

Research on the influencing factors of the characteristics of anchors with goods in e-commerce live broadcast on users' Purchase Intention

Fengrui Liu

School of management, Xiamen University, Xiamen 361000 China

3470875324@qq.com

Abstract. With the development of information technology, major shopping websites and short video platforms have actively explored and made extensive layouts in the field of e-commerce live broadcast, but at the same time of their rapid development, there are still problems such as low consumer satisfaction and high return rate. Therefore, it is still necessary and realistic to explore the factors affecting consumers' purchase intention in the context of e-commerce live streaming. Starting from the characteristic dimension of anchors with goods, one of the important factors affecting purchase intention, this paper uses the questionnaire survey method to put forward four characteristics that may affect purchase intention: professionalism, interactivity, authority, and uniqueness based on relevant experience and literature, and then draws the final conclusion that affects purchase intention by studying the relationship between variables: the interactivity, authority and uniqueness of anchors with goods in the live broadcast room will have a positive impact on users' purchase intention. Uniqueness has the most significant effect, while professionalism has no effect on purchase intention. Based on the data results and my own learning and shopping experience, this study deeply analyzes the mechanism between anchor characteristics and consumers' purchase intentions, and puts forward suggestions from the perspectives of anchor influencers, merchants and consumers, and looks forward to the development trend of the e-commerce live broadcast industry.

Keywords: live broadcast e-commerce; anchor characteristics; purchase intention; multiple regression.

1. Introduction

1.1 Research background

E-commerce live broadcast generally refers to a new online marketing model that provides consumers with more comprehensive information services through real-time two-way interaction and visual product presentation with the help of self-media platforms or shopping websites, relying on the medium of online video live broadcast, through real-time two-way interaction and visual product presentation^[1] which is one of the fastest-growing e-commerce applications in recent years^[2]. For the form of live e-commerce, some consumers summarize its image as "offline shopping guides have gone online". When promoting the product, the anchor in the live broadcast room will introduce the appearance, performance, applicable groups, usage methods, and price concessions of the product in detail, and let consumers see the actual effect through on-site trial and experience sharing^[3]. At the same time, the anchor will also accurately answer the questions raised by consumers in the interaction with users, and the vivid explanations and demonstrations in the live broadcast room will help consumers understand and recognize the product more deeply than the obscure understanding on the detail page.

The current e-commerce platform can be roughly divided into two categories, one is to live broadcast goods on the e-commerce platform's own platform, which was originally a shopping website, and then extended the live broadcast function to cater to the market, so as to further display and recommend products, so as to increase sales. For example, Taobao, Tmall, JD.com, etc. have all opened the live broadcast function. The other is a live broadcast platform based on social networking, which was originally a self-media platform based on short videos and content socialization, and later

launched a live shopping function in order to expand market share. The Internet celebrities and bloggers who were originally active here have also endorsed the merchants, implanted advertisements into their own video works, and sold them in their own live broadcast rooms. For example, Tiktok, Kwai, etc. In addition, the pages of such live broadcast rooms often have product links, and once consumers have the intention to buy the product, they can immediately click on the link to jump to the payment page to place an order.

With the development of communication technologies such as 5G, various emerging media platforms have attracted more and more mobile Internet users. According to the 51st Statistical Report on the Development of China's Internet released by the China Internet Network Information Center, as of December 2022, the number of Internet users in China reached 1.067 billion, an increase of 35.49 million from December 2021, and the Internet penetration rate reached 75.6% [4]. With the increase in the number of netizens, industries such as online shopping and live streaming have gained more room for development. According to Xingtou Data, the transaction volume of the "618" network-wide e-commerce platform will reach 798.7 billion yuan in 2023, a new high in the past six years, and the GMV (total merchandise transaction) of the whole network will reach 1,115.4 billion yuan in 2023, a year-on-year increase of 13.7%.

1.2 Research objective

The purpose of this paper is to explore how anchors with goods promote consumers' purchase intentions in the context of the rapid development of e-commerce economy, what kind of anchors have a strong ability to carry goods, how the characteristics of anchors affect consumer psychology, and what is the specific mechanism of anchor characteristics on users' purchase intentions.

