

The Influence of Anchors' Personal Characteristics on Consumer Behavior

Haonan Chen^{1,*}, Jingxun Hu² and Xiaoxiao Xu³

¹ UC Irvine Division of Continuing Education, Irvine 90007, United State of America

² Rosedale Global High School Shenyang, 110000, China

³ Shanghai Ocean University, AIEN Institute, 201306, China

* Corresponding Author Email: haonac7@uci.edu

Abstract. With the rapid development of Internet technology, live-streaming industry expands rapidly. In recent years, the live-streaming industry has continued to develop and grow, especially after the COVID-19, the purchasing power of the whole society of live-streaming industry has broken through to a new height. Based on the current e-commerce of live-streaming industry in China, through daily life and a large number of articles, it is found that anchors, as one of the most important links in live-streaming, have a huge impact on consumers' purchasing behavior and the final output of delivery results. This paper adopts the literature review method, and after reading and analyzing a large number of relevant literatures, summarizes the impact of the personal characteristics of anchors in live-streaming on consumers' final purchasing behavior. Among them, the professionalism, interaction, popularity, appearance and personal charm of anchors are generally considered to be factors that can arouse consumer perception and have a positive impact on consumer purchasing behavior. In the context of the rapidly developing live-streaming industry in China and the increasingly complex livestreaming environment, the personal characteristics and qualities of anchors are very important. Therefore, the study on the personal characteristics of anchors in this paper mainly hopes to provide rich training methods for livestreaming enterprises. It provides decision-making reference for enterprises, anchors and platforms to formulate strategies to improve the social presence of consumers in the live broadcast room, and finally achieves the purpose of increasing consumers' purchase after watching the live broadcast and increasing corporate profits.

Keywords: Live-streaming; Anchor characteristics; Consumer behavior; Consumer perception.

1. Introduction

In recent years, the development and continuous innovation of digital technology have led to the emergence of various e-commerce platforms under the "Internet +" model. Combined with the rapid growth of online short videos and live broadcasts, the traditional tertiary industry has gradually shifted from offline to online transformation. This has given rise to a new online marketing model exemplified by online live streaming, which has shaped a new consumption scene and lifestyle.

Compared to the traditional shopping model, online live streaming offers advantages in terms of visualization, information dissemination, and personalized recommendations. The anchor, as a crucial link in live streaming, directly influences the effectiveness of the broadcast. Some anchors can attract numerous fans to their enterprises through their extensive literary knowledge and excellent communication skills. However, there have also been cases where the corporate image was tarnished or even faced penalties due to the anchor's inappropriate behavior during the live broadcast. Therefore, it is important to evaluate key factors such as the anchor's quality, skills, and behavior during the live broadcast, as well as study their impact on consumers. This research can provide valuable suggestions for enterprises to formulate effective live broadcast marketing strategies.

Currently, the main factors influencing consumers' purchase decisions based on anchor characteristics are the professionalism, interactivity, and entertainment value of the anchors [1]. Some scholars argue that if an anchor lacks high quality and professionalism, the product's value cannot be effectively showcased during the introduction process [2]. Existing academic research on the impact of anchor characteristics on consumers' purchase decisions primarily focuses on food, beauty, and

other publicly suitable products. However, there is limited research on products such as clothing that require a more accurate consumer experience or lack product perception.

To address this gap, this paper conducts an analysis and synthesis of a substantial body of literature to explore the impact of anchor personal characteristics on consumers' purchasing behavior in online live streaming. Additionally, it further elucidates the influence of anchors on corporate online marketing. The findings of this paper expand the research scope of network marketing and consumer behavior, aiming to provide enterprises with references to enhance market competitiveness and formulate relevant marketing strategies.

2. Overview of Live-streaming E-commerce

Live-streaming e-commerce is a new way of information dissemination based on Internet technology, with the help of a variety of information receiving platforms and terminals, timely in the form of video and voice information, and can achieve timely interaction between the two sides of the transmission. On this basis, with the development and maturity of 5G big data, online payment and other technologies, live-stream marketing has become a new trend to promote economic growth: Tiktok, Kwai, Ebay and other platforms are stationed in the livestream marketing industry; CCTV and the most of lead anchors are linked with the livestream marketing to increase the sales of agricultural products and help revitalizing the countryside area; the substantial economy which has been suffered the impact of the COVID-19 has been to generate online business and off-online business, which has become the new trend of the development of economic [3].

