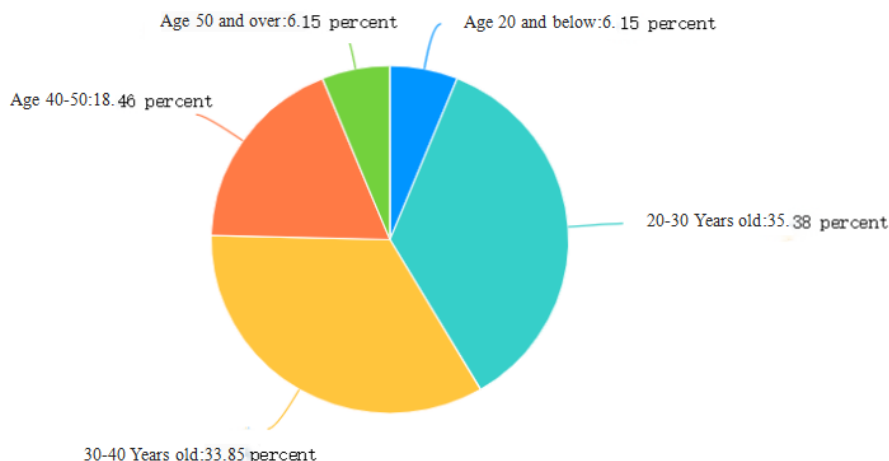


Figure 2: Release picture of consumer ages

As shown in Figure 2, in this survey, the group aged 20-30 accounted for 35.38 percent, among which the least group over 50 and below 20 accounted for 6.15 percent, the group aged 20-30 and

30-40 was relatively close, and the group aged 40-50 accounted for 18.46 percent. From the data, the most young people watch Taobao live broadcast with goods.

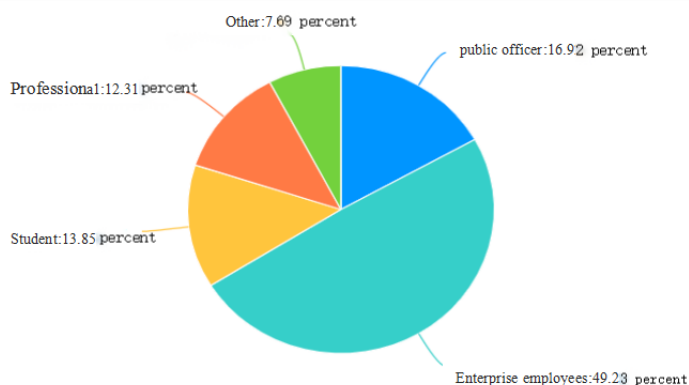


Figure 3: Consumer Career Release Map

As shown in Figure 3, among the consumers who watch Taobao live streaming, 49.23 percent were professional employees, followed by public officials, 16.92 percent, and consumers in other occupations accounted for 7.69 percent. From the data now watch Taobao live with goods or enterprise employees.

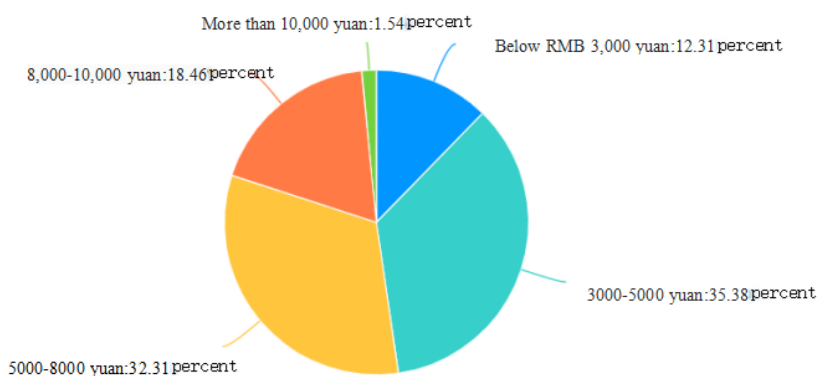


Figure 4: Monthly average revenue of consumers

As shown in Figure 4, among the consumers who watch Taobao live broadcast, the crowd with monthly income of 3000-5000 is the most, accounting for 35.38 percent, followed by the crowd with monthly income of 5000-8000 accounts for 32.31 percent, and the crowd with more than 10,000 yuan account for the least. It can be seen from the data that the monthly income of people who watch Taobao live streaming is the largest proportion of 3000-8000.

3.3.2. Professional Nature, Affinity and Influence Analysis of this Survey

As to whether the popularity, professionalism and interactivity of opinion leaders will affect the purchase intention, a 5-point scale method is set to analyze "5 representatives very agree", "4 representatives agree", "3 represent average", "2 representatives do not agree" and "1 represents very disagree".

