The Influence Mechanism of Core Elements in E-commerce Live Broadcasting on Consumers' Purchase Intention in China

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ABSTRACT

This study delves into the dynamics of e-commerce live broadcasting by examining how core elements—anchored characteristics, product attributes, broadcast room scene, and online comment quality—affect consumers' purchase intention. Grounded in the "User-Product-Environment" theory and perceived value theory, data were gathered from 320 Chinese consumers who actively participated in e-commerce live broadcast shopping. Through empirical analysis of the structural equation model (SEM), the study reveals the significant impact and pathways of these factors on consumer's purchase intention. The results emphasize the key role of anchor characteristics, product attributes, broadcast room scene, and online comments in shaping consumer purchase intention in the field of e-commerce live broadcasting. The study also shows that the online comment quality plays a mediating role between e-commerce core elements and consumer's purchase intention.

Keywords: Anchor Characteristics, Product Attributes, Broadcast room scene, Online Comment Quality, Consumers' Purchase Intention.

1. INTRODUCTION

In recent years, advancements in Internet technology and the widespread adoption of mobile devices have made live broadcasting a common feature of social life, evolving into a significant commercial phenomenon (Hu *et al*., 2017). Selling products and services through e-commerce live broadcasts has emerged as a critical marketing strategy for enterprises (Chen *et al.,* 2020). Leading e-commerce platforms in China, such as Tik-Tok, Kuaishou, Taobao, and Jingdong, have integrated live broadcast modules to capitalize on this trend. This integration has given rise to a new business model that leverages real-time interaction to drive sales and brand promotion, aptly suited to the "new retail" era.

Muljadi & Abdul (2022). said that nowadays people's lifestyle has changed from offline shopping to online shopping. Compared with direct transaction, online transaction is more convenient. Consumers try to make a decision in the process of satisfying a need and finding benefits from a product. E-commerce live broadcasts not only immerse consumers in a

dynamic shopping experience but also seamlessly link online and offline marketing efforts, attracting diverse consumer groups across different times and locations. This approach boasts advantages in product display, time efficiency, shopping experience, and sales logic compared to traditional social media and digital direct marketing, which are known for their low cost, convenience, and strong interactivity.

According to the China Internet Network Information Center (CNNIC, 2024), as of December 2023, China's Internet user base reached 1.092 billion, with 1.067 billion users engaging in live broadcasts, representing 97.7% of the total Internet population. Among various types of live broadcasts, e-commerce live broadcasting has become a pivotal marketing tool and a significant driver of e-commerce sales growth (Ma, 2021). While previous research has explored areas such as live broadcast purchase intention (Long & Tefertiller, 2020), sustained attention in live broadcasts (Lim *et al.,* 2020), live broadcast gift-giving behaviors (Li & Peng, 2021), and consumers' intention to use live broadcasts (Xu *et al.,* 2020), the comprehensive study of e-commerce live broadcasting is still in its nascent stage.

The robust growth of e-commerce live broadcasting has garnered considerable attention from both academic and industry perspectives. Consumers, as the primary target of e-commerce live broadcasts, exhibit behaviors that are critical to understanding the success of this marketing method. Anchors, as content creators, cater to diverse consumer needs by streaming real-time video and audio content, ranging from talent shows to everyday activities. Products are central to e-commerce live broadcasts, with competitive advantages hinging on affordability, quality, and brand recognition. Additionally, the creation of engaging broadcast room scenes can effectively stimulate consumer purchasing impulses, providing them with an enjoyable, immersive experience. In the perceived value perspect, online comments quality as the extent to which consumers perceive that online comments are helpful to their purchase decision-making process.

The rapid development of e-commerce live broadcasting has significantly impacted traditional marketing methods and consumer purchasing behaviors. Therefore, it is essential to systematically explore consumer behaviors through the lens of the "User-Product-Environment" theory and perceived value theory. This study aims to study the influence mechanism of the core elements and online commeny quality of e-commerce live broadcasting on consumers' purchase intentions, based on the "User-Product-Environment" theory and perceived value theory.

2. LITERTURE REVIEW

2.1 "User - Product - Environment" Theory

The "User-Product-Environment" (U-P-E) theory, initially derived from Ali Group's new retail theory, plays a crucial role in understanding e-commerce live broadcasting. This theory has transitioned from traditional retail to new retail, gaining prominence in commercial practice, although it has yet to receive substantial academic attention (Wang, 2019). Despite the unique aspects of new retail, including e-commerce live broadcasting, it fundamentally retains the core characteristics of traditional retail. The U-P-E framework encompasses three essential elements of retail:

User: In the context of e-commerce live broadcasting, the concept of "User" evolves from merely consumers to include both consumers and information sources. This reflects the

interactive and dynamic nature of live broadcasts where users not only purchase products but also engage with content and contribute to the broadcast environment.