1.3 Research significance

This paper expands the research framework on the relationship between consumer behavior and anchor by studying the relationship between anchor characteristics and consumers' purchase intention in the live broadcast process, and provides empirical research cases. In addition, this paper discusses what characteristics of the main broadcaster with goods will promote the generation of purchase intention, on the one hand, it provides a theoretical basis for what kind of anchor should be chosen by enterprises to assist marketing, on the other hand, the relevant practitioners of e-commerce companies are also available. You can improve your business capabilities and economic income by understanding your own characteristics [5].

1.4 Research innovation points

This paper further enriches the research on the mechanism of the interaction between the characteristics of live streaming anchors and consumers' purchase intention. At present, most of the relevant research focuses on the characteristics of online live broadcast scenarios and the form of product display, but there is little focus on the perspective of anchors. Therefore, this paper enriches the empirical research by sorting out the characteristic dimensions of live broadcast anchors and the relationship between the characteristic dimensions and purchase intention.

2. Research methods and theoretical models

2.1 Research methods

This paper summarizes the current research status and determines the innovation and foothold of the article with reference to the literature on live streaming, anchor Internet celebrities, purchase intention, etc. On the basis of existing research, the feature dimensions of anchors are determined and a hypothetical model is constructed. Then, based on the maturity scale of the previous study, combined with the specific situation and life reality, the initial question items were formed, and then the final questionnaire of this paper was determined through pre-survey. After the data were collected,

multiple linear regression analysis was performed on the data with SPSSAU to ensure the reliability of the data. Multiple linear regression analysis is a method to study the quantitative relationship between the dependent variable and multiple independent variables, and by constructing a regression model, the influence of the independent variable X_i on the dependent variable Y is measured, and then the development trend of Y is predicted. The general form of multiple linear regression is as follows: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_i X_i + \varepsilon$, where: Y is the dependent variable, β_0 is the constant term, and $\beta_i (i=1,2,3,\dots)$ is the regression coefficient; $X_i (i=1,2,3,\dots)$ is the dependent variable, and ε is the random error term [6].

2.2 Theoretical model

2.2.1 Significance of multiple linear regression models

The F-test was used to test the multiple linear regression model as a whole, and its hypothesis test form was: $H_0: \beta_1 = \beta_2 = \dots = \beta_p = 0$; $H_a: \exists i \in \{1, 2, \dots, p\}, s. t. \beta_i \neq 0$, construct the F statistic: $F = \frac{ESS/p}{RSS/(N-p-1)} \sim F(p, N-p-1)$ $ESS = \sum_{i=1}^N (\hat{y}_i - \bar{y})^2$ $RSS = \sum_{i=1}^N (\hat{y}_i - y_i)^2$.

2.2.2 Variable significance

The t-test was used to test the significance of the variables, and the hypothesis test was in the form of $H_0: \beta_i = 0$, $H_a: \beta_i \neq 0$, and the t-statistic: $t = \frac{\hat{\beta}_{ols,i}}{\hat{\sigma} \sqrt{v_{i,i}}} \sim t_{N-p-1}$ was constructed.

2.2.3 Stimulus variables

Through the combing of relevant literature, it can be found that the current classification of the characteristics of online live broadcast is mainly from the perspectives of information sources and opinion leaders. The information source is the transmitter and controller of the information, which will have an impact on the information transmitted and the recipient of the information [7]. At the same time, anchors can also influence buyers' cognition, attitudes, and behaviors through their own influence, popularity, and other factors. In summary, this paper proposes four independent variables that may affect users' purchase intention: professionalism (X1), interactivity (X2), authority (X3), and uniqueness (X4) to study the characteristics of anchors.

2.2.4 Reaction variables

The purpose of this paper is to explore whether and how the characteristics of anchors with goods can affect consumers' purchase intention, so purchase intention (Y) is selected as the outcome variable of the research model.

3. Research design

3.1 Question design

According to the research model constructed above, this paper mainly measures the characteristics of anchors, such as professionalism, interactivity, authority, uniqueness, and the purchase intention of dependent variables. In order to ensure the reliability of the questionnaire, the measurement of each variable was based on the maturity scale of the existing research, and the corresponding items were appropriately adjusted in combination with the actual situation to form the final questionnaire.

3.1.1 Professionalism

Anchor professionalism means that the anchor has professional knowledge about the product, and can skillfully introduce product-related information to consumers, and also master certain marketing skills. The measurement of professionalism draws on the dimensions of knowledge, ability, experience, experts, and training proposed by Gilly et al. (1988) when using information source theory to study traditional word-of-mouth communicators [8], and combines the questions proposed by Liu Fengjun et al. according to the Internet celebrity scenarios. One step adjustment and

modification ^[9] since consumers are usually unable to clearly perceive whether the anchor has received professional training when watching live streaming, this paper finally selects four dimensions of knowledge, ability, experience, and experts for measurement, and the specific measurement scale is as follows.

