Article

Research on the Problems of Anchor Training Based on the Relationship between E-Commerce Anchor Live Broadcast Effect and Product Transaction

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Abstract: Based on the research on the relationship between live broadcast effect and product transaction of e-commerce anchors, this paper discusses the training of anchors, which provides a beneficial reference for e-commerce enterprises to cultivate excellent anchors. With its unique interactivity and authenticity, e-commerce live broadcast has won the love of many consumers. The purpose of this paper is to live through the analysis of the electric business anchor clinch a deal with products effect, the relationship between the explore the host training problems, cultivate good host to provide the reference for the electric business enterprise. This paper analyzes the impact of live broadcast effect of e-commerce anchors on product transaction rate from multiple dimensions. Based on the above analysis, this paper further discusses what aspects to train anchors. The article believes that an excellent e-commerce anchor needs to be professional, entertaining, interactive and other elements of live broadcast ability. Finally, combined with the actual situation of the e-commerce live broadcast market, this paper puts forward the problems and suggestions that e-commerce enterprises need to pay attention to when training hosts. The purpose of this paper is to analyze the internal relationship between the live-streaming effect of e-commerce anchors and the product transaction, and to deeply explore the related issues of anchor training, so as to provide a strong reference for e-commerce enterprises to cultivate excellent anchors.

Keywords: e-commerce anchor; training; anchor traits; live broadcast effect

1. Introduction

1.1. Research Background

In recent years, the development of the network world has entered a new era, and new media mobility has been related to every bit of People's Daily life. According to China Internet network information center (CNNIC) issued in the first half of 2023 the 51st of the China Internet network development state statistic report shows that: as of December 2022, $1.067 billion Internet users in China, the Internet penetration rate of 75.6% [1]. Among them, the number of mobile Internet users reached 1.065 billion [2], accounting for 99.8% of the total number of Internet users. In the first half of 2022, 841 million Chinese netizens participated in online shopping, accounting for 80 percent of all Internet users [2]. Among them, 99.7 percent of online shoppers made online purchases through mobile phones. The widespread popularity of mobile Internet promoted the rapid development of electronic commerce, implements the transition from traditional offline to online consumer

shopping habits, however, the present, live electricity marketing has attracted many attentions of the academic circles, scholars research focused on the live electricity industry and its operation mode, the live platform properties, business marketing strategy. Although studies have confirmed that the electricity live anchor effect will affect consumer purchase intention, but the influence on the path to explore the breadth and depth is not enough, many details and key link has not been dig.

In electricity the host training study, pay more attention to the host for the existing achievements product knowledge of professional master and live on. However, the depth of research on the internal relationship between live broadcast effect and product transaction is not good. Therefore, this study is to supplement and improve the influencing factors of product transaction under the situation of live broadcast effect of e-commerce, and synchronize the relevant influencing factors into the training of e-commerce anchors, so as to provide reference for the research of e-commerce anchors in related fields. It also provides reference for subsequent e-commerce live broadcast enterprises in operation and personnel training.

1.2. Research Significance

Previous studies have mostly focused on the overall mode of live broadcasting, consumer purchase behavior and other macro levels, and there is little in-depth analysis of the key factor of the anchor. By combing relevant literature, this study aims to clarify the key ability and quality of the anchor in the process of live broadcasting by analyzing the relationship between the live broadcasting effect of the e-commerce anchor and the product transaction. In order to put forward more scientific and reasonable training content, anchor training is essentially an important means of human resources development in the e-commerce industry. Clinch a deal with live effect, the product through the relationship research, can further perfect the theory of human resource development, the electricity, the application of this specific industry to fill the gaps, niche theory for subsequent scholars further study of electricity live provides a new perspective and theoretical basis.

Live streaming has become an important sales channel for e-commerce enterprises. It is directly related to the operation of enterprises to improve the effect of live broadcasting of anchors and promote product transaction. By studying the training of anchors, enterprises can accurately locate the training direction, formulate and improve the training content and methods. For individual anchors, good live broadcast effect and high product turnover rate are the key to success. Familiar with and understand the relevant factors, the host can be targeted to attend training, improve their own capabilities and the current live electricity industry, there is no complete system training, the training quality is uneven. Based on live effect and the research to the problem to clinch a deal the relationship between the host training to provide a scientific and normative reference standard training market.

2. Review of Relevant Theories

2.1. Research on E-Commerce Anchors

Definition of e-commerce anchor: E-commerce anchor: Network anchors who have certain professional knowledge in a certain commodity field, for the purpose of brand exposure and commodity promotion, show product information and use experience to users through online live broadcast function [3]. They provide consumers with commodity display through trial and experience sharing of commodities on the live broadcast platform, and then promote consumers to click and buy commodities [4]: A network anchor who has certain popularity in a certain field and has professional knowledge in this field, and transmits product information and usage details to consumers through online network broadcast for the purpose of product promotion and sales [5].

2.2. E-Commerce Anchor and Purchase Intention

In the context of online shopping, there is obvious information asymmetry between consumers and sellers. Consumers' judgment of goods mostly depends on the goods displayed by sellers and the comments given by other consumers. According to the innovation diffusion theory, it is difficult for two parties with the same cognition level to carry out effective information exchange. It can be seen that in the field of e-commerce,

anchors can play the role of opinion leaders only if they have more professional quality than the audience. In the space of e-commerce live broadcast, anchors make use of the form of live video to comprehensively present commodities to consumers, and carefully explain the uses, advantages and actual use effects of commodities. In addition, in the process of live broadcast, the anchor will respond to all kinds of doubts raised by consumers about the commodity on the spot. In addition, e-commerce live broadcast generally arranges the interaction between buyers and anchors. In this link, those consumers who have bought and used the goods will share their own experience of using them, thus providing valuable reference for other consumers.

The study of Bansal and Voyer (2000) found that consumers are more willing to consult professionals for purchase advice [6]. In the e-commerce live broadcast studio, anchors will introduce products in detail and display them in a dynamic manner. The measurement standard of anchors' professionalism refers to their professional knowledge related to products and fields. It also includes their experience and experience after using related products or services.

Well-known people with high visibility usually have a public image and have a certain degree of credibility. Because of this credibility, consumers will trust them more when they are exposed to the information they disseminate. The popularity of opinion leaders, on the one hand, reflects their recognition in the public group, on the other hand, it also shows the breadth and depth of their influence in the society, which is undoubtedly one of the key criteria to measure their popularity. In the field of e-commerce live broadcasting, the types of hosts are rich and diverse. Among them, there are not only stars with their own traffic, network celebrities who become popular on the Internet, but also shopkeepers who have accumulated rich experience in the field of related commodities. Anchors with high popularity generally have a large number of fans. When they recommend products, they are easy to use the celebrity effect to influence consumers' purchase decisions. In the shopping process, some consumers will have their own long-term attention and special love of the anchor, and even in the long-term interaction process, they will gradually become dependent on the anchor and follow the anchor, thus obtaining an experience very similar to that of star-chasing.

