

Research on the Action Mechanism of E-commerce Anchor Attributes on Consumer's internal state towards Consumer's Online Behavior Intention

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Abstract

The objectives of this study were: (1) To investigate the attributes of E-commerce anchor, (2) To study the relationship between E-commerce anchor attributes and consumer's internal state, (3) To study the extent of the effect of consumer's internal state in the mediation of E-commerce anchor attributes and consumers' online behavior intention, and (4) To examine the moderating role of situational factors between consumer's internal state and consumer's online behavior intention. Based on Stimulus-Organism-Response (SOR) theory and the Technology Acceptance Model (TAM), this study investigated the impact of E-commerce anchor attributes on consumer's intrinsic state towards consumer's online behavior intention. In addition, the situational factors were applied for investigating the moderating role of the relationship between consumer's intrinsic state and consumer's online behavior intention.

This study applied both qualitative and quantitative research methods. The quantitative research employed purposive sampling

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to gather data from 418 participants located in Changzhi, Shanxi, China; Dianli community, Meiyuan community, Fuxiu Jiangnan community and Junhui Huafu community were purposively distributed to students through the questionnaire platform. The data were subsequently analyzed using Descriptive data by SPSS program and Structural Equation Modeling through the utilization of the AMOS program.

The study showed the following: (1) E-commerce anchor attributes had direct influence on Consumer's internal state. (2) There was an intermediary role of Consumer's internal state in the process of E-commerce anchor attributes influencing Consumer's online behavior intention. (3) There was a moderating effect of situational factors in the process of Consumer's internal state on their online behavior intention. Hopefully, this study would be able to help E-commerce companies on how to effectively use e-commerce anchor attributes to appeal to consumers and capture their loyalty through a consecutive marketing policy.

Keywords: E-commerce Anchor Attributes, Consumer's Internal State, Consumer's Online Behavior Intention, Situational Factors, E-commerce Live Broadcast

Introduction

The traditional e-commerce marketing model can not meet the quietly changing demand for consumption, the two-dimensional information browsing mode is too rigid, and the online customer service question-and-answer mode lacks intimacy and guarantee timely service. The realism and strong interactivity of live webcast make users immersed in it, and the post-90s group is also the mainstream of live broadcast users. In addition, the threshold for entering the live broadcast industry is lower, the profit rate is faster, and the communication effect is better. Therefore, the "live+" mode is undoubtedly the winning method for the e-commerce platform. E-commerce live broadcast has opened up a brand-new marketing model for e-commerce enterprises, and e-commerce anchor has become a new business growth engine for e-commerce live broadcast enterprises. In the process of live broadcast, e-commerce anchors, relying on their excellent professional knowledge of the products sold or their authority in the product field, provide consumers with cost-effective information, and help consumers make purchasing decisions that meet consumer demand. At the same time, most of the e-commerce anchors are beautiful and attractive. They quickly seized a large number of loyal consumers through their own highly infectious sales language and real-time intimate service, which greatly influenced Consumer's purchase intention. Compared with the traditional e-commerce marketing model, e-commerce live broadcast is more interactive, which is vividly reflected in e-commerce anchors. When watching the live broadcast of e-commerce, users can send barrage to ask various questions to the anchor anytime and anywhere, or express their personal feelings or comments on products, and the anchor will answer or reply at the first time. Based on this two-way communication between the anchor and the audience, on the one hand, it eliminates the sense of distance between them and makes consumers feel more cordial, as if the front of the screen is no longer a boring and boring webpage, but their own private exclusive shopping guide; On the other hand, consumers are in the live broadcast process of e-commerce anchors, and this positive sense of participation doubles Consumer's sense of ownership, which not only increases Consumer's goodwill towards

e-commerce anchors and their recommended products, but also enhances Consumer's stickiness, and makes them feel highly valued, thus improving Consumer's satisfaction. It can be seen that the impact of these attributes of e-commerce anchors on consumers is a height that is difficult for any online or offline marketers to reach.

With the rapid development of China's social economy, people's life rhythm is getting faster and faster. With the immersion of fast-food culture, people's pursuit of convenience and quickness is reflected in all aspects of life. Enterprises are also intentionally or unintentionally optimizing and upgrading their own operating systems. What is reflected in the marketing level is how to provide them with more convenient and efficient services on the premise of better meeting Consumer's needs. The emergence of "Live+" mode provides new ideas and unlimited opportunities for enterprises. Especially as a customer-oriented e-commerce company, the emergence of e-commerce live broadcast provides a subversive marketing method and is highly sought after. In the face of the vast amount of information, consumers tend to lose sight of one thing and another, and sometimes even get lost in it. In addition, Consumer's energy and time are limited, and they can't have a profound and detailed understanding of the whole picture of the product. Therefore, for consumers, it is really difficult to quickly screen out the information that is beneficial to them in a limited time, so as to make a correct consumption choice. Because of this dilemma, consumers will be more interested in the authoritative e-commerce anchors in related product fields.