Anchor Professionalism Measurement Scale

Measurement variables	Measurement items
Profession	I believe that the streamer has expertise and qualifications in the field related to the product being recommended
	I think the e-commerce streamer is very knowledgeable about the products they recommend
	The e-commerce anchor has rich experience in purchasing and using this product
	I think the streamer can make a valid evaluation of the products they recommend and will give professional answers to questions

3.1.2 Interactivity

Interactivity is one of the main differences between live streaming and traditional promotions. During the live broadcast, the anchor often actively responds to the questions and concerns raised by consumers, explains the product details in detail as required, and adjusts the live broadcast style and marketing strategy in a timely manner based on user feedback. The measurement of interactivity is based on the scale of Ohanian (1970), mainly measured from the aspects of user engagement motivation, anchor response enthusiasm, and responsiveness ^[10] combined with Chen Haiquan (2020). On the basis of this scale, the selected items are polished according to the actual situation ^[11] and the specific measurement scale is as follows.

Anchor Interactivity Measurement Scale

Measure ment variables	Measurement items
Interactio n	In the process of e-commerce live broadcast, the anchor always actively responds to consumers' topics, questions or private chats, and shows product details according to the audience's requirements
	In the process of e-commerce live broadcast, the anchor can make consumers respond to the topic initiated
	When watching an e-commerce live stream, I can send a barrage to express my opinion
	The e-commerce anchor will liven up the atmosphere in various forms during the live broadcast

3.1.3 Authority

Authority generally refers to having a certain degree of credibility and influence in its field, such as social status, public familiarity, and celebrity effect ^[12] which can increase the trust of the audience, thereby prompting consumers to believe that the product information in the live broadcast room is true and reliable.

Anchor Authority Measurement Scale

Measuremen t variables	Measurement items
Authority	The anchor is well-known and convincing in the live broadcast platform or related fields
	The anchor has a good online reputation and personality

The anchor has certain achievements in his own industry (such as film and television stars, athletes, etc.), and his popularity and attention are high

3.1.4 Uniqueness

The uniqueness of the anchor generally includes the beautiful appearance, humorous language style or unique personal charm of the blogger Internet celebrity, etc., which often attract users to enter the live broadcast room and stay longer, love the house and crowd (love her and love her dog), and enhance the acceptance and love of the products recommended by the anchor. According to the scale developed by Ohanian (1990) in the study, the corresponding items were modified according to the actual situation, and the final measurement scale is as follows.

Anchor Uniqueness Measurement Scale

Measurement variables	Measurement items
Uniqueness	The anchor or blogger's live broadcast room has a unique language style and local characteristics
	The price or promotion of the product with the goods is unique
	The anchor has a better temperament and appearance, strong personal charm and attractiveness

3.1.5 Purchase Intention

Purchase Intention refers to whether a consumer is willing to buy a product at the equilibrium price of the product at the market equilibrium price given his monetary income [13].

Consumer purchase intention Measurement Scale

Measurement variables	Measurement items
Purchase Intention	The streamer's knowledge and introduction have a significant impact on my purchase intention
	There's a good chance I'll consider buying a product or service recommended by the streamer while watching the stream
	There is a good chance that I will buy the product or service recommended by the streamer again in the future
	I am willing to recommend others to watch the streamer's live stream or buy the streamer's recommended products

3.2 Questionnaire design

The questionnaire mainly includes two parts: the basic information of the subject and the live broadcast scene meeting, the first is the basic information part of the questionnaire, which mainly collects the personal information of the respondents, such as gender, age, education and income. The second part is based on a live broadcast recently watched by consumers, allowing consumers to evaluate the characteristics of the anchor (professionalism, interactivity, authority, uniqueness) and their purchase intention after watching the live broadcast according to their actual feelings and score each question.