Scholar Jiali Yuan divided the development of China's history of live-streaming e-commerce into four stages [4]. 2016 began the incipient period of e-commerce live broadcasting, in March 2016 MOGU (e-commerce website) formally launched the function of live shopping with the help of the live broadcasting of the good development trend. In the same year, Ebay and Jingdong have launched online live carry platforms and released support plans for cultivating anchors, promoting the new era of live-streaming e-commerce industry in China. 2017 is the growth period of live-streaming e-commerce, and with the rapid expansion of the market scale of live-streaming e-commerce, short-video platforms such as Tiktok and Kwai have also joined the ranks. At the same time, with more and more enterprises joining, the trend of differentiation in the live-streaming industry has become more and more obvious, and the anchors and products are more and richer in variety, which has entered a booming growth period. 2018 is the development period of e-commerce live broadcasting. In that year, the industry and chain of live TV broadcasting gradually moved towards diversification and completeness, and the industry chain resources were constantly integrated, which solved the challenge of the long cycle of the e-commerce live broadcasting industry, and the market scale of live broadcasting with goods also reached the tens of billions of dollars. 2019 to the present is the outbreak of e-commerce live broadcasting industry, and the e-commerce live broadcasting platform is gradually moving towards maturity from 2019 to 2020, and the stars' and celebrities' effect, technological innovation, industry chain Management model innovation and many other factors continue to promote the development of the e-commerce live broadcast industry forward, and e-commerce live broadcast has become a new model connecting people, goods and fields. In the new crown epidemic during the "home economy" stimulation, live broadcasting has become a new impetus for the development of the consumer economy, stars, entrepreneurs, governors and mayors have stationed in the live broadcast platform, live with goods industry thoroughly into the diversified development [4].

3. Anchors' Characteristics

3.1. Professionalism and Interactivity

The professionalism of e-commerce anchors has a profound impact on consumers' purchase decisions. Professionalism is an essential quality that anchors must possess to effectively showcase,

introduce, and promote products through live broadcasts. Anchors not only need sales skills and entertainment abilities but also require in-depth understanding and professional knowledge of the products they are selling. The professionalism of anchors can enhance consumers' trust in the products, increase their enjoyment while watching live broadcasts, and stimulate impulsive consumption.

First and foremost, the professionalism of e-commerce anchors can enhance consumers' trust in both the products and the anchors themselves. When consumers watch a live broadcast, the anchor's introduction of the product, including its selling points, advantages, price concessions, and other relevant information, is crucial for the audience to evaluate the quality and applicability of the product. The professionalism of the anchor demonstrated through professional product demonstrations, accurate information, and proficiency in the knowledge of the product, can bolster consumers' trust. Real-time and credible introductions and interactions between the anchor and the audience can foster familiarity and reduce psychological distance [5]. Consequently, consumers are more likely to trust the products and recommendations made by the anchor, increasing their intention to make a purchase.

Secondly, the professionalism of e-commerce anchors contributes to enhancing consumers' enjoyment. The greater the anchor's expertise in the product, the more comprehensive the consumer's understanding of it becomes. Additionally, real-time feedback from the anchor, active interaction with consumers, and prompt responses are all indicators of professionalism. These elements actively contribute to amplifying consumers' pleasure and emotions, providing long-lasting appeal. Anchors should place significant importance on timely interactive feedback from consumers and engage their sensory abilities [6]. The professionalism and interactivity of anchors assist consumers in making well-informed purchasing decisions and bring them joy during the shopping process.

Thirdly, the professionalism of e-commerce anchors positively influences consumers' impulsive buying intentions. From the perspective of live broadcast information sources, most anchors possess a thorough familiarity with their products and have extensive experience in using them, as well as related professional knowledge. Such professionalism is highly valued by consumers. With the increasing prevalence of rational shopping concepts, consumers are inclined to prefer more professional marketing methods over false or exaggerated forms of promotion. Consequently, the greater the anchor's professionalism, the more consumers perceive that they have access to comprehensive product information, lowering the perceived risk associated with purchasing goods during live broadcasts. This, in turn, increases the likelihood of impulsive buying urges [7].