Research Objectives

The objectives of this study were : (1) To investigate the attributes of E-commerce anchor, (2) To study the relationship E-commerce anchor attribute and consumer's internal state, (3) To study the extent to the effect of consumer's internal state in the mediation of E-commerce anchor attribute and consumer's online behavior intention, and (4) To examine the moderating role of situational factor between consumer's internal state and consumer's online behavior intention.

Theoretical foundations and literature review

1. E-commerce anchor attribute

E-commerce anchors are individuals who demonstrate and elucidate products on live broadcasting platforms while addressing inquiries from the audience. These anchors can encompass a range of personalities, including celebrities, online influencers, or small-scale sellers and store owners. The China Advertising Association's Code of Conduct for Online Live Marketing, published in July 2020, precisely defines anchors as individuals directly engaging with users during online live marketing activities. Scholar's view e-commerce anchors as key opinion leaders, recognizing their pivotal role in converting online traffic. Research conducted by Xiaoyi and Zhengliang (2020) revealed that the anchor's attributes, such as attractiveness, recommendations, presentation, and interaction, significantly influence Consumer's purchase intentions. Building upon the insights of previous researchers, this study categorizes anchor attributes into three dimensions: professionalism, popularity, and interactivity.

2. Consumer's internal state

As per marketing scholar Bitner (1992), a consumer's internal state encompasses both their cognitive and emotional aspects. Bitner argues that the tangible elements offered by service providers that can impact customers are the service settings, and these environmental cues can influence Consumer's cognitive, emotional, and psychological states. In this context, cognition refers to individuals' thoughts and attitudes about objects, which include specific beliefs held about certain facts. Emotions, on the other hand, are defined as feelings, moods, or emotional fluctuations that can be articulated through words or gauged through mental reactions (Breckler, 1984). In their study, Chen, Lu, and Zheng (2020) investigated the perceptions and purchasing behaviors of Chinese consumers regarding umami seasonings in China. Meanwhile, Zhiwei and Han (2022) conducted empirical research to examine the role of presence as a partial mediator in the relationship between anchor professionalism and Consumer's intentions to make impulse purchases.

3. Consumer's online behavior intention

Intention can be defined as an individual's subjective likelihood of engaging in a specific behavior. Expanding on this concept, purchase intention refers to a consumer's likelihood of engaging in a specific purchasing behavior. In the realm of consumer purchase intentions within e-commerce live streaming, it is evident from the literature that most studies primarily employ empirical research methods. They draw upon established theories such as the Stimulus-Organism-Response (SOR) theory and the Technology Acceptance Model (TAM). These studies conduct scientific investigations through the design and distribution of questionnaires, employing methods like Structural Equation Modeling (SEM) for data analysis. Some researchers also examine anchor attributes from a communication perspective to understand the factors influencing consumer purchases during e-commerce live broadcasts. For instance, Xu, Wu, & Li (2020) explored the impact of environmental stimuli (host attractiveness, quasi-social interaction, and information quality) on the audience's cognitive and emotional states, subsequently examining their responses (hedonic consumption, impulsive consumption, and social sharing). Chen (2021) delved into how e-commerce live streaming affects consumers repurchase intentions by considering product, host, and live broadcast scene dimensions, as well as the role of consumer satisfaction in this process. Lankan (2021) constructed a research framework based on the SOR model to empirically analyze e-commerce live streaming purchase intentions. Lee and Chen (2021) used the SEM model to investigate how attractiveness and professionalism positively influence perceived entertainment, which in turn affects purchase intention. Suci (2021) explored the influence of price promotion, scarcity, and interaction on the purchase intentions of live streaming viewers, also grounded in the SOR theory. Taking the Technology Acceptance Model (TAM) as the foundation and attitude as the intermediary variable, Su (2019) empirically examined the factors influencing live streaming usage behavior, including perceived ease of use, perceived usefulness, perceived pleasure, social presence, and immersive experience. Despite extensive scholarly research in this field, there remains a lack of systematic research and a

unified understanding. With the rapid development of the internet, researchers are increasingly recognizing the theoretical and practical significance of e-commerce live streaming. This research serves to aid sellers in addressing conversion rate challenges by studying consumer purchase intentions. In the future, the use of artificial intelligence and big data methods for data acquisition and analysis is poised to facilitate smarter research, providing deeper insights into the consumer psychological decision-making process.

4. Situational factor

This study divides situational factor into two dimensions: physical situation and environmental situation. Among them, the physical situation refers to Consumer's purchase intention caused by the environmental factors in the live broadcast room when watching the live broadcast of e-commerce. Sharma (1994) and others think that Consumer's purchase intention will be influenced by factors such as store design, surrounding environment, store division and salespeople, among which customers' overall perception of salespeople will also affect Consumer's impression of stores. Engel (1995) pointed out that consumers will be influenced by the atmosphere they perceive in the process of consumption, and this atmosphere is reflected in the background music, decoration style, display mode, dressing and oral expression ability of shopping guides, etc. The environmental situation refers to Consumer's purchase intention caused by the ordering behavior of other consumers in the direct broadcast room and the urgent atmosphere generated by the anchor's urging tone when watching the live broadcast of e-commerce. Existing social psychology and marketing studies have shown that people's activities are often influenced by the existence of others, especially in marketing studies. Scholars have found that Consumer's attention, their search for commodity diversity and their consumption decisions are often influenced by the society from family, friends, salespeople and even strangers. It is easy for consumers to refer to other Consumer's behaviors and word-of-mouth opinions when choosing online products, which shows a significant tendency to follow the crowd (Lertatthakornkit, 2022). Therefore, Consumer's cognitive and emotional aspects are influenced by physical

and environmental situations in the process of watching live e-commerce, thus changing their online behavior intention.