4. Data analysis

This chapter analyzes the data of the questionnaires collected in the formal survey, including descriptive analysis, reliability and validity analysis, regression analysis and hypothesis testing of the statistical variables and measured variables of the questionnaires

4.1 Descriptive statistical analysis

4.1.1 Descriptive statistical analysis of the sample

Descriptive statistics of the basic condition of the sample

	Options	subtotal	proportion
Gender	man	132	0.4342
	woman	172	0.5658
Age	Under 18 years of age	8	0.0263
	18-25 years old	68	0.2237
	25-35 years old	90	0.2961
	Over 35 years of age	138	0.4539
Occupation	Employees of enterprises/public institutions	96	0.3158
	Civil servant	6	0.0197
	student	49	0.1612
	Self-employed/freelancers	72	0.2368
	retire	29	0.0954
	other	52	0.1711
Degree	High school and below	72	0.2368
	college	82	0.2697
	undergraduate	137	0.4507
	Master's and doctoral students or above	13	0.0428
Monthly disposable income (RMB)	3000 and below	102	0.3355
	3001~6000	139	0.4572
	6001~9000	27	0.0888
	9001~12000	16	0.0526
The frequency of watching the webcast each week	More than 12000	20	0.0658
	0 times, almost no looking	61	0.2007
	About 1~5 times	119	0.3914
	About 6~10 times	39	0.1283
The average length of time spent watching a webcast	More than 10 times	85	0.2796
	Within 15 minutes	156	0.5132
	15 minutes to 30 minutes	67	0.2204
Whether you have purchased goods in the live broadcast room	More than 30 minutes	81	0.2664
	Yes	247	0.8125
	No	57	0.1875
The duration of exposure to live streaming sales	New to online live shopping	51	0.1678
	Less than 1 year	46	0.1513
	1~3 years	103	0.3388
	More than 3 years	104	0.3421

(1) Gender. According to the data analysis collected from the questionnaire, the proportion of female respondents was 56.58%, slightly higher than that of male (43.42%). It may be due to the fact that men pay more attention to entertainment and game live broadcasts when watching live broadcasts, and the various products recommended by live streaming tend to attract more female consumers.

(2) Age. From the perspective of age structure, people over 35 years old accounted for the highest proportion of respondents, at 45.39%, indicating that middle-aged users with economic strength and purchasing power are an important force for online live shopping. People aged 25-35 accounted for 29.61%, ranking second. The proportion of people aged 18-25 is 22.37%. It shows that young people

are an important subject of live shopping, and young people are active in thinking and tend to accept and use emerging shopping models more quickly.

(3) Occupation. From the perspective of occupation, the respondents of this questionnaire are involved in most industries, but employees of enterprises and institutions and self-employed/freelancers are the two main groups, and students and other occupations also have a certain proportion.

(4) Degree. The largest number of users with a bachelor's degree accounted for 45.07%, indicating that the educational level of online live shopping users is relatively high, which is consistent with the current situation that China's online shopping user group is dominated by high education.

(5) Monthly disposable income (RMB). According to the given data table, it can be obtained: the monthly per capita disposable income of 3001~6000yuan accounts for the highest proportion, which is 45.72%. This is followed by the income range of 3000 and below, accounting for 33.55%. The monthly per capita disposable income of 6001~9000yuan accounts for 8.88%, which is relatively low. Based on the above analysis, it can be seen that the monthly disposable income of most people is concentrated between 3,000 yuan and 6,000 yuan, while the high-income group is relatively small. Affected by the epidemic, the economy has been sluggish in recent years, and at the same time, some of the survey subjects are students, who currently have no financial resources and low incomes.

(6) The frequency of watching the webcast each week. The number of users who watched 1~5 live broadcasts per week was the most, accounting for 39.14%.

(7) The average duration of each live webcast. Users with a viewing time of less than 15 minutes per time accounted for the highest proportion, at 51.32%, indicating that users are more inclined to use fragmented time to watch live broadcasts.

(8) The duration of exposure to live streaming sales. Through the survey data, it is found that for the number of years of online live shopping, the people participating in the survey are mainly concentrated in the range of 1~3 years and more than 3 years, accounting for 33.88% and 34.21% respectively, indicating that the user's shopping habits are gradually maturing and there are a certain number of long-term loyal users. The second is the group of people who have just come into contact with online live shopping, accounting for 16.78%. The proportion of people less than 1 year old is only 15.13%.

To sum up, most of the people who participated in the survey already have some understanding and experience of online live shopping, and a considerable number of them have been in contact with it for more than 3 years, and the survey subjects meet the scope of the study. This shows that live online shopping has become a common way of shopping, and it has been widely promoted and applied in the past few years.