Moreover, the professionalism of e-commerce anchors can enhance consumer engagement and even lead them to lose track of time. There is a positive correlation between the interactivity of influential anchors and the flow experience of consumers [8]. When an anchor demonstrates enthusiasm and professionalism towards a product, consumers are more likely to emotionally resonate with the brand. They feel that they are acquiring a valuable item and develop a sense of trust and identification with both the anchor and the brand. This emotional connection assists consumers in forming purchase intentions and increases their likelihood of selecting products from the brand in future purchasing decisions. Therefore, the professionalism of e-commerce anchors can induce a state of flow for consumers, which not only improves their overall shopping experience but also strengthens the emotional connection between consumers and brands, positively influencing the marketing effectiveness of the brand.

To conclude, the professionalism of e-commerce anchors significantly influences consumers' purchase decisions and behaviors. By enhancing trust in products and anchors, increasing enjoyment during live broadcasts, promoting impulsive buying behavior, and fostering a state of flow where consumers lose track of time, the professionalism of e-commerce anchors plays a crucial role in guiding consumers' purchasing behavior, driving product sales, and improving consumer satisfaction and emotional connections.

3.2. Popularity

The popularity and entertainment features of e-commerce anchors will also affect consumers' purchase intention [9]. Popularity is a standard to test the public recognition and social influence of

an organization or individual. The depth and breadth of consumer response is also one of the important bases for evaluating the popularity and popularity of e-commerce anchors. Well-known e-commerce anchors can rely on the publicity effect of fans to rapidly expand consumer groups and promote consumers' re-purchase behavior [10]. At the same time, well-known anchors have more supplier resources. The variety and range of products in the live broadcast room are more abundant, and the latest products are available earlier than other anchors. The product is earlier than other anchors, which helps to improve consumers' willingness to consume. Entertainment refers to the degree of pleasure that consumers feel when watching live broadcasts from e-commerce anchors. If consumers can generate a sense of pleasure when watching live broadcasts, their attention will also focus on the content of live broadcasts, resulting in consumer desire. The entertainment characteristics of e-commerce anchors can subconsciously enhance consumers' good feelings toward products, thereby improving consumers' willingness to consume.

According to the survey and research, scholars take consumer willingness and psychological effects as intermediaries, thus verifying that the popularity and entertainment of e-commerce anchors have a positive impact on consumer willingness [9]. The popularity of e-commerce anchors helps the audience to quickly integrate into the live atmosphere when they enter the live broadcast. When the audience raises questions about the product, a large number of fans will give corresponding answers, reducing the strangeness of the audience and shortening the psychological distance between consumers and anchors. The entertainment of e-commerce anchors is conducive to establishing a good mutual trust relationship between anchors and audiences, creating a more relaxed on-site atmosphere for consumers, and reducing the psychological distance between consumers. The change of psychological distance affects the decision-making behavior of consumers. E-commerce anchors can improve their interest in goods or services by narrowing the psychological distance with consumers, and increase the time that consumers stay in the live broadcast room. When the psychological distance is closer, the sense of strangeness, disconnection and alienation of consumers will be further weakened. The study found that the reduction of consumers' psychological resistance will narrow the psychological distance between consumers and anchors, help improve consumers' understanding of indoor product information on live broadcast, and then generate purchasing behaviors [9].

Other scholars have analyzed and proved that the popularity of anchors has a positive impact on consumer purchasing behavior from five aspects: reputation, public familiarity, influence, exposure and appeal [11]. Starting from two different mediations and consumer responses, the author finds that "characteristics of Internet celebrities and anchors - consumer sentiment - impulsive purchasing intention" and "characteristics of Internet celebrities and anchors - consumer perceived value - purposeful purchasing intention", the effects of each dimension of Internet celebrities and anchors' characteristics on pleasure and arousal are not the same from the two research paths. People with high visibility are more likely to lead the trend, and consumers are more likely to be excited and immersed in the live broadcast out of recognition and love for the anchor. Regardless of the live streaming platform, consumers are more likely to accept clothing products recommended by anchors with a large number of fans, public familiarity and high exposure in the apparel field. In addition, the author also proves through experiments that the consumer emotion stimulated by high-profile people is the key to the success or failure of advertising effect. Anchors will form celebrity endorsement effect to a certain extent, increase consumers' trust, and then enhance consumers' pleasure and arousal. Compared with professional, personal charm and other features of anchors, popularity has the most intense impact on consumer sentiment. This shows that the well-known network celebrity anchors can make consumers excited, which has a positive impact on consumer purchasing behavior. To sum up, the popularity and entertainment of e-commerce anchors can change consumers' purchasing behaviors and habits through multiple paths, such as arousing consumers' emotions, increasing consumers' pleasure, establishing trust with consumers and narrowing consumers' psychological distance, and have a positive impact on them.

