



Research on the Influence of Anchor Characteristics on Consumer Response in Live Streaming

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Abstract

Background and Aim: As an emerging way of shopping, e-commerce live streaming has attracted more and more attention. The anchor plays a very important role in the live broadcast. Based on the S-O-R model and through a literature review.

Materials and Methods: This paper divides the characteristics of anchors into three dimensions: trust, professionalism, and interactivity, and it discusses the relationship between the characteristics of anchors and consumers' emotional and behavioral responses. 386 data were collected through questionnaires, and statistical analysis and path hypothesis tests were conducted by SPSS and AMOS software.

Results: The research found that the professionalism, interactivity, and trust of the anchors have a significant positive impact on the emotional response and behavioral response of consumers, and the impact on emotional response is greater than behavioral response.

Conclusion: Based on the research results, this paper puts forward corresponding suggestions for e-commerce enterprises and consumers.

Keywords: Live Broadcast with Goods; Anchor Characteristics; Consumer Response

Introduction

With the rapid development of Internet technology, data can be transmitted at a faster speed and Internet users can watch real-time pictures online with mobile devices, which also creates technical conditions for e-commerce live broadcasts with goods (Hu Shaoying, 2022). Especially after the outbreak of the COVID-19 epidemic, physical stores have been greatly affected. More and more enterprises and businesses have shifted their sales channels from offline to online, and the live e-commerce model has exploded in an all-around way. Whether in China or overseas, live broadcast has become a hot new traffic outlet at present. The new retail format of "live broadcast+e-commerce" has accelerated the rise, not only affecting people's consumption patterns but also boosting e-commerce enterprises to expand the live broadcast market (Wu Jian & Yu Guanglong, 2022).

Traditional e-commerce sales often adopt the "people looking for goods" mode, that is, consumers search for products they want on the e-commerce platform and select their own products by browsing and comparing. What e-commerce enterprises do is optimize the "goods" link. Compared with the traditional e-commerce model, the live e-commerce model adds the element of the anchor, changing "people looking for goods" into "goods looking for people", that is, the anchor presents the goods to users. The live e-commerce model pays more attention to the interaction between the anchor and



consumers, attracting users in real-time interaction by means of seconds, gifts, price reductions, and other means (Feng Wenlu et al.2021). This means turning the audience in the live broadcast into consumers. Therefore, the biggest difference between traditional e-commerce and live broadcast e-commerce is the anchor, which often becomes the key to the success of a live broadcast (Meng Lu et al.2020) .

Chai Sen (2020) found that compared with traditional e-commerce, e-commerce live broadcast mode has more transparency of product information. The transaction between consumers and anchors is based on trust and real-time interaction between buyers and sellers. Therefore, the importance of anchors for e-commerce enterprises is gradually obvious. Zhao Baoguo & Wang Yunfeng (2021) pointed out that the new business model of e-commerce live broadcasting began to develop rapidly since 2019. By March 2020, the number of users of e-commerce live broadcasting in China was 265 million, accounting for nearly 30% of the total number of Chinese Internet users. In July 2020, the Ministry of Human Resources and Social Security of the People's Republic of China, together with the State Administration of Market Supervision and the National Bureau of Statistics, released nine new occupations to the public, including "Internet marketers", and e-commerce anchors became a formal occupation, marking the further standardization of the "webcast+e-commerce" model. Zhao Dawei & Feng Jiaxin (2021) believes that e-commerce anchors are both salesmen and opinion leaders in the live broadcast room. As the core force of conversion rate, their characteristics directly affect the flow of the live broadcast room, product sales, and total transaction volume. Zhang Yanrong & Yan Xiaotong (2021) believed that the huge influence of the anchor could become additional information on the commodity in the aspect of commodity recommendation. E-commerce enterprises rely on the anchor to achieve an increase in sales volume, the realization of traffic, and the maximization of business interests. It can be seen that in the context of e-commerce live broadcast, the importance of anchors for e-commerce enterprises is very significant.

Based on the Stimulus-Organism-Response (S-O-R) model, with the characteristics of the anchor as the independent variable and the consumer response as the dependent variable, this paper explores the impact path of the characteristics of the anchor on the consumer response in the live delivery, so as to provide appropriate marketing suggestions for e-commerce enterprises and anchor groups.

