

Research on the Impact of Psychological Contract Construction on Enterprise Performance in Live Marketing—Based on Artificial Intelligence Simulation Method

Xujie An, Ying Li

Guangdong University of Science and Technology, Dongguan, Guangdong, 523000, China

Keywords: Live streaming marketing, psychological contract, corporate performance, artificial intelligence simulation

Abstract: This article studies the impact of psychological contract construction on enterprise performance in live streaming marketing, and uses artificial intelligence simulation methods for analysis. Live streaming marketing, as an emerging sales model, is playing an increasingly important role in enterprise competition. In a fiercely competitive environment, the construction of psychological contracts has a significant impact on corporate performance. This article analyzes the impact of different psychological contract constructions on corporate performance and proposes corresponding optimization suggestions.

1. Introduction

In the digital age, live streaming marketing, as an emerging marketing model, is gradually becoming an important means for enterprises to promote and sell products or services. It displays product or service information to consumers through live streaming platforms and online live streaming to promote sales. However, in the development process of live streaming marketing, there are also some problems, such as low quality of live streaming content, low audience participation, and difficulty in measuring marketing effectiveness. These issues not only affect the effectiveness of live streaming marketing, but also affect the performance of the enterprise. The success of live streaming marketing not only depends on the formulation and execution of marketing strategies, but also has a close relationship with consumer psychology. Therefore, how to construct effective live streaming marketing strategies from the perspective of psychological contracts and improve enterprise performance has become a hot topic of current research.

The concept of psychological contract was first proposed by American psychologist Argyris, referring to mutual expectations and obligations between organizations and employees that are not clearly expressed. In live streaming marketing, psychological contract refers to the mutual expectations and obligations between consumers and enterprises that are not clearly expressed, including consumers' expectations for products, requirements for services, trust in the brand, and the obligations that enterprises should undertake to meet these expectations and requirements. In live streaming marketing, a good psychological contract can enhance consumers' trust and loyalty to the

enterprise, thereby improving enterprise performance.

Psychological contract is an intangible agreement that includes both parties' expectations and commitments, which is of great significance for improving corporate performance. In live streaming marketing, psychological contracts are mainly reflected in the interaction and expectations between viewers and anchors, between viewers and enterprises, and between anchors and enterprises. Therefore, studying the application of psychological contracts in live streaming marketing is of great significance for improving the effectiveness of live streaming marketing and the performance of enterprises.

This study uses artificial intelligence simulation methods to simulate and analyze the impact of psychological contract construction on corporate performance in live streaming marketing. Artificial intelligence simulation method is a simulation method based on data and algorithms, which can simulate consumer behavior patterns in live marketing based on historical data, thereby predicting enterprise performance. Specifically, the research objectives of this article include the following aspects: to gain a deeper understanding of the background and current situation of the problem or phenomenon, and to analyze its causes, impacts, and challenges. By sorting out and analyzing the existing literature, this paper explores the nature and law of the problem or phenomenon, and finds the existing problems and defects.

2. Literature review

The concept of psychological contract was first proposed by Levinson (1962), who defined it as "unwritten expectations" that exist between employees and employers and affect their behavior and attitudes. Afterwards, scholars have continuously improved and developed the concept of psychological contract. For example, Kotter defines psychological contract as "an undefined understanding of mutual expectations between the organization and employees. These expectations constitute the expectations of employees towards the organization and the expectations of the organization towards employees, thereby affecting their behavior and attitudes"^[1].

The characteristics of psychological contracts include subjectivity, implicitness, dynamism, and interactivity. Subjectivity refers to the psychological contract, which is an individual's understanding and perception of the expectations of both parties, and therefore has subjectivity. Implicit refers to the psychological contract being an undefined expectation that is difficult to detect and understand. Dynamicity refers to the fact that psychological contracts are a dynamic process that can be changed and adjusted. Reciprocity refers to the mutual expectation between two parties in a psychological contract, thus possessing reciprocity^[2].

The types of psychological contracts include transactional psychological contracts and relational psychological contracts. Transactional psychological contracts refer to short-term trading relationships between two parties, while relational psychological contracts refer to long-term relationships between two parties. Both types of psychological contracts have important impacts on consumer behavior.

The factors that affect psychological contracts include external and internal factors. External factors include social culture, economic environment, and political environment. Internal factors include personal characteristics, organizational characteristics, and the relationship between the two parties. These factors will all affect the formation and development of psychological contracts^[3].