3.3. Appearance

The credibility of the celebrity endorsement reflects the consumer's perception of the celebrity endorser, the higher the credibility of the celebrity endorser, the more reliable consumers will think that the celebrity endorses the product message, thus increasing the willingness to buy the product [12]. The impact of the appearance of the e-commerce anchor on the consumer's willingness to consume cannot be ignored, even though the appearance of the uncontrollable factors, but it is still a kind of consumer's impression of the e-commerce anchor. Even though appearance is an uncontrollable factor, it is still a kind of consumers' impression of e-commerce anchors, and consumers' attitudes towards e-commerce anchors have a great influence on consumption intention. Appearance can increase the charm of the anchor, and credibility, so to enhance the consumer's favorability of the anchor appearance is an indispensable factor.

Attitude is a positive and negative emotional response to an object or a relationship [13]. Appearance can largely influence and mobilize the positive emotional response of consumers, in addition to the interpretation of e-commerce anchors in the live broadcast and the wording of the words to cause a stronger emotional response from consumers, for example, consumers may be able to generate adoration for e-commerce anchors, which will make consumers have the will to buy, if only by the appearance factor caused by the consumer's willingness to spend, so if an anchor only attractive appearance is completely insufficient, so the combination of other influencing factors need to play a role in the live broadcast. If only by appearance factors caused by the consumer willingness, consumers tend to impulse consumption, so if an anchor only appearance attractive words is completely insufficient, so appearance needs to be combined with other influencing factors in order to play a role in the live broadcast.

It is easy for people to produce the stereotype that beauty is good for people with attractive appearance, thus it is easier to make the handsome-looking people to bring consumers closer to the distance between consumers and products, and people are also more willing to accept the opinions put forward by people with more attractive appearance and accept the products recommended by them, so as to increase the consumer's willingness to buy [14]. Therefore, people usually associate personal appearance with personal style and good or bad products, so appearance and personal reputation of e-commerce anchors are the first step for consumers to judge whether the products are good or bad, and then they will shift their attention to the products themselves, and make a more in-depth understanding of the products with the help of the introduction of e-commerce anchors, and finally choose to buy or not to buy. Jiang Yuzhe scholars believe that in the consumer's choice of products at the same time also in the choice of network anchors, the network anchor's external image and performance in the live broadcast of the affinity can be intuitively accepted by consumers, the second is the popularity as a kind of star effect exists in the basic elements of the star effect is a star can produce star effect [15]. Due to the people will subconsciously personal reputation outside the association with the quality of the goods, for example An e-commerce anchor without any fame in the consumer's point of view to sell goods regardless of the quality of goods, will not allow consumers to produce a strong desire to consume, because consumers do not have any resources or information to measure the degree of credibility of the words of this e-commerce anchor. If a well-known public figure does the e-commerce live broadcast, consumers will be based on the person's current popularity as a kind of initial judgment of the degree of verbal credibility. Therefore, the popularity as the initial judgment of consumers for the credibility of speech, with the rise of popularity, the credibility of speech for consumers will also rise significantly with the popularity, but the assumptions in this paragraph are based on the popularity of e-commerce anchors can provide a positive impact on consumers' willingness to consume. Linked to the degree of consumer pleasure in watching live broadcasts will also affect the consumer's willingness to spend, according to the stereotype that people will have beauty is good can be concluded that if the anchor has a better look can bring a certain degree of pleasure to consumers.

In summary, the appearance of the e-commerce anchor and the degree of popularity of the consumer's willingness to consume has a positive impact that cannot be ignored, through the

consumer will anchor appearance and reputation and product quality linked to increase the degree of consumer trust for the e-commerce anchor to increase the consumer willingness to consume, so the e-commerce anchor's appearance and the degree of popularity of two factors can be a greater advantage for the e-commerce anchor.

