

Study on Consumer Personality's Purchase Intentions of Cultural and Creative Products Guided by Douyin Live Streaming - - Taking LNNU Students as an Example

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ABSTRACT: The rise of the new form of live shopping guide provides a new channel for economic development, to further promote and sell cultural and creative products and carry forward the spirit of culture, this study takes the students of Lingnan Normal University as an example and adopts a combination of qualitative and quantitative methods for the Jitterbug live broadcasting platform to investigate the consumer's inward and outward personalities for the intention of purchasing cultural and creative products from the channel by using E and I in the MBTI (Myers-Briggs Type Indicator, a test that distinguishes between 16 personality traits as measured by four dimensions: communicative orientation, cognitive judgment, behavior and approach to life) Personality test as the judgment criterion, to provide a reference guide for the platform's marketing strategy of cultural and creative products.

KEYWORDS: Consumer Personality; Douyin Live Guide; Cultural and Creative Products; Purchase Intention

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I. INTRODUCTION

These days, our people's spirituality is greatly influenced by the cultural sector, which is the foundation of the national economy. Artistic and creative products, or CCPs, are an essential part of the superb traditional Chinese culture that serves to address the spiritual and cultural requirements of the public and to pass on and promote culture. However, there is still an imbalance in the creation and promotion of CCPs, their financial and cultural worth has not been completely realized, and there is still a need to increase public awareness of the need to develop artistic and aesthetic literacy. Based on this, the study examines how live shopping guides have revitalized the new economy in recent years. It uses the increasingly well-known Jitterbug platform as an example to investigate how various LNNU and university students' personalities relate to the CCPs that are guided in this way.

This study examines the tertiary student population at LNNU, with the following objectives:

(A) To determine the program's viability and potential for improvement, the purchase intentions of the many personalities involved in the CCP live selling on the Shakeology platform are assessed;

(B) To be able to promote students' interest in the cultural and creative sectors and broaden the range of products available for sale by better utilizing modern digital media;

(C) Distinguish between various personali-ties, examine the motivations behind students' intentions to purchase CCP in this manner, and provide a more suitable entry point that will support the sale of CCP and aid in the preservation and advancement of traditional culture.

In the large context of the rise of live guides, the popular promotion of cultural and creative products, and the small context of the individuality of the students of LNNUs and universities, the research structure of this paper focuses on the study of the purchase intention of the research subjects on the Jitterbug platform with the SOR model as the theoretical basis. Please refer to Figure 1 for the research framework diagram:

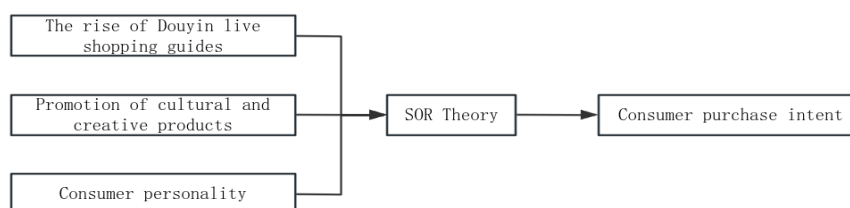


Figure 1 Research Framework

II. LITERATURE REVIEW

LIVE GUIDE

The Internet has been evolving since the 20th century, and as a result, live shopping guides—a new commodity marketing strategy—have progressively gained public recognition. In the beginning, the live shopping guide mode primarily involved businesses working with radio and television programs to broadcast product introductions on time. This allowed consumers to learn about the features of the product and the role that knowledge intake played in it. Additionally, [1]. consumers took the initiative to learn how various products performed when compared side by side, which increased their propensity to purchase (Huang, 1999). In this period, the emergence and development of new and high technology made people's lives more convenient, but the popularity is not widespread, so most of the live guides for such products.

When the purchasing power of consumers grows with economic development, the range of consumer groups also expands, and individual enterprises are no longer limited to live advertising with a single medium such as a newspaper or television station but rather adopt the new form of "live +" in a variety of new media platforms network live with goods. Especially during the pandemic, a variety of industries are looking at the online live mode, to carry out the new mode of shopping guide (Wu, 2020). Tan Yuli (2017) from the point of view of communication science, the live broadcast is defined as a communication medium, with the Jumei live platform as an example, explaining the new combination of "live + e-commerce", so that the traditional product shopping guide to the content shopping guide, to form a new traffic entrance, to achieve the socialization of e-commerce (Tan, 2017).

When various industries gradually use online live broadcasting as a way to obtain customer traffic, it also ushers in the post-epidemic era, the economy gradually recovers, and the problems brought about by the form of live broadcasting to guide the purchase also appear, and scholars' analyses of this discussion and countermeasures are gradually increasing. Tang Yang (2022) analyzed the push mechanism, consumerism and other issues arising from the net red live with goods, and stood in the new situation of the national economy to put forward relevant suggestions to all parties (Tang, 2022). Meanwhile, Saffanah L et al. (2023) explored how the influence of live guides affects consumer engagement and actual purchasing behavior and found that the interactive immersion in the live broadcast will form a benign psychological implication for consumers, thus promoting their sales (Saffanah., Handayani., & Sunarso, 2023).