2.3. Basic Professionalism Required by the Anchor

Geoffrey Leech, a British linguist, once pointed out that the elements in the process of language communication mainly include speaker, audience, context, information, media and feedback. In the process of e-commerce live broadcast, all language expressions are used [7].

As for anchors, their attraction generally comes from their sense of humor, eloquence and professional knowledge and ability in introducing products when they interact with the audience. Compared with ordinary anchors, consumers are more willing to watch e-commerce anchors with high attractiveness and are willing to do so [8]. In other words, if the anchor is more attractive, the audience is more likely to establish a good interpersonal relationship with him, and generate more interest and recognition for the products recommended by the anchor [9].

Pan Yulin defines network interactivity as the characteristics [10] of information exchange between users and online merchants and between users and users through the Internet. In the context of e-commerce live broadcast, the interaction between hosts and consumers presents a multi-dimensional form of expression. Anchors pay close attention to the instant messages in the live broadcast room and respond quickly; In view of the live broadcast audience questions, the anchor will carefully answer; At the same time, fully meet the audience's various needs for product display, the above are the specific presentation of the interaction between the two. With the rapid development of economy and society, many people are facing the situation of insufficient social environment. However, the e-commerce live broadcast room skillfully constructs a high-density social scene, in which the audience can not only interact with the anchor, but also communicate with other viewers. This form of interaction greatly stimulates the dynamic changes of the audience's psychological level. In this study, the so-called interactive performance mainly focuses on the response speed, coverage of the audience and the actual results achieved by the anchor during the process of live broadcast.

Business Reserves refer to the knowledge or skills that anchors have in order to successfully sell products in the live broadcast room. They are derived from the daily accumulation of what anchors have seen and learned

inside and outside the live broadcast room. In the live broadcast room, the anchor's analysis of the products for sale, the ability to select products, and the sharing of relevant industry knowledge and information directly affect the effectiveness of a live broadcast, which are inseparable from the anchor's personal business reserves. In the process of live broadcast, the anchor's business reserve is embodied in five aspects: personal rich knowledge reserve, product understanding, product knowledge reserve, business expertise and product selection ability. The coding and analysis of interview texts and literature data also verify that the anchor's business reserve is one of the evaluation criteria for consumers' perception of the anchor's professionalism [11].

External Visible Traits refer to a relatively stable way of thought and emotion that can be externally observed and perceived by the anchor in the live broadcast. Such traits can be reflected in the internal temperament and thought of the anchor, as well as the external identity and image building. The new and unique external image, humorous conversation and professional identity of anchors in the live broadcast room can affect consumers' cognition of them, and then affect their attitude towards products

3. Research Method

3.1. Variable Selection

In the current field of e-commerce live broadcast industry, there are a series of words used to describe the performance of the anchor and convey the feelings of the audience. Anchor attributes, anchor characteristics, anchor characteristics, anchor characteristics, as well as perceived emotional value, innovative connotation and so on. From the perspective of category, these words are generally close. However, none of them has been precisely defined, and the differences between them have not been explained in detail. In order to ensure the accuracy of the expression in the research process, and ensure that the understanding of relevant models by different groups such as consumers and broadcasters will not deviate, it is necessary to conduct a comprehensive and systematic summary of the existing research results. In addition, a clear definition and explanation are given for the expressions selected in this study.

3.1.1. Anchor Attributes

Han Xiao also summarized the attributes of e-commerce hosts as charm attributes, recommendation attributes, display attributes and interaction attributes [12]. Wang et al. summarized the attributes as charm, interaction, recommendation, display, professionalism and trust [13]. Wang Jiabao et al. summarized the attributes of hosts as affinity, attraction, professionalism and inter activity in their study [14]. Wang et al. classified anchor attributes into Internet celebrity attributes and subdivided them into network popularity, popularity, purpose and inter activity [15]. Gao Feng, on the other hand, proposed that anchors need to be sincere, learning and listening, as well as the basic skills of authority in the field [16].

3.1.2. Characteristics of the Anchor

Wang Xiaoyu summarized the characteristics of anchors into five aspects [17]: product involvement, credibility, personalization, interactivity and innovation. Yin Yuan even mixed anchor traits and anchor characteristics in her research, and the expression was not clear [18]. Based on the above studies, it can be found that the term "anchor characteristics" and the specific content it contains are not consistent with the needs of this study. After all, in the process of deeply exploring the factors that influence the online purchase intention of consumers, the range of factors involved is extremely wide, and it is by no means limited to the personality characteristics of hosts themselves.

3.1.3. Anchor Characteristics

Li et al. summarized the characteristics of anchors as interactivity, entertainment, popularity and responsibility [19]. Tao Huotian proposed that the characteristics of Internet celebrity e-commerce anchors include similarity, informativeness, interactivity and professionalism [20]. E-commerce anchor plays the role of information source in the process of live shopping, so it should have the three characteristics of information

source influencing the audience, namely credibility, professionalism and attractiveness.

3.1.4. Anchor Features

Wei Jianfeng put forward professionalism, interactivity, attraction and popularity as the characteristics of the anchor [21]. Zhao et al. proposed that e-commerce anchors have key opinion leader characteristics, which are further subdivided into interactivity, professionalism and charm [22]. Xu Xia summarized professionalism, interactivity and popularity as the main characteristics of the anchor [23]. After systematic review and in-depth study of massive literature, this study considers two key dimensions when selecting specific anchor characteristics variables. The first is how the selected variables fit the common characteristics of most hosts, and the second is how to make these variables provide practical and effective guidance for the development of host groups and related institutions.

3.1.5. Perceived Emotional Value

Sweeney et al. (1998) believed that emotional value was the utility brought by the psychological emotion caused by the purchase of products or services [24]. Petrick (2002) believed that a certain kind of product emotional reaction, and this emotional reaction is like Sweeney et al. It is the descriptive judgment of consumers' pleasure brought by a certain product or service, including consumers' pleasure, excitement and happiness for the product or service [25]. In summary, this paper defines consumers' perceived emotional value of the product recommended by the e-commerce anchor as the real perceived service feeling brought by the product recommended by the e-commerce anchor, and the emotional representation of the anchor.

3.1.6. Innovation

With the continuous expansion of the e-commerce anchor group, the single mode of live broadcast and the serious homogeneity of live broadcast content, the "huckster" mode of bringing goods makes consumers have aesthetic fatigue, which leads to the decrease of consumers' interest in e-commerce live broadcast, and the lack of innovation of live broadcast content gradually appears [26]. Ma Quan (2016) believed that the innovation of network live broadcast includes three aspects [27]: interaction mode, content form and profit model. Zhang Jun (2018) believed that innovating high-quality live broadcast content is a powerful weapon for e-commerce live broadcast platforms to carry out content reform. Good content can provide valuable information for users and enhance customer loyalty [28]. Xiang (2020) believed that in the context of e-commerce live broadcasting, the relationship between brands and consumers should be strengthened through the innovation of live broadcasting content, such as finding anchors or celebrities that fit with brands and creating brand stories, so as to promote consumer purchase [29]. To sum up, this paper believes that the innovation of e-commerce hosts can be achieved by providing differentiated live broadcast content and forms for consumers, and creating distinctive sets and atmosphere in the live broadcast room.