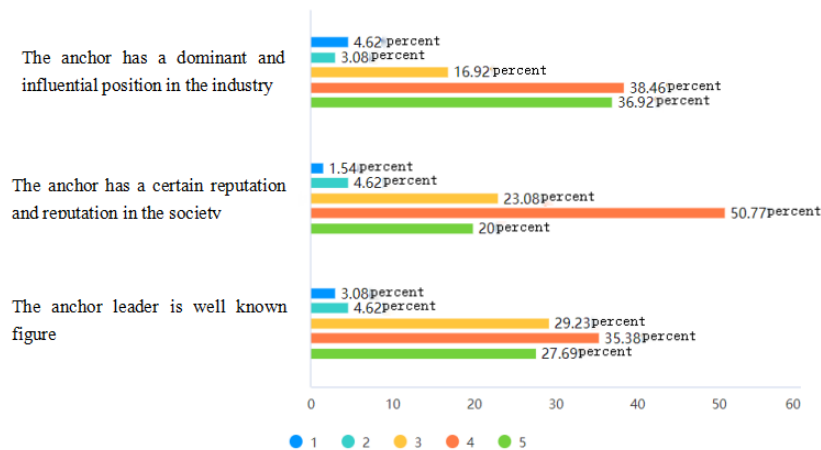


Figure 5: Release chart of consumers' popularity of opinion leaders

As shown in Figure 5, consumers that anchors in the industry "agree" account for 38.46 percent, followed by "very agree" accounts for 36.92 percent, and users who "disagree" only account for 4.62 percent.

Consumers believe that "agree" anchors have a certain reputation in the society, and the reputation of consumers is the most popular, accounting for 50.77 percent, and "disagree" is only 1.54 percent.

Consumers think that "agree" anchor leaders are the most characters, with 35.38 percent, while "disagree" users only account for 3.08 percent.

According to the data analysis, the majority of consumers that the popularity of anchors will have an impact on consumption willingness.

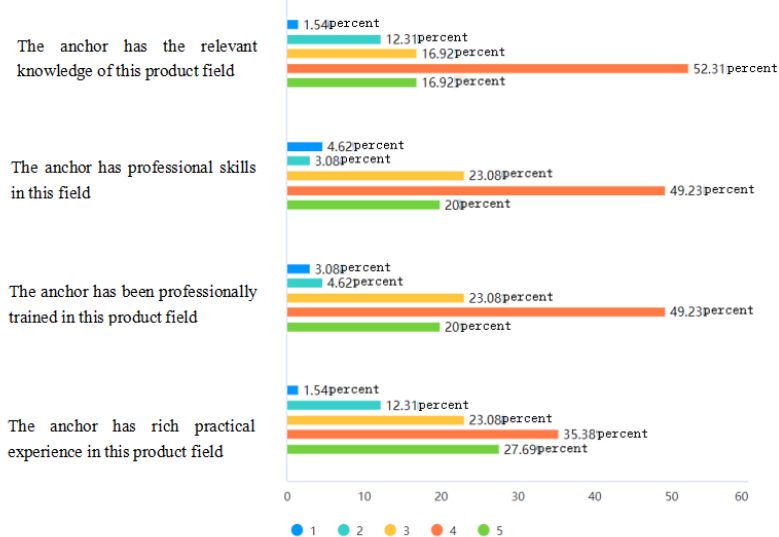


Figure 6: Professional release chart of consumers

As shown in Figure 6, 52.31 percent of consumers think that anchors "agree" with the relevant knowledge of the product field, while users who "do not agree" account for only 1.54 percent.

Consumers believe that "agree" anchors have professional ability in this field, accounting for 49.23 percent, and "disagree" is only 4.62 percent.

Consumers believe that "agree" anchors have undergone professional training in this product field, with 49.23 percent, while "disagree" users only account for 3.08 percent.

Consumers believe that "agree" anchors have rich practical experience in this product field, with

as many as 35.38 percent, and the users who "do not agree" only account for 1.54 percent.

According to the data analysis, the majority of consumers recognize the professionalism of anchors will have an impact on the consumption willingness.

According to Figure 7, 43.08 percent of consumers think that anchors are very willing to "agree" with me in the live broadcast. Only 6.15 percent of the users "disagree". Consumers think that "agree", and the anchor can give the corresponding feedback to my inquiry, accounting for the most proportion, accounting for 43.08 percent, and "disagree" is only 4.62 percent.

Consumers think that they can get a lot of advice through the broadcast room, "agree" 44.62 percent, and "disagree" users only 3.08 percent.