Consumer Personality

The concept of "personality" was first proposed by Stern, who regarded it as the various psychological faculties manifested in the human being as a whole. Subsequently, many scholars have put forward different definitions, and Guilford (1959) defines personality as the combination of an individual's unique characteristics and attributes and psychological traits, which distinguishes each person from others and presents individualized traits (Guilford, 1959). When the definition was gradually enriched, six major personality traits were born, including cognitive, behavioral, phenomenological, social cognitive, psychoanalytic, and personality trait theories, which focus on the component aspects of individual personality.

As for the research on consumer personality, it mainly focuses on the exploration of the essential characteristics, the reasons for promoting purchase intention, and the external influences on personality. When discussing consumer personalization, Li Zhen (2022) focuses on the background of the post-industrial era, analyses its essential characteristics through psychology, sociology, and philosophy, and proposes ways to realize it (Li, 2022). In the discussion of purchase intention and purchase behavior, which reflects the influence of consumers' personality and temperament on their choice of goods, scholar Wang Ziye (2010) takes the consumer personality of female college students as the main body and studies its influence on brand personality, showing the extent of the influence of different consumer personalities on the willingness to buy (Wang, 2010). And when discussing the influence and shaping of the outside world on consumer personality, there are usually many different mediums, not only from the goods themselves but also from the channels and ways of promoting or selling the goods. For example, the scholar Dany Li (2019), in her study of consumer purchase intention, started from three kinds of consumer psychology to study the degree of acceptance for the personalized recommendation function of shopping platforms, and the results also showed that there is a positive influence (Li, 2019).

Consumer Purchase Intentions

Intention, i.e., the tendency of human beings towards a certain thing in their heart. The concept and theory of consumer purchase intention have been studied more extensively since the study of product sales has become more in-depth, Fishbein (1975) believes that for individuals who wish to buy a certain product, a desire arises within them, which has a key influence on whether they ultimately purchase the product or not (Fishbein., & Ajzen, 1975).

Currently, the research on consumer purchase intention mainly focuses on the study of individual consumer demand and external guidance to generate demand, and the latter research will be more extensive.

For consumers themselves, their inner emotions and psychology have an important impact on purchase intention and behavior. Xu Qinye et al (2022) classified consumers' emotions into three categories: positive, negative, and neutral, and explored the correlation between repetitive and impulsive buyers, which proved that consumers' own immediate emotions do have an impact on their purchasing behaviors (Xu., Liu., & Ma, 2022). While consumers are influenced by themselves, they are also guided by external factors. Among them, the most popular ones are corporate social responsibility and good marketing strategy guidelines. An enterprise with a good reputation and image will generate great purchase confidence and intention from consumers, and the scholar Dong Xiaoxin (2016) takes this as a breakthrough, starting from the enterprise's view and behavior of social responsibility, combining with specific cases to explore the relationship between it and the consumer's purchase intention, and guiding the enterprise to pay attention to play out the sense of social responsibility is of a certain value (Dong, 2016). In addition, a good marketing model will also guide consumers to make purchases in a more targeted manner, and scholars Li Yaobo et al. (2023) studied the relationship between purchase intention and customized marketing strategy based on the mediating effect of perceived value, and the results also proved that there is a positive correlation between the two (Li., Wang., & Jiao, 2023).

To sum up, through the combing of the literature, this chapter learned that the products that are mainly sold in the form of live shopping guides are concentrated in beauty, home appliances, and other kinds of products, and there are fewer guides for CCP, and there is not yet any novel and suitable marketing mode that can promote Chinese culture in the shopping guide. Moreover, the current research on consumers' purchase intention mainly focuses on its influence, and less literature has studied the consumers' personality to enhance their intention, so there is a certain filler in the research on the influence of the two types of personality, which is also the innovation point of this study.

Stimulus-Organism-Response Model : SOR

The theoretical basis of this study is the Stimulus-Organism-Response model; SOR, also known as the "SOR model (Figure 2), which was proposed by Mehrabian and Russell in 1974 to explain the influence of the external environment on the cognition and emotion of human individuals from the perspective of cognitive psychology. It explains the influence of the external environment on human individual's cognition and emotion from the perspective of cognitive psychology (Mehrabian., & Russell, 1974; Li., Wang., & Jiao, 2023). This theory provides important guidance for the study of consumer purchase intention. Based on this, this paper will set up four corresponding board questions to analyze the different states of external stimuli on students' personalities resulting in different purchase intention situations, i.e., the stimuli of the live guide to make introverted or extroverted students' intention to purchase CCPs in the live room of the Jitterbug platform for their individuals.

