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Research on the Influence of Anchor Influence on Consumers' Purchase Intention in Live Broadcast Room under the Background of Interest E-commerce

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Abstract: In the emerging shopping mode of interest e-commerce live streaming, anchors are the key factors influencing consumers' purchase intentions, and their personal characteristics and behaviors have a significant impact on consumer decision-making. Based on the stimulus-organism-response (S-O-R) model, this study constructed a structural equation model under the framework of influencer marketing theory to explore the internal mechanism between the various dimensions of anchor influence, consumer trust and identity, and its impact on consumers' purchase decision-making behavior. The results show that in different confidence intervals, the five dimensions of anchors' professionalism, interactivity, authenticity, popularity and innovation can significantly enhance consumers' trust and identity, and then significantly improve consumers' purchase intention. In addition, consumers' trust and recognition play a mediating role between the influence of anchors and consumers' purchase intentions. This study can enrich the theoretical discussion of consumer behavior decision-making in the live streaming environment of interest e-commerce, and provide a strategic reference for e-commerce anchors and interest e-commerce platforms.

Keywords: Interest E-commerce; Streamer Influence; Consumer Trust and Recognition; Purchase Intention.

1. Introduction

With the rapid development of China's live broadcast e-commerce industry, as well as the new consumption patterns and consumer needs spawned under the epidemic situation, "interest e-commerce" has gradually become the hottest consumption mode at present. Li [1]proposed that interest e-commerce is different from the traditional shelf e-commerce or search e-commerce model of Taobao, Jingdong, Pinduoduo and other platforms. Relying more on the platform algorithm and the IP value of the streamer or account itself, with high-quality live + short video content, starting from the potential needs of users, the interest e-commerce platform provides a carrier for Internet celebrities or celebrities with a certain fan base to quickly monetize. Appearing as an e-commerce streamer and influencing consumer behavior with its own halo effect, it has shown new characteristics in the three elements of "people, goods, and places"[2]. In 2022, Wei announced in her keynote speech that she would upgrade interest e-commerce to the stage of global interest e-commerce, and meet users' diverse needs for a better life by covering the shopping needs of users in all scenarios and links; Through the collaboration and interconnection of short video and live content, shopping malls, search and other fields, it brings new growth to merchants' business.

In the era of "interest e-commerce", merchants and streamers need to fully consider users' shopping psychology, purchasing habits, preferences and other information and convey product information to users through a certain form of content. An e-commerce streamer is an online streamer who has a certain degree of popularity and expertise in the field for the purpose of product promotion, and introduces product information and details to consumers through live webcasts . Some scholars also define e-commerce streamers as groups that share their experience of using products and issue coupons on live streaming platforms to motivate consumers to make purchases[3]. Therefore, e-commerce streamers are both content creators and information transmitters, sharing and delivering product information while also collecting and recycling consumer feedback. In the process of e-commerce live streaming, the streamer is both a salesperson and an opinion leader, and needs to have strong professional ability and social attributes [4]. Streamers are an important source of product information for the majority of consumer groups, which directly affects the traffic, product sales and revenue of the live broadcast room. Therefore, the streamer who is in a dominant position in live broadcast sales has a direct or indirect impact on whether the fan group will make a purchase or not, so the relevant research on the influence of the streamer is a topic worthy of in-depth research in the interest e-commerce model. The research on this issue has certain reference significance for promoting the further development of the live broadcast e-commerce industry and driving the steady improvement of the Internet economy.

2. Theoretical Basis and Literature Review

2.1. S-O-R Model Theory

Zhao et al. [4] used the S-O-R model to study the impact of key opinion leader characteristics of e-commerce streamers on consumer purchases. Wang et al. [5] studied the impact of streamer language content characteristics on consumers' purchase intention in the context of live streaming based on the S-O-R model. The S-O-R theoretical model also has certain applicability to this study, which provides a solid theoretical foundation for this study. At present, most of the research on the influence of streamers is based on some characteristics of streamers, and takes consumers' perceived value, perceived variables and other consumers' psychological perceptions as mediating variables, and then

establishes a relationship with consumers' purchase intentions. In this paper, the influence of e-commerce streamers (professionalism, interactivity, authenticity, popularity, and innovation) that dominates live streaming e-commerce is taken as the antecedent variable (S), and consumer trust and recognition (O) are used as the mediating variables, which ultimately affect consumers' purchase intention (R).

2.2. Influence and influencer marketing

Influence is the ability to change the thoughts, behaviors, or attitudes of others through a series of actions, words, or other means in a way that is accepted by others. The essence of influence is to change the actions or intentions of others, and this change is usually achieved based on a consensus or common goal between the influencer and the influenced. In this relationship, the influencer's needs, desires, preferences, or intentions are aligned in direction with the influencer's needs, desires, preferences, or intentions, rather than the opposite. This consistency makes it easier for the affected to accept the influencer's influence and change their behavior or attitude accordingly. Social psychologist Robert· B· Cialdini [6]proposed six basic principles of influence, including the principle of reciprocity, the principle of commitment and consistency, the principle of social proof, the principle of preference, the principle of authority, and the principle of scarcity.