The types of live marketing include live streaming sales, live streaming promotion, live streaming advertising, etc. Live streaming sales refer to a marketing method of displaying products to consumers and directly selling products through live streaming platforms. Live promotion refers to a marketing method that showcases brand image and brand concept to consumers through live streaming platforms. Live advertising refers to a marketing method of broadcasting advertisements on live streaming

platforms.

The factors that affect live streaming marketing include the characteristics of live streaming platforms, the influence of anchors, the characteristics of products, and the characteristics of consumers. These factors will all affect the effectiveness of live streaming marketing.

In the research of domestic and foreign scholars, the application of psychological contracts in live streaming marketing mainly focuses on the following aspects: factors affecting audience participation: Researchers investigate and analyze audience willingness and behavior to participate in live streaming marketing, and explore factors that affect audience participation, such as audience trust in the anchor, interest in the product, and satisfaction with the platform. The impact of anchor behavior on audiences: Researchers have studied the impact of anchor behavior on audience purchase intention and behavior, such as anchor image, language, attitude, etc., through experiments and questionnaire surveys. Optimization of marketing strategies: Researchers have explored how to optimize live streaming marketing strategies through analysis and experimentation to improve marketing effectiveness and corporate performance, such as selecting suitable anchors, designing attractive live streaming content, and developing effective promotion strategies. However, these studies still have some shortcomings. Firstly, there is no consensus on the concept and connotation of psychological contracts, which can affect the accuracy and reliability of research. Secondly, there has been no in-depth exploration of the influencing factors and outcomes of psychological contracts, which will affect our understanding and application of psychological contracts.

The purpose of this study is to explore the concept and connotation of psychological contracts in live streaming marketing, and to study their influencing factors and outcomes. Specifically, selecting multiple live streaming platforms as research subjects, starting from employees, enterprises, and platforms, through this study, we can gain a deeper understanding of the concept and connotation of psychological contracts, and provide more targeted marketing strategies and suggestions for enterprises and platforms.

3. The impact of psychological contract construction on enterprise performance in live streaming marketing

The employee's commitment does not match their expectations. When employees' expectations are inconsistent with the actual commitments of the organization, it may lead to a decrease in their trust in the organization, a decrease in their work enthusiasm, and even the choice to resign. This inconsistency may stem from communication issues between the organization and employees, or from deficiencies in organizational management. If the organization fails to fulfill its commitments, employees may feel disappointed and discouraged, which in turn affects their work performance and loyalty. Therefore, in order to maintain employee trust and promote a positive work attitude, organizations should ensure clear and transparent communication with employees, and ensure that actual commitments align with employee expectations.

Insufficient awareness of organizational responsibility among employees. Insufficient awareness of organizational responsibility among employees may lead to a series of problems. Firstly, if employees do not understand the organization's social, economic, and environmental responsibilities, they may not be able to understand their own roles and responsibilities in this regard. This may lead to a lack of sense of responsibility and mission in their work, thereby affecting the quality and efficiency of their work. If employees do not fully recognize the organization's responsibilities, they may not be able to effectively communicate and collaborate with stakeholders. This may lead to stakeholders losing trust in the organization, thereby affecting its reputation and image.

Poor communication between employees and the organization. Poor communication between employees and the organization may lead to a series of problems. Firstly, the lack of effective

communication means that employees may not fully understand the organization's expectations and goals. This may lead to deviations in employees' work and their inability to work according to the organization's expectations, thereby affecting work efficiency and effectiveness. Poor communication may also lead to misunderstandings among employees about the organization's commitments. Employees may feel confused about the organization's expectations and may not understand how they should contribute. This may lead to employees lacking motivation and unwillingness to actively participate in the organization's various tasks. Poor communication can also have a negative impact on the construction and performance of psychological contracts. Psychological contract refers to the implicit and unspecified mutual expectations and commitments between an organization and employees. If communication is not smooth, the organization and employees cannot clearly define each other's expectations and commitments, which can lead to cracks in the psychological contract and affect trust and cooperation between both parties. Poor communication can also have a negative impact on corporate performance. If employees cannot understand the expectations of the organization and actively participate in its various tasks, the performance of the organization will be affected. In addition, if there are cracks in the psychological contract between the organization and employees, the trust and cooperation between both parties will be affected, which will further affect the performance of the enterprise. For organizations, establishing effective communication mechanisms and channels is very important. Organizations should strengthen communication with employees through various means, so that employees have a clear understanding of the organization's expectations and goals, and can also fully express their opinions and suggestions. Only in this way can we build a good psychological contract, improve employees' work enthusiasm and participation, and thus improve enterprise performance.