As many as 33.85 percent of consumers think they can "agree" to communicate in the broadcast room, and the users who "disagree" accounts for only 3.08 percent.

According to the data analysis institute, the vast majority of consumers recognize that the interactivity of anchors will have an impact on the consumption willingness.

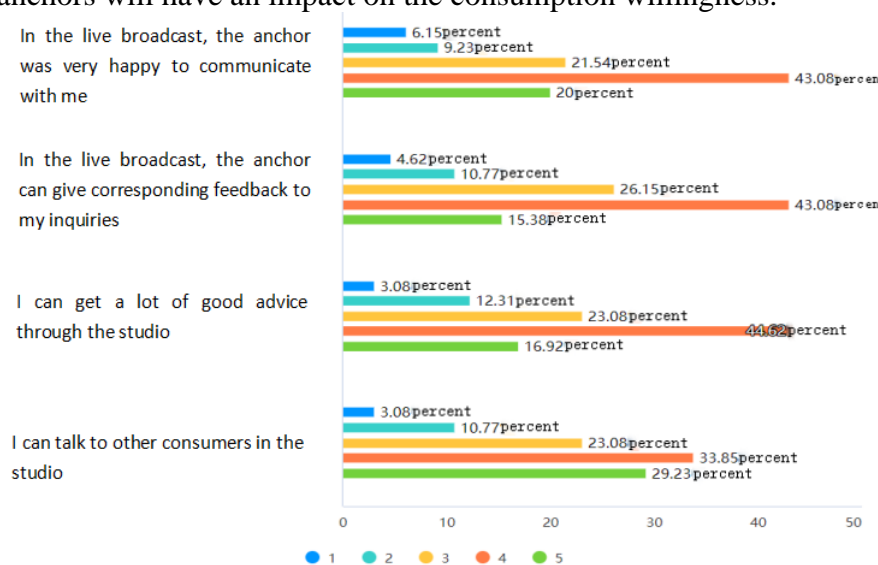


Figure 7: Interactive release chart of consumers' opinion leaders

3.4. The Role of Opinion Leaders on the Willingness to Consume

Through the questionnaire survey, it can be seen that the role of opinion leaders on consumers' consumption willingness is a relatively complex problem. The influence of opinion leaders not only depends on their own factors, but also is influenced by consumers' personal characteristics and shopping needs. However, through the questionnaire survey, the following conclusions can be drawn:

First, the degree to which opinion leaders influence consumers' willingness to spend is significant. According to the survey data (agree + very agree / average), a majority of consumers think that the recommendation of opinion leaders has a certain influence on their shopping decisions. Among them, more than 34 percent of consumers believe that the popularity of opinion leaders has a great influence on their shopping decisions.

Secondly, there is a certain degree of matching between consumers' consumption willingness and the professionalism of opinion leaders. According to a survey of consumers, more than 34 percent believe that their professional opinion leaders match their shopping needs. Among them, more than 20 percent of consumers believe that the professionalism of opinion leaders will accurately affect their willingness to spend.

Finally, the popularity of opinion leaders is an important factor when influencing consumer decisions. The more famous they are, the greater their influence on consumers. Survey data show that

consumers generally believe that well-known opinion leaders have a greater impact on their shopping decisions.

3.5. The Way that Opinion Leaders Influence the Willingness to Consume

The way that opinion leaders influence consumers' willingness to spend is also a key issue. From the investigation, the following conclusions can be drawn:

The survey data suggest that consumers are significantly influenced by opinion leaders in their shopping decisions. More than a third of consumers see the expertise and experience of opinion leaders as a key factor in influencing their shopping decisions. This shows that it is very common for consumers to seek professional and trusted advice when choosing many goods and services.

Second, nearly 30 percent of consumers believe that the way opinion leaders interact can also have a positive impact on their shopping decisions.

Finally, the influence of opinion leaders on consumers' consumption willingness in the live broadcast of Taobao e-commerce. Taobao is one of the largest e-commerce platforms in China and one of the earliest platforms to implement e-commerce live streaming. In Taobao's e-commerce live broadcast, opinion leaders play a very important role and have an important impact on consumers' shopping decisions.

4. Analysis of the Influence of Opinion Leaders on Consumers' Willingness to Consume

4.1. Influence of Taobao E-Commerce Live Broadcast

In Taobao e-commerce live streaming, opinion leaders are seen as one of the key factors in attracting consumers and boosting sales. The role of opinion leaders is mainly as follows:

First, opinion leaders can attract consumers' attention. In Taobao's e-commerce live broadcast, opinion leaders usually share their shopping experiences and comments, and provide some shopping advice and guidance. These contents can attract consumers' attention and make consumers more interested in goods, thus increasing sales.