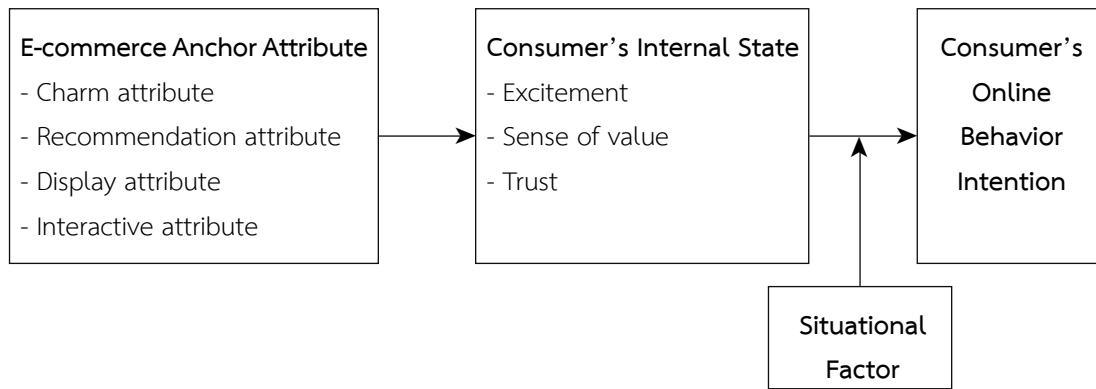


Figure 1: The conceptual framework of this study.

Research Methodology

Research Design

This study utilizes both qualitative and quantitative techniques, as well as a validity test prior to administering interview questions and distributing questionnaires. Each method's administration is independent from one another; this study does not intend to blend qualitative and quantitative methods or vice versa. The qualitative technique is used to validate components gathered from the literature, whereas the quantitative method is used to answer research questions and test hypotheses.

First, the qualitative method based on interview, the method of grounded theory is used to make coding analysis, refine the category of this research and explore the logical relationship between them, and build the theoretical model framework of this research. Scholars Glaser and Strauss in 1967 put forward a kind of grounding theory from a phenomenon that arises from theory, namely Grounded Theory (Grounded Theory). Starting from the actual situation, passing the field investigation, obtaining the first-hand data, extracting and extracting concepts from the empirical data, and finally forming a new theory. Grounded Theory method in practical research application, is a cyclical process. In the process of continuously collecting

and analyzing the data, the researchers continue to integrate new concepts into the theory, reach the saturation of the theory in the process of continuous collection and modification, and finally bring out the new theory that truly reflects the essence of the problem.

Second, the quantitative approach makes use of a questionnaire survey and statistical software to examine the results. The survey's questionnaire was modified from earlier works of literature. Descriptive research design aids in the description of the many traits of the subjects under investigation, aids in the prediction of behavior in a certain circumstance as well as factors, aids in the identification of a clear research question, aids in the formulation of issue statements, and aids in the analysis of hypotheses. To determine reliability, validity, and the links between variables, statistical procedures such as Cronbach's alpha, exploratory factor analysis (EFA), structural equation modeling (SEM), covering confirmatory factor analysis (CFA), and path analysis are used, respectively.

Sampling

First, the qualitative method based on Interviews: In order to ensure the rationality of this research data to the greatest extent, the original data includes residents of Changzhi, Shanxi, and must include the following conditions: (1) The interviewees must be consumers who have watched e-commerce live broadcasts for more than three months (including three months), and have a deep understanding and knowledge of e-commerce anchors and e-commerce live broadcasts; (2) The gender and educational background of interviewees are purposively distributed, which can minimize the partial alienation of interviewees. Because this paper studies the mechanism of e-commerce anchor attribute on consumer's online behavior intention, this study finally selects 30 interviewers who meet the above requirements as pre-survey samples. On the basis of reading a large number of literatures about grounded theory research methods, this paper thinks that 18 samples meet the requirements of sample number.

Second, the quantitative approach makes use of a questionnaire survey : This research questionnaire is aimed at consumers who watch live e-commerce. In terms of region, this survey is based on the population of four communities in Changzhi City, Shanxi Province; Dianli community, Meiyuan community, Fuxiu Jiangnan community and Junhui Huafu community. The sample size of this study is based on Taro Yamane formula (Yamane, 1973) with 95% confidence level for minimum number of samplings (0.05 margin of error), with a total population of 7,460. Therefore, 418 questionnaires were purposive distributed to students through the questionnaire platform.