Influencer marketing refers to a marketing strategy that leverages the strengths of major influencers, such as social media influencers, to promote or make consumers recognize a brand's products and services. The main goal of influencer marketing is to influence brand perception and purchase decisions of customers and potential customers through the influencer's endorsement of products, services, and brands[7]. With the rapid advancement of Internet technology and social media, consumers are more eager for fun, challenge, and socialization [8]. Compared to traditional media, they are more inclined to exchange information on social media, and social media platforms have become the main place for them to express their opinions, share experiences, obtain information and build social relationships. This trend has led to a shift in consumer behavior when it comes to shopping, entertainment, and socializing, while the influence of traditional media is waning. The interactive and real-time nature of social media provides consumers with a more direct and personalized experience, prompting them to participate more and form their own consumption concepts and tastes.

In the context of the booming interest e-commerce, influencer marketing drives the sales and dissemination of products by using influential streamers or influencers and their interaction with the audience. First, influencer marketing, as a marketing strategy, relies on the influence of a wide range of other consumers to provide an effective means of value creation for goods and services [9]. The brand side transmits the information of the brand or product to the audience through the cooperative streamer. These streamers usually have a large fan base and loyal following, and their recommendations and opinions have a lot of influence on the audience. By showcasing and introducing products in live shows, you can capture the interest of your audience and stimulate their desire to buy goods. Secondly, influencer marketing further drives the sales of products through interaction and word-of-mouth communication between streamers and viewers. This kind of interaction not only increases the audience's sense of engagement and trust in the product, but also expands the influence of the streamer and the product through word-of-mouth. Positive reviews and testimonials from your audience can spark the interest of other potential buyers and motivate them to participate in the purchase.

2.3. Consumer Trust and Recognition

Current academic research on the mechanism of influencer marketing points out that the effectiveness of influencer marketing mainly depends on the relationship between influencers and consumers, and the core lies in consumers' trust and identification with influencers [7]. When a strong relationship of trust or recognition is established between consumers and influencers, this emotional connection can help inspire positive attitudes in consumers, which in turn will lead to more likely purchases, achieving the goals of influencer marketing. Consumers tend to see influencers as a trusted source of information because they feel empathy and shared value with them. This resonance not only makes consumers more inclined to accept influencers' recommendations, but influencers' recommendations often occupy a more important place in the decision-making process. Therefore, building and strengthening the relationship of trust and identification between influencers and consumers becomes a key factor in the success of influencer marketing.

The most important factor influencing consumers' perception of trust is source trustworthiness, which covers several key aspects of information transmission [7]. Professionalism and reliability are important components of a source's credibility, and professionalism indicates the professional knowledge and skills of the information source to provide credible information. Reliability, on the other hand, measures the honesty and ethics of an information source, as well as its ability to provide objective and unbiased information [10]. Another important factor in the functioning of identity as influencer marketing is the process by which an individual pursues self-satisfaction by imitating or becoming another person, and in turn aligns his or her own attitudes or behaviors with that person. Existing research has revealed that there are two main reasons for identity. On the one hand, when consumers find themselves in some kind of similarity with an influencer, such as shared interests, values, and personality traits, the actual or perceived similarity triggers a sense of identity [11]. In this context, consumers are more likely to adopt the influencer's beliefs, attitudes, and behaviors because this sense of empathy makes the consumer feel understood, creating a strong emotional connection. On the other hand, the generation of identity is also related to whether the influencer's image meets the consumer's expectations of their ideal image, that is, ideal consistency. When an influencer's image satisfies the consumer's expectations of an ideal self, the consumer has a desire to be like or imitate the influencer [12]. This desire is not only an expression of an individual's identification with another person, but also a reflection of an active pursuit of self-image.

2.4. Research on the Influence of E-commerce Streamers

The influence of e-commerce streamers refers to the ability of streamers to have a positive emotional impact on the audience through factors such as personal charm,

professionalism, and credibility on the live broadcast e-commerce platform, so as to promote the audience's purchase intention and consumption behavior. As a key opinion leader, e-commerce streamers establish an emotional connection with the audience through interactive communication and personal image building during the live broadcast, and enhance the audience's trust and recognition of the product. Their professional recommendations and reviews can influence viewers' purchase decisions, drive product sales and the success of live e-commerce. The influence of e-commerce streamers not only plays an important role in the sales and revenue of goods, but also provides strong support for enterprises to build brand image, enhance user stickiness, and expand user groups. In the marketing communication model, the source of information refers to the sender of the information and the controller of the communication [13]. In live streaming e-commerce, e-commerce streamers play a very important role as an information source, so they should have the attributes of an information source, such as credibility, professionalism, and attractiveness [14]. At present, the research on the influence of streamers in China mainly focuses on the language, attributes and characteristics of streamers. The researchers focused on the eloquence, performance ability and professional knowledge of e-commerce streamers, as well as the personal characteristics, charm and affinity of streamers, to explore their influence on the audience's purchase intention and consumption behavior.