Based on the above literature research and the definition of anchor characteristic variables in this study, this paper preliminarily puts forward the performance of China's livestreaming e-commerce hosts: professionalism, interactivity, well-known, entertainment, perceived emotional value, and innovation.

3.2. Model Construction

3.2.1. Research Hypothesis and Model Construction

In conclusion, this study believes that the relationship between the live broadcast effect and the product transaction is affected by the following factors: professionalism, interactivity, popularity, entertainment and perceived emotional value. After defining the concept of each variable and sorting out the logical relationship between the variables, this study makes the following hypotheses to demonstrate the relationship between each variable and purchase intention. Relevant hypotheses (see Table 1) and models (see Figure 1) are shown below.

Table 1. Content of research hypotheses.

| Hypothesis No.	Research Hypothesis
H1	Professionalism has a significant positive impact on product transaction
H2	Interactivity has a significant positive impact on product transaction
H3	Popularity has a significant positive effect on product transaction
H4	Entertainment has a significant positive effect on product transaction
H5	Perceived emotional value has a significant positive impact on product transaction
H6	Innovativeness has a significant positive impact on product transaction
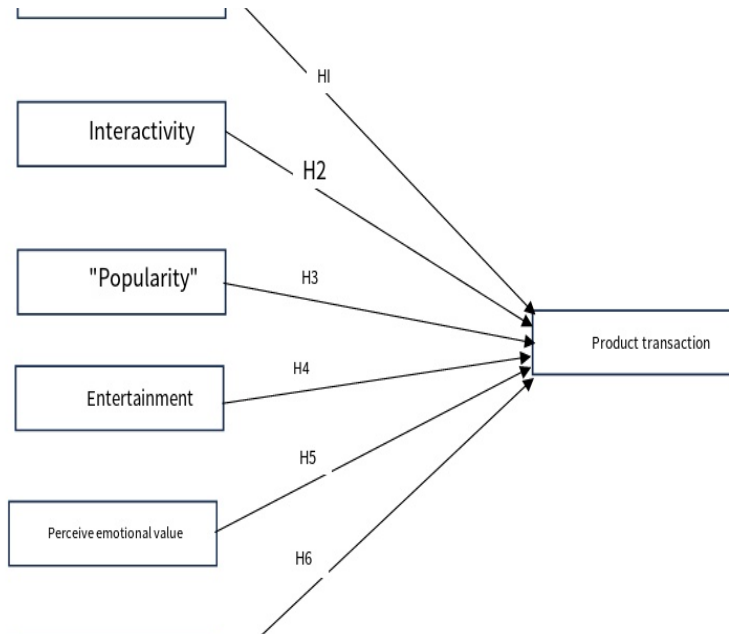
Figure 1. Research model.

This paper explores the training of product transaction relationship anchors based on the effect of live broadcast of e-commerce anchors. Firstly, the respondents who have watched live broadcast of e-commerce are screened on the basis of the questionnaire (as shown in Appendix A), and then the basic personal information is counted. The respondents freely choose different options according to their own situation.

3.2.2. Formal Distribution and Collection of Questionnaires

The questionnaire was sent and collected online through the questionnaire star, and the questionnaire star was spread among the people who met the survey object through the circle of friends and group chat to ensure the rich diversity of the sample. Finally, 290 valid questionnaires were obtained by removing the questionnaires that did not meet the conditions, filled in too short a time, and filled in the options randomly.

4. Empirical Analysis

4.1. Descriptive Statistical Analysis

4.1.1. Descriptive Statistical Analysis of the Basic Information of the Respondents

As shown in Table 2, 29 valid questionnaires were successfully collected in this study. In terms of gender distribution, males accounted for 55.2%, more than females, while females accounted for 44.8%. In terms of age, people aged 18 to 25 accounted for the most prominent proportion, up to 30.7%, while people over 60 accounted for the lowest proportion, only 10.3%.

Table 2. Basic information of the respondents.

Items	Categories	Frequency	Percentage
Gender	male	160	55.2
	female	130	44.8
Age group	Under 18 years old	25	8.6
	18 to 25 years old	89	30.7
	26 to 35 years old	52	17.9
	Ages 36 to 45	57	19.7
	46 to 60 years old	37	12.8
	Over 60	30	10.3
Occupation	Enterprise employee	119	41.0
	Civil servants/public institution personnel	3	1.0
	Self-employed	7	2.4
	Freelancer	15	5.2
	Student	114	39.3
	Retirees	30	10.3
	Others	2	0.7
Monthly income	RMB 3000 or less	156	53.8
	3001–5000 yuan	33	11.4
	5001–8000 yuan	80	27.6
	8001–10,000 yuan	15	5.2
	RMB 10,001 and above	6	2.1
Education level	Junior high school and below	12	4.1
	High school/technical secondary school/technical school	30	10.3
	Junior college	73	25.2
Education level	Undergraduate	161	55.5
	Master's degree or above	14	4.8
Average number of times per month to watch e-commerce live shopping	Once or less	36	12.4
	2–5 reps	69	23.8
	6–9 reps	88	30.3
	More than 10 reps	97	33.4
Total		290	100.0

Statistics by occupation category showed that the number of employees of the company ranked first, with 119 employees, accounting for 41.0% of the total number. Students followed with 114, accounting for 39.3 percent of the total. In sharp contrast, civil servants and public institutions had the lowest number of employees, only 3, accounting for 1.0%. In terms of the distribution of monthly income, the number of people with income of 3000 yuan or less is the largest, with a total of 156 people, accounting for 53.8%. There were 33 people in the range of 3001–5000 yuan, accounting for 11.4%. The number of people in the range of 5001–8000 yuan was 80, accounting for 27.6%. There are 15 people in the range of 8001–10,000 yuan, accounting for 5.2%. The number of people in the income group of 10,001 yuan and above is the least, only 6 people, accounting for 2.1% of the total number. Education level data show that the number of people with bachelor degree is the largest, as many as 161, accounting for 55.5% of the total. There were 73 people with junior college degree, accounting for 25.2

percent. There were 30 people with high school, technical secondary school or technical school education, accounting for 10.3 percent. The group with junior high school education or below is relatively small, with only 12 people, accounting for 4.1%. In addition, the number of people with master's degree or above is also small. A total of 14 students, accounting for 4.8%. As for the average number of times they watch e-commerce live shopping every month, those who watch more than 10 times account for the largest proportion, accounting for 33.4 percent. There are 88 people who watch it 6–9 times, accounting for 30.3 percent. There were 69 or 23.8 percent of those who had played between two and five times. The least number of people who watched it once or less was 36, or 12.4 percent.