Objectives of Research

The main research object of this paper is the consumer group who has had the experience of online live shopping and explores the impact of the characteristics of the anchor on consumer response in the context of online live shopping, so as to provide better marketing suggestions for e-commerce enterprises and the anchor group who carry out live marketing.

Literature review

S-O-R Theory

The S-O-R model was first proposed by environmental psychologists Mehrabian and Russell and is one of the well-known behavioral psychology theories. Among them, S (Stimulus) is a stimulus factor and an external environmental factor; O (Organism) is an organism factor, which is personal cognition



and emotional expression; R (Response) is the result response, which is the relevant response to external stimuli. With the rapid development of high-tech and e-commerce, the model has been extended to the field of online sales to explore the impact of the online information environment on consumer psychology and behavior. Eroglu et al. (2001) applied the S-O-R model to online shopping for the first time to explore the impact of the quality of a virtual online store atmosphere on consumer behavior and results. The research points out that the quality of the online store atmosphere (S) affects consumers' emotional and cognitive state (O), and then affects consumers' shopping behavior (R). Jacoby (2002) pointed out that the S-O-R theory refers to the fact that individuals' emotions and perceptions will be stimulated by the external environment, which will affect the use or purchase behavior decisions. Hu and Chaudhry (2020) used the S-O-R theory to study how to improve consumers' participation in e-commerce live broadcasting. Zhang Baosheng (2021) and others applied the S-O-R theory, combined with the flow experience theory, and took the visibility, interactivity, authenticity, and entertainment of webcast as the stimulus factors, and introduced perceived trust and perceived usefulness as the internal body state of consumers. Research has confirmed that the characteristics of online live broadcasts significantly and positively affect consumers' purchase intention. Therefore, the S-O-R model plays a key role in the mechanism of consumer perception and behavioral intention in the context of online shopping.

Anchor characteristics

When studying the purchase behavior of different types of anchors to consumers, Meng Lu (2020) and others divided the anchors into three types. The first type is entertainment anchors, the second type is skill-based anchors, and the third type is an online celebrity with goods anchors. Fang Chao (2018) believes that e-commerce enterprises usually choose e-commerce network anchors who are well-known in a certain product field and have relevant professional knowledge. Through the live video display of the products, they give professional explanations to attract consumers to buy and have an important meaning for the promotion of e-commerce products. Therefore, it is very necessary to study the group of e-commerce network anchors. In this process, the e-commerce network anchor played the role of an opinion leader. Yu Huan (2017) believes that e-commerce anchors not only need to maintain and positively shape their personal image but also need to constantly learn and improve their professional quality. At the same time, they need to have a professional team to connect with enterprises and maintain the number of fans and plan live broadcast activities. Lei Yunxiao (2019) believed that the network anchor, as an important bridge between the platform and users, lacked relevant research results for reference. At the same time, the difference between webcast and traditional paper media and the television industry lies in the realization of time-free interaction between webcast and users, even between users and users. Users can participate in the sales process of products, express their own demands, and get real-time feedback, which is the personalized, interactive, and living characteristics of the webcast process. The above research plays an important guiding role in understanding the formation and mechanism of the anchor characteristics. However, the existing research on the concept of anchor characteristics is relatively insufficient and has not yet formed a unified view. The research results in this paper define the characteristics of anchors as the unique characteristics of anchors, and mainly include three aspects, namely, professionalism, interactivity, and credibility.



Consumer response

Bucklin & Sidarth (1998) put forward the concept of consumer response and believed that consumers' decisions in determining the brand of products, the frequency of purchasing products, and the volume of purchasing products are consumer responses. Bhattacharya & Sen (2003) proposed consumer response from the perspective of enterprise social responsibility and divided it into internal and external responses. Wu (2008) believes that consumer response is reflected by consumer psychology and behavior, especially the consumer's evaluation of enterprises, products, and after-sales services after consumption, as well as their loyalty to enterprises and their products. When discussing the impact of corporate environmental responsibility behavior on consumer response, He Hao et al. (2017) and others only took consumer purchase intention as a measure of consumer response. Jiang Liqin et al. (2017) divided consumer response into emotional response and behavioral response for research. Zhang Zhen (2017) also divided the consumer response into two dimensions, one is cognition and attention to the enterprise's behavior, and the other is the evaluation of the enterprise's product quality, willingness to buy, and willingness to pay. Sheng Guanghua et al. (2019) divided consumer response into two dimensions: external response and internal response. Based on the previous research on consumer response, it is believed that consumer response includes two aspects of consumer psychology and behavior, namely emotional response, and behavioral response. Therefore, this paper divides consumer response into two dimensions: consumer emotional response and consumer behavioral response.