2.4.1. Streamer Language

Zhu Lin [15] defined "e-commerce live broadcast language" as the words that e-commerce streamers interact with consumers when selling and promoting products on live broadcast platforms. E-commerce streamers often use distinctive language and expressions during live broadcasts, which makes them not only sell products, but also shape their own unique personal image and style, and also have a certain impact on the daily life and social interaction of the audience. Zhang [16] pointed out that e-commerce streamers, as public figures, need to be aware of their public image and social impact, in addition to exerting their professional ability to help consumers buy goods and services, they also bear a broader social responsibility, and are producers and disseminators of information, attitudes and ideas, they should continue to learn and improve your own literacy, and shape your public image in the live broadcast room with professional words and deeds. For example, the streamer can condense the complex product introduction into key information and symbolic information through the delivery of goods, so as to improve the communication efficiency; The ability to effectively convey key information and the real-time transmission of symbolic information greatly enhances the streamer's sense of substitution [17]. The key discourse of e-commerce streamers can accurately convey information to consumer groups, which can help reduce the perceived risk of consumers caused by information asymmetry, and through key discourse, e-commerce streamers can create a trustworthy and responsible image for themselves, which can improve consumer trust and increase their purchase intention [18]. Gong Ting [19]proposed that the charm and authenticity of streamer language can positively affect consumers' purchase intention through perceived value, either independently or in pairing. Wang Hong [5]verified that the language content of the streamer has a positive impact on consumers' purchase behavior in the live broadcast room from three aspects: informational, entertaining, and quality.

2.4.2. The Streamer's Personal Characteristics

In the process of e-commerce live streaming, streamer characteristics are an important stimulus to increase the degree of consumption arousal and impulsive purchase intention, and streamer characteristics will prompt consumers to make unplanned purchase behaviors, and in the virtual environment of live broadcast rooms, streamers, as an important source of information, can have an important impact on consumer emotions [20]. As an opinion leader, the influence of influencers on consumers' purchase intention is more significant and lasting than that of traditional marketing, and their influencer characteristics, such as product involvement and innovation, will be conducive to consumers' purchase intention [21]. Zhu Lina [22]pointed out that in the process of e-commerce live broadcast, various characteristics of streamers will have a negative impact on consumers' psychological distance. Psychological distance has a significant negative impact on consumer purchase intention. Xu Yue [23] and Chen Li [24] respectively proposed that different characteristics such as the professionalism of streamers will affect consumers' consumption decisions from the two sales fields of agricultural products and publications. Zhao Baoguo [25] subdivided the characteristics of streamers into four elements: interactivity, authenticity, professionalism, and popularity, which positively affect consumers' perceived value and thus consumer trust.

2.4.3. The Streamer's Own Attributes

The attributes of e-commerce streamers are the personal characteristics and images displayed in the process of live streaming, which can affect consumers' trust and recognition of streamers [26]. When consumers watch live streaming, they often have doubts about the products recommended by the streamer, especially in the face of many products and advertising information. The streamer's own attributes can be the basis for consumers' trust in them to a certain extent [27]. And in the case of the surge of e-commerce platform users in recent years, the image and skills of the streamer are very important tools in attracting the attention of platform users. By show casing specialization and differentiation, streamers can make a lasting impression on users. In addition, streamers continue to output valuable content and maintain positive interactions with users, which helps to strengthen users' awareness and attention to streamers [28]. Liu Ying [29] believes that consumers' cognitive attitudes will be positively affected by the charm, display, and interaction attributes of streamers, and the personal image of streamers can make consumers feel empathetic. Wang[30]research divided streamers into influencer streamers, celebrity live broadcasters, and official store streamers according to different attributes, and the attributes of influencer streamers, such as charm, interaction, recommendation, display, professionalism, and trust, significantly affected consumers' purchase intention. The charm and interaction attributes of celebrity streamers significantly affect consumers' purchase intention. The interaction, recommendation, display, and trust attributes of the official store-based streamer significantly affect consumers' purchase intention.

