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The Impact of Anchor Characteristics on Consumer Purchasing Behavior through Perceived Trust and Perceived Value

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Abstract

Background: Webcast shopping is a novel marketing model in recent years, and in order to continuously expand the market scale, it has become an urgent need to fully explore consumers' purchase motivation and mobilize their purchase willingness to enhance their purchase behavior. According to SOR theory, stimulating consumers' perceived trust and perceived value to change, thus generating purchase intention and behavior. Anchor characteristics also play an important role in promoting consumer purchase behavior. Objective: To assess the effects of anchor characteristics on perceived trust and consumer purchase behavior, and to evaluate the mediating role of perceived trust and perceived value between anchor characteristics and consumer purchase behavior. Methods: An online questionnaire survey was conducted on a sample of 361 people who made purchases via webcasting in Liuzhou City, and partial least squares structural equation modeling was used to analyze the research objectives. Findings: Anchor characteristics have a positive effect on consumer buying behavior, anchor characteristics have a positive effect on perceived trust and perceived value, and perceived trust and perceived value have a positive effect on consumer buying behavior. Perceived trust and perceived value have a mediating role between anchor characteristics jade consumer purchase behavior. Contribution: This study expands the theoretical understanding of anchor characteristics and consumer purchase behavior, and extends the scope of the study to the commercial field. It also has some reference value in practice.

Keywords: *Anchor Characteristics, Perceived Trust, Perceived Value, Consumer Buying Behavior*

INTRODUCTION

With the rapid development of network technology, the e-commerce live broadcast group continues to expand, behind the rapid development will actually involve many influencing factors. A crucial issue is how to present distinct and unique anchor features to improve consumers' impression of the anchor features and thus enhance their purchasing behavior. Although the Internet has made transaction information as transparent as possible, customers are more and more skeptical about the authenticity of information and the value of products, so the sense of trust and value is especially important in the online virtual environment.

Previous studies have considered various factors antecedent to consumer purchase behavior, and previous studies in related literature have shown that consumers are more willing to watch e-commerce anchors with highly attractive characteristics and have positive emotional resonance with them compared to ordinary anchors, thus transforming this emotion into goodwill toward the goods, which in turn generates purchase intention (Park & Lin, 2020). There is a significant correlation between perceived trust and consumers' purchase intention in live banding (Xu P, Cui B, Lyu B等, 2022)。(Buunk-Werkhoven et al, 2011) stated that consumers' perceived value comes from their perceived gap between the quality and utility of a product and the cost, such as economic, labor, or material, that they expend.

At present, the scope and content of research on e-commerce live broadcasting is not clear and comprehensive enough, and the research content and theoretical basis of different scholars span a wide range, but there are few theoretical studies and empirical analyses that study consumer purchasing behavior with e-commerce anchor characteristics through the two mediating variables of perceived trust and perceived value, therefore, how to influence consumer purchasing behavior through anchor characteristics, perceived trust and perceived value, and whether perceived trust and Therefore, how to influence consumer purchase behavior through anchor characteristics, perceived trust and perceived value, and whether perceived trust and perceived value

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play a mediating role in anchor characteristics and consumer purchase behavior need to be studied.

Based on the SOR theory, this paper thoroughly researches the influence of anchor characteristics on consumers' purchasing behavior. This study not only helps to enrich and develop related theories, but also can provide practical guidance for enterprises and merchants to cultivate anchors and marketing and promotion strategies, which has important theoretical significance and practical significance.

LITERATURE REVIEW

Anchor Characteristics and Perceived Trust

In the process of live broadcasting the anchor of the product professional analysis and summary so that consumers have a clearer knowledge of the product to be purchased, consumers from the live broadcasting process to obtain more valuable information, the anchor to generate a sense of trust, which will generate the willingness to buy(Zhao Baoguo, Wang Weifeng 2021). (Bouhlel, 2010) proposed that, the celebrities with high popularity will produce celebrity effect in spreading information, and the role of celebrity effect makes the receiver have confidence in the authenticity of the message and tend to believe the information conveyed by the celebrity, which affects their subsequent behavior and decision-making process. (Wang Tong, 2023) The study found that the interactive feature of webcasting has a positive effect on customer trust. (Williamson, 1979) People show more tendency to trust more attractive people compared to less attractive people.

Based on the above literature study, the following hypotheses were formulated for this study.