Research Instrument

According to the Interviews used Interviews form. The questions of this interviews will be mainly put forward from three aspects: e-commerce anchor attribute, consumers' internal state and consumer's online behavior intention.

According to the questionnaire development which based on measurements from various previous studies, are divided into 5 parts with 45 measurements. The measurement scale created is categorized as an interval scale and does not incorporate a demographic aspect of the respondents. Participants were instructed to express their answers to all inquiries using a 1 to 5 Rating scale and the last part is demographic data. The IOC index can be expressed as: $IOC = \sum R/N$, with "R" representing the score assigned to each questionnaire question and "N" representing the total number of scoring experts. The findings indicate that the IOCs for each question exceed the established criterion of 0.5. The reliability analysis presented that the acceptable criterion of Cronbach's Alpha should be at least 0.70 (Hair et al., 2010), the result of the study is 0.936, which is to accept the criterion.

Research Results

Demographic Profile of Respondents

The demographic profiles of a total of 418 respondents described their characteristics as the following: The majority of respondents are female at 53.8%

whereas males represented only 46.2% of total respondents. Most of respondents are aged higher than 30 years old at 48.1%, have graduated bachelor's degree at 61.5%, have held enterprise staff at 32.5%, have got an income between 3,000 and 5,999 Yuan at 40.7%, and have contact time with e-commerce between 1 and 2 years at 26.1%.

Confirmatory Factor Analysis

The adequacy of the hypothesized model in confirmatory factor analysis (CFA) can yield improved outcomes for path analysis. Two primary categories of fit measures are commonly used to evaluate the overall appropriateness of the model: absolute fit measures and incremental fit measures. The model data fitting results show that the ratio of chi-square to degree of freedom is 1.533, the data is far less than 2, and RMSEA is 0.036, with the value within 0.08; GFI is 0.880, and the value exceeds 0.8; AGFI is 0.864, which is greater than 0.8 (Hair et al., 2010). In terms of incremental fit measures, the scores of baseline comparisons fit indices of NFI, RFI, IFI, TLI, and CFI. CFI is 0.968 and the value exceeds 0.9; NFI is 0.914, the value exceeds 0.8, and IFI is 0.968 exceeding 0.9 (Hair et al., 2010).

Hypotheses Testing

According to the hypothesis relationship model of the action mechanism of e-commerce anchor attribute on Consumer's online behavior intention put forward above, this study uses SPSS 22.0 statistical analysis software to test 418 sample data through AMOS26.0, and the test results show that 22 of the 30 hypotheses put forward in this study meet the requirements of establishment, with the details shown in Table 1.

Table 1 Summary of hypothesis testing

NO.	Hypothesis	Results
H1a	The charm attribute of e-commerce anchor has a positive effect on Consumer's excitement;	Accepted
H1b	The charm attribute of e-commerce anchor has a positive effect on Consumer's sense of value;	Accepted
H1c	The charm attribute of e-commerce anchor has a positive impact on consumer trust.	Accepted
H2a	The recommendation attribute of e-commerce anchor has a positive effect on Consumer's excitement;	Accepted
H2b	The recommendation attribute of e-commerce anchor has a positive effect on Consumer's sense of value;	Accepted
H2c	The recommendation attribute of e-commerce anchor has a positive effect on consumer trust.	Accepted
H3a	The display attribute of e-commerce anchor has a positive effect on Consumer's excitement;	Accepted
H3b	The display attributes of e-commerce anchors have a positive impact on Consumer's sense of value.	Rejected
H3c	The display attribute of e-commerce anchor has a positive effect on consumer trust.	Rejected
H4a	The interactive attribute of e-commerce anchor has a positive effect on Consumer's excitement;	Accepted
H4b	The interactive attribute of e-commerce anchor has a positive impact on Consumer's sense of value.	Accepted
H4c	The interactive attribute of e-commerce anchor has a positive effect on consumer trust.	Accepted
H5	Consumer's excitement has a positive effect on their online behavior intention	Accepted
H6	Consumer's sense of value has a positive effect on their online behavior intention	Accepted

Table 1 Summary of hypothesis testing (cont)

NO.	Hypothesis	Results
H7	Consumer's trust has a positive effect on their online behavior intention	Accepted
H8	Consumer's excitement plays an intermediary role in the process that the charm attribute of e-commerce anchor affects Consumer's online behavior intention;	Accepted
H9	Consumer's excitement plays an intermediary role in the process that the recommendation attribute of e-commerce anchor affects Consumer's online behavior intention;	Accepted
H10	Consumer's excitement plays an intermediary role in the process that the display attributes of e-commerce anchors affect Consumer's online behavior intention;	Rejected
H11	Consumer's excitement plays an intermediary role in the process that the interactive attributes of e-commerce anchors affect Consumer's online behavior intention;	Accepted
H12	Consumer's sense of value plays an intermediary role in the process that the charm attribute of e-commerce anchor affects Consumer's online behavior intention;	Accepted
H13	Consumer's sense of value plays an intermediary role in the process that the recommendation attribute of e-commerce anchor affects Consumer's online behavior intention;	Accepted
H14	Consumer's sense of value plays an intermediary role in the process that the display attributes of e-commerce anchors affect Consumer's online behavior intention;	Rejected
H15	Consumer's sense of value plays an intermediary role in the process that the interactive attributes of e-commerce anchors affect Consumer's online behavior intention;	Accepted
H16	Consumer's trust plays an intermediary role in the process that the charm attribute of e-commerce anchor affects Consumer's online behavior intention;	Accepted