Product: Products in e-commerce live broadcasts are upgraded from standardized industrial goods to personalized items. This personalization caters to the specific preferences and needs of consumers, enhancing their engagement and satisfaction with the shopping experience.

Environment: The "Environment" shifts from physical stores to immersive scenes created within the live broadcast. These scenes play a critical role in shaping the consumer's experience, influencing their purchase intentions through visual appeal, interactivity, and overall ambiance.

Figure 1 illustrates the upgraded relationships among the "User, Product, and Environment" elements in this study context.
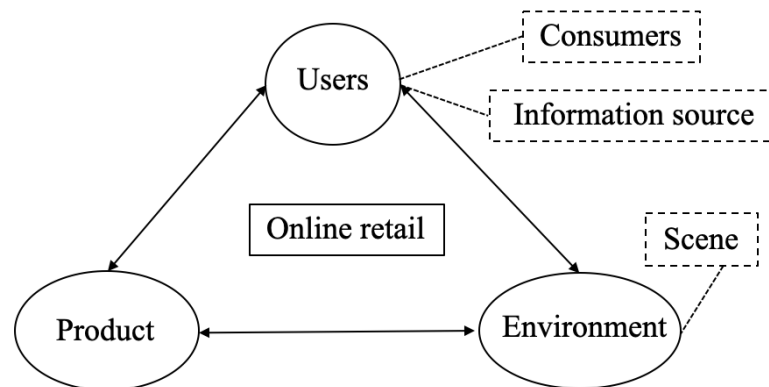

Figure 1: Upgraded Model Of "User - Product - Environment"
Source: Lu (2022)

This theoretical framework provides a comprehensive lens to analyze the interplay between users, products, and environments in e-commerce live broadcasting. By understanding these upgraded relationships, businesses can better tailor their strategies to enhance consumer engagement and drive sales. In summary, the U-P-E theory offers valuable insights into the dynamics of e-commerce live broadcasting, emphasizing the need for a holistic approach that integrates consumer interaction, personalized products, and engaging broadcast environments. This perspective is essential for maximizing the commercial potential of e-commerce live broadcasts in the evolving landscape of new retail.

2.2 E-commerce anchor

E-commerce anchors play a crucial role in the e-commerce ecosystem by bridging the gap between consumers and products. They are essential in fulfilling consumers' diverse needs for entertainment, social interaction, and shopping, thereby creating immersive commercial environments (Wu *et al.,* 2020). These anchors, a new type of influencers, showcase products through live broadcasts by trial and experience sharing, encouraging consumers to click and purchase (Yang, 2021). As key "information senders," e-commerce anchors provide basic product information to consumers, making them vital in the live e-commerce process (Chen, 2020). Their role as information sources affects consumers' psychological and behavioral responses due to their characteristics (Chen & Wang, 2022).

2.2.1 Anchor Characteristics

The high interactivity of e-commerce live broadcasting fosters effective two-way communication with users. Consequently, anchors significantly impact live broadcasts through their product promotion abilities, personal charm, professional skills, field control, and popularity. The rapid development of live broadcasting has introduced the concept of Key Opinion Leaders (KOLs) in e-commerce. These leaders provide accurate product information, assess product quality, and offer valuable advice based on their experiences, influencing users' purchase decisions (Lin & Fan, 2020). Research by Meng *et al.* (2020) shows that an anchor's credibility, professionalism, skill, interactivity, and attractiveness positively impact consumers' purchase intentions. Additionally, Wu *et al.* (2020) found that communication style similarity between anchors and users boosts purchase intentions. Anchor characteristics and their communication skills are crucial for the popularity and conversion rates of live broadcast sessions (Gu, 2020).

A review of the relevant literature identifies several key characteristics of e-commerce anchors. According to various studies, the most frequently mentioned characteristics include interactivity, credibility, professionalism, and attractiveness. Chen (2020) highlights interactivity, credibility, and attractiveness as critical dimensions, while Gao (2020) emphasizes professionalism, interactivity, and popularity. Liu *et al.* (2021), Zhao and Liang (2021), and Zhao and Feng (2021) collectively underline the importance of professionalism, interactivity, attractiveness, and credibility. The findings of Ngoc and Tan (2024) prove that the professionalism and credibility of anchors have a positive impact on the purchase intention of consumers on e-commerce platforms. Summarizing these findings, the research adopts interactivity, credibility, professionalism, and attractiveness as the primary observed variables defining anchor characteristics.

2.3 E-commerce product

The "Product" is the cornerstone of the e-commerce live broadcast room, forming the fundamental logic behind the seamless operation of e-commerce transactions (Xing & Liu, 2021). The quality and pricing of these products are crucial, as they directly impact sales and the reputation of e-commerce platforms (Chen *et al.,* 2019). In live broadcasts, products take center stage, significantly influencing sales outcomes. High-quality products that meet user needs lead to higher conversion rates in the live broadcast room, whereas inferior products negatively impact conversion rates and overall broadcast performance (Zhang *et al.,* 2021). Therefore, product selection not only affects sales and conversion rates but also the image of anchors, merchants, and brands (Zhu, 2021).