2.5. Literature review

Based on the above literature review, the role of the influence of e-commerce streamers has been widely recognized in the academic community, and the influence of e-commerce streamers can be considered from multiple

dimensions. Through factors such as unique language expressions, attractive personal images, and professionalism and authenticity, streamers have a positive emotional impact on consumers, thereby prompting viewers to generate purchase intentions and consumption behaviors. As an information source, e-commerce streamers play a very important role, and their attributes have a significant impact on the audience's purchase intention during the live broadcast process. However, most of the existing studies are carried out from the aspects of streamer language, attributes, and characteristics, and the division and classification of streamer attributes in different studies are different, and there is a lack of unified standards and dimensions, and there are relatively few comprehensive analyses of streamer influence. Although the existing research has explored the individual attributes of streamers, there is still a lack of a comprehensive framework to explain how these attributes interact to influence consumers' purchasing behavior. In addition, there are some limitations in the measurement of streamer influence in existing research, which needs to be further improved and deepened. This paper uses the five dimensions of streamer professionalism, interactivity, authenticity, innovation, and popularity to reflect the influence of streamers, with consumer trust and recognition as mediating variables and consumers' purchase intention as the outcome variables

3. Research Hypothesis

3.1. The Influence of E-Commerce Streamers and Consumer Trust

In the In today's era of live e-commerce, consumers can only see products through the screen when making online purchases, and cannot intuitively feel the internal factors such as product quality like traditional offline shopping, and can only measure whether they are trustworthy through external factors such as platforms, brands, and streamers. Trust is built on the expectation of the ability and reliability of the streamer, and the consumer's expectation of the streamer makes it willing to rely on the streamer. When consumers are watching e-commerce live broadcasts, if the streamer's speech and behavior are professional, the live broadcast content is authentic and reliable, and they actively interact with consumers, and they have a certain number of fans and creative ability, consumers will think that the streamer has the characteristics of professionalism, interactivity, authenticity, popularity and innovation. In turn, there is a willingness to rely on the streamer, and on this basis, a sense of trust is generated [26]. Highly professional streamers can provide more comprehensive and accurate product information and increase users' understanding and trust in products. Highly interactive streamers can interact with consumers in real time, obtain the potential needs of consumers, and make targeted product recommendations; Streamers with high authenticity can establish sincere communication and interaction, so that users can feel the authenticity and credibility of the streamer; High-profile and creative streamers can attract more users' attention and favorability, making users more willing to believe and agree with the streamer's recommendations, thereby increasing trust in the streamer [21]. Based on this, the following hypotheses are proposed:

H1a: The professionalism of e-commerce streamers has a significant positive impact on consumer trust

H1b: The interactivity of e-commerce streamers has a significant positive impact on consumer trust

H1c: The authenticity of e-commerce streamers has a significant positive impact on consumer trust

H1d: The popularity of e-commerce streamers has a significant positive impact on consumer trust

H1e: The innovation of e-commerce streamers has a significant positive impact on consumer trust

3.2. The Influence of E-commerce Streamers and Consumer Recognition

Identification is seen as the process of adopting the attitudes or behaviors advocated by the influencer by altering the individual's perception and relationship with the influencer. This process includes the similarity of the influencer's image and the expectation of one's ideal image (ideal consistency) [12]. E-commerce streamers establish close social relationships with viewers by showing interactivity, creating similarity and identity. Viewers find common interests, values, and characteristics in the streamer's words and deeds, establishing a kind of practical similarity. The professionalism of the streamer also plays a role, if the streamer's area of expertise is similar to that of the audience, the audience is more likely to identify with the streamer's views and behaviors. The interactive and professional presentation makes viewers more likely to adopt the streamer's beliefs, attitudes, and behaviors.

In terms of ideal consistency and identity, e-commerce streamers have created an idealized image by showing authenticity, popularity and creativity, and met consumers' expectations for an ideal image. The audience aspires to become like or become the person who the streamer is, seeing the streamer as an ideal self-expression. This desire is a manifestation of an individual's identification with another person, a desire to be like another person. Based on this, the following hypotheses are proposed:

H2a: The professionalism of e-commerce streamers has a significant positive impact on consumer recognition

H2b: The interactivity of e-commerce streamers has a significant positive impact on consumer recognition

H2c: The authenticity of e-commerce streamers has a significant positive impact on consumer recognition

H2d: The popularity of e-commerce streamers has a significant positive impact on consumer recognition

H2e: The innovation of e-commerce streamers is significant, which has a positive impact on consumer recognition.