H1: Anchor characteristics positively affect perceived trust.

Anchor Characteristics and Perceived Value

Professional e-commerce anchors will clearly and accurately convey product information and reduce customers' perception of uncertainty about the product, which will make consumers think that the product is very useful for themselves, and then enhance the perceived value of customers (Dey & Srivastava, 2017). (Tingting Lin et al., 2022) found through regression analysis that the image elements of Netflix positively affect the customer perceived value, including Netflix's makeup, expression, and temperament and speech, so the attractiveness of e-commerce anchors can increase the customer's perceived value.

Based on the above research in the literature, this study proposes the following hypotheses.

H2: Anchor characteristics positively affect perceived value.

Anchor Characteristics and Consumer Buying Behavior

The professionalism of e-commerce live anchors is particularly important, professional anchors can make consumers quickly understand the specific information of the goods through detailed explanations, which can promote their consumer willingness and purchase behavior (Liu et al., 2019).

The interactive exchange of information between e-commerce anchors and consumers will make consumers feel excited and recognized, and then produce purchasing behavior for their recommended products(Ye C, Zheng R, Li L 2022). Anchor's special attraction to consumers will increase the likelihood of their purchasing their promoted products and services (Lu Lixia, 2022) Compared with ordinary anchors, consumers are more willing to watch e-commerce anchors with high attraction characteristics and have positive emotional resonance with them, thus transforming this emotion into goodwill towards the products, and then generating purchasing intentions (Park & Lin, 2020).

Based on the above researches in the literature, this study proposes the following hypotheses.

H3: Anchor characteristics positively influence consumer purchase behavior.

Perceived Trust and Consumer Buying Behavior

In the field of live-buying research, perceived trust also plays a crucial role in consumers' online buying behavior. Studies have shown that there is a significant correlation between perceived trust and consumers' willingness to purchase in live streaming bandwagons (Xu P, Cui B, Lyu B, 2022). (Tsaia and Hung 2019) stated that consumers with a high level of emotional trust are more likely to stick to online platforms with which they feel satisfied, which positively affects ongoing purchase intentions. (Wang Tong, 2023) In the case of not being able to perceive the inner cues of the product, consumers' perception of the trust and reliability of the product recommended by the anchor can, to a certain extent, reduce their inner concerns and increase their sense of identity and dependence, thus prompting the consumer purchase behavior.

Based on the above literature research, this study proposes the following hypotheses.

H4: Perceived trust positively influences consumer purchasing behavior.

Perceived Value and Consumer Buying Behavior

Shopping in the live broadcasting room, consumers get a good shopping experience, which enhances the consumers' perceived functional value, and then increases the purchase intention (Xiao Guanxiu, 2023). (Chopdar & Balakrishnan, 2020) It was found that perceived value as an organism is a key factor influencing customers' consumption behavior.

Based on the above research in the literature, this study proposes the following hypotheses.

H5: Perceived value positively influences consumer purchase behavior.

Anchor Characteristics, Perceived Trust and Consumer Buying Behavior

Taking the consumers of Xinba's live broadcast as the research object, it was found that the unique "Old Iron Culture" of Shutterstock's live broadcast affects consumers' purchase intention by strengthening their trust and loyalty (Wei Hua, 2021). (Li Jiyan, 2022) concluded that the interactive, preferential, and authenticity features of e-commerce live broadcasts affect consumers' perceived trust and demand, and thus positively influence consumers' purchasing decisions. (Liu Yang, 2020) pointed out that the interactive pleasantness of live broadcasting has an impact on consumers' perceived trust, which in turn affects consumers' purchasing behavior in live broadcasting. Therefore, perceived trust is a very important mediating variable.

Based on the above research in the literature, this study proposes the following hypotheses.

H6: Anchor characteristics influence consumer purchase behavior through perceived trust.

Anchor Characteristics, Perceived Value and Consumer Buying Behavior

E-commerce anchors' features such as popularity, professionalism, interactivity and attractiveness all positively influence consumers' purchase intention through perceived value(Gao yasong, 2023). (Xu He, 2021) explored the influencing factors of consumers' purchase intention in the context of live broadcasting of apparel, and the results of the study showed that the features of live broadcasting such as interactivity, entertainment, and visibility significantly influenced consumers' impulse purchase intention through the mediating role of perceived value. (Zhang, 2021) Anchor characteristic factors indirectly affect consumers' purchase decision through the influence on their perceived value.