4.1.2. Descriptive Statistical Analysis of Each Variable

As shown in Table 3, the minimum value of professionalism score is 1, the maximum value is 5, and the average value is 4.05, which is close to 5, indicating that people have a high evaluation on the professionalism of e-commerce live streaming on the whole; The minimum value of interactivity score was 1.33, the maximum value was 5.00, and the average value was 3.56, which was above the middle level, indicating that the respondents were above the middle in the overall evaluation of interactivity. The minimum value of popularity score was 1, the maximum value was 5, and the average value was 3.92, which was close to 4, indicating that the popularity evaluation of e-commerce live broadcast was good. The minimum score of entertainment was 1, the maximum score was 5, and the average value was 3.92. The minimum value of perceived emotional value was 1.25, the maximum value was 5, the average value was 4.00, and the average value was high, indicating that the respondents had a high evaluation of perceived emotional value of e-commerce live streaming. The minimum value of innovation score was 1, the maximum value was 5, and the average value was 3.37. The minimum value of product transaction score was 1.33, the maximum value was 5, and the average value was 3.63, which was at the upper middle level, indicating that the respondents' product transaction was general.

Table 3. Descriptive statistical analysis results of each variable (dimension).

Variables	N	Minimum	Maximum	Average	Standard Deviation
Professionalism	290	1.00	5.00	4.05	0.80
Interactivity	290	1.33	5.00	3.56	1.05
Prestigiousness	290	1.00	5.00	3.92	0.94
Entertainment	290	1.00	5.00	3.47	0.91
Perceived emotional value	290	1.25	5.00	4.00	0.80
Newness	290	1.00	5.00	3.37	0.99
Product closing	290	1.33	5.00	3.63	1.01

4.2. Reliability and Validity Test

4.2.1. Reliability Analysis

The reliability test refers to the reliability of the questionnaire, and the Cronbach Alpha reliability coefficient is usually used as the reliability index. When the Cronbach Alpha reliability coefficient is greater than 0.8, the reliability is high; when the Cronbach alpha reliability coefficient is between 0.7 and 0.8, the reliability is good; when it is lower than 0.7, the reliability of the scale is low, and the items need to be modified. The results are shown in Table 4 below:

As shown in Table 4, the reliability of professionalism, interactivity, popularity, entertainment, perceived emotional value and innovation of the questionnaire were 0.824, 0.775, 0.853, 0.844, 0.850 and 0.780, respectively, and the transaction reliability of the scale was 0.780, and the reliability coefficient of Lonbach Alpha was greater than 0.7. The reliability of the questionnaire is good.

Table 4. Reliability Analysis.

Dimensions	Items	CITC	Clonbach Alpha after Deleting Items	Kronbach Alpha
Professionalism	A1	0.695	0.757	0.824
	A2	0.647	0.779	
	A3	0.636	0.784	
	A4	0.617	0.792	
Interactivity	B1	0.594	0.715	0.775
	B2	0.620	0.688	
	B3	0.619	0.688	
Prestigiousness	C1	0.718	0.801	0.853
	C2	0.724	0.795	
	C3	0.730	0.788	
Entertaining	D1	0.677	0.814	0.844
	D2	0.724	0.768	
	D3	0.731	0.762	
Perceived emotional value	E1	0.712	0.800	0.850
	E2	0.672	0.818	
	E3	0.697	0.807	
	E4	0.682	0.814	
Newness	F1	0.673		0.804
	F2	0.673		
Product closing	G1	0.621	0.699	0.780
	G2	0.601	0.720	
	G3	0.630	0.689	

4.2.2. Validity Analysis

In this study, the data validity level was verified by KMO and Bartlett's test of sphericity. The KMO value ranged between [0,1]. When the KMO value exceeded 0.8, it indicated that the construct validity was at a high level. When the KMO value exceeds 0.8, the construct validity is at a high level. When the KMO value is between 0.7 and 0.8, the validity is high. If the KMO value is less than 0.6, it indicates that the validity is relatively low, but it is still within the acceptable range. If the KMO value is less than 0.6, it indicates that the validity is not good, and the relevant questions need to be corrected and redesigned.

As shown in Tables 5 and 6, the KMO value of the independent variable scale is 0.9, the approximate risk value is 2635.547, and the *p* value is less than 0.001. The KMO value of the product transaction scale is 0.705, the approximate chi-square value is 272.285, and the p value is less than 0.001, indicating that the validity of this study is good and the factor analysis can be carried out.

Table 5. Variable KMO and Bartlett's test of sphericity.

Number of KMO Sampling Appropriateness		0.900
Bartlett's test of sphericity	Approximate Chi-square	2635.547
	Degrees of freedom	171
	Significance of significance	0.000

Table 6. Product transaction scale KMO and Bartlett's test of sphericity.

KMO Sampling Appropriateness Quantity		0.705
Bartlett's test of sphericity	Approximate Chi-square	272.285
	Degrees of freedom	3
	Salience	0.000

Firstly, the independent variable scale is tested as shown in Tables 7 and 8. Six common factors are extracted at one time, and the cumulative explained variance is 72.874%, which is greater than 60%. The factor loading of all items is greater than 0.5. The test results showed that the six factors were as follows: factor 1 (perceived emotional value), factor 2 (professionalism), factor 3 (popularity), factor 4 (entertainment), factor 5 (interactivity) and factor 6 (innovation), which were consistent with the theory. Secondly, the exploratory factor analysis results of the product transaction scale are shown in Table 8. The cumulative variance explanation rate is 70.07%, which is greater than 60%.

Table 7. Explanation of total variance of variables.

Ingredients	Extract the Sum of Squared Loads			Rotate the Sum of Squared Loads		
	Total	Percent Variance	Cumulative %	Total Amount	Percent Variance	Cumulative %
1	5.321	28.006	28.006	2.825	14.870	14.870
2	2.609	13.732	41.738	2.602	13.692	28.563
3	2.043	10.753	52.491	2.339	12.312	40.875
4	1.397	7.351	59.843	2.313	12.173	53.048
5	1.291	6.793	66.635	2.087	10.983	64.032
6	1.185	6.239	72.874	1.680	8.843	72.874

4.2.3. Regression Analysis

In order to study the specific influence of multiple factors such as professionalism, interactivity, popularity, entertainment, perceived emotional value and innovation on product transaction in e-commerce live broadcast, multiple linear regression analysis was conducted with product transaction as dependent variable and multiple factors in e-commerce live broadcast as independent variables.