3.3. Consumer Trust and Purchase Intention

When consumers buy goods in live e-commerce, they often need to evaluate the trust of the platform, streamer, and product to determine whether they are trustworthy and make purchase decisions. The degree of consumer trust in the streamer and the products recommended during the live broadcast includes cognitive trust and emotional trust, which is a long-term accumulation and dynamic change process [31]. Cognitive trust is based on consumers' trust in the professionalism, authenticity, and credibility of the streamer. When consumers observe the streamer displaying expertise and reliability in the live stream, they are more inclined to believe that the product recommended by the streamer is genuine and effective. This trust is generated through an assessment of the streamer's abilities, credibility, and past performance. Emotional trust is trust built on the emotional connection between the consumer and the streamer. When consumers feel the affinity, friendliness, and sincerity

of the streamer in the live broadcast, they are more likely to generate emotional trust. This trust is built through the interaction and emotional exchange between the streamer and the consumer. Trust building is a long-term accumulation and dynamic process that takes time and ongoing interaction to build and consolidate. As consumers become more aware of and engage with streamers, perceived trust is likely to continue to grow. At the same time, if the streamer behaves more professionally, reliably and sincerely in the live broadcast marketing process, consumers' trust in them will gradually deepen. When consumers have a high sense of trust in a brand or service provider, it means that they believe that the brand or service provider is trustworthy, and the product or service has a high reputation and reliability. Therefore, this article proposes the following hypotheses:

H3: Consumer trust has a significant positive impact on purchase intention

3.4. Consumer Recognition and Purchase Intention

Identification is the process by which an individual is satisfied by imitating or becoming another person, conforming himself to the attitude or behavior advocated by the other person. This sense of identity can influence how consumers perform in their purchasing decisions [16].

When consumers identify with a brand, they are more likely to choose to buy that brand's products. This brand identity can build brand loyalty, making consumers choose the same brand more often, which increases their Purchase intention [32]. Similarly, if consumers identify with an influencer, especially on social media, they are more likely to be recommended by the influencer, resulting in purchase intent. An influencer's sense of identity can translate into trust in their recommended products, which in turn drives purchases.

In addition, social identity and personal image identity also play a role in influencing product selection and purchase intention. If a product or brand represents a values, culture, or social group that consumers identify with, they are more likely to purchase those products to show support for those identities; And if a product conforms to consumers' ideal self-image, they are more likely to purchase the product to reinforce or achieve their own image

H4: Consumer recognition has a significant positive impact on purchase intention

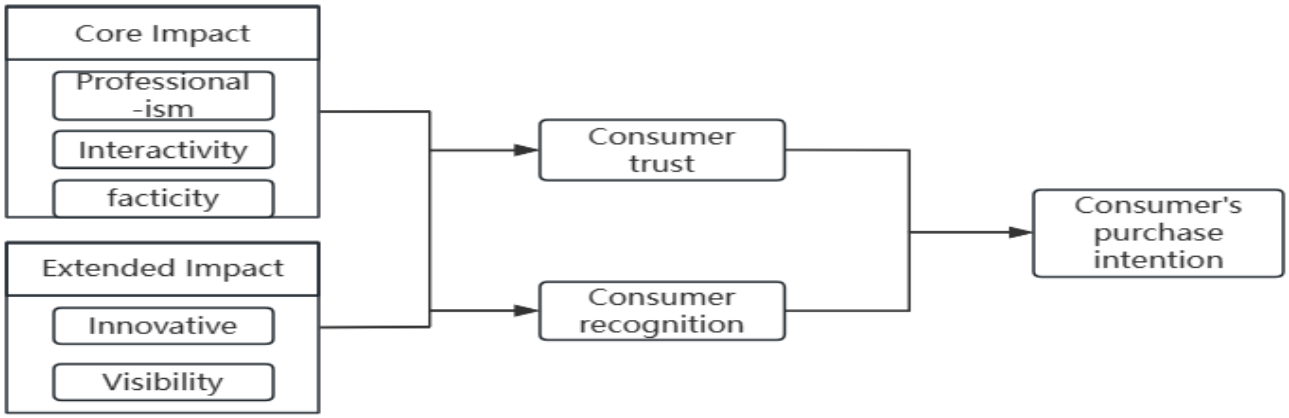


Figure 1. Study theoretical model

4. Research Design

4.1. The Design of the Questionnaire

This paper collects data by means of a questionnaire, which is mainly divided into two parts: (1) the basic information about the respondents, including the respondents' gender, age, education, occupation, live broadcast viewing frequency, live broadcast platform, etc. (2) For the accuracy and reliability of the questionnaire, this paper refers to a large number of mature scales, and selects the most appropriate scale. The scale mainly includes four variables: streamer influence factors, consumer trust, consumer recognition, and purchase intention. Among them, the influence factors of e-commerce streamers are mainly referred to the scales of Wang[26] and Gong [19], which contain four dimensions: professionalism, interactivity, authenticity, and attractiveness, of which professionalism contains five items, interactivity contains three items, authenticity contains three items, and attractiveness contains four items. Consumer trust was based on the scale of Li [33], which contained four items. The consumer agreed to refer to the scale of Meng Lu[13], which contained four items. The purchase intention is based on Chen[26]scale, which contains three items. Each variable in the questionnaire was measured on a five-point Likert scale, with a scale of 1 to 5 indicating the degree of change from "strongly disagree" to "strongly agree".