Based on the above research in the literature, this study proposes the following hypotheses.

H7: Perceived value influences consumer purchase behavior through anchor features.

RESEARCH MODEL

Based on the literature review and assumptions, the conceptual model of this paper is shown in Figure 1.

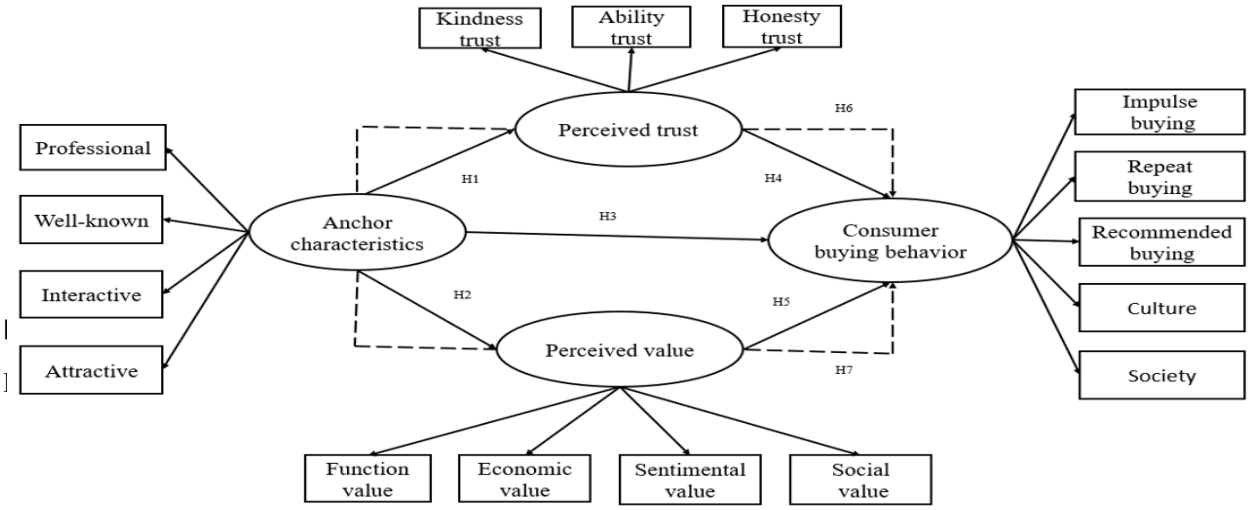

Figure 1 The Research Conceptual Model

METHODOLOGY

Participants

The research object of this paper is consumers shopping through live broadcasting in Liuzhou City, Guangxi Province. The researchers used the online questionnaire platform "Questionnaire Star" to collect data. Questionnaires were distributed to 412 research subjects, and 361 valid questionnaires were obtained through screening for missing or outliers, with an effective recovery rate of 87.62%. According to the criteria provided by(Hair, 2017) and (Comrey & Lee, 2013), a sample size of 320 is acceptable, and the sample size of this study meets the requirements.

Table 1 Basic information statistics of Participants

	Characteristics	n	%	Cumulative %
Gender	male	115	31.856	31.856
	female	246	68.144	100
Age	19-30 years old	84	23.269	23.269
	31-40 years old	213	59.003	82.271
	41-50 years old	49	13.573	95.845
	Over 50 years old	15	4.155	100
Education	High school below	25	6.925	6.925
	college	40	11.08	18.006
	undergraduate	142	39.335	57.341
	Master's degree	118	32.687	90.028
	doctoral degree	36	9.972	100

Occupation	government agency institution employee	131	36.288	36.288
	enterprise employee	102	28.255	64.543
	freelancer	29	8.033	72.576
	student	70	19.391	91.967
	other	29	8.033	100
Income	Below 2000 yuan	77	21.33	21.33
	2001-5000 yuan	36	9.972	31.302
	5001-10000 yuan	164	45.429	76.731
	10001-20000 yuan	68	18.837	95.568
	20001 yuan and above	16	4.432	100
Buying Frequency	0 times	7	1.939	1.939
	1-3 times	97	26.87	28.809
	4-6 times	100	27.701	56.51
	7-10 times	51	14.127	70.637
	10 times and above	106	29.363	100
	Total	361	100	100

INSTRUMENTS

The main objective of this study is to identify the factors that influence consumer buying behavior; therefore, this study is exploratory in nature and aims to be descriptive and analytical. The scale measurements constructed for this study mainly draw on existing scales that have been proven to be reliable and valid. A five-point Likert scale was used to measure anchor characteristics, perceived trust, perceived value, and consumer purchasing behavior. All items were measured using a five-point Likert scale, with 1 indicating strong disagreement and 5 indicating strong agreement.