4.1.2 Descriptive statistical analysis of variables

Descriptive statistics are carried out on the research variables involved in the theoretical model, mainly to analyze the mean, standard deviation, skewness and kurtosis of each variable, and these numerical analyses can better determine whether the distribution state of the sample data is in accordance with the normal distribution. The results of the analysis are shown in the table below, and it can be seen that the absolute value of skewness and kurtosis of each measured variable is less than 1, indicating that the overall quality of the data is good.

Descriptive statistics of variables						
name	The mean ± standard deviation	variance	median	Standard error	kurtosis	Skewness
Professionalism 1	3.264±1.257	1.579	3.000	0.072	-0.877	-0.147
Professionalism 2	3.244±1.279	1.636	3.000	0.073	-0.991	-0.112
Professionalism 3	3.264±1.222	1.493	3.000	0.070	-0.953	-0.056
Professionalism 4	3.333±1.212	1.468	3.000	0.070	-0.959	-0.055

Interactivity 1	3.498±1.182	1.397	3.000	0.068	-0.877	-0.244
Interactivity 2	3.416±1.193	1.423	3.000	0.069	-0.873	-0.176
Interactivity 3	3.591±1.244	1.547	4.000	0.071	-0.884	-0.401
Interactivity 4	3.584±1.173	1.376	4.000	0.067	-0.606	-0.433
Authority 1	3.479±1.217	1.482	3.000	0.070	-0.892	-0.282
Authority 2	3.449±1.189	1.414	3.000	0.068	-0.872	-0.223
Authority 3	3.436±1.191	1.419	3.000	0.068	-0.684	-0.361
Uniqueness 1	3.455±1.200	1.441	3.000	0.069	-0.843	-0.276
Uniqueness 2	3.422±1.159	1.344	3.000	0.067	-0.688	-0.259
Uniqueness 3	3.452±1.164	1.354	3.000	0.067	-0.758	-0.245
Purchase Intention1	3.436±1.197	1.432	3.000	0.069	-0.703	-0.320
Purchase Intention2	3.429±1.157	1.338	3.000	0.066	-0.673	-0.285
Purchase Intention3	3.419±1.190	1.416	3.000	0.068	-0.690	-0.299
Purchase Intention4	3.333±1.283	1.647	3.000	0.074	-0.969	-0.236

4.2 Reliability and validity analysis

4.2.1 Reliability analysis

Reliability analysis is used to test whether the data collected by the questionnaire is reliable enough, and is generally determined by Cronbach's α coefficient, and the larger the value, the better the reliability of the questionnaire. If the value of Cronbach's α coefficient is greater than 0.7, it indicates that the questionnaire has good reliability, and greater than 0.9 indicates that the data is of high reliability quality and can be used for further analysis.

Reliability analysis of individual variables

name	Total Correlation of Adjusted Terms (CITC)	The α factor for which the item has been removed	Cronbach α coefficients
Professionalism 1	0.761	0.891	0.907
Professionalism 2	0.822	0.869	
Professionalism 3	0.793	0.879	
Professionalism 4	0.787	0.881	
Interactivity 1	0.822	0.849	0.897
Interactivity 2	0.807	0.855	
Interactivity 3	0.751	0.876	
Interactivity 4	0.711	0.889	

Advances in Economics and Management Research			ICMEDTI 2024
ISSN:2790-1661			Volume-11-(2024)
Authority 1	0.79	0.869	0.9
Authority 2	0.859	0.809	
Authority 3	0.762	0.892	
Uniqueness 1	0.84	0.889	0.922
Uniqueness 2	0.846	0.884	
Uniqueness 3	0.839	0.889	
Purchase Intention1	0.81	0.917	0.93
Purchase Intention2	0.878	0.896	
Purchase Intention3	0.844	0.906	
Purchase Intention4	0.818	0.916	

4.2.2 Validity analysis

Validity analysis is to test the validity of each item of the questionnaire, and the extent to which the question item can interpret the content that the variable wants to express, and the validity of the scale is mainly analyzed from two aspects: content validity and structural validity.

The content validity of the questionnaire is a variable that reflects whether the question can be effectively expressed, and the content validity of the questionnaire is relatively good because each variable is borrowed from the mature scale of the current research and modified accordingly in combination with the actual situation of live streaming in this paper. Therefore, this paper mainly measures the construct validity of the questionnaire, including aggregate validity and discriminative validity.