Table 1 Summary of hypothesis testing (cont)

NO.	Hypothesis	Results
H17	Consumer's trust plays an intermediary role in the process that the recommendation attribute of e-commerce anchor affects Consumer's online behavior intention;	Accepted
H18	Consumer's trust plays an intermediary role in the process that the display attributes of e-commerce anchors affect Consumer's online behavior intention;	Rejected
H19	Consumer's trust plays an intermediary role in the process that the interactive attributes of e-commerce anchors affect Consumer's online behavior intention;	Accepted
H20	Situational factor plays a positive role in the process of Consumer's excitement affecting their online behavior intention;	Rejected
H21	Situational factor plays a positive role in the process of Consumer's sense of value influencing their online behavior intention;	Rejected
H22	Situational factor plays a positive role in the process of Consumer's trust affecting their online behavior intention;	Rejected

Source: Data and information from this research

Data Analysis Results

1. Based on the research situation of e-commerce live broadcast, the concept of e-commerce anchor attribute is defined and its dimensions are divided: This study explores the mechanism of the effect of e-commerce anchor attribute on Consumer's online behavior intention under the background of e-commerce live broadcast by grounded theoretical qualitative method. In this study, the attribute of e-commerce anchor in e-commerce live broadcast situation is defined as a series of relatively stable and traceable common properties and characteristics that e-commerce anchor shows when introducing and recommending products to consumers through live broadcast on e-commerce live broadcast platform. It includes four dimensions: charm attribute, recommendation attribute, display attribute and interaction attribute,

in which charm attribute refers to the attraction and allure characteristics formed by the convergence of the appearance, appearance, voice and temperament of e-commerce anchors; Recommendation attribute refers to the characteristics that e-commerce anchors show when they guide consumers watching live e-commerce to purchase products recommended or displayed by themselves with their own professional knowledge or word-of-mouth accumulation in one or more fields; Display attribute refers to the features displayed by e-commerce anchors when they show the functions and uses of products; Attribute refers to the characteristics of e-commerce anchors and consumers in the process of mutual communication.

2. The theoretical model of the action mechanism of e-commerce anchor attribute on Consumer's online behavior intention is constructed, and the internal action path of the influence of e-commerce anchor attribute on Consumer's online behavior intention is revealed: Based on the results, the theoretical model framework of the action mechanism of e-commerce anchor attribute on Consumer's online behavior intention is constructed and the corresponding relationship hypothesis is put forward, and the internal action path of e-commerce anchor attribute on Consumer's online behavior intention is deeply analyzed. It is believed that the e-commerce anchor attribute mainly influences Consumer's online behavior intention by changing their internal state, and it mainly reveals the intermediary role of Consumer's excitement, value and trust in the process of e-commerce anchor attribute influencing Consumer's online behavior intention, and the moderating role of situational factors in the process of Consumer's internal state influencing Consumer's online behavior intention.

3. It is proved that the e-commerce anchor attribute has a direct influence on Consumer's internal state and Consumer's internal state on their online behavior intention: This study tests the relationship hypothesis that e-commerce anchor attributes affect Consumer's inner state and Consumer's inner state affects their online behavior intention. The results show that attractive attributes, display attributes and interactive attributes have significant positive effects on Consumer's excitement, while recommendation attributes, display attributes and interactive

attributes have significant positive effects on Consumer's sense of value. Attribution, recommendation attribute, display attribute and interaction attribute have significant positive effects on Consumer's trust, sense of value and trust have significant positive effects on Consumer's online collection behavior intention, and excitement, sense of value and trust have significant positive effects on Consumer's online sharing behavior intention and Consumer's online ordering behavior intention.

4. The moderating effect of situational factor on consumer's online behavior intention is not proved: In contrast, this finding does not provide support to the hypothesis that situational factor moderated the relationship between consumer's internal state and Consumer's online behavior intention.