DATA ANALYSIS AND RESULTS

This dissertation adopts a quantitative research methodology to explore the relationship between live shopping anchor characteristics, perceived trust, perceived value and consumer purchasing behavior, with special emphasis on the mediating role of perceived trust and perceived value. A series of advanced statistical techniques were used to rigorously test the hypothesized model. To accurately evaluate the analysis results, structural equation modeling (SEM) data were analyzed using SmartPLS 4.0(Ringle et al, 2024).

Data Analysis

Currently, the two methods used to test internal consistency reliability are Cronbachs alpha coefficient (CA) and construct reliability (CR). In this study, Cronbach's alpha coefficient was used as a pre-test reliability of the questionnaire to measure the consistency of the questionnaire and thus to ensure the correctness of the questionnaire, the alpha coefficient is an intermediate value between 0-1, when it is greater than 0.7 it means very reliable, and when it is greater than 0.9 it represents a very reliable; the threshold of acceptable value is 0.7 ((Hair et al, 2019), (Fornell and Larcker, 1981) suggests a value of 0.6 or more.

Another method in this study is Average Variance Extracted (AVE), If the value of the mean variance of variance is equal to or greater than 0.50, it means that the underlying structure explains more than half of its indicators; on the other hand, if the value of the mean variance of variance is less than 0.50, it means that the error component in the variance is greater than the proportion that can be explained by the constructs(*Hair* et

al,2013) , therefore, the mean variance extraction is based on a critical criterion of 0.5, and when the value of the mean variance is greater than 0.5, it means that the composite validity is good. which indicates good composite validity.

Table 2: Reliability and validity analysis of first order dimensions

	Loading	T	P	Cronbach's alpha	rho_a	rho_c	AVE
PRO1 <-PRO	0.863	66.422	0.000	0.887	0.893	0.917	0.689
PRO2 <- PRO	0.857	61.209	0.000				
PRO3 <- PRO	0.797	37.393	0.000				
PRO4 <- PRO	0.801	43.277	0.000				
PRO5 <- PRO	0.831	48.403	0.000				
WEL1 <- WEL	0.778	32.175	0.000	0.849	0.849	0.892	0.623
WEL2 <- WEL	0.799	40.976	0.000				
WEL3 <- WEL	0.779	31.367	0.000				
WEL4 <- WEL	0.788	34.597	0.000				
WEL5 <- WEL	0.803	38.011	0.000				
INT1 <- INT	0.873	74.155	0.000	0.872	0.876	0.908	0.664
INT2 <- INT	0.842	50.363	0.000				
INT3 <- INT	0.760	30.261	0.000				
INT4 <- INT	0.783	36.575	0.000				
INT5 <- INT	0.810	49.203	0.000				
ATT1 <- ATT	0.796	41.498	0.000	0.838	0.839	0.885	0.606
ATT2 <- ATT	0.789	37.612	0.000				
ATT3 <- ATT	0.783	35.915	0.000				
ATT4 <- ATT	0.775	34.533	0.000				
ATT5 <- ATT	0.750	32.363	0.000				
KIN1 <- KIN	0.816	46.504	0.000	0.886	0.887	0.916	0.686
KIN2 <- KIN	0.835	49.994	0.000				
KIN3 <- KIN	0.837	50.659	0.000				
KIN4 <- KIN	0.828	52.112	0.000				
KIN5 <-KIN	0.827	50.612	0.000				
ABI1 <- ABI	0.837	50.044	0.000	0.846	0.852	0.890	0.619
ABI2 <- ABI	0.800	40.012	0.000				
ABI3 <- ABI	0.776	35.712	0.000				
ABI4 <- ABI	0.759	30.806	0.000				
ABI5 <- ABI	0.758	30.093	0.000				
HON1 <- HON	0.808	46.136	0.000	0.863	0.864	0.901	0.645
HON2 <- HON	0.790	38.068	0.000				
HON3 <- HON	0.813	44.885	0.000				
HON4 <- HON	0.813	41.255	0.000				
HON5 <- HON	0.792	40.016	0.000				
FUN1 <- FUN	0.823	54.463	0.000	0.874	0.875	0.908	0.665
FUN2 <- FUN	0.790	43.069	0.000				
FUN3 <- FUN	0.813	44.839	0.000				
FUN4 <- FUN	0.812	43.207	0.000				
FUN5 <-FUN	0.838	50.663	0.000				