Aggregate validity measurements					
Model AVE and CR index results					
Factor	Mean variance extracts	AVE values	Combined reliability CR value		
Professionalism	0.71		0.907		
Interactivity	0.692		0.899		
Authority	0.758		0.904		
Uniqueness	0.797		0.922		
Purchase Intention	0.772		0.931		
Discriminating validity measurements					
Discriminative validity: Pearson correlation versus AVE square root value					
	Professionalism	Interactivity	Authority	Uniqueness	Purchase Intention
Professionalism	0.843				
Interactivity	0.802	0.832			
Authority	0.787	0.844	0.87		
Uniqueness	0.768	0.835	0.881	0.893	
Purchase Intention	0.669	0.737	0.742	0.756	0.879

4.3 Regression analysis

Linear regression analysis results (n=304)
--

	Non-normalized coefficients		Normalization factor	t	p	Colinearity diagnosis	
	B	Standard Error	Beta			VIF	Tolerance
constant	0.472	0.141	-	3.351	0.001**	-	-
X1 Professionalism	0.069	0.064	0.07	1.08	0.281	3.236	0.309
X2 interactivity	0.256	0.08	0.244	3.182	0.002**	4.588	0.218
X3 authority	0.187	0.085	0.186	2.187	0.030*	5.668	0.176
X4 uniqueness	0.337	0.082	0.335	4.098	0.000**	5.217	0.192
R ²				0.618			
Adjust R ²				0.613			
F				F (4,298)=120.593, p=0.000			
D-W values				1.867			

Dependent variable: Y purchase intention
*p < 0.05 **p < 0.01

4.4 Analysis of results

From the above table, it can be seen that the linear regression analysis was carried out with X1 professionalism, X2 interactivity, X3 authority, and X4 uniqueness as independent variables, and Y purchase intention as the dependent variable, and it can be seen from the above table that the model formula is: Y purchase intention = 0.472 + 0.069*X1 professionalism + 0.256*X2 interactivity + 0.187*X3 authority + 0.337*X4 uniqueness, model R square value of 0.618, which means that X1 professionalism, X2 interactivity, X3 authority, and X4 uniqueness can explain 61.8% of the change in Y purchase intention. When the model was tested F, it was found that the model passed the F test (F=120.593, p=0.000<0.05), which means that X1 is professional, X2 is interactive, and X3 is authority. In addition, the multicollinearity of the model shows that the VIF value of the model is greater than 5 but less than 10, which means that the probability of collinearity is low.

Finally, the specific analysis shows that the regression coefficient value of X1 professionalism is 0.069 (t=1.080, p=0.281>0.05), which means that X1 professionalism does not affect Y purchase intention. The regression coefficient of X2 interactivity was 0.256 (t=3.182, p=0.002<0.01), which means that X2 interactivity has a significant positive impact on Y purchase intention. The regression coefficient value of X3 authority is 0.187 (t=2.187, p=0.030<0.05), which means that X3 authority has a significant positive impact on Y purchase intention. The regression coefficient of X4 uniqueness was 0.337 (t=4.098, p=0.000<0.01), which means that X4 uniqueness has a significant positive impact on Y purchase intention. The summary analysis shows that X2 interactivity, X3 authority, and X4 uniqueness have a significant positive impact on Y purchase intention. However, X1's professionalism does not affect Y Purchase Intention.

5. Conclusions and prospects

5.1 Research conclusions

Based on the actual situation, this paper studies the relationship between the characteristics of anchors and users' purchase intentions in the context of e-commerce live streaming. After reading a large number of literatures, combined with relevant research, the four characteristic dimensions of professionalism, interactivity, authority and uniqueness of live broadcast anchors were taken as the independent variables of the research model, and the dependent variable was consumers' purchase intention, and the following conclusions were obtained through the empirical analysis of SPSSAU. There is a positive relationship between the characteristics of authority and uniqueness and purchase intention, among which the influence of uniqueness and interaction is strong, and the influence of authority on purchase intention is relatively weak. However, professionalism does not have a significant impact on purchase intention.