Conclusion and Discussion

In this study, aiming at consumer's online behavior intention in the new environment of e-commerce, the grounded theory research method was used to make exploratory research, and the theoretical model framework of the action mechanism of e-commerce anchor attributes on consumer's online behavior intention was constructed, and the hypothesis of the relationship between variables was put forward. Then, it was tested by large sample data analysis, and finally the main research conclusions were summarized as follows:

1. Concepts and mechanisms

1.1 Based on the research situation of e-commerce live broadcast, the concept of e-commerce anchor attributes is divided into four factors: E-commerce anchor attributes may be described as a trait, character, or characteristic given to an e-commerce anchor based on grounded theory qualitative method and quantitative method. This study includes four dimensions: charm attribute, recommendation attribute, display attribute and interaction attribute, in which charm attribute refers to the attraction and allure characteristics formed by the convergence of the appearance, appearance, voice and temperament of e-commerce anchors; Recommendation attribute refers to the characteristics that e-commerce anchors show when they guide

consumers watching live e-commerce to purchase products recommended or displayed by themselves with their own professional knowledge or word-of-mouth accumulation in one or more fields; Display attribute refers to the features displayed by e-commerce anchors when they show the functions and uses of products; and interactive attribute refers to the characteristics of e-commerce anchors and consumers in the process of mutual communication.

1.2 The concept of consumer's internal state is divided into three factors: Based on the findings of rooted coding, the intrinsic consumer state is described as the alteration in cognition and emotion that happens when viewers of live e-commerce broadcasts are impacted by the characteristics of the e-commerce anchor. Three categories may be made out of it: excitement, sense of value, and trust. Excitement refers to the interest viewers have in a live broadcast due to their interest in a certain online retailer or online e-commerce anchor. This interest stems from media initiatives like advertising or internet buzz. Sense of value is what viewers of a live e-commerce show think the things the e-commerce anchor recommends are worth. When viewing a live e-commerce broadcast, buyers have trust in the e-commerce anchor since the e-commerce anchor explains the product.

1.3 The concept of consumer's online behavior intention: The willingness of customers to make an online purchase after being advised, displayed, or discussed by an e-commerce anchor in an e-commerce live streaming room is referred to as consumer buy intention.

1.4 The concept of situation factor: According to in-depth interviews, the situation factor may be assessed in terms of atmospheric characteristics, and atmospheric attributes can be measured in terms of atmospheric rendering artistry. On the other hand, E-commerce anchors create an exciting and stressful business marketing atmosphere by offering discounts, increasing their voices, and modifying their speaking pace to encourage consumers' desire to spend in the e-commerce live streaming scene. The scene tones and structure of the live broadcast room, on the other hand, make it immersive and continually increase buyers' urge to buy.

2. Analysis of the relationship

2.1 The effect of E-commerce anchor attributes on consumer's internal state: Zhao Baoguo and Wang Weifeng (2021) summarized e-commerce anchor characteristics as interactivity, authenticity, professionalism, and popularity, and concluded that anchor characteristics have a positive effect on consumers' perceived value, which in turn influences consumer trust. Whereas Yi Huang, et al. (2023), this study claims based on interview data and previous research, that the presentation, form, suggestion, charisma, explanation, and interaction qualities of e-commerce anchors influence consumers' intrinsic sentiments of trust, value, and interest. According to the results of first hypothesis found that the charm attribute of e-commerce anchor has a positive effect on consumer's excitement, sense of value, and trust. The second hypothesis found that the recommendation attribute of e-commerce anchor has a positive effect on consumer's excitement, sense of value, and trust. According to Wang et al. who contend that customers frequently follow the advice of opinion leaders, when the anchor can articulate the justification for the premium pricing of the food product, it will influence consumers' purchasing decisions. The public's familiarity with the anchor is referred to as their popularity. Higher visibility anchors often have more clout and respect in the sector. And the fourth hypothesis found that the interactive attribute of e-commerce anchor has a positive effect on consumer's excitement, sense of value, and trust. Customers who connect well are more likely to make purchases. When there is good interaction between anchors and consumers, it can reduce information asymmetry, improve consumers' shopping experiences, and increase consumers' willingness to pay more for certain high-priced food products, which are frequently of higher quality in terms of raw materials, production process, and nutritional value and such information is not easily understood by consumers (Zhan et al., 2021).

Whereas the results of third hypothesis found that the display attribute of e-commerce anchor has no effect on consumer's excitement, sense of value, and trust. From the standpoint of social commerce, visual perception is the most straightforward way for customers to get information about goods or services.

Through the information they see, consumers build firsthand perceptions of the product. Consumers' perceived risk and uncertainty of products may be successfully reduced by the product information offered via visibility (Dong & Wang, 2018). Consumers may acquire a lot of product information via live streaming in the live streaming environment. Previously, buyers could only observe the effect of things through photographs and videos. In live streaming purchasing, however, the streamer may present consumers with a live display of product impacts based on their individual scenario. Previously, shoppers could only grasp product information through photographs, paragraph introductions, and other means throughout the internet purchasing process. Whether from the seller's or buyer's standpoint, the substance and volume of information are relatively restricted owing to the restrictions of information distribution, and consumers may swiftly finish the collection and processing of commodities information. Because of changes in the way information is distributed in the live streaming network, the main content to the audience is frequently the display of dynamic effects. The audience must devote time and energy to gathering commodity information, which surely increases the difficulty of consumers in getting commodity information, resulting in the dispersion of consumer attention. It is tough to capture the attention of customers the first time.