As shown in Table 9, the R square of the regression equation is 0.690, indicating that all independent variables in the regression model can explain 69% of the variation of the dependent variable. The VIF value is less than 3, and there is no serious collinearity problem. The F value is 104.943, less than 0.001, and the regression model is overall significant, among which professionalism ($\beta = 0.124$, t = 3.073, $p = 0.002$), interactivity ($\beta = 0.598$, t = 15.557, $p < 0.001$), entertainment ($\beta = 0.122$, t = 3.390, $p = 0.001$), perceived emotional value ($\beta = 0.086$, t = 2.231, $p = 0.026$), innovation ($\beta = 0.214$, t = 5.952, $p < 0.001$) had a significant positive impact on product transaction, that is, when any of the factors of professionalism, interactivity, entertainment, perceived emotional value and innovation increased, the product transaction increased accordingly, while the well-known had no significant impact on the product transaction ($p > 0.05$).

As shown in Table 10, regression equation: product transaction 0.6190.157 "professionalism" 0.576 "interactivity" 0.020 "Well-known" 0.135 "entertainment" 0.109 "perceived emotional value" 0.218 "Innovation".

Table 8. Product transaction component matrix.

Items	Ingredients					
	1	2	3	4	5	6
A1		0.772				
A2		0.767				
A3		0.763				
A4		0.746				
B1					0.778	
B2					0.781	
B3					0.814	
C1			0.849			
C2			0.859			
C3			0.865			
D1				0.835		
D2				0.857		
D3				0.871		
E1	0.825					
E2	0.777					
E3	0.794					
E4	0.796					
F1						0.878
F2						0.886

Table 9. Explanation of the total variance of the product transaction scale.

Ingredients	Total	Percent Variance	Cumulative %	Total	Percent Variance	Cumulative %
1	2.102	70.071	70.071	2.102	70.071	70.071

Table 10. Regression analysis of product transaction.

	B	Standard Errors	Beta.	t	p	VIF
(constant)	−0.619	0.240		−2.578	0.010	
Professionalism	0.157	0.051	0.124	3.073	0.002	1.490
Interactivity	0.576	0.037	0.598	15.557	0.000	1.347
Prestigiousness	−0.020	0.038	−0.018	−0.510	0.611	1.171
Entertaining	0.135	0.040	0.122	3.390	0.001	1.173
Perceived emotional value	0.109	0.049	0.086	2.231	0.026	1.357
Newness	0.218	0.037	0.214	5.952	0.000	1.183
R^2				0.690		
R after adjustment				0.683		
F				104.943 ***		

Note: *** $p < 0.001$.

5. Research Conclusions

5.1. Conclusions

This study draws from: This paper discusses the influencing factors of the live broadcast effect of e-commerce anchors on product transaction from six perspectives: professionalism, interactivity, popularity, entertainment, perceived emotional value and innovation. Through the overview of relevant theories, hypotheses are put forward and research models are established for relevant factors. Relevant data are collected by sending out questionnaires, and hypotheses are tested after analysis. The final test results are shown in Table 11 below:

Table 11. Results of Hypothesis Testing.

Hypotheses	Test Results
H1: professionalism has a significant positive impact on product transaction	Established
H2: Interactivity has a significant positive impact on product transaction	Established
H3: Well-known has a significant positive effect on product transaction	Not true
H4: Entertainment has a significant positive impact on product transaction	Established
H5: Perceived emotional value has a significant positive impact on product transaction	Established
H6: Innovativeness has a significantly positive impact on product transaction	Established

H1: *Professionalism has a significant positive impact on product transaction (established).*

The professionalism of anchors plays an extremely critical role in the process of product transaction. When anchors have deep professional knowledge of the products they sell, they can clearly and comprehensively introduce the features, advantages and usage methods of the products to the audience. For example, in the sales of electronic products, professional anchor can detailed product technical parameters, such as processor performance, such as camera pixels, let consumers understand these parameters represent practical significance, to help consumers better understand the value of products, enhance their confidence in the product. This trust can greatly influence consumers' purchasing decisions and make them more willing to place orders for purchases.

H2: *Interactivity has a significant positive impact on product transaction (established).*

Interactivity is a major feature of live streaming and also an important factor affecting product transaction. The interaction between the anchor and the audience can create an active and enthusiastic atmosphere and let the audience participate in the live broadcast. For example, the host can use questions to guide thinking, active atmosphere in the studio lottery, can quickly grasp the audience's attention, fully arouse their interest, these not only increase the residence time in the studio audience, can also make the host to have a better understanding of the audience needs and ideas.

H3: *The empirical analysis results show that well-known has no significant positive impact on product transaction.*

In the regression analysis, this variable is excluded, which is different from the conclusion of previous research papers at home and abroad. Meng Fei (2012) believes that popularity refers to the degree to which an organization or individual is known by the public. Meng Fei (2012) believed that popularity refers to the degree to which an organization or individual is known by the public, and it also refers to its influence in society, which is the standard to measure the reputation. Previous studies have indicated that the consumer will have higher social status, known to the public, high-profile opinion leaders to form a prominent effect, because of his trust and popularity, consumers are more willing to accept and adopt the Suggestions [30] of the Zhao Baoguo etc. (2021) argue that the higher electricity the popularity of the host, then the greater the influence, Zhao et al. (2021) believed that the higher the popularity of e-commerce anchors, the greater their influence. A well-known e-commerce anchor has a large number of loyal fans, and the goods recommended by the anchor are often loved and sought after by the fans. However, other consumers, influenced by the people who have purchased in the live broadcast of the anchor, usually choose to follow

the behavior of others to reduce the shopping risk [31]. In the later to pay a return visit investigation samples found part of the surveyed people think web celebrity such well-known sex will anchor because of its influence, fan effect, more easily in the process of live with cargo fraud fan, lead to take goods overturned, heat consumption of fans. Due to the high popularity and fan base of well-known hosts, brands may set higher product prices when cooperating with them to share the cost of live streaming, including pit fees and commissions. Consumers may find that the price of the product purchased in the live broadcast of the anchor is higher than that of other channels, or the price of the product does not match the actual value. And famous anchor once appear, personal negative events, such as improper words and deeds, tax issues, etc., will directly affect the live with the effect of the cargo. Consumers may because of the host negative view of the individual, and resist the host recommend all of the products, so in the face of the famous anchor in sexual selection when the need to achieve the optimal use of the process of weighing.

H4: *Entertainment has a significant positive impact on product sales.*

Research shows that the entertainment value of short video advertisements can directly increase consumers' purchase intentions, and this effect is equally significant in social media advertising, especially for fashion products. Moreover, interactivity and precision (highly related to entertainment) have the greatest influence on purchase intentions. Therefore, enhancing the entertainment value of advertisements is an effective strategy to promote sales.

H5: *Perceived emotional value has significant positive influence on product clinch a deal (established).*

Perceived emotional value plays an important role in product clinch a deal. When anchors can convey their feelings through live broadcasting, they can touch the hearts of consumers and trigger their emotional resonance. In sales, for instance, a memorial significance of goods, the host can tell the story behind the product, can true expression to product the real feeling, let the consumer feel products is more than just a goods, is a kind of emotional sustenance. This kind of emotion transfer can let consumers have special emotion identity of product, thus increasing their willingness to buy the product.