2.3.1 Product Attributes

In the realm of Internet shopping, products are classified based on their attributes. Hirschman *et al.* (2017) categorize products into practical and enjoyment types. Practical products fulfill consumers' physiological and functional needs, while enjoyment products cater to emotional needs such as happiness, self-esteem, and confidence. Similarly, Chen *et al.* (2019) found that product-related signals, such as alternative expression and aesthetic appeal, influence impulsive buying behavior. According to Park *et al.* (2012), product attributes comprise three factors: diversity of choices, price, and sensory attributes, with diversity and sensory attributes directly impacting purchase intention. Online product attributes differ from offline ones. Lin and Chuan (2013) identified a positive relationship between product attributes

(such as price, origin, raw materials, and packaging) and consumer preferences. Dholakia *et al.* (2004) also demonstrated that product attributes and consumer preferences impact consumer evaluations and purchase behaviors. Li (2012) found that functional and enjoyment products significantly influence post-purchase behaviors through perceived value, using color TV attributes as the study object.

Product attributes are crucial in online shopping, significantly affecting consumers' purchasing decisions. Numerous studies support this, highlighting the importance of product attributes in influencing consumer behavior. Based on a literature review, product attributes are often categorized into three or four observed variables. For instance, Chen *et al.* (2010) identified use value, price, and quality as key product attributes, while Moon *et al.* (2008) included warranty service, quality, and function. Lin and Chunan (2013) expanded the list to price, quality, use value, and packaging. From the perspective of product value, Chen *et al.* (2010) examined the impact of product value, price rationality, and quality on purchase intention, finding a positive correlation. Therefore, this research adopts use value, price, and quality as the observed variables for product attributes.

2.4 E-commerce environment
The "Environment" is a crucial element in e-commerce live broadcasting, significantly influencing the attraction and retention of viewers. Beyond the impact of anchors and products, the design of the broadcast room plays a pivotal role.

2.4.1 Broadcast Room Scene
A visually appealing, clear, and well-designed broadcast room is more likely to captivate consumers. Research by Iyer & Ahlawat (1987) indicates that marketing elements such as product placement, store cleanliness, decoration, atmosphere (including background music), and advertising all influence consumers' purchase intentions. Baker *et al.* (1992) and Crawford & Melewar (2003) highlight the importance of shelf display on consumer purchasing decisions. Diao *et al.* (2010) found that the aesthetics and convenience of online shopping websites affect purchase intentions. Similarly, Zhang *et al.* (2020) noted that page style, visual design, background music, live video quality, and the ease of use of the shopping system all impact consumer behavior. According to Lu *et al.* (2019), the design, atmosphere, and authenticity of the broadcast room significantly influence user attitudes and purchase intentions. The interactive nature of Internet technology enables live broadcasts to transcend time and space, creating immersive, user-centered consumption scenes (Zhu *et al.,* 2021). Kang (2021) explains that users can enter a live broadcast room, click on product links, and participate in shopping seamlessly, enhancing their virtual shopping experience. Yang (2021) suggests that themed broadcast rooms, with distinct themes, scenes, and labels, enhance user engagement. Therefore, constructing a compelling consumption scene involves creating a sense of presence and immersion, aligning the scene with the product's tone to stimulate and guide user consumption.

Based on a review of relevant literature, several key variables emerge in the design of broadcast room scenes. Lu *et al.* (2019) identify color, atmosphere, and product display as crucial elements. Liu & Shi (2020) emphasize scene construction, product display, and atmosphere, while Yang (2021) includes scene construction, advertising, and atmosphere. Zhao & Feng (2021) highlight scene construction, music, clarity, and product display.

Summarizing these findings, the research identifies the primary observed variables for broadcast room scenes as product display, atmosphere, and scene construction.

2.5 Theory of perceived value

Since the 1990s, the competition between manufacturers has become increasingly fierce, and the object of competition has shifted from the product itself to the consumer. Therefore, the position of the consumer in the market has become increasingly prominent, and the perceived value of the consumer has more and more impact on the company's product sales, which has attracted extensive attention from the academic circle and the industry. A large number of studies have shown that consumers' perceived value positively affects their purchasing behavior. Consumers seek to maximize their perceived value, and the higher their perceived value, the more intense their purchasing behavior will be (Liu & Wang, 2021).