4.2. Data Collection and Sample Analysis

In this study, a total of 345 questionnaires were collected, and 301 valid questionnaires were obtained after eliminating invalid questionnaires, with an effective recovery rate of 87.24%. In order to ensure the quality of the questionnaire, the questionnaire was screened by the respondents, and the effective fillers were all consumers who had experience in live shopping on interested e-commerce platforms. Most of the respondents who participated in the questionnaire were women, and in real life, women are indeed the target consumers of most e-commerce live broadcasts. The age group is mainly between 18 and 40 years old, accounting for 75.4%, indicating that the main consumers of live shopping are young people, who can quickly integrate into the new Internet shopping environment. In terms of academic qualifications, 80.7% of them have a college degree or above, and most of them have a bachelor's degree, which reflects that the respondents have a high level of cultural literacy, can better understand the content of the questionnaire, and improve the authenticity of the questionnaire. The most commonly used live shopping platforms include Douyin, Taobao, Kuaishou, Pinduoduo, etc., which may be closely related to the development of e-commerce live streaming

models on these platforms, showing that consumers are widely accepting and participating in new shopping methods.

5. Data Analysis and Research Results

5.1. Reliability and Validity Analysis

In this paper, SPSS26.0 and AMOS26.0 were used to test the reliability and validity of the scale, χ^2/df, GFI, AGFI and RMSEA were used to evaluate the absolute suitability of the confirmatory factor analysis model, and NFI, IFI and CFI were used to evaluate the absolute suitability of the model, the results are shown in Table 1. On the whole, the model fitting index of confirmatory factor analysis basically met the recommended value, and the model fit was good.

Table 1. Goodness-of-fit analysis of structural equation model

index	Recommended values	The values of this study
χ^2/df	Less than 5, less than 3 is better	1.004
GFI	Greater than 0.9 or 0.. 85	0.924
AGFI	Greater than 0.9 or 0.. 85	0.907
RMSEA	Less than 0.1, less than 0.05 is better	0.004
NFI	Greater than 0.9 or 0.85	0.931
IFI	Greater than 0.9 or 0.85	1
CFI	Greater than 0.9 or 0.85	1

Table 2. Aggregate validity

path			Normalized factor loading	SE	P	CR	AVE	Cronbach's α coefficient
zyx1	<---	Professionalism	0.789			0.8874	0.612	0.887
zyx2	<---	Professionalism	0.762	0.071	***			
zyx3	<---	Professionalism	0.786	0.073	***			
zyx4	<---	Professionalism	0.778	0.073	***			
zyx5	<---	Professionalism	0.796	0.073	***			
zmd1	<---	Visibility	0.791			0.8732	0.6327	0.873
zmd2	<---	Visibility	0.806	0.071	***			
zmd3	<---	Visibility	0.815	0.071	***			
zmd4	<---	Visibility	0.769	0.073	***			
cxx1	<---	Innovative	0.807			0.8671	0.62	0.867
cxx2	<---	Innovative	0.767	0.065	***			
cxx3	<---	Innovative	0.777	0.065	***			
cxx4	<---	Innovative	0.798	0.064	***			
hdx1	<---	Interactivity	0.775			0.8262	0.6131	0.826
hdx2	<---	Interactivity	0.786	0.075	***			
hdx3	<---	Interactivity	0.788	0.078	***			
zsx1	<---	facticity	0.747			0.8309	0.6213	0.83
zsx2	<---	facticity	0.817	0.084	***			
zsx3	<---	facticity	0.799	0.088	***			
xr1 < --- consumer trust			0.801			0.8803	0.6476	0.88
xr2 < --- consumer trust			0.81	0.066	***			
xr3 < --- consumer trust			0.801	0.068	***			
xr4 < --- consumer trust			0.807	0.067	***			
rt1 < --- consumer recognition			0.816			0.8906	0.6705	0.89
rt2 < --- consumer recognition			0.821	0.063	***			
rt3 <--- consumers recognition			0.834	0.065	***			
rt4 < --- consumer recognition			0.804	0.06	***			
gmyy1 <---Purchase intention			0.788			0.8434	0.6424	0.844
gmyy2 <--- Purchase intention			0.823	0.073	***			
gmyy3 <--- Purchase intention			0.793	0.071	***			
Note: *** indicates that the p-value <0.001, ** indicates the p-value <0.01, and * indicates the p-value <0.05								

Table 3. Discriminatory validity

variable	Willingness to buy	Consumer recognition	Consumer trust	facticity	Interactivity	Innovative	Visibility	Professionalism
Willingness to buy	0.801							
Consumer recognition	0.622	0.818						
Consumer trust	0.542	0.518	0.804					
facticity	0.55	0.548	0.48	0.788				
Interactivity	0.562	0.586	0.528	0.494	0.783			
Innovative	0.606	0.588	0.512	0.578	0.518	0.787		
Visibility	0.538	0.487	0.486	0.497	0.482	0.54	0.795	
Professionalism	0.533	0.549	0.469	0.426	0.494	0.526	0.397	0.782