4. Optimization suggestions for the impact of psychological contract construction on enterprise performance

Establishing an effective communication mechanism is crucial for the development of an enterprise. An open communication environment allows employees to feel free and secure, and to express their thoughts and opinions at any time. This not only helps to build and maintain a psychological contract between both parties, but also promotes mutual understanding and trust. Enterprises can establish a suggestion box where employees can provide their own suggestions and opinions at any time. This can enable enterprises to timely understand the issues that employees are concerned about, and also better understand their needs and ideas. Enterprises can hold regular employee meetings to give employees the opportunity to report on work progress and provide suggestions to management. This can promote communication and communication between management and employees, enhancing mutual trust and understanding. Enterprises can establish an internal social platform where employees can exchange and share work and life experiences. This can promote communication and cooperation among employees, while also improving their work efficiency and satisfaction. Enterprises can encourage employees to participate in the decision-making process, allowing them to feel their value and importance in the enterprise. This can enhance employees' sense of belonging and responsibility, while also improving the quality and efficiency of decision-making in the enterprise.

Clear expectations and commitments: During the hiring process, companies should clearly articulate their expectations and commitments to employees. Companies can provide employees with clear and specific job descriptions to help them understand their roles and tasks in the company. This helps employees better understand their work requirements, improve work efficiency and quality. The company provides fair and transparent compensation to employees and reaches a consensus with employees. This includes salary, bonuses, benefits, and other aspects to fully meet the material needs

of employees and improve their job satisfaction and loyalty. The company also offers a comprehensive benefit plan, including medical insurance, retirement benefits, paid vacation, employee travel and other aspects. These benefits can improve the quality of life of employees, reduce their economic burden, and enhance their sense of belonging and loyalty to the company. The company also provides career development opportunities and training programs to help employees improve their skills and abilities to achieve their personal career development goals. This helps employees find self-actualized value in the enterprise, enhancing their trust and commitment to the enterprise.

Creating a good work environment is the key to attracting and retaining excellent employees. A comfortable, safe, and positive work environment can make employees feel comfortable and satisfied, thereby improving their work efficiency and productivity. Here are some suggestions to create a good working environment: Enterprises should provide spacious, bright, and clean workplaces to make employees feel comfortable and happy. For example, comfortable seats, good lighting and ventilation facilities can be provided. Enterprises should pay attention to the work and life balance of employees and provide them with flexible working hours and methods, such as remote work and flexible working hours. This can help employees better balance work and life, improve job satisfaction and work efficiency. Enterprises should create a cultural atmosphere that encourages teamwork, making employees feel valued and supported. For example, team building activities can be organized, and team cooperation rewards can be provided.

5. Conclusion

The construction of psychological contracts in live streaming marketing has a positive impact on corporate performance, and mechanism improvement can further improve corporate performance. In order to fully utilize the potential of psychological contracts and improve corporate performance, enterprises should attach importance to the construction and mechanism improvement of psychological contracts, and take effective measures to improve the quality of fulfilling psychological contracts. By continuously improving the quality of interaction and communication with consumers, enterprises can achieve outstanding performance in the field of live streaming marketing and win the trust and loyalty of consumers. In future live streaming marketing, enterprises should focus on meeting psychological contracts to improve the effectiveness of live streaming marketing and the performance of the enterprise. Meanwhile, future research can further explore the application strategies and methods of psychological contracts in live streaming marketing.

In order to fully utilize the potential of psychological contracts in live streaming marketing, enterprises first need to recognize the importance of psychological contracts and consider them in marketing strategies. In the process of constructing psychological contracts, enterprises should focus on interaction and communication with consumers to establish trust and commitment between each other. For example, by providing high-quality customer service, ensuring product quality, and shaping a good brand image, companies can establish and maintain psychological contracts with consumers. At the same time, enterprises also need to pay attention to mechanism improvement. In live streaming marketing, mechanism improvement can involve establishing clear rules and processes to enhance consumer experience and facilitate smooth transactions.

Acknowledgement

This work was supported by Guangdong Provincial Philosophy and Social Science Planning Discipline Co construction Project "Research on the Impact of Psychological Contract Construction on Enterprise Performance in Live Broadcasting Marketing - Based on Artificial Intelligence Simulation Method" (GD22XGL42).

References

- [1] Chen Jiazhou (2001) *Psychological contracts within organizations* *Journal of Management Science*, 4 (2), 5
- [2] Zhu Xiaomei (2005) *A Study on the Psychological Contract Structure of Knowledge Workers in the Chinese Context* *Scientific Research*, 23 (1), 5
- [3] Wen Jingyuan (2019) *Research on the Construction of Psychological Contracts for Knowledge Workers in the New Era* *Modern Business* (35), 2