2.5.1 Online comment quality

In traditional e-commerce, online comments, as an important form of online word-of-mouth (Song & Guo, 2019), are the information about product attributes or experience generated by consumers based on their personal purchase or use (Wang *et al*, 2001). With the rise of e-commerce live broadcasting, online comments mainly refer to the lower left corner of the overall screen. Consumers participating in the live broadcast room can express their views or attitudes by sending comments, giving tips and other forms. Several obvious features of online comments include interactivity, immediacy, entertainment, etc. (Lv *et al.*, 2016)

 The reason why consumers generally browse online comments is that online reviews have important reference value and auxiliary role for consumers' purchase intentions. The reason why online comments can help consumers make purchasing decisions lies in the perceived value of online comments. The concept of perceived value has been widely used in the field of research on comments information (Tang, 2020). Based on the perspective of perceived value, Mudambi & Schuff (2010) first defined online comments quality as the extent to which consumers perceive that online comments are helpful to their purchase decision-making process. Subsequently, Pan & Zhang (2011) argued that the quality of online comments is the extent to which consumers perceive the usefulness of online comments in the purchasing decision-making process. Zhou *et al*. (2015) believe that when consumers evaluate the quality of online comments, the information processing process is reflected in generating perceived value and forming subjective judgment, and then making purchase intention.

2.6 Consumers' purchase intention

Intention precedes behavioral actions, with individuals engaging in behaviors only when they possess intention (Lei, 2008). Originating from psychological concepts, consumers' behavioral intention refers to the likelihood of engaging in a particular behavior due to changes in their psychological state after receiving specific information or stimuli (Su & Chen, 2011). Research on consumer purchase intention dates back to the 1970s. Eagly & Chaiken (1984) differentiate intention as a distinct psychological state from attitude, representing a conscious and planned motivation to execute a behavior. According to Ajzen & Driver (1991), subjective volition is crucial for actual behavior occurrence, serving as a decision made prior to behavior execution. Consumers' purchase intention is an essential process preceding purchase decisions, guiding their ultimate actions. Gilly (1998) highlighting a positive correlation between purchase intention and purchasing possibility. Hellier *et al.* (2003) propose that customer purchase intention reflects a conscious decision to purchase a brand, influenced by external information.

Scholars have defined consumers' purchase intention over the years with varying nuances. For instance, Qi (2020) and Wu (2021) highlight two-dimensional classifications, focusing on consumers' willingness to purchase and their propensity to recommend purchases. Shi *et al.* (2018) and Li & Hua (2021), among others, propose three-dimensional classifications, incorporating factors such as considering similar purchases. This study adopts the three-dimensional classification, as proposed by Li & Hua (2021), which categorizes consumers' purchase intention into: wanting to purchase, considering similar purchases, and intending to recommend purchases. Wanting to purchase signifies consumers' impulse to buy the product while watching the live broadcast, considering similar purchases denotes consumers contemplating buying similar products, and intending to recommend purchases indicates an intention to suggest the product to others.

2.7 Relationship between E-commerce Live Broadcasting Core Elements and Consumers' Purchase Intention

According to Kotler *et al.* (2016), personal characteristics such as personality, self-concept, lifestyle, and values can significantly influence consumers' decision-making processes. Similar to the role of anchors, opinion leaders are individuals who wield influence over consumers. Specifically, an opinion leader is someone who offers informal advice or information about a particular product or product category (Kotler *et al.,* 2016). Direct evidence suggests that the attractiveness, credibility, professionalism, and interactivity of anchors impact consumers' purchase intentions in e-commerce live broadcasting (Lee and Chen, 2021). Through an analysis of existing research, this study concludes that there is a positive relationship between anchor characteristics and consumers' purchase intentions.

Hypothesis 1 (H1): Anchor characteristics positively affect online purchase intention.

"Product" encompasses both tangible goods and intangible services. According to Kotler *et al.* (2016), anything that can be offered to satisfy market desires or needs qualifies as a product. The form, characteristics, performance quality, durability, reliability, maintainability, style, and customization of products are crucial indicators of product and service differentiation. Jones *et al.* (2003) have demonstrated that product attributes positively influence consumers' purchase intentions. Through an analysis of existing research, this study concludes that there is a positive relationship between product attributes and consumers' purchase intentions.

Hypothesis 2 (H2): Product attributes positively affect online purchase intention.

According to Kotler et al. (2016), the primary element of a website is its context, encompassing layout and design. Elements such as the color scheme, layout, and background music of the broadcast room constitute the "Environment" and play a pivotal role in the success of e-commerce live broadcasts. The concept of "Scene" involves deliberately designing spaces to evoke specific buyer effects, particularly creating shopping environments that elicit emotional responses and enhance consumer purchase rates (Kotler et al., 2016). Michon (2005) suggests that background music can enhance and arouse consumers' shopping states, directly stimulating their senses and inducing excitement or intense emotional reactions, thereby influencing consumer behavior in the shopping environment. The significance of environmental cues and atmosphere in the retail industry has been underscored in previous studies (Floh & Madlberger, 2013). Through an analysis of existing research, this study concludes that there is a positive relationship between broadcast room scene and consumers' purchase intention.