In this study, Cronbach's α coefficient and CR (combined reliability) value was used to evaluate the internal consistency and combined reliability of the scale, and the specific data are shown in Table 2. The Cronbach's α values of all latent variables were basically greater than 0.7, indicating that the measurement scale had good internal consistency, while the CR values of the factors were all more than 0.75, indicating that the measurement scale had good combinatorial reliability. In addition, the factor load of each observation index was greater than 0.7, and the p-value was < 0.001, indicating that the significant level of 0.001 indicated that the measurement items had a good degree of explanation of the latent variables. At the same time, the study also verified the discriminatory validity of the scale by evaluating the convergence validity of the AVE (Mean Variance Interpretation) value and comparing the correlation coefficient between the square root value of the AVE and the variable, as shown in Table 3. The AVE values of all variables were greater than 0.5, indicating that the scale had good convergence validity in measuring each latent variable, while the square root of the AVE values was greater than the correlation coefficient, which met the criteria of the discriminative validity test, indicating that there were enough differences between the different variables in the scale to effectively distinguish the concepts they represented.

5.2. Research Result

According to the research model, the structural equation model shown in Figure 2 was constructed using Amos 26.0 software The factor load of each observation index on the latent variable is more than 0.6, and the goodness of fit index performs well, which once again verifies the high reliability and validity of the model and the structural rationality of the model. Table 4 shows the normalized path coefficients between the latent variables and the results of the significance t-test. From the positive and negative values of the standardized path coefficient and the p-value analysis of the significance t-test, the following conclusions can be drawn: at the significance level of 0.001, the nine paths of professionalism to consumer trust, interaction to consumer trust, popularity to consumer trust, professionalism to consumer identity, interaction to consumer identity, authenticity to consumer identity, innovation to consumer identity, consumer trust to purchase intention, and consumer identity to purchase intention all show a significant and strong positive correlation. At the significance level of 0.01, there is a significant positive correlation between authenticity and innovation, and at the significance level of 0.05, awareness has a significant positive correlation with consumer recognition.

Table 4. Fitting path test

Hypothetical path			Estimate	S.E.	C.R.	P	Hypothesis validation results
trust	<---	Professionalism	0.185	0.055	3.387	***	In the tank
trust	<---	Interactivity	0.254	0.061	4.189	***	In the tank
trust	<---	facticity	0.16	0.057	2.831	0.005	In the tank
trust	<---	Visibility	0.209	0.058	3.581	***	Support
trust	<---	Innovative	0.174	0.055	3.156	0.002	Support
Identity	<---	Professionalism	0.241	0.051	4.734	***	Support
Identity	<---	Interactivity	0.27	0.056	4.819	***	Support
Identity	<---	facticity	0.203	0.052	3.886	***	Support
Identity	<---	Visibility	0.203	0.052	2.587	0.01	Support
Identity	<---	Innovative	0.203	0.051	4.525	***	Support
Purchase intention	<---	trust	0.203	0.07	4.556	***	Support
Purchase intention	<---	Identity	0.203	0.079	6.33	***	Support
Note: The P value < 0.001, ** the P value <0.01, and the * value < 0.05							

According to the results of Table 4, it can be seen that assuming that H1a and H2a are verified, that is, the professionalism of e-commerce streamers positively affects consumer trust and consumer recognition, which indicates that professionalism is not only the skills and knowledge demonstrated by streamers during the live broadcast, but also a signal, and consumers are more inclined to trust those streamers who can clearly and accurately explain the characteristics of the product and the methods of use. Because this professionalism not only improves the reliability of product information, but also enhances consumers' confidence in the performance and effectiveness of the product. In addition, in the environment of e-commerce live streaming, consumers will rely on the professional opinions and recommendations of streamers when considering whether to purchase a certain product. The professionalism displayed by the streamer not only affects the consumer's attitude towards the product, but also affects their identification with the streamer's personal brand and image.

Suppose H1b and H2B to verification, that is, the interactivity of e-commerce streamers positively affects consumer trust and consumer recognition. Interactivity is not only a superficial communication in e-commerce live broadcast, but also an emotional connection and communication, so that the audience can feel the sincerity and concern of the streamer, and can have a deeper understanding of the streamer's personal characteristics and values, so that it is easier to trust and identify with the brand or product represented by the streamer.

Assuming that H1C and H2C are verified, that is, the authenticity of e-commerce streamers positively affects consumer trust and consumer recognition. In the environment of e-commerce live streaming, consumers evaluate whether the streamer is authentic and credible by observing their words and deeds, attitudes, and interactions with the audience. When streamers demonstrate authenticity and integrity, consumers are more inclined to believe and agree with the information and recommendations they convey, because this authenticity can enhance the credibility of product information and the security of purchasing decisions.