Second, opinion leaders can improve the credibility of the goods. In Taobao's e-commerce live broadcast, opinion leaders usually share their comments and experience of using the products during the live broadcast. These contents can improve the credibility of the product, make consumers more trust in the product, thus increasing sales.

Finally, opinion leaders can improve the shopping experience and shopping satisfaction. In Taobao's e-commerce live broadcast, opinion leaders usually share their shopping experience and usage experiences during the live broadcast. These contents can help consumers to better understand the goods, improve the shopping experience and shopping satisfaction, thus promoting repeated purchases and word-of-mouth dissemination.

In conclusion, in consumer behavior science, the concept of opinion leader refers to the person in a social system who can influence the decisions and attitudes of other group members. As an online social scene on Taobao live streaming platform, consumers will receive a lot of information on the platform and need to make purchase decisions. In this process, opinion leaders play an important role in recommending products, sharing shopping experiences and interacting through live streaming. Because of various reasons, such as professional knowledge and experience, as well as high reputation, it wins the trust of consumers, which can pass their own cognition and views to the audience, and promote their consumption behavior.

In addition, there is also a mature theoretical model in consumer behavior, AIDMA, which holds that consumers go through five stages from the exposure to information to the final purchase: Attention (attention), Interest (interest), Desire (desire), Memory (memory), and Action (action). In

Taobao live broadcast, opinion leaders can play an important role in attracting consumers' attention, stimulating their interest and desire, and leaving a deep impression, helping consumers to complete the steps of the AIDMA model, and finally promoting consumption behavior.

In short, in Taobao live broadcast, the role of opinion leaders is not only to convey information and recommend goods, but also to stimulate their purchase desire and improve purchase satisfaction through guidance, influence and interaction with the audience, so as to promote the occurrence of consumption behavior.

4.2. Degree of Influence

According to an important theory in consumer behavior is the social cognition theory, which holds that a person's ideas and behavior are influenced by the social environment. Opinion leaders are users with professional knowledge, experience and high reputation on Taobao live streaming platform. They can guide and influence consumers through various forms, such as product display, sharing of use experience and interaction.

In Taobao's e-commerce live broadcast, opinion leaders have a significant influence on consumers' willingness to consume. The following is a specific analysis:

First, opinion leaders can increase consumers' willingness to buy. In Taobao's e-commerce live broadcast, opinion leaders usually share their use experience and evaluation of the products in the live broadcast, and provide some shopping suggestions and guidance. These contents can enable consumers to better understand the goods and improve their purchase intention, thus promoting the higher sales volume.

Second, opinion leaders can influence consumers' purchasing decisions.

In Taobao's e-commerce live broadcast, consumers often make purchase decisions on the recommendation of opinion leaders. Because consumers believe that opinion leaders have high professionalism and credibility, their comments and recommendations have an important impact on consumers' purchasing decisions. If opinion leaders rate a product very well, then consumers are more likely to buy the item, and otherwise they may give up buying it.

Finally, opinion leaders can influence consumer brand awareness and loyalty. In Taobao's e-commerce live broadcast, opinion leaders usually introduce some brands and share their evaluation and experience of using the brand. These content can help consumers to better understand the brand, improve brand awareness and loyalty, thus promoting the increase of brand sales.

5. Study Summary and Recommendations

5.1. Study Summary

This study aims to explore the influence of opinion leaders on consumers' consumption willingness in e-commerce live broadcast, taking Taobao as an example. Through the analysis of the relevant literature and the deep empirical evidence, this study draws the following conclusions:

First, opinion leaders have a significant influence on consumers' purchasing decisions. In Taobao's e-commerce live broadcast, opinion leaders share their own use experience and evaluation of the goods to help consumers better understand the goods and improve their trust and purchase intention in the goods.

Secondly, the professionalism and credibility of opinion leaders are an important factor influencing consumers' purchasing decisions. Consumers often choose the evaluation and recommendation of opinion leaders with high professionalism and credibility as their own reference, thus influencing their purchasing decisions.

Third, the popularity and influence of opinion leaders can also influence consumers' purchasing

decisions. In Taobao e-commerce live streaming, opinion leaders with a wide range of fans and influence are usually more able to attract the attention of consumers and have an impact on their purchasing decisions.

In the end, establishing good interaction and communication with consumers is one of the important factors of opinion leaders in influencing consumers' purchasing decisions. If they can communicate effectively with consumers, this will help to further improve their influence and answer their doubts and questions, and then consumers will increase their trust in opinion leaders more, thus increasing their willingness to buy.