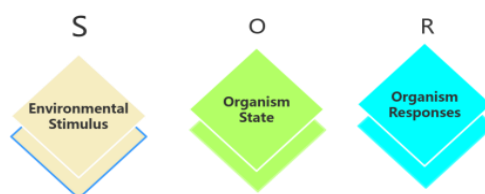


Figure 1 Stimulus-Organism-Response Model

III. MATERIALS AND METHODS

OBJECTIVES

College students, as the main force of contemporary inheritance and promotion of traditional culture, can play a central role in the trend of the times. As this researcher is currently studying in Lingnan Normal University (LNNU), which is rich in history and students have a high affection for humanities and culture, it is conducive to the study of their insights and purchases of CCP.

QUESTIONS AND HYPOTHESES

The purpose of this study is to explore the willingness for live guides among two different personalities, **introverted and extroverted (I/E)** in LNNU.

Based on a large number of literature review studies, and combined with the actual investigation of the specific situation of the target group, taking the Jitterbug live platform as an example, the I/E personalities and gender of the students in this college as the independent variable, and the purchase intention as the dependent variable, thus analyzing the differences in the two personalities of the students in this college on the live guide CCP views and purchase intention. Therefore, the research hypotheses are as follows:

H1a Introverted students are more likely to buy CCP on the Shake Shack live-streaming platform

- H1b.** Extroverted students are more likely to buy CCPs on the Shake Shack live-streaming platform
- H2a** Introverted students were more receptive to the live guide format than extroverted students
- H2b.** Extroverted students are more receptive to the live guide format than introverted ones
- H3a** Introverted students are more likely to be attracted to the intrinsic value of CCPs
- H3b** Extroverted students are more likely to be attracted to the intrinsic value of CCPs
- H4a** Girls are more likely than boys to buy CCP on the Shake Shack live-streaming platform
- H4b** Boys are more likely than girls to buy CCP on the Shake Shack live-streaming platform
- H5a** Boys are more receptive than girls to the live guide format
- H5b** Girls are more receptive to the live guide format than boys
- H6a** Introverted girls are more likely than extroverted girls to buy CCP on the Shake Shack live-streaming platform
- H6b** Introverted guys are more likely than extroverted guys to buy CCP on the Shake Shack live-streaming platform

TOOLS

Literature Research

Through multiple channels such as Knowled- ge.com and Google Scholar, we collect relevant literature studies on live shopping guides, CCP, and personality purchase intention of online platforms to understand the existing research areas and research methods, and at the same time, we learn about the relevant cultural background and development history of the university in the official website of the university, public number and other channels, to provide a certain theoretical basis for the in-depth inquiry of this paper into the satisfaction of its students with the consumption of CCP.

Questionnaire

To explore the Ling Shi students' thoughts about the online platform live guide goods and CCP with real data, this paper takes the stimulus-organism-response theory as the theoretical basis, and divides the basic personal information, environmental stimulus, individual state, and individual response into four plates, and adopts the form of questionnaire issued by the network to collect the actual purchase intention and reasons for this of the I/E personality students in this school and analyses the data with SPSS software to propose targeted countermeasures for this industry. The data were analyzed to propose targeted countermeasures for the industry.

Questionnaire Design and Preparation

This questionnaire is named "Survey of LNNU Students on live guided cultural products on Jitterbug platform", which is based on the stimulus-organism-response theory, and combines with the research of scholars such as Shih-Ha Liu (2019), Chakraborty (2023) on the willingness to buy. The theme of this study is to construct four sections: the first part: basic personal information (1-2, a total of 2 questions); the second part: environmental stimuli (3-7, a total of 5 questions); the third part: individual state (8-13, a total of 6 questions); and the fourth part: individual response (14-19, a total of 6 questions) corresponding to the consumer's basic information, the live guide stimuli, the state of the consumer's thoughts on the live guide of cultural and creative products and their reaction to four dimensions to construct a questionnaire with a total of four dimensions. and their reactions to the four dimensions to construct the questionnaire with a total of 19 questions.

Questionnaire Pre-Survey and Data Collection : In order to make this study more scientific, this paper amends the pre-designed questionnaire after synthesising the suggestions of senior live shopping college consumers and professional tutors. After the amendment of the questionnaire distribution and data collection current this questionnaire recovered a total of 327 copies, the efficiency rate of 100%.

IV. RESULTS

Descriptive Statistical Analyses

The target of this questionnaire survey is all the students of LNNU, a total of 327 valid samples were collected, and the individual basic information is as follows Table 3: LNNU is a teacher training college, according to the ratio of the enrollment data in previous years, it is known that the ratio of male students to female students is 3:7, so when the collection is carried out intentionally maintain the proportion of respondents to the proportion of the baseline, and ultimately obtained 116 samples of male students, with a ratio of introverted 61.21% and extroverted 38.79%; 211 samples of female students were 58.29% and 41.71% respectively. The final sample of 116 male students was obtained, with introversion accounting for 61.21 percent and extroversion accounting for 38.79 percent; and the sample of 211 female students was obtained, with introversion and extroversion accounting for 58.29 percent and 41.71 percent, respectively, with little difference.