ECO1 <- ECO	0.748	29.599	0.000	0.863	0.870	0.901	0.645
ECO2 <- ECO	0.820	45.140	0.000				
ECO3 <-ECO	0.825	50.673	0.000				
ECO4 <- ECO	0.794	38.915	0.000				
ECO5 <- ECO	0.827	53.182	0.000				
SEN1 <- SEN	0.822	54.247	0.000	0.860	0.862	0.899	0.640
SEN2 <- SEN	0.780	34.498	0.000				
SEN3 <- SEN	0.824	51.508	0.000				
SEN4 <- SEN	0.791	39.223	0.000				
SEN5 < -SEN	0.782	34.413	0.000				
SOV1 <- SOV	0.826	51.905	0.000	0.875	0.877	0.909	0.667
SOV2 <- SOV	0.783	38.714	0.000				
SOV3 <- SOV	0.829	50.039	0.000				
SOV4 <- SOV	0.813	40.600	0.000				
SOV5 <- SOV	0.831	55.001	0.000				
IMP1 <- IMP	0.799	43.165	0.000	0.849	0.854	0.893	0.625
IMP2 <- IMP	0.799	42.673	0.000				
IMP3 <- IMP	0.746	32.034	0.000				
IMP4 <- IMP	0.753	29.643	0.000				
IMP5 <- IMP	0.852	61.040	0.000				
REP1 <- REP	0.806	43.152	0.000	0.869	0.870	0.905	0.657
REP2 <-REP	0.793	42.425	0.000				
REP3 <- REP	0.826	54.714	0.000				
REP4 <- REP	0.810	45.074	0.000				
REP5 <- REP	0.817	48.624	0.000				
REC1 <- REC	0.853	72.641	0.000	0.884	0.884	0.915	0.683
REC2 <- REC	0.815	45.073	0.000				
REC3 <- REC	0.832	51.197	0.000				
REC4 <- REC	0.802	44.325	0.000				
REC5 <- REC	0.829	51.004	0.000				
CUL1 <- CUL	0.810	38.699	0.000	0.865	0.865	0.902	0.649
CUL2 <- CUL	0.801	41.151	0.000				
CUL3 <- CUL	0.808	46.167	0.000				
CUL4 <- CUL	0.826	47.272	0.000				
CUL5 <- CUL	0.781	39.538	0.000				
SOC1 <- SOC	0.798	34.691	0.000	0.868	0.869	0.904	0.654
SOC2 <- SOC	0.814	43.152	0.000				
SOC3 <- SOC	0.831	51.578	0.000				
SOC4 <- SOC	0.807	45.259	0.000				
SOC5 <- SOC	0.791	37.071	0.000				

Table 3 Reliability and validity analysis of second order variables

	Loading	**T**	**P**	**Cronbach's alpha**	**rho_a**	**rho_c**	**AVE**
PRO <- AC	0.805	43.044	0.000	0.819	0.822	0.881	0.649
WEL <- AC	0.821	45.534	0.000				
INT <- AC	0.825	48.662	0.000				

ATT <- AC	0.769	30.721	0.000	0.780	0.780	0.872	0.695
KIN <- PT	0.805	38.335	0.000				
ABI <- PT	0.851	50.572	0.000				
HON <- PT	0.844	54.129	0.000				
FUN <- PV	0.798	38.193	0.000	0.835	0.836	0.890	0.669
ECO <- PV	0.843	51.060	0.000				
SEN <- PV	0.788	36.602	0.000				
SOV <- PV	0.842	53.423	0.000				
IMP <- CBB	0.768	33.821	0.000	0.862	0.863	0.901	0.645
REP <- CBB	0.815	44.700	0.000				
REC <- CBB	0.796	41.174	0.000				
CUL <- CBB	0.809	44.855	0.000				
SOC <- CBB	0.826	45.570	0.000				

Discriminant Validity

Distinctive validity analysis is to verify whether different two construct correlations are statistically different, items in different constructs should not be highly correlated, if they are (0.85 or more), it means that these items are measuring the same thing, which usually occurs when the definitions of the constructs are such as excessive overlap. The present study used the more rigorous AVE method of assessing discriminant validity, (Fornell and Larcker, 1981) The open root sign of the AVE for each factor had to be greater than the correlation coefficient of each paired variable to indicate discriminant validity between the factors. The diagonal line is the standardized correlation coefficients for each factor AVE open root sign is greater than the off-diagonal line, so this study has differential validity, and the diagonal downward triangle is the correlation coefficient. See the table below for details.