H6: *Innovation has a significant positive effect on product clinch a deal (established).*

In today's competitive market environment, innovation is one of the important factors to attract consumers. When anchor the recommended product innovative, able to stimulate the curiosity of consumers and exploratory. For example, for an electronic product with new functions, the anchor can show its unique design and innovative functions in detail during the live broadcast to impress consumers. Such innovativeness can make the product stand out among many similar products and attract consumers' attention.

5.2. Suggest

5.2.1. Training Objectives

Through systematic training, the ability of e-commerce anchors in professionalism, interactivity, entertainment and perceived emotional value can be improved, the effect of live broadcasting of anchors can be enhanced, the product turnover rate can be improved, and more competitive and influential e-commerce anchors can be cultivated.

5.2.2. Training Objects

Those who are interested in e-commerce live streaming industry or want to improve their ability of live streaming, including but not limited to novice anchors and anchors who have certain experience but need further improvement.

5.2.3. Training Content and Arrangement

(1) Professional Improvement

Product knowledge in-depth training content: Product knowledge in-depth mining: arrange professional

industry lecturers to systematically explain different categories of products. Taking electronic products as an example, lecturers should not only introduce the basic parameters of the product in detail, such as processor model, memory capacity, screen resolution, etc., but also deeply interpret how these parameters affect product performance and user experience. At the same time, compared the advantages and disadvantages of similar products, let the host know their products unique positioning in the market. Anchors need to pass the assessment to accurately remember and express the key information and advantages of the product.

Professional question response skills: collect high-frequency professional questions raised by consumers in past live broadcasts and organize simulated Q&A scenarios. In live training in food products, for example, for the product should be how to cook more delicious, what people are not suitable for this product, this kind of problem, the host wants to be able to combine product composition and characteristics, professional and personalized solutions are given. During the training, lecturers make comments in real time, correct the deficiencies in the anchors' answers, and improve their ability to respond quickly and answer professional questions accurately.

Industry dynamics and trend insight: Regularly invite industry experts to hold lectures to share the latest industry trends, technological innovations and future development trends. For example, in the field of clothing live broadcasting, experts explain the popular elements of the season, the research and development and application of new fabrics, etc. By understanding the cutting-edge information of the industry, anchors can integrate fashion trends and industry development directions when introducing products, which not only shows professionalism, but also provides consumers with more forward-looking shopping suggestions and enhances consumers' trust in anchors and products.

Language expression training, content: language expression fluency and logic of the special training, including how to clearly and orderly introduction of products, how to use simple and accurate language to answer questions from the audience. Through the simulation of live broadcast scene for training, teachers give comments and guidance. Arrangement: theoretical explanation and case analysis, live group simulation training, one-to-one counselling and summarized.

(2) Interactive Reinforcement

Interactive frequency and skills training content: Diversified interactive forms Training: Training anchors to master a variety of interactive ways, in addition to common questions, lottery, but also the introduction of game links, such as "guess the price" game in the live broadcast. After introducing the details of the product, the anchor will guide the audience to guess the price of the product through bullet screen voting, which increases the suspense of the price and makes the audience stay in the live broadcast room waiting for the final price to be revealed.

To simulate the real-time interactive feedback training: live rehearsal, requires attention to the comments section dynamic host, each message prompt reply to the audience. In view of the audience's questions about the product, the anchor should answer them in detail with enthusiasm and patience. If the audience asks about the use of a certain fitness equipment, the anchor should not only describe it in words, but also demonstrate the correct action on the spot. For the audience's praise or Suggestions, the host will actively respond, thank and promised to improve. Through repeated practice, the ability of real-time interactive feedback of the anchor should be improved to establish a good emotional connection with the audience.

Guide the improvement of interactive skills, content: teach effective skills to guide the audience to pay attention, like, share, such as setting reward mechanism, creating a sense of urgency, etc. Through practical practice, students can master the method of guiding interaction. Arrangement: theoretical explanation and guidance skills, group brainstorming to design guidance scheme, simulated live broadcast to guide practice and summary.

(3) Entertainment Shaping

Language training content: humorous language and performance skills training: invite comedian or a professional performing teachers give priority to teaching, humorous language skills, such as using pun, exaggeration, the punchline. In the food live broadcast, the anchor can say, "When this potato chip is opened, the aroma directly kidnaps my nose". By acting training, improve the host expression, action, such as display expression exaggeration to enjoy food, let the audience more attracted to entertainment content, increase the

interest in studio.

Combine entertainment and interactivity organically to design fun interactive entertainment links. Take the live broadcast of clothing as an example, a "fashion collocation challenge" can be held. The audience will leave comments in the comment section to share their collocation scheme, and the anchor will make comments in real time to select the best collocation and give prizes to the participants. This method not only enhances the audience's enthusiasm for participation, but also adds entertainment to the live broadcast, thus driving the sales of products

Live broadcast atmosphere construction, content: Teach how to create a relaxed, happy and interesting live broadcast atmosphere, including the selection of background music, the layout of the picture, the integration of performance elements, etc. Through practical operation, students can master the skills of atmosphere creation. Arrangement: explain the elements of atmosphere creation, visit the live broadcast room to learn better atmosphere creation, and students simulate live broadcast to create atmosphere practice.

(4) Cultivation of Perceived Emotional Value

Product emotional story mining and telling: Invite professional story creators to help anchors excavate the emotional stories behind the products. For a handmade jewelry, we can start from the designer's inspiration source, the careful details in the production process and the emotional implication contained in the jewelry. The anchor can be trained to tell these stories in vivid and appealing language, so that consumers can empathetic through changes in tone, speed and emotional investment. At the same time, excellent emotional story telling cases are shared, so that anchors can learn how to grasp consumers' emotional pain points and trigger emotional resonance.

Anchor charm and affinity promotion: to carry out the image creation and communication skills training. In terms of image, according to the type of live broadcast product and target audience, the anchor designs appropriate dress style and makeup to show a professional and cordial image. In terms of communication skills, anchors are taught to use mild and friendly language to express themselves and avoid overly blunt or commercial expressions. For example, in the live broadcast, use more words such as "pro" and "we" to get closer to the audience, and share the real interesting stories and emotional experience of using the product, so that consumers can feel the sincerity and enthusiasm of the anchor and enhance their favorability to the anchor and the product.

(5) Innovative Stimulation Training

Build a cross-department team, including product r & d personnel, marketing personnel and anchors, to discuss the innovation of products together. Take intelligent household products, research and development personnel will be detailed in the product with the innovation of technology and have unique features, such as intelligent voice control, remote operation function. After that, the hosts will be trained to show these innovative highlights in novel and interesting ways. For example, making creative demonstration videos and conducting comparative experiments can help consumers see the innovation of products directly, thus stimulating their desire to buy.