Table 1 Characteristics of the Sample

X\Y	Economy	Personality	Subtotal
M (Male)	61.21 %	38.79 %	116
F (Female)	58.29 %	41.71 %	211

RELIABILITY TEST

The reliability of the questionnaire refers to the reliability of the content of the questionnaire, the higher the coefficient of reliability also proves that the stability and reliability of the test object is better. This paper uses SPSS software to analyze, from Table 1, the questionnaire reliability coefficient is 0.820, which proves that this questionnaire has a high degree of reliability.

Table 2 Questionnaire Reliability Analysis

Sample size	Number	Cronbach's Alpha
327	32	0.820

VALIDITY TESTS

The KMO and Bartlett's spherical test were used to test whether the design of the quantitative data part of the questionnaire (questions 11-14) was reasonable, and the validity of the questionnaire was tested by the method of factor analysis. As shown in Table 2, $KMO=0.865>0.6$, indicating that the sample size is sufficient and well suited for information extraction, and in Bartlett's test, $p=0.000<0.05$, indicating that it meets the test of sphericity and is suitable for further analysis.

Table 3 Kmo and Bartlett's test Cross- Analysis

KMO and Bartlett's test		
	KMO value	0.865
Bartlett	approximate chi-square (math.)	5447.099
Sphericity	df	325
Check	p-value	0.000

Internally and Externally Orientated Students and External Stimuli

This part studies the different inclination psychology of I/E students under the stimulation of a live shopping guide. According to the questionnaire survey, the vast majority of students in this school have not purchased cultural and creative products on the live platform of Jieyin, as can be seen from Table 4, among the population of students who chose to buy, introverted male students (**I**) will buy more than extroverted male students (**E**), accounting for 39.44%, and extroverted female students will buy 15.40% more than introverted female students (**F**), and in general the number of male students (**M**) purchasing accounts for a larger number of people than the proportion of female students.

Table 4 Introverted/Extroverted Users on Douyin

X\Y	Be	Clogged	Subtotal
M/I	39.44 %	60.56 %	71
M/E	37.78 %	62.22 %	45
F/I	13.01 %	86.99 %	123
F/E	28.41 %	71.59 %	88

PS: Male ; M, Female; F, introverted; I, extroverted; E

For more than 80% of students, cultural and creative products are products that have value and are worth treasuring, but more than half of them are less likely to buy such products because they do not meet their expectations, such as the price or design appearance of the product. When exploring the types of cultural and creative products that are suitable for live guided shopping, overall the most expected to be sold are handicrafts (**A**) and creative household products (**B**); for male students, the intention to buy digital peripheral products (**E**) is slightly higher than that of female students; female students' willingness to buy clothing and accessories (**D**) is slightly higher than that of male students; there is not a big difference between I/E personalities for students in this decision-making willingness. cereals and co-branded snacks were also included in the intention to sell (**C**). The intention of I/E students for the types of products suitable for live guide (Table 5).

Table 5 Genders' Product Preferences in Live Shopping

X\Y	A	B	C	D	E	Rest	Subtotal
M/I	70.42%	59.15%	40.85%	47.89%	39.44 %	2.82 %	71
M/E	75.56 %	57.78 %	89 %	53.33 %	35.56 %	2.22 %	45
F/I	84.55 %	63.41 %	47.97 %	60.98 %	30.08 %	2.44 %	123
F/E	65.91 %	46.59 %	39.77 %	63.64 %	31.82 %	1.14 %	88

Table 6 shows that introverted male as well as female students in this school would prefer the two forms of single anchor (A; 40.85%, 52.85%) and guest interaction anchor (C; 42.25%, 34.96%) than multi-anchor live broadcasts (B; 16.90%, 12.20%) when choosing to watch live guides on the CCP of the Jitterbug platform, while extroverted male students were more inclined to choose the form of interaction with guest interaction, while extroverted girls were more inclined to choose the single-anchor format.

Table 5 Gender and Personality Traits' Inclination towards Live Shopping Guides

X\Y	A	B	C	Total
M/I	40.85 %	16.90 %	42.25 %	71
M/O	31.11 %	31.11 %	37.78 %	45
F/I	52.85 %	12.20 %	34.96 %	123
F/O	44.32 %	21.59 %	34.09 %	88

Internally and Externally Orientated Students and Individual States

This part of the study examines the differences in the state of thoughts and concerns of introverted students about CCP live guides, whose individual states have a significant impact on their concerns about various aspects of product live guides on the Jieyin platform. According to Table 7, in this, appearance design (**AD**) is the most intuitive influence on consumers:32.42% of students take it as the first concern, and the price of the product (**PP**) follows closely, occupying the second with 29.36%. Next product cultural connotation (**CC**) and practicality (**P**) and Geographical characteristics (**GC**), Collector's item (**CI**), in general, the students of the school for the brand story (**BS**) is not high.