Hypothesis 3 (H3): Broadcast room scene positively affects online purchase intention.

2.8 Relationship between E-commerce Live Broadcasting Core Elements and Online Comment quality

Based on the information adoption model, Shu & Scott(2014) empirically tested the important impact of information source credibility on the quality of online comments and the impact on consumers' purchasing decisions. Based on the summary of previous studies, David *et al*. (2014) expanded the information adoption model and found in the empirical study that source credibility, source attractiveness and interactivity of online comments, product attributes and environmental atmosphere are the key anagen variables of online comments quality, thus affecting consumers' purchasing decisions. From the perspective of new retail (E-commence live broadcast), Kim *et al*. (2007) found that the real-time screen interaction technology adopted by e-commerce live broadcasting would have an effect on consumers' ability to perceive the shopping environment, their enjoyment of shopping, their participation in the shopping process and their intention to purchase similar. Zhang *et al*. (2010) found that when the real-time online interaction and communication are smooth, the product attributes experienced are higher, the scene immersive experience is better, and the information output of the anchor is more real, consumers' perceived purchase uncertainty will be reduced, and the quality of online comments will be improved. And easy access to resources and reliable trading behavior will play a leading role. Wang *et al*. (2014) believe that consumers' sense of arousal will produce significant positive effects due to good anchor characteristics, product attributes and scene factors, and risk perception will be reduced due to the sense of arousal.

Hypothesis 4 (H4): Anchor characteristics has a positive effect on Online comment quality.

Hypothesis 5 (H5): Product attributes has a positive effect on Online comment quality.

Hypothesis 6 (H6): Broadcast room scene has a positive effect on Online comment quality.

2.9 Relationship between Online Comment Quality and Consumers' Purchase Intention

Starting from various aspects, Lee *et al*. (2017) found that consumers' purchase intention would be influenced by the increase in the positivity of online comments, the authenticity and relevance of online comments, and the improvement of sellers' service scores. There are many studies on the positivity of online comments, and scholars generally believe that the positivity of comments can significantly affect consumers' purchase intention and product sales (Lin *et al*.2007). Scholars Zheng (2008) and Yu *et al*. (2014) both drew similar conclusions in their studies. Park & Kim (2008) further demonstrated that when consumers have less expertise about a product, the positivity of online comments has a greater impact on purchase intention.

Hypothesis 7 (H7): Online comment quality positively affects online purchase intention.

2.10 Relation between E-commerce Live Broadcasting Core Elements, Online Comment Quality and Consumers' Purchase Intention

Based on the above analysis, the online commey quality plays a mediating role among the e-commence live broadcasting core elements. Thus, the following hypothesis is derived:

Hypothesis 8a (H8a): Online comment quality mediates the relationship between Anchor characteristics and Consumers' purchase intention.

Hypothesis 8b (H8b): Online comment quality mediates the relationship between Product attributes and Consumers' purchase intention.

Hypothesis 8c (H8c): Online comment quality mediates the relationship between Broadcast room scene and Consumers' purchase intention.

Based on the literature review, a conceptual framework has been developed as shown in Figure 2.
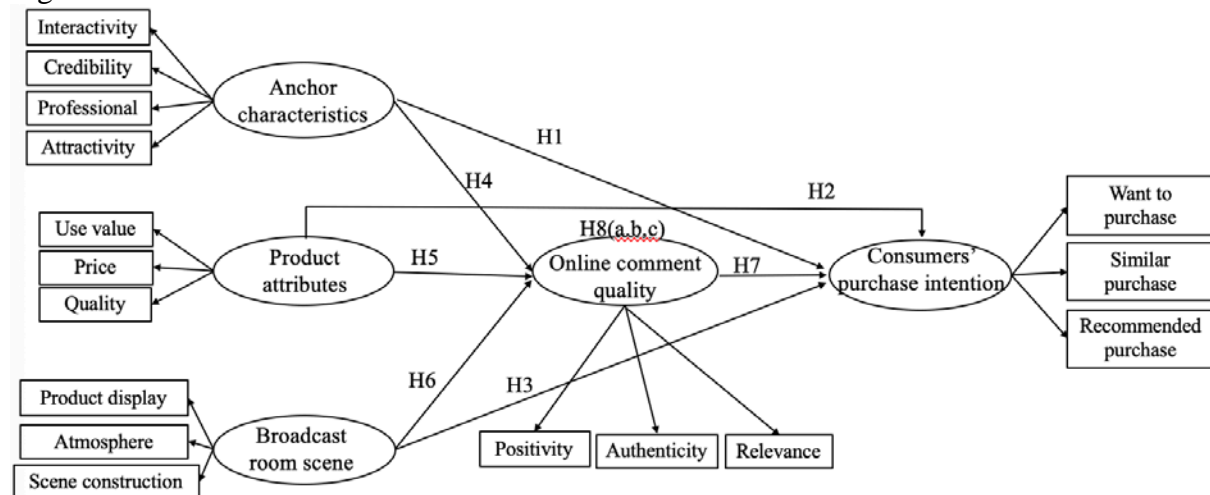