Research hypothesis and theoretical model

Anchor professionalism

Cai Peijing (2019)'s research shows that e-commerce anchors often have the dual identities of opinion leaders and online celebrities. They not only have the authority and professionalism of opinion leaders, and can provide professional guidance for consumers to buy, but also have the entertainment characteristics and attraction of online celebrities, which can increase the sense of pleasure, and play experience for consumers. Wang Fang (2019) pointed out that the e-commerce anchor with strong personal style and language mode while outputting product information is more conducive to guiding consumers' purchase decisions. Liu Fengjun (2020) believed that the professional skills and experience presented by the anchor in the live broadcast could make the audience feel the value of the product and then generate the idea of purchase. During the live broadcast, the anchor will give a professional explanation and effective evaluation of the product and give purchase suggestions to increase the audience's excitement and interest in the product when watching the live broadcast. Therefore, the more professional the anchors are, the more professional information consumers have about the products and the less cost and effort they pay to search for the target products, which will help improve consumers' experience, pleasure, and focus on the products and live viewing. At a deeper level, people have the desire to understand the unknown. The professional explanation of the anchor will deeply attract the audience and bring them into specific scenes so that consumers will have a positive emotional experience. It can be seen that the more professional the anchor is, the easier it is to stimulate the emotional and behavioral response of the audience. Therefore, this paper puts forward the following assumptions:



H1a: Anchor professionalism has a positive impact on consumer emotional response.

H1b: Anchor professionalism has a positive impact on consumer behavioral response.

Anchor interactivity

Koufaris, M.(2002) found that in the e-commerce live broadcast environment, the frequent interaction between e-commerce anchors and consumers in the live broadcast room would immerse consumers and produce a sense of pleasure. Xue & Phelps (2004) believed that if the interaction between the two parties is closer and more frequent, they will be more familiar with each other, which will play a greater role for the receiver of the interaction. Sweeney (2008) and other studies have shown that if the sender has a close relationship with the receiver and their views are confirmed by the receiver, then their word-of-mouth will have a better communication effect. Therefore, good interactivity can make anchors know more about their fans and audiences, enhance their stickiness and trust, promote a strong relationship between anchors and consumers, and then have an impact on consumers' purchase behavior and purchase intention. Mollen & Wilson (2010) pointed out that people can interact with information communicators or other participants in social media through likes, comments, or forwarding and sharing to enhance brand connection. Han Xiaoyi (2020) conducted research on e-commerce anchors as independent individuals to explore the impact of their various attributes, including personal charm, interactivity, display, and other attributes on consumers' purchase intention. Real-time interaction can arouse consumers' desire to participate and further stimulate consumers' desire to buy. It can be seen that the stronger the interaction ability of the anchor, the higher the frequency of interaction and the stronger the emotional and behavioral response of the audience. Therefore, this paper puts forward the following assumptions:

H2a: Anchor interaction has a positive impact on consumer emotional response.

H2b: Anchor interaction has a positive impact on consumer behavioral response.

Anchor credibility

Generally speaking, people are more willing to trust and worship celebrities. Based on this point, the celebrity advertising endorsement adopted by the enterprise arouses consumers' interest and desire to buy products. Agrawal & Kamakura (1995) confirmed that celebrity popularity can directly and significantly affect consumer trust. The research of Chevalier & Mayzlin (2006) also shows that if the speaker has a certain reputation and high exposure, his opinions can have a significant impact on product sales. The reputation and exposure are the embodiment of its popularity. Jiang Yi et al. (2014), when studying the impact of website promotion on consumers' impulsive purchase intention, found that the higher the degree of trust consumers have in the business, the more likely they are to have impulsive purchase intention. Feng Jun & Lu Mei (2020) confirmed in the research on live broadcast marketing that the more consumers trust the anchors, the more likely they are to have impulse purchase intention when watching the live broadcast. In online shopping, trust is conducive to reducing various transaction costs, and at the same time, it can reduce consumers' perceived risk and uncertainty of anchors and products, so that consumers can actively participate in online transactions. The process of consumers making purchase decisions while watching live broadcasts is complex, with high uncertainty and perceived risk. Perceived trust can help consumers reduce the cost of decision-making, thus generating impulse purchase intention. Accordingly, the following assumptions are proposed in this paper:



H3a: Anchor credibility has a positive impact on consumer emotional response.