Introduce hosts to the latest live-streaming technologies and tools, such as virtual reality (VR), augmented reality (AR), and 360-degree live streaming. Then organize the anchors to conduct practical exercises and use these technologies to innovate the way of presenting products. Taking real estate live broadcasting as an example, with the help of VR technology, consumers can visit the internal structure of the house and understand the surrounding environment without leaving home. At the same time, hosts are encouraged to give full play to their creativity and explore new forms such as outdoor live broadcasting and expert cooperation live broadcasting, so as to bring new viewing experience to the audience, enhance the attractiveness of live broadcasting and further improve the product transaction rate. Innovative use of marketing means:

To carry out the marketing courses, to anchor the present popular innovative marketing techniques, such as limited flash sales, group purchase discount, custom service, etc. According to the characteristics of different products and the target audience, primarily for personalized innovative marketing solutions. During the live broadcast of clothing, the "limited-time 50% discount" campaign was launched to create an intense atmosphere of buying; For high-end products, personalized customization services are provided to meet the unique needs of

consumers. In the process, anchors are also trained on how to effectively promote these marketing activities during live broadcasts and attract consumers to place orders.

5.2.4. Training Evaluation

(1) Theoretical assessment: through the written examination, assess the students' mastery of theoretical knowledge such as product knowledge, interactive skills and fan operation.

(2) the practice examination: arrange live simulation evaluation, according to the students in the live performance, including professional, interactive, entertaining, emotional expression, innovative, etc.

(3) Comprehensive evaluation: comprehensive evaluation is made based on the students' learning performance during the training, the completion of live broadcast tasks, and the participation in group discussion.

5.2.5. Training Follow-Up Support

(1) Establish student exchange group: it is convenient for students to continue to exchange experience, share knowledge and solve problems together after the training.

(2) In order to ensure that the knowledge is applied, it is necessary to visit the students regularly for a period after the training. Through the return visit, the students will have an in-depth understanding of the application of the knowledge and skills they have learned in the actual work scenarios, and according to their feedback problems and confusion, they will give targeted guidance and practical suggestions.

6. Research Prospects and Shortcomings

6.1. Prospects for the Development of E-Commerce Live Broadcasting

6.1.1. E-Commerce Live Broadcasting Has Become an Inevitable Trend in the Development of China's E-Commerce Industry

The development of network technology and mobile devices, for the rapid propulsion of live wave ramming. Anchor head more layout in different fields, all-round business landscape, momentum of development progresses day by day; Waist and tail anchors are also not willing to lag behind, continue to cultivate, constantly tap their own potential, and strive to enhance their influence. Under the development trend of this industry, the ecology of live streaming industry has gradually shown a diversified pattern, with rich formats and optimistic prospects. With the acceleration of digitalization, e-commerce live streaming has become a new force in the field of e-commerce. It has become an important force that cannot be ignored and has a profound impact on the development of the industry. From the original novel marketing means, to now an indispensable part of consumers' shopping journey, e-commerce livestreaming has not only changed the way people shop, but also reshaped the pattern of brand promotion and sales. Looking forward to the future, e-commerce anchor live broadcast and related training will usher in many changes and opportunities, injecting new vitality into the development of the industry.

6.1.2. Future E-Commerce Live Broadcast Will No Longer Be Limited to Simple Product Introduction and Promotion

Anchors will dig deeply into the stories behind products, cultural connotions and industry trends to provide more valuable information for viewers. For example, in the beauty live broadcast, anchors will not only show the use effect of products, but also explain the ingredient science and research and development process of cosmetics, and even share the trend prediction of the beauty industry. In terms of agricultural products, the anchor may lead the audience into the field to learn about the planting process and growing environment of crops, as well as the hard work of farmers, which endows agricultural products with more emotional and cultural value. Through the output of such in-depth content, the audience will have a more comprehensive understanding of the product, and the purchase decision will be more rational. At the same time, it can also enhance the attractiveness of the live broadcast and the loyalty of the audience. The categories of live broadcasting will also be further expanded. With increasingly diversified consumer demands, e-commerce live streaming will cover more niche and emerging fields. In addition to the popular clothing, beauty makeup, such as food category, like

manual customization, high-end art, personalized service, and other products and services also will be live on stage. This will provide consumers with more unique shopping options to meet their personalized and differentiated consumer needs, while also providing a platform for more niche brands and entrepreneurs to display and sell.

6.1.3. Live on Technology Innovation and Integration

Continued advances in technology will bring new experience for electricity anchor broadcasts. Virtual reality (VR) and augmented reality (AR) technology will get more extensive application. Live on furniture, household goods, consumer using VR devices, will be able to feel furniture as it were, in effect is put in their own space, previews decorate a style, greatly improve the intuitive and decision-making accuracy of the shopping. AR technology can be used for live beauty makeup, consumers through mobile phone camera, can on his face on the real-time simulation of the cosmetics makeup effect, avoid the problems such as colour, choose wrong to return, to improve shopping satisfaction. In addition, the artificial intelligence (AI) technology will help the host to better understand the needs of the audience. AI can real-time analysis audience's comments, questions, and watch the behavior, give priority to provide personalized recommendation strategy. For example, when the AI analysis the audience showed interest to certain functions of product, the host can adjust live rhythm, emphasis on the related products, precision marketing. At the same time, AI may also be used to generate virtual anchors, which can continue to provide services for the audience when the anchors are at rest or in specific scenes to ensure the continuity and stability of the live broadcast

6.1.4. Make Clear Your Positioning for the Anchor

According to their current situation, goals and field of live broadcasting, anchors can define their positioning and carry out training and learning from the following aspects: analyze their own strengths and weaknesses: by reviewing past live broadcasting performance and collecting audience feedback, they can clearly understand their strengths and weaknesses in professionalism, interactivity, entertainment, emotional value transmission and innovation. For example, if the words are often not satisfactory in the introduction of products, the language expression training is the focus; If there is little interaction between audience messages, it is necessary to focus on improving the frequency and skills of interaction. Define the field of live broadcasting: different fields put different emphasis on the ability of anchors. Combined with the target audience: understand the characteristics of the target audience, such as age, gender, interests and hobbies. Set short-term and long-term goals: Short-term goals can be to master the knowledge of a specific product and improve a certain interactive skill (such as effectively guiding the audience to like and share) within this month; The long-term goal can be to become a popular anchor with a unique style (such as being known for being professional and humorous) in his field within six months. Based on these goals, choose the training content and make a study plan.