Table 4: Fornell and Larcker Distinguishing Effect for First Order Dimensions

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PRO	0.830															
WEL	0.531	0.789														
INT	0.543	0.589	0.815													
ATT	0.523	0.501	0.502	0.779												
KIN	0.423	0.439	0.500	0.367	0.828											
ABI	0.424	0.463	0.461	0.396	0.511	0.787										
HON	0.400	0.425	0.448	0.396	0.503	0.611	0.803									
FUN	0.385	0.417	0.431	0.361	0.292	0.298	0.294	0.815								
ECO	0.434	0.458	0.470	0.394	0.321	0.293	0.282	0.610	0.803							
SEN	0.457	0.427	0.450	0.410	0.309	0.275	0.310	0.495	0.512	0.800						
SOV	0.421	0.496	0.448	0.403	0.322	0.279	0.331	0.533	0.632	0.566	0.817					
IMP	0.392	0.467	0.434	0.301	0.397	0.421	0.404	0.357	0.395	0.374	0.421	0.791				
REP	0.497	0.425	0.421	0.444	0.427	0.457	0.437	0.389	0.409	0.422	0.425	0.543	0.810			
REC	0.489	0.467	0.428	0.434	0.437	0.448	0.425	0.366	0.355	0.377	0.420	0.492	0.545	0.826		
CUL	0.465	0.484	0.482	0.429	0.435	0.433	0.470	0.420	0.379	0.391	0.417	0.521	0.584	0.562	0.805	
SOC	0.410	0.496	0.472	0.400	0.426	0.406	0.439	0.381	0.428	0.408	0.465	0.559	0.594	0.594	0.566	0.809

Table 5 Fornell and Larcker Distinguishing Validity for Second Order Variables

	AC	PT	PV	CBB
AC	0.805			
PT	0.640	0.834		
PV	0.653	0.441	0.818	
CBB	0.685	0.644	0.610	0.803

This is followed by the heterogeneity-monomorphism ratio, which is the ratio of between-trait correlations (between-trait) to within-trait correlations (within-trait). It is the ratio of the means of the correlation of indicators between different conformations relative to the mean of the correlation of indicators between the same conformations. The results are shown in the following table. From the table below, it can be seen that the HTMT values between every 2 variables in this study are below 0.85, which is also an indication of good discriminant validity between each variable.

Table 6 First order dimension HTMT discriminant validity

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PRO																
WEL	0.610															
INT	0.614	0.682														
ATT	0.604	0.592	0.585													
KIN	0.477	0.505	0.568	0.425												
ABI	0.481	0.543	0.534	0.468	0.587											
HON	0.452	0.498	0.518	0.465	0.575	0.713										
FUN	0.436	0.482	0.491	0.421	0.334	0.346	0.335									
ECO	0.491	0.530	0.536	0.465	0.362	0.337	0.322	0.698								
SEN	0.518	0.500	0.517	0.482	0.352	0.322	0.358	0.572	0.594							
SOV	0.476	0.573	0.510	0.470	0.365	0.324	0.382	0.608	0.725	0.653						
IMP	0.449	0.548	0.505	0.354	0.456	0.493	0.467	0.413	0.456	0.436	0.488					
REP	0.565	0.494	0.483	0.519	0.485	0.528	0.502	0.444	0.464	0.486	0.486	0.631				
REC	0.549	0.539	0.486	0.502	0.493	0.512	0.485	0.417	0.399	0.431	0.477	0.568	0.622			
CUL	0.526	0.563	0.554	0.503	0.497	0.506	0.544	0.483	0.434	0.451	0.478	0.606	0.672	0.643		
SOC	0.464	0.577	0.542	0.465	0.486	0.470	0.506	0.435	0.486	0.471	0.531	0.650	0.682	0.678	0.652	