H3b: Anchor credibility has a positive impact on consumer behavioral response.

The hypothetical model is shown in Figure 1.

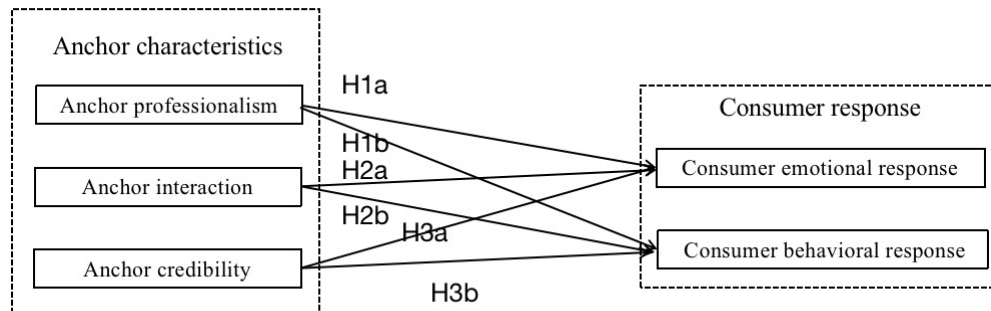


Figure 1 A Theoretical Model

Research Methodology

Data collection and sample information

The research object of this study is the consumers who have watched the live broadcast of e-commerce and purchased goods. The questionnaire method is used to study the impact of the characteristics of the anchor in the live broadcast on consumer response. A total of 460 questionnaires were distributed by using the method of online distribution, and the item "Have you watched the live broadcast and purchased goods during the live broadcast" was set to identify the survey object. The invalid questionnaires such as not purchasing goods in the live broadcast of e-commerce, incomplete filling, and regular answering were eliminated. A total of 386 effective questionnaires were available, with an effective rate of 83.91%. It can be seen from Table 1 that in the sample, men account for 38.34% and women account for 61.66%, which indicates that the consumers watching live e-commerce are mainly women. In terms of age, consumers of e-commerce live broadcasts are mainly young; In terms of education level, the proportion of college and undergraduate degrees is the highest, and the proportion of graduate students and above is the lowest, indicating that consumers who watch e-commerce live broadcast mainly have college and undergraduate degrees. In terms of the frequency and duration of watching e-commerce live broadcasts, the proportion of watching 2 to 4 times per month is the highest, accounting for 43.26%; In terms of the duration of watching e-commerce live broadcasts each time, the highest proportion is 15 minutes or less, accounting for 68.91%, and 20.2% of respondents watch e-commerce live broadcast each time for 16-30 minutes, indicating that most consumers do not watch e-commerce live broadcast for a long time.



Table 1 Basic information of samples

Variable	Category	Quantity	Proportion (%)
Gender	Male	148	38.34
	female	238	61.66
Age	18-24 years old	254	65.80
	25-34 years old	77	19.95
	35-45 years old	43	11.14
	Above 45	12	3.11
Education	High school and below	90	23.31
	Junior college and undergraduate	272	70.47
	Graduate and above	24	6.22
Frequency of watching e-commerce live broadcasts every month	Once or less	121	31.35
	2-4 times	167	43.26
	More than 5 times	98	25.39
Duration of watching e-commerce live broadcast each time	Less than 15 minutes	266	68.91
	16-30 minutes	78	20.20
	31-60 minutes	27	7.00
	More than 1 hour	15	3.89

Variable measurement

In order to ensure the reliability and validity of the scale, this study draws on the relevant scales of other scholars and makes certain adjustments according to the specific situation. Among them, the credibility of the anchor refers to the research of Liu Fengjun et al. (2020), a total of 4 items, the professional of the anchor refers to the research of Wei Jianfeng et al. (2022), a total of 4 items, and the interaction of the anchor refers to the research of Huang Sihao (2021), a total of 4 items. Consumer response refers to the research of Gong Siyu (2020), which is divided into emotional response and behavioral response, with 3 items for each dimension. The above scales are all measured with a 5-level Likert scale, where "1" means "very disapproval", "2" means "disapproval", "3" means "uncertainty", "4" means "approval", and "5" means "very approval".