The higher the popularity of the anchor, the larger the number of fans, and the stronger the appeal, persuasiveness and authority that comes with it, so when the anchor promotes the product, consumers are more likely to be influenced by it and have the intention to buy. However, it is not difficult to find that the influence and authority of online anchors are far less than that of celebrities from all walks of life, while celebrities have repeatedly overturned their goods, and the marketing effect is unsatisfactory. In contrast, more down-to-earth Internet celebrities and anchors have achieved better results in bringing goods, which shows that consumers value the interactivity of anchors more than authority. Through real-time communication with consumers during the live broadcast, the anchor answers questions and doubts in a timely manner, so that consumers have a clearer and more comprehensive understanding of the product, so as to increase their purchase intention.

Since users cannot clearly perceive whether the anchor in front of the screen has received professional training and course training when watching the live broadcast, professionalism has little impact on the purchase intention. In addition, the uniqueness of the anchor is reflected in its good appearance and image, unique language style, strong local characteristics or unique spiritual temperament, etc., according to the meaning migration theory, consumers will pin the uniqueness or personal charm of the anchor and the live broadcast room on the products they bring, and even think that buying the products recommended by the anchor will make them have the same beautiful characteristics, enhance their sense of identity, and then generate purchase intentions^[14].

5.2 Practical enlightenment

5.2.1 Corporate perspective

In the context of the rapid development of self-media platforms, live streaming has become one of the most popular marketing methods and an important choice for merchants in promotion. At present, the number of anchors with goods is large, the good and the bad are mixed, how to choose the anchor and what type of anchor to hire in order to achieve marketing goals and achieve twice the result with half the effort is a problem that enterprises must consider.

According to the empirical research, the characteristics of anchors with goods, such as interactivity, authority, and uniqueness, are important aspects that affect purchase intention, so enterprises should consider these factors when choosing anchors. In the early stage of marketing, you may wish to select the top Internet celebrity to attract traffic for the enterprise, and the top bloggers often have high visibility, strong appeal and high authority, which will help to enhance consumers' attention to the product. However, businesses should also pay attention to choosing anchors who can have a positive interaction with the audience during the live broadcast, and have unique charm in terms of appearance and language. In addition, merchants should also flexibly hire various anchors according to the characteristics and audience of the products they sell, so as to reduce costs and increase efficiency, and increase sales.

5.2.2 The anchor's own perspective

Create a distinctive, develop expertise, and establish a unique personal image. For anchors, their own appearance is not only the first impression they leave on the audience, but also an indispensable factor to attract the attention of consumers. When choosing to watch live broadcasts, consumers often pay more attention to the external image of the anchor and the unique personal charm such as humor. From Li Jiaqi's success, it can be seen that differentiation is the key to standing out^[15]. Therefore, on the one hand, anchors can establish a good external image and form a unique style according to their own characteristics, so as to catch the attention of consumers among many Internet celebrities, and on the other hand, they can create unique labels and styles according to the live broadcast content or their own characteristics, and reasonably use regional characteristics, personal unique experiences, family backgrounds and other elements to design personal brand IP uniquely.

Increase your visibility, credibility and authority. In order to enhance credibility, anchors not only need to have professional knowledge of products and live broadcasts, but also should start from the interests of consumers and strictly control the selection of products, rather than blindly recommending inferior products. In addition, anchors can use influential media platforms such as Weibo and Xiaohongshu to promote and increase exposure and attention by cooperating with well-known bloggers and celebrities, so as to improve visibility and authority.

Enhance interaction and communicate effectively. Real-time interaction is one of the most fundamental differences between live streaming and traditional online shopping, and the interaction between anchors and viewers will significantly and positively affect consumers' purchase intentions. For example, Li Jiaqi always answers the audience's doubts about the product in the barrage comment area during the live broadcast, and understands the audience's emotional reaction and the live broadcast marketing effect according to the questions raised, and adjusts his live broadcast form, and sometimes with the audience during the live broadcast A simple chat on a certain topic, such as discussing the eating habits and customs of different places with the audience when promoting food products^[16] not only shortens the distance with consumers, but also greatly increases the audience's Purchase Intention.

5.2.3 Consumer perspective

As an ordinary consumer, when watching the live broadcast of the e-commerce platform, you should carefully distinguish the advantages and disadvantages of the product, beware of false propaganda, mismatch of goods and other problems, and especially attach great importance to food safety. Choose a reputable, large-scale, and guaranteed live streaming e-commerce platform, such as Tiktok, Taobao, JD.com, etc. At the same time, they should consume rationally according to their actual needs, and do not blindly believe the anchor or be affected by the marketing atmosphere and consume impulsively.