Table 6 Gender and Introversion-Extroversion's

Options	Score	1st	2nd	3rd	4th	5th	6th	7th
AD	5.34	32.42 %	24.77 %	15.6 %	11.01 %	6.73 %	6.73 %	2.75 %
PP	4.99	29.36 %	19.27 %	17.43 %	10.09 %	9.79 %	6.73 %	7.34 %
CC	4.66	14.37 %	20.18 %	22.02 %	16.82 %	16.51 %	7.03 %	3.06 %
P	4.05	12.84 %	15.9 %	12.84 %	15.9 %	18.96 %	11.31 %	12.23 %
GC	3.69	5.2 %	7.95 %	16.21 %	24.46%	21.41 %	16.82 %	7.95 %
CI	3.16	3.06 %	8.56 %	10.7 %	15.6 %	16.51 %	32.42 %	13.15%
BS	2.12	2.75 %	3.36 %	5.2 %	6.12 %	10.09 %	18.96 %	53.52 %

Order Of Concern For CCP

There are differences and similarities between the different genders and personalities of boys and girls, introverts and extroverts, in terms of the aspects of the CCP that show the consumer's individual state, which corresponds to the individual state in Table 8.

Table 7 Individuals' CCP Identification Status

Individual State		
Level of agreement with CCP's attitudinal choices (A)	A1	I would like to praise and recommend CCP in front of friends and family
	A2	I would recommend CCP on social media!
	A3	I'd like to keep an eye on CCP
	A4	I'm willing to learn more about culture and creativity
Degree of identification with CCP-inspired sensory choices (B)	B1	I love the values that CCP embodies!
	B2	I love that CCP is able to incorporate innovation within tradition.
	B3	CCP satisfies my sense of novelty.
	B4	CCP triggers my emotional associations
	C1	Hopefully CCP will trigger an emotional connection for me

Degree of agreement with CCP's role expectations choices (C)	C2	Hopefully, CCP can make people aware of traditional culture/knowledge
	C3	Hopefully CCP gives an insight into regional cultural characteristics
	C4	I hope CCP gives people a taste of folklore

Based on the above, the following will be tested using cross-tabulation and analysis of variance (see Tables 9 and 10). The data in the tables show that there is no significant difference between male and female students in aspect A, i.e., $p > 0.05$, but aspect B ($p = 0.021$) and students in aspect C ($p = 0.044$) show significant differences; introverted and extroverted students do not show significant differences in the level and state of identification in the three parts of the CCP in the face of the CCP ($p > 0.05$), so that in this part there is no not much difference.

Table 8 t-Test -- Gender

	Gender (mean \pm standard deviation)		t	p
	Male (n=116)	Female (n=211)		
A	3.69 \pm 1.10	4.15 \pm 0.78	-1.951	0.060
B	3.55 \pm 0.99	4.00 \pm 0.78	-2.353	0.021*
C	3.34 \pm 1.03	3.74 \pm 0.79	-2.045	0.044*

* $p < 0.05$ ** $p < 0.01$

Table 9 t-test --Personality

	Personality (mean \pm standard deviation)		t	p
	I (n=194)	E (n=133)		
A	3.97 \pm 1.00	4.14 \pm 0.68	-0.943	0.348
B	3.81 \pm 0.95	4.02 \pm 0.66	-1.193	0.236
C	3.54 \pm 0.95	3.80 \pm 0.69	-1.453	0.149

* $p < 0.05$ ** $p < 0.01$

Introverted/Extroverted Individual Responses

This section examined the individual responses and behaviours (G) generated by the students of this university to the CCP live guide with different personality differences. In the questionnaire the question G1-G4 is the external stimulus factor, G5-G7 options for the product intrinsic value factor (the specific meaning of the code G1-G7 see appendix question 14), a total of unattractive (1), unattractive (2), average (3), very attractive (4), very attractive (5) a total of five panels, take the assignment of the value of the score for coding. According to Table 11, it can be seen that overall, 72.17% (sum of 4 and 5) of the students will be attracted by products with commemorative and collectible value (G6), 71.26% will be attracted by good looks and use them as decorations (G7), while 32.72% (sum of 1 and 2) will think that following the internet (G1) is not one of the main reasons why they are attracted to them.

Table 10 CCP's Scenario Filling

G	1	2	3	4	5	Average score
G1	14.37 %	18.35 %	35.17 %	22.94 %	9.17 %	2.94
G2	7.34 %	9.48 %	39.14 %	34.25 %	9.79 %	3.3
G3	6.42 %	11.62 %	35.78 %	32.11 %	14.07 %	3.36
G4	6.42 %	12.84 %	40.98 %	25.99 %	13.76 %	3.28
G5	1.22 %	3.98 %	29.66 %	42.81 %	22.32 %	3.81
G6	0.92 %	4.28 %	22.63 %	41.28 %	30.89 %	3.97
G7	1.22 %	2.14 %	25.38 %	43.43 %	27.83 %	3.94
Subtotal	5.42 %	8.96 %	32.68 %	34.69 %	18.26 %	3.51