6.1.5. For Live Broadcasting Agencies

Develop a comprehensive training system: according to the above training content, build a complete training system covering professionalism, interactivity, entertainment, perceived emotional value training and innovative stimulation. Select and cultivate professional teachers, and customize personalized training programs: deeply understand the characteristics, advantages and disadvantages of its anchors, as well as the field of live broadcasting and the target audience, and formulate personalized training programs for each anchor. Combination of simulation and practice: carry out a large number of simulated live broadcast training, provide practice scenes for different training modules, so that anchors can exercise and improve their ability in a near-real environment. Establish assessment and incentive mechanism: establish a scientific and reasonable assessment system to evaluate the learning results of anchors in each training module, such as product knowledge assessment, interactive ability assessment, entertainment effect assessment, etc. For anchor bolo, targeted intensive training or adjust the direction of live. Interagency collaboration support: in product innovation and display window mining training, product development, market and anchor close collaboration,

break the barrier of the department, promote information sharing and communication, let the host better understand product innovation point, and can effectively to show to the audience. Continue to follow up and feedback: after the training, continue to focus on the performance and growth of the host, collecting the audience feedback and market data, evaluate training effect. According to the actual situation, adjust the training content and methods, to strengthen the effectiveness of the training and adaptability, improve the comprehensive ability of the host and the competitiveness of the broadcast institutions.

6.2. Research

6.2.1. Incomplete Consideration of Research Variables

Insufficient basic condition of anchor dimensions: in discussing the host broadcast effect, may only consider some factors, such as professional knowledge, sales skills, personal style, while ignoring the other equally important factors, such as psychological quality, team cooperation ability. These factors also have an important impact on the live broadcast effect and product turnover rate of anchors.

The complexity of the relationship between live broadcast effect and product transaction: the relationship between live broadcast effect and product transaction may be affected by a variety of factors, such as market demand, product quality, price strategy, etc. In the study, may not fully consider the role of these external factors, lead to anchor foundation conditions and effects of broadcast, product clinch a deal the relationship between the correlation analysis is not comprehensive.

6.2.2. Deficiency of Quantitative Analysis

Lack of specific quantitative indicators: In the process of research, there may be a lack of specific quantitative indicators to measure the basic conditions of the anchor, live broadcast effect and product turnover rate. Which may lead to describe and explain the result of the research is not enough accurate and objective.

The limitations of data analysis methods: in the process of data analysis, can use only the simple statistic analysis methods, such as descriptive statistics, regression analysis, etc. Although these methods can reveal some basic rules, they may not be able to dig deep into the deep information and potential rules behind the data.

6.2.3. The Effect of E-Commerce Anchor Is Too Extensive

Anchor of the electricity suppliers live effect is not specific to the kind of anchor, reality of the different types of live with the owner on the form is different, look at the audience also have very big distinction, electricity anchor with goods is a complete industry chain, each of the different factors will lead to the effects of the whole live if the article can specifically for with a small class specific electricity anchor groups, If this article can be specifically targeted at a small group of specific e-commerce anchors, its research will be more accurate and more valuable.

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Conflicts of Interest

The authors declare no conflict of interest.

Appendix A

Investigation on the Relationship between live Broadcast Effect and Product Transaction of E-Commerce Anchors

Dear respondents,

Hello! Thank you very much for taking the time to participate in this survey about e-commerce live streaming. Your feedback will be for us to further understand electricity live audience behavior and preferences to provide important basis, using anonymous questionnaire form, please feel free to fill out. Thank you again for your support and cooperation!

I   Basic information

1. Your gender: [single choice]

○ Male ○ Female

2. Your age: [single choice]

○ Under 18 years old

○ 18~25 years old

○ 26~35 years old

○ 36~45 years old

○ 45 ~60 years old or above

3. Your occupation: [single choice]

○ Enterprise employee

○ Civil servant/public institution personnel

○ self-employed

○ Freelancers

○ Students

○ retirees

○ Others

4. Monthly income range: [single choice]

○ 3000 yuan or less

○ 3001 to 5000 yuan

○ 5001 to 8000 yuan

○ 8000 to 10,000 yuan

○ 10,000 yuan and above

5. Your education level: [single choice]

- Junior high school or below

- high school/technical school

- junior college

- university

- master's degree or above

6. Average shopping times of watching e-commerce live broadcast per month: [Single choice]

○ 1 times or less

○ Two to five times

○ 6 to 9 times

○ 10 times or more

II   Measurement of variables

The following questions are a description of some of your feelings, please choose according to your actual situation. [Matrix single Choice questions].

	Totally Disagree	Disagree	General	Agree	Totally Agree
Product deal					
Under the existing conditions, I choose e-commerce live shopping is highly likely	○	○	○	○	○
Under the condition of understanding e-commerce live streaming, I am willing to shop on e-commerce live streaming	○	○	○	○	○
If necessary, I will shop in the e-commerce live broadcast room	○	○	○	○	○
Professionalism					
A1: The clear explanation of the product by the anchor makes me more willing to place an order	○	○	○	○	○
A2: The knowledge related to the products (such as industry knowledge and application skills) of the e-commerce anchor during the live broadcast will make me want to place an order	○	○	○	○	○
A3: The fluency and logic of the anchor's language expression have an impact on the effect of live broadcast and product transaction	○	○	○	○	○
A4: The ability of anchors to tell stories (such as brand stories and product research and development stories) has a great impact on live broadcast effects and product transactions	○	○	○	○	○
Interactivity					
B1: During the live broadcast, how often the anchor interacts with the audience (such as answering questions, drawing prizes, etc.) will affect your purchase decision	○	○	○	○	○
B2: Will you be more willing to buy products because the anchor accurately responds to the audience's questions during the live broadcast	○	○	○	○	○
Popularity					
C1: E-commerce hosts are more likely to buy the products recommended by them because of their number of fans	○	○	○	○	○
C2: E-commerce anchors are more likely to buy products because of their cooperation with stars or Internet celebrities	○	○	○	○	○
C3: Willing to pay for products recommended by well-known anchors but priced slightly higher than other similar products	○	○	○	○	○
Entertaining					
D1: The language style used by the anchor in the live broadcast (humorous, professional and rigorous, etc.) will affect your purchase of the product	○	○	○	○	○
D2: When the anchor tells jokes and jokes during the live broadcast, I will be more willing to buy products	○	○	○	○	○
D3: When I watch the live broadcast of the anchor, I find it interesting and will be willing to buy the product	○	○	○	○	○
Perceived emotional value					
E1: Will you buy a product because of other viewers' comments and feedback during the live broadcast?	○	○	○	○	○
E2: You will buy the product because the anchor shares the real personal experience of using the product during the live broadcast	○	○	○	○	○

E3: The emotional appeal (enthusiasm, excitement, etc.) of the anchor during the live broadcast will make me more willing to buy	○	○	○	○	○
E4: Do you think the empathy shown by the anchor (understanding the audience's needs and feelings) during the live broadcast has an impact on your willingness to buy the product	○	○	○	○	○
Innovative					
F1: The anchor's unique selling points will make me buy the product	○	○	○	○	○
F2: The live broadcast style of the anchor is unique and distinctive, which will make me pay more attention to and buy products	○	○	○	○	○

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