Figure 2: Conceptual Framework

3. METHODOLOGY

3.1 Population and Sample

As of December 2022, the online shopping user base in China had surged to 845 million individuals, according to CCIRI Survey data (2022). Consequently, the population under consideration for this research comprises consumers who have engaged with e-commerce live broadcasts and utilized online shopping platforms. However, it is noteworthy that the precise size of this population remains unknown. For this study, convenience sampling was utilized due to its practicality and accessibility. The sampling method involved selecting participants based on their convenient availability and accessibility, particularly focusing on individuals who had readily engaged with e-commerce live broadcasting and had used online shopping platforms.

In 2016, China experienced rapid development in the live broadcast industry, during which more than 300 live broadcast platforms emerged, and the number of live broadcast users also grew rapidly. However, as e-commerce live broadcast platforms entered a period of stagnant traffic, small platforms were gradually absorbed or merged, or disappeared. After seven years of changes, according to the "2022 Annual Report on China's E-commerce Market Data," the top three live e-commerce broadcast platforms on the "Top 100 List" in 2022 were TikTok E-commerce live broadcast Platform, Kuaishou E-commerce live broadcast Platform, and Taobao E-commerce live broadcast Platform. The research sample

selection focused on consumers who had used these three major e-commerce live broadcast platforms.

3.2 Independent Variables

This study investigates the impact of core elements of e-commerce live broadcasting on consumers' purchase intention. These independent variables are defined as follows:

- Anchor Characteristics: These encompass the personal traits and skills possessed by professional e-commerce anchors who promote and sell products on online platforms. These features aid e-commerce anchors in effectively conducting live sales, attracting audiences, enhancing sales outcomes, and fostering stronger relationships with e-commerce platforms, brands, and customers.
- Product Attributes: E-commerce product attributes pertain to the various characteristics and properties that describe and differentiate products. These attributes significantly influence consumers' purchase intentions during the e-commerce live broadcasting shopping process. They encompass physical product features as well as specific traits of digital products and services.
- Broadcast Room Scene: This refers to the specific environment and background surrounding anchors and product displays during e-commerce live broadcasts. It encompasses the layout of the broadcast room, background music, product presentation, and other relevant aspects.
- Online comment qulaity: Refers to the comprehensive level of reviews and reviews written by users on e-commerce live broadcast platforms. This concept involves the authenticity of comments, positive value, relevant value and many other aspects.

3.3 Variable

Consumer's Purchase Intention: This signifies the inclination and desire exhibited by consumers while engaging with live e-commerce content, indicating their willingness to purchase specific products or services through live e-commerce channels.

3.4 Research Instrument

The primary research instrument for this study is a structured questionnaire designed to comprehensively assess the influence factors of core elements of e-commerce live broadcasting and online comment quality on consumers' purchase intention. The questionnaire is divided into three parts.

The first part primarily confirms the target sample and gathers information on the sample's usage of e-commerce live broadcasting.

The second part collects consumer personal information, including gender, age, education, occupation, and income.

The third part focuses on examining the influence of independent variables on dependent variables. Independent variables include anchor characteristics, product attributes, broadcast room scene and online comment qulaity. This section utilizes a five-point Likert scale and comprises 49 questions.

3.5 Data Collection:

The data collection process utilizes the Credamo platform to effectively gather respondent information through online questionnaires. To maximize participation, the study employs

various distribution methods, such as sharing survey links on social media platforms like WeChat, Weibo, and email. This multi-pronged approach aims to obtain a diverse range of responses and ensure a representative sample. Upon completion of the data collection phase, a thorough cleaning process is conducted to eliminate any incomplete or inconsistent responses. Subsequently, statistical analysis is performed to derive meaningful insights.

3.6 Data Analysis
This study employs a structural equation model (SEM) to explore the path relationships between the independent variables (Anchor characteristics, Product attributes, Broadcast room scene, and Online comment quality) and the dependent variable (Consumer purchase intention).