Reliability and validity test

See Table 2 for the reliability and validity test results of the scale. This paper uses SPSS 24.0 to analyze the reliability of the questionnaire items, and the results show that Cronbach's α all is greater than 0.7, indicating that the variables have good reliability. Then KMO and Butler's spherical test were carried out on the scale. The results showed that the KMO value of each variable was greater than 0.5, and the significance level obtained by Butler spherical test was 0.000, less than 0.05, indicating that there was a significant correlation between the items of variables, which was suitable for factor analysis. Subsequently, AMOS 24.0 was used to conduct confirmatory factor analysis on each variable item, and the standardized factor load of each variable was greater than 0.5, indicating that each item could better





explain the latent variable. At the same time, the AVE value of each variable is greater than 0.5, and the CR value is greater than 0.6, so there is a high convergence validity between the variables.

Table 2 Reliability and validity test results

Variable	Item	Cronbach's α	KMO	AVE	CR
The professionalism of the anchor	4	0.812	0.724	0.546	0.801
The interaction of the anchor	4	0.815	0.712	0.531	0.789
The credibility of the anchor	4	0.826	0.765	0.568	0.812
Consumer emotional response	3	0.785	0.703	0.505	0.752
Consumer behavior response	3	0.792	0.706	0.511	0.766

Model path inspection

In this paper, AMOS 24.0 software is used to test the hypothesis path and fitting degree of the model. The overall fitting test results of the model are shown in Table 3. The chi-square degree of freedom ratio (χ^2/df) is 2.232, which conforms to the standard of less than 3, indicating that the fitting degree of the model is good. GFI, CFI, NFI, and NNFI all meet the standard of more than 0.9, RMR is 0.021, less than 0.05, and RMSEA is 0.042, less than 0.08. It can be seen that each fitting index conforms to the general research standard, indicating that the model has a good fit, and can continue to carry out an empirical analysis.

Table 3 Model fitting test results

Content	χ^2/df	GFI	RMR	CFI	NFI	NNFI	RMSEA
Standard	<3	>0.9	<0.05	>0.9	>0.9	>0.9	<0.08
Value	2.232	0.945	0.014	0.967	0, 953	0, 964	0.042
Conclusion	qualified	qualified	qualified	qualified	qualified	qualified	qualified

After the fitting degree test is passed, continue to use AMOS 24.0 to test the hypothetical path of the model. Generally speaking, C.R>1.96 and P value<0.05 indicate that the path is significant. The test results are shown in Table 4 and Figure 2. First of all, the C.R value is 5.634, greater than 1.96, the p-value is less than 0.001, and the standardized path coefficient is 0.323 in the impact path of anchor professionalism on consumer emotional response, which indicates that anchor professionalism has a significant impact on consumer emotional response. Hypothesis H1a is verified. In the impact path of anchor professionalism on consumer behavior response, the C.R value is 5.542, greater than 1.96, the p-value is less than 0.001, and the standardized path coefficient is 0.312, which indicates that anchor professionalism has a significant impact on consumer behavioral response, assuming that H1b is verified. In the path of influence of anchor professionalism on consumer response, the path coefficient of anchor professionalism on consumer emotional response is greater than that of behavioral response.

Secondly, in the influence path of anchor interaction on consumer emotional response, the C.R value is 8.213, greater than 1.96, the p-value is less than 0.001, and the standardized path coefficient is 0.476, indicating that the anchor professionalism has a significant impact on consumer emotional



response, assuming that H2a is verified. Among the influence paths of anchor interaction on consumer behavior response, the C.R value is 7.785, greater than 1.96, the significant level p-value is less than 0.001, and the standardized path coefficient is 0.458, which indicates that anchor interaction has a significant impact on consumer behavioral response. Assume that H2b is verified. In the path of influence of anchor interaction on consumer response, the path coefficient of anchor interaction on consumer emotional response is greater than that of behavioral response.