The study found that when the most attractive scenario was chosen, i.e. when it was very memorable for collecting, see Figure 2, extroverted girls had a mean score of 4.14 and extroverted boys had a mean score of 4. In contrast, introverted boys and girls were less attracted to the collection. (From unattractive with a value of 1, to very attractive with a value of 5, in ascending order)

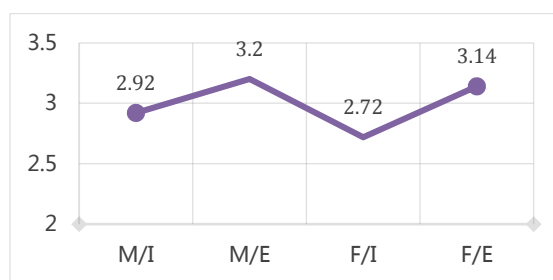


Figure 3 Collectible Value's

As for the idea of following the Internet, it mostly occurs between extroverted male and extroverted female students, as shown in Figure 4, with a mean score of 3.2 versus 3.14, which is far more than the introverted student group.

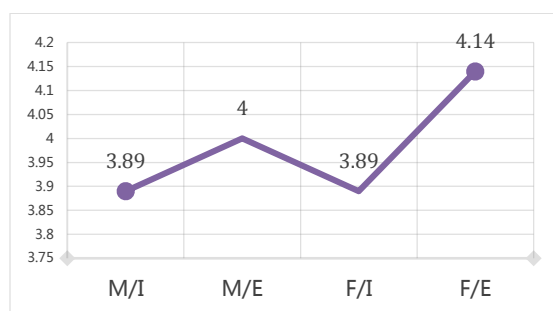


Figure 4 Visual Decorations'

Overall, when externally stimulated, the extroverted student group was more interested in the purchase scenarios that were set up for the CCPs described above than the introverted student group, and the male group was attracted to them slightly more than the female group overall; when delving into the design or connotation of the product, the female group mean was about 3.93 and the male group mean was about 3.91, which is not a significant difference between the two but the extroverted female student mean was much higher than that of the remaining three groups .

FINDINGS

The results of the study were obtained from the reliability test, correlation score and cross-tabulation analysis of the study data as shown in Table 12 :

Table 11 Findings

Item	Hypothesis	Results
H1a	Introverted students are more likely to buy CCP on the Shake Shack live streaming platform	set up
H1b	Extroverted students are more likely to buy CCP on the Shake Shack live streaming platform	untenable
H2a	Introverted students are more receptive to the live guide format than extroverted ones	untenable
H2b	Extroverted students are more receptive to the live guide format than introverted ones	set up
H3a	Introverted students are more likely to be attracted to CCP's intrinsic value	untenable
H3b	Extroverted students are more likely to be attracted to CCP's intrinsic values	set up
H4a	Girls are more likely than boys to buy CCP on the Shake Shack live streaming platform	untenable
H4b	Boys are more likely than girls to buy CCP on the Shake Shack live streaming platform	set up
H5a	Boys are more receptive than girls to the live guide format	set up
H5b	Girls are more receptive than boys to the live guide format	untenable
H6a	Introverted girls are more likely than extroverted girls to buy CCP on the Shake Shack live streaming platform	untenable
H6b	Introverted guys are more likely than extroverted guys to buy CCP on the Shake Shack live streaming platform	set up

DISCUSSION

As a result of the above research analysis, it was found that in terms of the number of purchases already made and future purchase intentions, the extroverted female students of this university bought the most number of items in the Shakeology live stream, and currently purchased more CCPs on the Shakeology platform than the other groups. The difference in the overall number of purchased items between the I/E male groups is smaller, but the introverted male group has a higher purchase intention than the extroverted male group. Introverted girls have the smallest share of the current purchased quantity but the highest willingness to purchase.

For the form of the CCP live shopping guide, most people are in a state of general trust, extroverted male students have the highest relative trust, and the male group has a higher degree of trust than female students in general. Overall, the college student group is more inclined to offline physical shop shopping in tourist attractions and holds a more favorable attitude towards the form of live shopping guide, but there is not much understanding and viewing of this, so there are fewer very favorable people. The main reasons are as follows:

Lack of Brand Identity

As a product that carries culture, CCP should have distinctive local characteristics and cultural connotations, otherwise it can only be used as a very low-value ornament and lose its essential value. However, at present, the branding of CCP itself combines local historical stories and highlights the cultural characteristics of the place less, which can't let people intuitively feel that the product is aptly integrated with the local environment, mood, etc., and shows a unique attraction, and therefore can't let consumers have the impulse to pay for its historical and cultural connotations.

Inappropriate Marketing Methods

The current live guide behavior for CCP will be less compared to other clothing, home appliances, and other products, so it has not been able to form a more complete and mature chain of consumer groups. In this blue ocean market, creative ways of publicity are particularly important, but the existing cultural and creative live marketing only uses the ordinary form of introducing the product, some of the main marketing, is detached from the essence of the promotion of culture, so that the CCP implied cultural symbols to lose its original significance; some of the only boring to tell the cultural value and historical stories, but failed to integrate with the specific product, showing the product can be purchased. Secondly, the professional level of the live guide staff varies, making it difficult to drive consumers to understand the historical significance behind the product, and the marketing means are single, so it is difficult for consumers to stay in the live broadcast to continue to understand the local characteristics of the culture.