5.2. Study Recommendations

Based on the above conclusions, the study makes the following recommendations:

First of all, e-commerce platforms should strengthen the management and supervision of opinion leaders to ensure that the evaluation and recommendation of opinion leaders conform to the facts and the objective truth, and to avoid false publicity and misleading consumers.

Secondly, opinion leaders should pay attention to improving their own professionalism and credibility, and establish their own brand image and reputation. Only with high professionalism and credibility can we gain the trust and recognition of consumers, thus influencing their purchase decisions.

Third, e-commerce platforms should strengthen the interaction and communication between consumers and opinion leaders through technical means. For example, online question answering and live interactive functions are developed to allow consumers to ask questions and consult opinion leaders at any time, increase consumers' sense of participation and trust, and thus improve their purchase intention.

Finally, e-commerce platforms should improve the service quality and professional level of opinion leaders through training and incentive mechanisms, and encourage opinion leaders to provide consumers with better services and suggestions. This helps to both improve the credibility and influence of opinion leaders and helps to improve the consumer buying experience and loyalty.

6. Conclusion

This study takes Taobao as a case to discuss the important influence of opinion leaders on consumers' purchasing decisions in e-commerce live broadcasting. The results show that opinion leaders have a significant impact on consumers' consumption willingness decisions in e-commerce live broadcast, among which the professionalism and credibility of opinion leaders, popularity and influence, interaction and communication and other factors will affect consumers' purchase decisions. This study presents some useful conclusions and suggestions, which can provide some reference and guidance for e-commerce platforms and opinion leaders. Of course, there are still some shortcomings in this study, which need to be further improved and perfected. For example, the sample size of this study was small, and the representativeness and universality of the results need further validation. In addition, the research method of this study can be further improved and innovated, such as using the method of experimental research to verify the validity and reliability of the conclusions. In short, this study has conducted an in-depth discussion and analysis of the influence of opinion leaders on consumers' consumption willingness in e-commerce live broadcast, which has certain theoretical and practical significance. It is believed that through the efforts of this study, we can provide more scientific, reasonable and effective management and operation suggestions for the e-commerce platforms and opinion leaders, and promote the healthy development of the e-commerce industry.

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Appendix to the questionnaire of opinion leaders on consumers' purchase intentions in Taobao Live

In order to fully understand the influence of opinion leaders on consumers' purchase intention in Taobao live broadcast, we specially organized this questionnaire. I hope you can find time to fill it out. Thank you again for your strong support to this questionnaire survey.

1. Your gender?

A. man

B. woman

2. Your age?

A. Age 20 and below

B. 20-30 Years old

C. 30-40 Years old

D. Age 40-50

E. Age 50 and over

3. Is your occupation for?

A. public officer

B. Enterprise employees

C. student

D. professional

E. other

4. Your average monthly disposable income?

A. Below RMB 3,000 yuan

B. 3000-5000 yuan

C. 5000-8000 yuan

D. 8,000-10,000 yuan

E. More than 10,000 yuan

5. Survey on the influence of opinion leaders 'popularity on consumers' willingness to spend

1. Does the anchor have a dominant and influential position in the industry?

A. Very agree with B. agree C. same as D. disagree E. Very disagree

2. Does the anchor have a certain reputation and reputation in the society?

A. Very agree with B. agree C. same as D. disagree E. Very disagree

3. Is the anchor leader familiar person?

A. Very agree with B. agree C. same as D. disagree E. Very disagree

6. Survey on the influence of opinion leaders 'professionalism on consumers' willingness to spend

1. Does the anchor have the relevant knowledge in this product field?

A. Very agree with B. agree C. same as D. disagree E. Very disagree

2. Does the anchor have a professional ability in this field?

A. Very agree with B. agree C. same as D. disagree E. Very disagree

3. Is the anchor professionally trained in this product field?

A. Very agree with B. agree C. same as D. disagree E. Very disagree

4. Does the anchor have rich practical experience in this product field?

A. Very agree with B. agree C. same as D. disagree E. Very disagree

7. Survey on the influence of opinion leaders 'interaction on consumers' consumption willingness

1. In the live broadcast, the anchor is very happy to communicate with me?

A. Very agree with B. agree C. same as D. disagree E. Very disagree

2. In the live broadcast, can the anchor give me corresponding feedback to my inquiry?

A. Very agree with B. agree C. same as D. disagree E. Very disagree

3. Can I get a lot of good advice through the studio?

A. Very agree with B. agree C. same as D. disagree E. Very disagree

4. Can I communicate with other consumers in the studio?

A. Very agree with B. agree C. same as D. disagree E. Very disagree