4. Conclusion

According to the inference proposed in this paper, this group summarizes the three factors that have an important influence on the e-commerce anchor's willingness to consume, the professionalism and interactivity of the e-commerce anchor, the popularity and entertainment, and the physical appearance of the e-commerce anchor. The final result is that the above three for e-commerce anchor in order to attract consumers and enhance consumer spending will very important factors, from the e-commerce anchor's appearance and entertainment to attract consumers to produce consumer willingness to visibility to enhance consumer trust for e-commerce anchors to increase the credibility of the word. In this paper, the authors provide ideas on how to attract consumers to consume and the qualities that should be emphasized by e-commerce anchors to enhance the problems encountered by e-commerce anchors on major platforms, hoping to provide insights and ideas for e-commerce anchors who encounter similar problems and for e-commerce business management on how to cultivate anchors.

Due to the resource limitations of this group, the authors can only combine the theoretical framework and assumptions, although this paper provides corresponding ideas on how e-commerce anchors can provide a positive impact on consumer spending intention, but due to resource limitations, there are still shortcomings, this paper can only serve as inspiration, and experiments can be carried out in the future to correct and improve the erroneous ideas in this paper.

If e-commerce enterprises encounter problems in the professionalism and interactivity of e-commerce anchors, e-commerce enterprises can choose to first understand the anchor's field of involvement and the e-commerce anchor's personal knowledge of the commodity before considering the choice, to enhance the fit between the e-commerce anchor and the commodity, in order to be used to increase the credibility of the anchor's words.

Such as visibility and entertainment encountered problems can choose to anchor marketing and training, such as enterprises can give e-commerce anchor to create momentum to enhance visibility. As well as focusing on the anchor's sense of humor and improve the effectiveness of the program training.

Authors Contribution

All the authors contributed equally and their names were listed alphabetical order.

References

- [1] Zhong Jia Ling, Chen Jie, Liu Yu Qi, et al. Conspicuous brand use, interpersonal similarity, professionalism and brand attitude. *Shanghai Management Science*, 2018, 40(04): 79-84.
- [2] Guo Shuang, Hong Li. Research on development problems and countermeasures of apparel live broadcasting industry. *Business Culture*, 2020, (31): 19-21.
- [3] Zhao Yu. Analysis on the development of network broadcast under the background of "Live +" --taking East Buy as an example. *Modern business*, 2023, (17): 22-25
- [4] Yuan Jiali. Live electrical business development and optimization strategy research. *Hunan university*, 2023.
- [5] Gunawardena Charlotte, Frank Zittle. Social presence as a predictor of satisfaction within a computer-mediated conferencing environment. *American Journal of Distance Education*, 1997, 11 (3): 8-26.

- [6] Gao Hongli, Chen Xinzhi, Gao Hongling, Yu Bin. Understanding Chinese consumers' livestreaming impulsive buying: An Stimulus-Organism-Response perspective and the mediating role of emotions and Zhong Yong Tendency. *Frontiers in Psychology*, 2022 13:881294.
- [7] Chen Bing, Wang Lei, Rasool Hassan, Wang Jun. Research on the impact of marketing strategy on consumers' impulsive purchase behavior in livestreaming E-commerce. *Frontiers in Psychology*, 2022, 13:905531.
- [8] Sun, Weiguo, Wei Gao, and Ruoshi Geng. The impact of the interactivity of internet celebrity anchors on consumers' purchase intention. *Frontiers in Psychology*, 2021, (12): 757059.
- [9] Zhu Lina. Characteristics, psychological distance and consumption intention of e-commerce anchors. *Journal of Commercial Economics*, 2022, (19): 84-87.
- [10] Ren Jiajia. An empirical analysis of the impact of e-commerce live-broadcasting on repeated consumption behavior of young people: Based on the perspective of new retail. *Journal of Commercial Economics*, 2021, (21): 90-93.
- [11] Zhou Lina. Study on the influence of characteristics of online celebrity anchors on clothing consumers' purchase intention. ZheJiang SCI-TECH University, 2023.
- [12] Liu Shuangqiu. A study on the influence of physical attractiveness of male anchors on female consumers' purchase intention in the context of live streaming with goods. LiaoNing University. 2022.
- [13] Murphy Newcomb. Social psychology principles and application. Shin Ho-young. Translation. Guangzhou: Jinan University Press, 1999, 105-130.
- [14] Winterich, Karen Page, Manish Gangwar, and Rajdeep Grewal. When celebrities count: Power distancebeliefs and celebrity endorsements. *Journal of Marketing*, 2018.
- [15] Jiang Yuze. A study on the characteristics of network anchors and the influence of Consumer Purchasing Behavior. Zhejiang Gongshang University, 2022.