2.2 The effect of the consumer's internal state on consumer's online behavior intention: The results of fifth hypothesis found that the consumer's excitement, sense of value, and trust have a positive effect on consumer's online behavior intention. Previous research has also shown that when consumers experience the stimulation of the anchor and the product throughout the process of live shopping, they create cognitive and emotional responses, which eventually lead to impulse consumption-like behaviors such as premium purchases. According to Yi Huang, et al. (2023), the study revealed that customers' fundamental feelings of trust, value, and curiosity influence their desire to buy online. Wang Bingcheng et al. (2022) developed a chain mediation model in which short video life field restoration influences consumers' purchase intentions via virtual touch and perceived value, with virtual touch and perceived value each mediating the positive effect of short video life field restoration on consumers' purchase intention.

2.3 The consumer's internal state plays an intermediary role in the process that E-commerce anchor attributes affects consumer's online behavior intention: The theoretical model of the influence of e-commerce anchor attributes on consumer willingness to buy constructed in this paper is consistent with the stimulus-organism-response theoretical model, the S-O-R model, which emphasizes the role of the organism and its driving forces and characteristics. Stimuli that arise from both internal physiological and psychological aspects as well as external elements influence consumer purchasing behavior. In this study, e-commerce anchor qualities are stimuli that impact the consumer's internal state, the consumer's internal state is the organism, and the readiness to buy is the behavioral reaction. The results of sixth hypothesis found that consumer's excitement, sense of value, and trust play an intermediary role in the process that the charm, recommendation, and interactive attribute of e-commerce anchor affect consumer's online behavior intention. According to the study by Li and Wu (2022) investigated how customers' views of anchorship impact their purchasing intention. The study discovered that anchor status significantly influenced consumers' purchase intention after controlling for the effect of perceived value, but had no significant effect on the effect of perceived risk on purchase intention, and that a high level of identification with the anchor could influence consumers' purchase intention. Whereas consumer's excitement, sense of value, and trust do not play an intermediary role in the process that the display attribute of e-commerce anchor affect consumer's online behavior intention. According to He and Jin, in case of purchasing food online, consumers cannot make judgments based just on the presentation of a product's look, which increases their need on internet anchors. Live streaming provides the qualities of immediacy, interaction, and authenticity. Distinct anchors will exhibit distinct characteristics during the live-streaming process with items, showing the anchors' professional skill and social traits, which have a directing influence on customers' purchase choice behavior. This research presents three primary features of anchors, which are interaction, professionalism, and popularity, by combining the characteristics of marketing strategies in the food business. Interactivity is an important element that determines consumer propensity to purchase food products.

2.4 The moderating effect of situational factor between consumer' internal state and consumer's online behavior intention: The results of seventh hypothesis found that situational factor plays a moderating role between consumer's excitement, sense of value, and trust and consumer's online behavior intention. According to Li and Wu (2023), this study argues that scenarios play a moderating role in the influence of consumers' intrinsic states on their purchase intentions. Through the symbolic meaning of the anchor's IP, the private scene of the anchor gains the emotional recognition of the fans, and the online e-commerce live scene is constructed to shape trust with emotion, so that the audience gains a sense of identity and belonging in trust, which in turn influences the audience's stay behavior and consumption behavior in the live scene (Zhou & Fan, 2021).

Recommendation

1. The attributes of E-commerce anchor strengthen E-commerce strategy

The strengthening of the charm attribute of e-commerce anchor: Therefore, e-commerce companies should improve from these three aspects when selecting anchors. First of all, when choosing an e-commerce anchor, e-commerce companies should pay special attention to the appearance and body shape of the anchor, and try to select people who are beautiful, handsome, tall and strong for training; At the same time, we should also choose some anchors with affinity to reduce Consumer's sense of alert when watching live broadcasts, which will help the two sides communicate more spontaneously; In addition, e-commerce companies should also pay attention to the requirements of the anchor's voice when selecting the anchor. The sweet timbre will make consumers feel better about the anchor invisibly, and e-commerce anchors should also use Mandarin as much as possible during the live broadcast. This will not only clearly express the product information, but also avoid the obstacles in interaction with consumers. Finally, e-commerce anchors should be helped to improve their personal charm and overall quality. As the saying goes, a beautiful appearance is not as good as an interesting soul. With the upgrading of consumers, the post-90s-based consumer groups are more

eager to pursue individuality and appreciate individuals with self-independence ideas. Therefore, only anchors with personal identification can stand out and gradually have their own loyal fans, and the premise of all this is to have a charming personality; Secondly, we should pay attention to cultivating the professional ethics of e-commerce, not only to improve their professional ability to introduce products, but also to improve their moral quality, so as to avoid vicious incidents of false publicity because they only focus on sales. In the long run, consumers will lose their overall goodwill and trust in this group.