5.3 Research limitations and future directions

The influencing factors are not fully covered. This paper only considers the personal characteristics of the anchor when discussing the factors that will motivate consumers to purchase in the live shopping scenario, and in the actual live broadcast process, the purchase intention may be affected by factors such as the discount level, the live broadcast atmosphere, and the convenience of software or web pages. Therefore, in future research, more factors influencing purchase intention can be further explored.

The accuracy and comprehensiveness of the sample data need to be further improved. The data collection method in this paper is mainly based on offline and online social platforms, and there is no guarantee that the questionnaire filler will fill in the questionnaire carefully. Therefore, in future investigations, the sample size can be further expanded, and the data can be scientifically screened and eliminated to ensure the accuracy of the data.

References

- [1] Liu Luchuan, Liu Chenglin. The impact of e-commerce live broadcast on consumers' purchase intention—A study based on grounded theory[J]. *Management Review*, 2023, 35(12): 182-189. DOI:10.14120/j.cnki.cn11-5057/f.2023.12.006
- [2] Sun Kai, Liu Chenglin, Liu Luchuan. The formation mechanism of e-commerce live broadcast consumers' willingness to use barrage in multiple communication contexts[J]. *Chinese Journal of Management*, 2023, 20(05): 676-683
- [3] Yu Fan. E-commerce live broadcast into a new battlefield for selling goods[J]. *Chinese and Foreign Toy Manufacturing*, 2019, (12): 32-33. DOI:10.19530/j.cnki.1672-8564.2019.12.009.
- [4] CNNIC released the 51st "Statistical Report on the Development of China's Internet Network"[J]. *Internet World*, 2023, (03): 3.
- [5] Wang Nan. Research on consumer purchase decisions and their influencing factors in the scenario of live e-commerce[D]. Southeast University, 2021. DOI:10.27014/d.cnki.gdnau.2021.002429
- [6] Furfer. Analysis of influencing factors of sales of cultural and creative products in museums under the background of "Internet+"[J]. *Industrial Innovation Research*, 2022, (08): 25-28.
- [7] Xiao Jiaqi. Research on the influence of live streaming Internet celebrity characteristics on consumer purchase intention[D]. Central South University of Forestry and Technology, 2022. DOI:10.27662/d.cnki.gznlc.2022.000024
- [8] Gilly M C, Graham J L, Wolfabarger M F, Yale L J. A dyadic study of interpersonal information search[J]. *Journal of the Academy of Marketing Science*, 1998(2): 83-100
- [9] Liu Fengjun, Meng Lu, Chen Siyun, et al. Research on the influence of Internet celebrity live broadcast on consumers' purchase intention and its mechanism[J]. *Chinese Journal of Management*, 2020, 17(01): 94-104
- [10] Ohanian R. Construction and validation of a scale to measure celebrity endorser-s perceived expertise and attractiveness[J]. *Journal of Advertising*, 1990, 22(02): 21 3-224
- [11] Chen Haiquan, Zhang Yi, Guo Wenqian. The influence of Internet celebrity characteristics on fans' purchase intention in live broadcast platforms[J]. *China Circulation Economy*, 2020, 34(10): 28-37. DOI:10.14089/j.cnki.cn11-3664/f.2020.10.003.
- [12] Mengfei. Research on the influence of opinion leaders on purchase intention in social business environment[D]. Nanjing University, 2012.
- [13] Wu Yichao, Bang Wen, Dong Wenyao, et al. Analysis of consumer population characteristics and consumer choice intention of unmanned smart hotels—A case study of Alibaba's "Filipino Zhubu Thirsty" Future Hotel[J]. *Shopping Mall Modernization*, 2023, (20): 19-21. DOI:10.14013/j.cnki.scxhdh.2023.20.026.
- [14] Xiao Jiaqi. Research on the influence of live streaming Internet celebrity characteristics on consumer purchase intention[D]. Central South University of Forestry and Technology, 2022. DOI:10.27662/d.cnki.gznlc.2022.000024.
- [15] Wang Wan. Self-presentation and drama class performance: analysis of the strategy of online celebrity live streaming—Taking Li Jiaqi as an example[J]. *Audiovisual World*, 2021, (01): 44-49. DOI:10.13994/j.cnki.stj.2021.01.011.
- [16] Research on the influencing factors of consumers' purchase intention in live broadcast marketing[J]. *Industrial Innovation Research*, 2023, (11): 68-70.