Insecurity of Quality

When CCPs are placed for offline sales, consumers can selectively avoid unacceptably defective products. However, in the live room, the products shown by the shopper and the goods received by the final consumer do not necessarily have quality consistency, and it is also difficult to judge the quality of the products through touch and smell via the internet.

Lack of Personal Experience

Many consumer groups like to purchase souvenirs with local cultural characteristics during their travels. These souvenir products, usually CCP-based, are placed in beautiful souvenir shops, complemented by warm decorations and lighting, creating a warm feeling for consumers, and the quality can also be seen and felt. After a period of cultural cultivation in the local area, consumers' sensory experience and purchase intention at this time also reach their peak due to the rendering of the local environment and mood, so when they are ready to leave the traveling place, they usually have the emotion of lingering on the place and thus tend to buy cultural and creative souvenir products related to the traveling place in the local venues. On the other hand, it is difficult for people to feel this cultural atmosphere from the simple product introduction by the live guide, and they lack the impulse and willingness to buy due to the first-hand experience.

Unclear Positioning of Marketing Targets

Each product needs to have a clear target audience when advertising, marketing and selling. Currently, most CCPs are not designed for the exact target, nor are they practical, so they cannot set up marketing strategies from the specific consumer psychology. As the backbone of promoting traditional culture and with certain consumption ability, if we can stimulate their consumption on CCP, it will play a positive role in promoting the cultural heritage to a large extent. Therefore, we can focus on the different personalities and characteristics of this student group to choose marketing strategies.

V. CONCLUSION

This paper adopts the literature survey method after searching the cultural background of Lingnan Normal College and the related research literature on live shopping guides, sets up a questionnaire based on the three dimensions of the SOR theory, puts forward the relevant hypotheses, and then analyses the data and tests the hypotheses with the SPSS software to analyze the attitudes and purchasing willingness of the male and female students of the I/E personalities of this college in the face of the cultural and creative products being put on the live shopping guide of the Jitterbug platform. It was found that although extroverted students are more likely to accept and interact with the live guide in the form of live shopping, and are more likely to be attracted by the appearance design and cultural connotations of CCPs, it is true that introverted students are more inclined to buy CCPs on the Shakeology platform; whereas the male student group, especially the introverted male student group, has a higher willingness to buy CCPs on the Shakeology platform in comparison with the female student group.

SIGNIFICANCE

Theoretical Implications

To better understand the local culture of creativity and culture as well as the state of the market, it is possible to conduct an in-depth investigation into the use of the Jitterbit live shopping guide function and the willingness of I/E LNNU students to purchase CCPs through this channel. This will reflect the influence of the students' personalities on the marketing strategy and consumer behavior. Additionally, the study will provide useful guidance for colleges and universities of a similar caliber in the area as well as region-specific live shopping guide strategies for businesses and merchants stationed on Jitterbit and other online platforms. Additionally, it offers businesses and retailers using Jitterbit and other internet platforms live-streaming methods that are specifically targeted to a given region.

Practical Significance

To help merchants in related industries better provide CCP and services that meet their expectations, increase their purchase willingness, improve their consumption satisfaction, support the creative and innovative development of this college's cultural and creative industries, and, to some extent, drive employment, it can deeply understand the consumption psychology and purchase willingness of LNNU students for live guide CCP.

RECOMMENDATIONS

Establishing Speciality Brands and IPs

The brand is the consumer's trust in a particular enterprise or its products and services, and IP refers to copyright or intellectual property rights, which is a unique product that infuses emotion and value into a carrier with personality and presents it to consumers. Currently, the IP types with the highest proportion of brand licensing to the market mainly focus on cartoon and animation, art and culture, and fashion trends, and the main audience groups are young students and young office workers.

According to the survey, it was found that the university has a hundred-year history and cultural heritage, and its student body pays great attention to the intrinsic cultural value of CCP. Therefore, in the future design process of CCP, a more suitable form of publicity and marketing for young people should be adopted, and a more regionally distinctive brand and IP should be established from their aesthetics and interests, and sold in the form of an online live guide assisting an offline physical cultural and creative memorial hall.

For example, in cultural tourism villages inhabited by ethnic minorities, you can design totems with local specialties such as bonfires or water-splashing activities, or items with local mascots as the main body and natural scenery as the embellishment. In the live guide, two scenarios can be created: a lively and warm scenario for extroverted students, who are easily attracted to the culture, to learn about the culture and attract them to buy into the interaction with the guests; and a literary and peaceful scenario for introverted students, who are more concerned about emotional nourishment, to attract them to buy by conveying the stories behind the cultural creations.

Innovative and Creative Marketing

Most of the live shoppers' live broadcast style is to introduce the products in a bland manner or noisily "321 on the link", and they do not make creative sales for the specific products they are selling. For CCPs, the most important thing is to create appealing features for consumers while capturing the essence of the original culture.