The strengthening of the recommendation attribute of e-commerce anchor: Therefore, e-commerce companies should increase the professionalism, objectivity and exclusivity of recommendation of e-commerce anchors. First of all, e-commerce anchors should improve their professional knowledge of products and their fields, and organize anchors to conduct product knowledge training on a regular basis. In the face of the ever-changing live broadcast industry, anchors should not only grasp the most cutting-edge information in their field, but also integrate the acquired knowledge, combine the vital interests of consumers, and recommend products to every consumer professionally, thus enhancing Consumer's perceived value and promoting their behavior intention of online collection, sharing or placing orders. Secondly, e-commerce anchors need to pay more attention to fans' messages and needs, so as to meet Consumer's needs to the greatest extent, thus improving Consumer's stickiness and making them feel highly valued.

The strengthening of the display attributes of e-commerce anchor: Therefore, e-commerce companies should enhance the impact and innovation of e-commerce anchors. First of all, e-commerce anchors should make full use of the real-time nature of live broadcast technology, comprehensively and meticulously display all angles and details of products, and promote the promotion of Consumer's perceived value. Secondly, the innovation of e-commerce anchors in product display should be enhanced, which should not only be reflected in the means of e-commerce anchors to display products, but also have eye-catching display contents, thus making consumers feel happy and excited.

The strengthening of the interactive attribute of e-commerce anchor:

Therefore, e-commerce anchors should strive to improve from three aspects: interactive effectiveness, interactive immediacy and interactive balance. First of all, effective interaction is conducive to promoting the enthusiasm between e-commerce anchors and consumers. E-commerce anchors should improve the service quality, adhere to the consumer-centered service attitude, and give timely and patient answers to questions raised by consumers, which will greatly improve Consumer's satisfaction with their services and thus increase Consumer's enthusiasm for participating in anchor interaction; Secondly, every consumer wants to have his own exclusive sales consultant, but there is only one e-commerce anchor, but it has to face thousands of consumers. In this case, the main broadcast of e-commerce should not only introduce products to consumers, but also answer Consumer's questions in a timely and effective manner. Therefore, e-commerce anchors should have the ability to master and control the interactive rhythm, and at the same time have the ability to enhance and enhance the interactive stickiness and experience with consumers, so as to promote consumers to generate a series of online behavior intentions.

2. Strategies for improving Consumer's internal state in the context of e-commerce live broadcast

Promotion Strategy of Consumer's Excitement under the Influence of E-commerce Anchor Attributes: To improve Consumer's excitement when watching live e-commerce, it should be improved from the following three levels. First of all, we should enhance the appeal of e-commerce anchors during live broadcast. E-commerce is different from offline entities, and pays more attention to visual impact. Therefore, anchors with strong appeal can catch Consumer's attention in the whole process, and then better convey product information to them, causing their excitement. Secondly, e-commerce anchors enhance Consumer's online shopping experience when watching live e-commerce, help consumers to create the use scene after purchase as much as possible, and give psychological hints to consumers through the virtual scene construction, so that they can feel excited

about using the product. Finally, e-commerce anchors should pay attention to arousing Consumer's curiosity. For example, at the beginning or the end of the live broadcast, the key products to be recommended next will be introduced in advance by way of advance notice, which will arouse Consumer's curiosity and fill Consumer's expectations, thus boosting their excitement.

Strategies for Improving Consumer's Sense of Value under the Influence of E-commerce Anchor Attributes: First of all, attention should be paid to improving the professionalism of e-commerce anchors in product knowledge. For example, in the process of live broadcast, more professional terms should be used, and unfamiliar or complex product knowledge can be explained in easy-to-understand language, so that consumers can better understand the functions and effects of products and feel the value of products. Secondly, e-commerce anchors should pay attention to making more profits during the live broadcast, so that consumers can feel the benefits of price, thereby increasing Consumer's online stickiness. With the upgrading of consumer demand, people are not only looking forward to cheap products, but also eager to increase the added value of products. For example, when an e-commerce anchor introduces beauty products, consumers will expect the anchor to popularize relevant beauty knowledge or makeup artist. Therefore, when the e-commerce anchor broadcasts live, it should be interspersed with some added value appropriately. Secondly, high-quality service is also the premise of enhancing Consumer's sense of value.

Strategies for Improving Consumer's trust under the Influence of E-commerce Anchor Attributes: For traditional e-commerce companies, shelf-style web page presentation and human-computer interaction service exchange increase Consumer's perceived risks to products and businesses. The emergence of e-commerce anchors has greatly supplemented the alienation of human-computer interaction and the limitation of real-time synchronization. E-commerce anchors incarnate online shopping guides, which enhance Consumer's trust in businesses and products. Therefore, in order to enhance the trust of consumers, e-commerce anchors can improve from the following three aspects: speech, behavior and emotion. First of all,

we should pay attention to improving the persuasiveness of e-commerce anchors to consumers. For example, e-commerce anchors can choose some emotionally positive words in the process of recommendation. Secondly, we should pay attention to increasing the ways and means of display. For example, in the process of display, there is not only a positive lens, but also a multi-angle display. Finally, we should pay attention to emotional maintenance with consumers and treat them as friends, so that it is easier to build trust.

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