Finally, in the influence path of anchor credibility on consumer emotional response, the C.R value is 6.424, greater than 1.96, the p-value is less than 0.001, and the standardized path coefficient is 0.421, indicating that anchor credibility has a significant impact on consumer emotional response, assuming that H3a is verified. In the influence path of anchor credibility on consumer behavioral response, the C.R value is 6.113, greater than 1.96, the p-value is less than 0.001, and the standardized path coefficient is 0.405, indicating that anchor credibility has a significant impact on consumer behavioral response, assuming that H3b is verified. In the path of influence of anchor credibility on consumer response, the path coefficient of anchor credibility on consumer emotional response is greater than that of behavioral response.

Table 4 Hypothetical path verification table

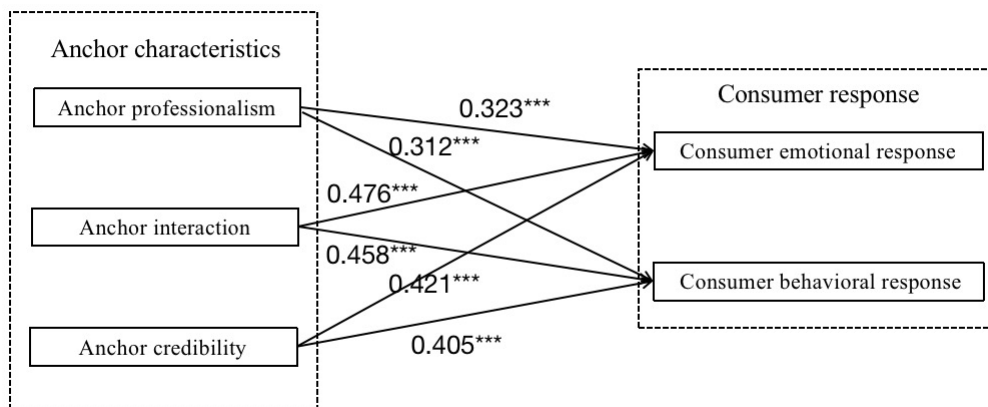
Hypothesis	Path relationship	Denormalizat ion coefficient	SE	C.R	p	Standardization coefficient (β)	result
H1a	The professionalism of the anchor→ Consumer emotional response	0.389	0.06 7	5.63 4	***	0.323	pass
H1b	The professionalism of the anchor→ Consumer behavior response	0.367	0.07 3	5.54 2	***	0.312	pass
H2a	The interaction of the anchor→ Consumer emotional response	0.502	0.06 2	8.21 3	***	0.476	pass
H2b	The interaction of the anchor→ Consumer behavior response	0.493	0.06 5	7.78 5	***	0.458	pass
H3a	The credibility of	0.457	0.05	6.42	***	0.421	pass





Hypothesis	Path relationship	Denormalization coefficient	SE	C.R	<i>p</i>	Standardization coefficient (β)	result
	the anchor→ Consumer emotional response		6	4			
H3b	The credibility of the anchor→ Consumer behavior response	0.438	0.06	6.11	***	0.405	pass

Note: *** means $p < 0.001$, ** means $0.001 < p < 0.01$



Note: *** means $p < 0.001$, ** means $0.001 < p < 0.01$

Figure 2 Simulated path coefficient and significance level

Discussion

First of all, the professionalism of the anchor has a significant impact on consumer response, and the professionalism of the anchor has a greater impact on consumer emotion than behavior. From the perspective of consumers, it is difficult for the audience to make an objective and accurate judgment on the actual value of the product because consumers cannot actually touch and observe the product. Therefore, the professional level of the anchor is an important basis for consumers to deeply understand the product quality and make purchase decisions. From the perspective of the anchor, the anchor with certain experience will fully display the performance parameters, quality, characteristics, etc. of the product as far as possible, so that consumers can obtain valuable information during the viewing process, and promote them to have an immersive look and feel of on-site selection. Some high-level anchors will also focus on describing the product information that consumers may be interested in and sympathize with consumers through self-reported recommendations, so as to mobilize audience emotion, and promote positive emotional effect and purchase intention. At the same time, among the three anchor characteristics, the influence coefficient of the anchor's professionalism on the consumer effect is the lowest. From this point, Wei Jianfeng et al.(2022) find that some anchors' professional



explanation of the product is too rigid and the form is too simple. For some audiences who pursue entertainment, they can not arouse their interest and high emotions, because they lose their interest in the further purchase of the product.