First of all, creative marketing methods that amplify the essence of culture can be adopted, for example, the "Escape from the British Museum" short drama series that was popular all over the Internet in August 2023, which showed the story of the cultural creation drifting to a foreign country and eventually returning to China with the help of Chinese media people, and then helping other cultural relics to return to China, which awakened the deepest cultural genes of our nation and thus received widespread attention. If local merchants selling cultural

creations can give their creations this unique existential significance and film their historical past, and analyze the details of the film or interpret it in depth in the live broadcast, it is also a way of creative marketing.

Secondly, it was found in the survey that the student group of the university, especially the male group, has a strong interest in understanding historical sources and culture. Therefore, for products with complex processes (such as non-heritage technology), it can be considered to show some of the processes of the process to the audience on the live broadcast site and explain the production process, the source of the idea of the cultural and creative design, and the cultural value embedded in each step of the operation, to let the consumers enhance their awareness of the value of the CCP Craftsmanship value of consumers.

In addition, the professionalism of the live-streaming staff and the mood of the literary atmosphere in the live room are also important factors in attracting consumers. The survey shows that most of the students in the university believe that CCP should be placed in the folklore, too noisy marketing will appear too deliberate, and not in line with the artistic nature of the product. Therefore, the cultural literacy of live staff should be strengthened to truly understand the regional culture of the origin of the CCP and the cultural value derived from it.

Strengthening Quality Assurance

To strengthen control over the products sold out of the live room, merchants should have a detailed understanding of the supply chain procedures from the source of production to the transport to the consumer, and make quality adjustments based on immediate feedback from each end.

In addition, based on survey data showing that college students at the university choose to play games or visit shops during their leisure time, CCPs originating from local characteristics can choose to cooperate with merchants of different brands or IPs, such as co-branding CCPs with milk tea merchants such as Xi-Tea and Tea Baidao, and launching cultural and creative patterns with local characteristics, which will be inscribed on milk tea cups or punching bags, or giving away local CCPs with the purchase of a certain amount of money. The CCP also plays promotional videos about local culture continuously during business hours. In addition to beverage and snack merchants, CCPs can also choose to co-brand with popular games or films to co-promote special events. When cooperating with these well-known brands, the other merchant will inevitably conduct quality re-inspection of the CCP, which will strengthen quality assurance by monitoring the quality of the product on another level.

Backwards Proximity Experience

According to the survey, the student body of the university prefers to buy CCPs at the souvenir shops of local trips, believing that only the products chosen by fully immersing individuals in the local culture have value. However, not everyone has enough time and money to travel to the local experience, and some niche attractions are not well known. Therefore, we can use an incentive mechanism to allow the live broadcast staff to randomly select travelers who voluntarily accept the live broadcast interview on the spot and give them different kinds of cultural and creative gifts free of charge, which on the one hand allows to promote the local scenic spots through the mouth of travelers, and on the other hand, there is a more suitable scene to introduce CCPs in that environmental atmosphere. Generally speaking, travelers who voluntarily come forward are often extroverted personalities, and the live streamers can clearly feel their emotional changes during the live interviews and make new adjustments to the guide content promptly. For introverted travelers, we can use code registration to conduct in-depth surveys in the form of Tencent meetings or private meetings with interviewers to further understand their views on the integration of CCP and scenic spots.

In addition, the CCP can be used to promote travel in reverse, setting up online purchase points for cultural and creative hardcovers in scenic spots, and redeeming some of the cultural and creative items by using forms such as collecting praises, so that consumers can remotely purchase the CCP, but also generate the psychology of visiting this place to experience the culture.

Pinpointing Young University Students

College student groups as the main dissemination and promotion of culture, in the proportion of the purchase of CCP, has a key position, but many businesses for the current CCP audience positioning is not clear, and the live guide for the object is not clear, resulting in marketing planning to produce content homogenization, the phenomenon of uninteresting.

Therefore, businessmen can focus on young college students and design products with lower prices and higher practicality from the perspective of different students' personalities. For example, according to the survey, introverted female students are more inclined to buy handicrafts, so they can design mobile phone pendants, doll necklaces, and other products with ornamental and practical value.

Because the cultural and creative life easily produce the phenomenon of insufficient heat, so also need to integrate the current hotspot, the title of the live room and live account avatar, and other details close to the preferences of college students, such as the use of the current "crazy literature" to attract groups of college students to enter the live room, and then a new round of "retention" marketing. The "retention" marketing.

SCOPE AND LIMITATIONS

This study is based on the student population of LNNU tertiary institutions, and due to the large number of students, it is difficult to cover all individual students, so the questionnaire was distributed randomly. There may be bias in the final survey results due to the consumption habits of student consumer groups, environmental influences, and other factors.

In future research, the 16 MBTIs can be delved into for individuals to conduct in-depth research and address the exhaustive differences and reasons for CCP purchase intentions.

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