4. RESULTS

Table 1: Demographic Information (n = 320)

Questions	Items	Frequency	Percent
Have you ever watched Tik Tok, Kuaishou or Taoba e-commerce live broadcast	Yes	320	100
	No	0	0
How long have you had e-commerce live broadcast shopping experience	Less than 6 months	32	10
	6-12 months	32	10
	More than1-2 years	43	13.44
	More than 2 years	213	66.56
Which types of products do you usually like to watch in e-commerce live broadcast? (Multiple choice question)	Clothing & Bag	235	73.44
	Beauty & Makeup	235	73.44
	Food & Beverage	256	80
	Digital & Electronic	213	66.56
	Toiletries & Household	160	50
	Others	224	70
In the past year, on average, how many times per month did you make purchases through e-commerce broadcast rooms?	Less than 4 times	64	20
	5-10 times	160	50
	11-15 times	64	20
	More than 15 times	32	10
Your average single consumption level in the e-commerce broadcast room?	Less than 200 RMB	117	36.56
	201-500 RMB	160	50
	501-800 RMB	32	10
	More than 800 RMB	11	3.44

As can be seen from Table 1, the target samples have all had the experience of watching e-commerce live broadcast, and the proportion of samples with more than 1 year of e-commerce live broadcast shopping experience accounts for 80%. According to the multiple-

choice "Which types of products do you usually like to watch in e-commerce live broadcast", "Food & Beverage" products are the most popular, accounting for up to 80%, "Clothing & Bags" and "Beauty & Makeup" are most popular products accounted for 73.44%, and the slightly weaker product " Toiletries & Household " also accounted for 50%. In the past year, 50% of the average monthly e-commerce live broadcast shopping times are 5-10 times, and 50% of the single shopping amount is 201-500 yuan, followed by 36.56% of the amount less than 200 yuan.

Table 2: Demographic Information (n = 320)

Demographic Information	Items	Frequency	Percent
Gender	Male	106	33.13
	Female	214	66.87
Age	20-30 years old	149	46.56
	31-40 years old	149	46.56
	41-50 years old	10	3.13
	50-60 years old	2	0.62
	Older than 60 years old	10	3.13
Education	Under Bachelor's Degree	21	6.56
	Bachelor's Degree	224	70
	Higher than a bachelor's Degree	75	23.44
Occupation	Self-employed	4	1.25
	Company Employed	213	66.56
	Government Officer	5	1.56
	State Enterprise Employee	42	13.13
	Unemployed	5	1.56
	Student	42	13.13
	Retried	9	2.81
Monthly Income	Less than 3,000 RMB	53	16.56
	3,001-7,000 RMB	85	26.56
	7,001-10,000 RMB	43	13.44
	More than 10,000 RMB	139	43.44

It can be seen from Table 2 that the numerical characteristics of demographic variables reflect the distribution of survey objects. In terms of gender distribution, the majority of the sample is "female", accounting for 66, 87%. The male sample accounted for 33.13%. In terms of age, 93.12% of the sample was under the age of 40. From the perspective of education distribution, most of the samples have bachelor's degree, accounting for 70%. In addition, the proportion of samples with more than a bachelor's degree was 23.44%. In terms of occupation, 66.56% of the samples were employed by companies, and the proportion of state enterprises and students was the same, accounting for 13.13%. From the perspective of

income, the sample with monthly income below 10,000 RMB accounted for 56.56%, and the sample with income per month above 10,000 RMB accounted for 43.44%.

Table 3: Mean and Standard Deviation for Each Variable

Variable	Mean	S.D.
Anchor Characteristics	4.03	0.791
Product Attribute	4.12	0.781
Broadcast Room Scene	4.02	0.826
Online comment quality	4.09	0.798
Consumers' Purchase Intention	4.02	0.815

Table 3 presents the mean and standard deviation (S.D.) for each variable measured in the study. All variables, have mean scores over 4.000, indicating a high level of agreement or perception among respondents. When considering the standard deviations ranging from 0.781 to 0.826, it suggests consistent perceptions among respondents for these constructs.

Table 4: Measurement results of model fit

Indicatir name	Standard	Results	Effect of fitting
X2/df	$\leqq$3.000	2.641	Good
NFI	>0.800	0.937	Good
CFI	>0.800	0.959	Good
GFI	>0.800	0.924	Good
IFI	>0.800	0.960	Good
RMSEA	$\leqq$0.080	0.064	Good

Table 10, it can be seen that the ratio of chi-square to degrees of freedom (X2/df) for the model in this study is 2.641, which is less than 3, and the root mean square error of approximation (RMSEA) is 0.064. The goodness of fit index (GFI) is 0.924, the comparative fit index (CFI) is 0.959, the normed fit index (NFI) is 0.937, and the incremental fit index (IFI) is 0.960. The results of these indicators suggest that the sample data fits the model well.