Secondly, the interaction of the anchor has a positive impact on the consumer effect, and the interaction of the anchor has a greater emotional effect on the consumer than the behavioral response. From the perspective of the anchor, the stronger the interaction of the anchor, the richer the interaction forms, and the stronger pleasure and trust the audience will have. Under the atmosphere in the live broadcast room, the interaction between the host and consumers, as well as between consumers and consumers, can give consumers a virtual interpersonal interaction experience, enhance their sense of shopping experience, promote consumers to have a sense of excitement and pleasure, and make them temporarily forget the real troubles and immerse themselves in live broadcast activities. At the same time, frequent interaction can enable the anchor to understand consumer needs in real-time, increase the familiarity between the audience and the anchor and close the distance between them, so that the audience can have a sense of trust, then generate the idea of purchasing products. This is similar to the research conclusion of Liu Fengjun et al.(2020).

Finally, the credibility of the anchor has a significant impact on the consumer effect, in which the credibility of the anchor has a greater impact on the consumer's emotion than on the consumer's behavior. From the perspective of the anchor, the credibility of the anchor is mainly reflected in the credibility of the anchor and the product content, which mainly affects the emotional identity of the consumer. The credibility will arouse the consumer's identity, making the consumer more willing to conduct behavioral support under the emotional trend, So as to purchase the products recommended by the anchor. Song Yihang. (2022) find that some consumers buy the products recommended by the anchor for the reputation of the anchor. The trust of consumers in the anchor is the main reason for them to buy the products.

Suggestions

First, at the level of e-commerce enterprises, this paper has verified the impact and path of the anchor characteristics on consumer response, refined the characteristics that affect consumer emotional response and behavioral response in the live broadcast of the anchor, and found that different characteristics have a different impact on consumer response. The rise of the online live broadcast with goods is not long. It is more like a fast-food culture, with a short shelf life. Product value is the foundation of e-commerce enterprise marketing and the foundation of sustainable development of enterprise online transactions. Therefore, the anchors can form their own unique style according to the characteristics and advantages of the products and their own characteristics, enhance the interaction with consumers, promote their professional level, and improve the live broadcast effect. At the same time, as a public figure, the anchor should abandon bad habits of live broadcasting, improve professional quality, comply with industry norms, create a positive and optimistic image, and guide consumers to purchase products healthily and actively. Only in this way can he gain the trust of consumers for a long time and gain a foothold in the industry for a long time.

Second, consumers, because they can more intuitively understand their reactions when watching



the live broadcast, can better control their impulse buying intentions by understanding the mechanism and influencing factors that generate impulse buying intentions, and place orders rationally according to their actual needs and product quality, and make rational consumption. At the same time, consumers should also constantly improve their ability to distinguish and select, keep their heads clear, and refuse to blindly follow the crowd and consume blindly.

Research deficiencies and prospects

Based on the SOR theory, this paper constructs a model of the impact of the characteristics of the anchor on the consumer response in live broadcasting, bringing some marketing enlightenment to the e-commerce live broadcasting practitioners, but there are still some shortcomings:

1) Limitations of data collection. This study takes consumers who have had live shopping experiences of e-commerce as the survey object and uses the questionnaire survey method to distribute and collect data. The respondents fill in the questionnaire through recall, but the different memory of each person may affect the data quality, which may lead to deviation in the measurement results. Therefore, in the future, the experimental method can be used to place the subjects in a specific experimental environment to reduce the error caused by the recall and make the measurement results more authentic and effective.

2) Mediation variables and adjustment variables are not considered. This paper only selects the characteristics of the anchor as the independent variable and studies the path relationship between it and consumer response. The variables involved are limited. Therefore, more variables can be considered in future research, such as consumer trust perception, perceived quality, perceived risk, etc.

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