Assuming that H1d and H2D are verified, that is, the popularity of e-commerce streamers has a positive impact on consumer trust and consumer recognition. In the environment of e-commerce live streaming, consumers are usually more inclined to trust streamers who already have a certain level of popularity and influence. This kind of popularity can reflect the influence and reputation of the streamer in the market, consumers tend to associate the well-known streamer with the brand or product they represent, consider these brands or products to be trustworthy and supportive, and consumers are more willing to choose those products recommended by the well-known streamer because they believe that these streamers will bring them a truly valuable shopping experience.

Assuming that H1e and H2e are verified, that is, the innovation of e-commerce streamers has a positive impact on consumer trust and consumer recognition. In the highly competitive e-commerce market, this innovation is not only reflected in the way products or services are promoted, but also includes the streamer's innovation ability in live content, interaction and user experience. Consumers believe that these streamers can bring them more value and surprises.

It is assumed that H3 and H4 are verified, that is, consumer trust and recognition play a key mediating role in the process of the influence of streamer influence on consumers' purchase intention, which connects the relationship between streamer influence and consumers' purchase intention, thereby influencing their purchase decision-making process. Consumer trust stems from factors such as professionalism, authenticity, interactivity, popularity, and innovation displayed by streamers during live broadcasts. Consumers' identification with the streamer is reflected in their recognition of the streamer's personal brand and image. Recognition is the resonance of consumers with the style, attitude and values of the streamer, and consumers trust and agree with the streamer while also have a stronger willingness to buy the products or services they recommend.

6. Conclusions and Implications

6.1. Research Conclusion

This study explores the influencing mechanism of streamer influence (professionalism, interactivity, authenticity, popularity, innovation) on the relationship between consumer trust and consumer recognition and purchase intention, and draws the following conclusions: (1) streamer professionalism has a significant positive impact on consumer trust and recognition; (2) streamer interactivity has a significant positive impact on consumer trust and recognition; (3) The authenticity of streamers has a significant positive impact on consumer trust and recognition; (4) The popularity of streamers has a significant positive impact on consumer trust and recognition; (5) streamer innovation has a significant positive impact on consumer trust and recognition; (6) Consumer trust has a significant positive impact on their purchase intention in the live broadcast room; (7) Consumer recognition has a significant positive impact on their purchase intention in the live broadcast room.

6.2. Management Enlightenment

The rapid development of live broadcast e-commerce not only provides consumers with a more convenient shopping experience, but also brings new challenges and opportunities to the live broadcast e-commerce ecosystem with streamers as the contact point. This includes an in-depth understanding of the products being sold, as well as knowledge of the relevant industries. Streamers should be familiar with all the details of the product, understand the needs and concerns of consumers, and adjust the live broadcast content and strategy through instant communication and feedback to establish a closer emotional connection; Streamers should avoid exaggeration or false publicity when introducing products, and should show the effects and features of the product as truthfully as possible. Maintaining consistency in words and deeds, showing a real personality and attitude, can make the audience feel the sincerity of the streamer. Streamers should be transparent and honest with their audiences, especially when dealing with negative reviews or questions about their products, and respond in an honest and responsible manner. In addition, in today's highly homogeneous Internet live broadcast, streamers should actively build their personal brands and enhance their popularity. You can increase your exposure by attending industry events, partnering with well-known brands, staying active on social media, and more. At the same time, you can try different forms of live broadcasting,

such as themed live broadcasts, limited-time flash sales, interactive games, etc., to attract different audience groups. Streamers can explore new sales models, such as cross-border cooperation with other streamers, live streaming festivals, exclusive discount activities, etc., to improve the fun and attractiveness of live streaming. (2) For e-commerce platforms and merchants, reliable technical support and a safe trading environment must be provided. The platform should establish a sound review mechanism to conduct a strict review of the qualifications and behaviors of the streamers to ensure the legitimacy and integrity of the streamers. At the same time, platforms should provide training and support to help streamers improve their professional capabilities and service levels, and encourage the creation and dissemination of high-quality content. (3) For the regulatory authorities, relevant laws and regulations should be formulated and improved, the rights and obligations of all parties should be clarified, and legal protection should be provided for the development of the industry. At the same time, the supervision of e-commerce platforms and streamers should be strengthened, market inspections and spot checks should be carried out on a regular basis, and violations of laws and regulations should be investigated and dealt with in a timely manner. In addition, the regulatory authorities should establish a complaint and reporting mechanism to facilitate consumers' rights protection and ensure fair competition in the market, which can also better urge streamers to standardize their words and deeds, continue to move forward on the road of professionalism, and drive the entire live broadcast e-commerce industry to develop in the direction of standardization and legalization.

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