Table 5: Direct path analysis

Hypothese	Direct path			Estimate	S.E.	C.R.	P	Result
H1	CPI	$\leftarrow$	AC	0.275	0.068	4.028	***	Supported
H2	CPI	$\leftarrow$	PA	0.141	0.057	2.501	0.012	Supported
H3	CPI	$\leftarrow$	BRS	0.461	0.045	10.239	***	Supported
H4	OCQ	$\leftarrow$	AC	0.490	0.066	7.443	***	Supported

H5	OCQ	←	PA	0.213	0.060	3.575	***	Supported
H6	OCQ	←	BRS	0.118	0.046	2.581	0.01	Supported
H7	CPI	←	OCQ	0.187	0.059	3.137	0.002	Supported

Table 5, it can be observed that in the path analysis of the impact of e-commerce live broadcasting core elements on consumer's purchase intention, the significance levels (P-values) of the paths for anchor characteristics, product attributes, and broadcast room scene on consumer's purchase intention are all less than 0.05.Therefore, it is concluded that anchor characteristics, product attributes, and broadcast room scene have a significant positive impact on consumer's purchase intention, therefor, H1, H2, and H3 are supported.

In the path analysis of the impact of e-commerce live broadcasting core elements and mediating variables on the dependent variable, it is found that the significance levels (P-values) of the paths for anchor characteristics, product attributes, and broadcast room scene on online comment quality are all less than 0.05. The significance levels (P-values) of the mediating variables online comment quality on the dependent variable are also less than 0.05, indicating that the impact of all independent and mediating variables on the dependent variable is significant. Thus, H4, H5, H6, and H7 are all supported.

Table 6: Online comment quality as the mediating variable path analysis

Hypothese	Path	Estimate	Bias-corrected 95%CI		P	Result
			Lower	Upper		
H8a	AC-OCQ-CPI	0.064	0.02	0.144	0.005	Supported
H8b	PA-OCQ-CPI	0.029	0.006	0.084	0.006	Supported
H8c	BRS-OCQ-CPI	0.015	0.002	0.048	0.009	Supported

Table 6 presents the results of the mediating effect test of online comment quality between e-commerce core elements and consumer purchase intention. The mediating effect of anchor characteristics in promoting consumer purchase intention by enhancing the quality of online comments is significant, with a mediating effect value of 0.064, and the 95% confidence interval is [0.02, 0.144], which does not include 0, thus H8a is supported. The mediating effect of product attributes in promoting consumer purchase intention by enhancing the quality of online comments is significant, with a mediating effect value of 0.029, and the 95% confidence interval is [0.006, 0.084], which does not include 0, thus H8b is supported. The mediating effect of broadcast room scene in promoting consumer purchase intention by enhancing the quality of online comments is significant, with a mediating effect value of 0.015, and the 95% confidence interval is [0.002, 0.048], which does not contain 0, thus H8c is supported.

5. CONCLUSION

The empirical analysis results indicate that anchor characteristics, product attributes, broadcast room scene, and online comment quality have a significant positive impact on consumer purchase intention. These results underscore the pivotal role of core elements and online comment quality in e-commerce live broadcasting on shaping consumers' purchase decisions.

The study highlights the importance of anchor characteristics, product attributes, broadcast room scene, and online comment quality in influencing consumers' purchase intention within the realm of e-commerce live broadcasting. Improving these factors can lead to a notable and positive impact on the sales conversion rate of e-commerce live broadcasting platforms.

These research findings offer valuable insights for e-commerce live streamers. They can leverage the characteristics of anchors to identify aspects that resonate with consumers, enhance the appeal of e-commerce live streams, foster deeper engagement with consumers, devise effective marketing strategies, and instill confidence in product value through reasonable pricing and demonstrations of quality, such as quality inspection reports, celebrity endorsements, and expert certifications. Additionally, creating an engaging atmosphere among anchors can stimulate consumers' purchasing desire and amplify marketing effects. In live broadcast activities, encourage satisfied consumers to share their positive comment to encourage people to generate the intention to purchase.

6. DISCUSSION

Drawing upon the analysis of anchor characteristics, product attributes, broadcast room scene, and online comment quality, this study elucidates the mechanism underlying the formation of consumers' purchase intention in e-commerce live broadcasting. By employing statistical methods to analyze consumer data, verify research hypotheses, and draw conclusions, this research contributes to enriching and enhancing the existing body of literature and offers practical guidance to e-commerce sellers.

However, certain limitations are inherent in this study. For instance, due to the convenience of data collection, online platforms were utilized, which may not fully represent the entire spectrum of e-commerce live broadcast consumers. Future research endeavors should focus on adopting suitable sampling methods to gain deeper insights into the purchasing behaviors of e-commerce live broadcast consumers. This includes expanding the research scope, increasing the sample size, and collecting more comprehensive data to enhance the external validity of research conclusions.

Moreover, while this study identified significant variables for discussion, certain factors may have been omitted, such as e-commerce service quality and promotional activities. Future research should delve into these specific influencing mechanisms and integrate them with existing variables to offer a more comprehensive understanding of the impact of e-commerce live broadcasting on consumers' purchase intentions.

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