Table7 HTMT discriminant validity of second order variables

	AC	PT	PV	CBB
AC				
PT	0.799			
PV	0.787	0.546		
CBB	0.813	0.785	0.718	

Structural Model

The size and significance of the path coefficient are used to evaluate the relationship between research hypotheses. When the sample data are standardized, the path coefficient will be between 1 and -1, and the closer the value is to 1, the more positive the correlation is; while the closer the value is to -1, the more negative the correlation is. By dividing the path coefficient by the standard deviation, the T-value can be further calculated. According to the research conducted by scholars in the past, when the sample size of the study is larger than 30, the quartile of the normal distribution can be used as the critical value, and when the T-value is larger than the critical value, it can be claimed that there is a significant level of significance under a certain degree of error, and the critical value is usually 1.96 (significant), while the T-value is usually 1.96 (significant). value is usually 1.96 (significant level of 5%), 2.57 (significant level of 1%) and 3.29 (significant level of 0.1%).(*Hair*, Jr et al.2013), in this study, path coefficients and t-values were calculated by bootstrapping. The

number of Bootstrap cases was set to 5000 for the calculation of path coefficients and T-values. The structural model of this study is shown in Figure 2 and the results are shown in Table 8 below.

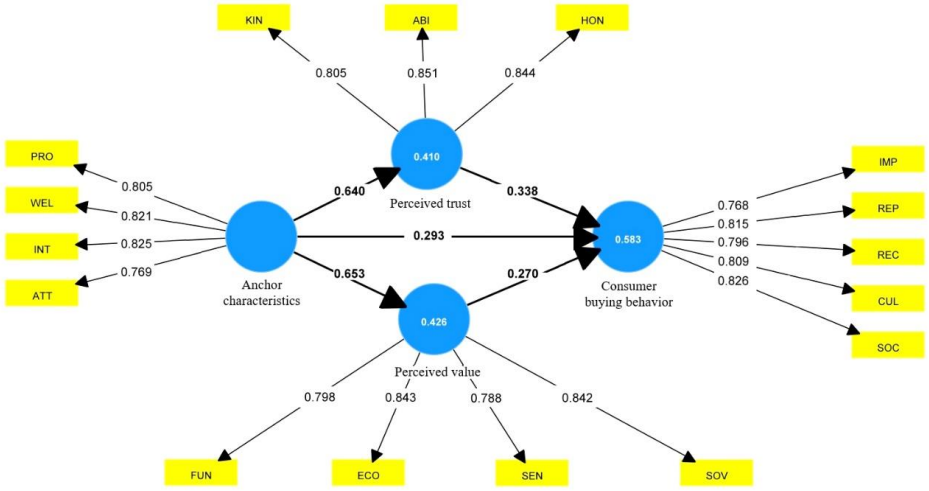

Figure 2 The path coefficients of the structural model

Table 8 PLS structural equation modeling path coefficient

	Original sample (O)	Sample mean (M)	STDEV	T	P values
AC -> PT	0.640	0.641	0.031	20.761	0.000
AC -> PV	0.653	0.654	0.028	23.653	0.000
AC -> CBB	0.293	0.292	0.050	5.808	0.000
PT -> CBB	0.338	0.338	0.042	8.017	0.000
PV -> CBB	0.270	0.271	0.045	5.991	0.000

According to the data in the table above shows the results of this study. Specifically, it shows that the following relationships have significant positive effects in this study.

There was a significant positive effect of anchor characteristics -> perceived trust (β=0.640, P<0.001);

Anchor characteristics -> Perceived value has a significant positive effect (β=0.653, P<0.001);

Anchor Characteristics -> Consumer Purchasing Behavior has a significant positive effect (β=0.293, P<0.001);

Perceived trust -> there is a significant positive effect on consumer purchase behavior (β=0.338, P<0.001);

Perceived value -> there is a significant positive effect of consumer purchasing behavior (β=0.270, P<0.001);

These results validate the hypotheses proposed in the study and confirm the significance of these relationships.

Analysis of Mediating Effect

The purpose of this thesis is to demonstrate whether perceived trust and perceived value mediate between anchor characteristics and consumer purchase behavior. Bootstrap mediation effect test was used to test whether the mediation effect was significant or not, with a confidence interval of Bias Corrected (95%), and the number of repeated samples was 5,000, and the analysis of the mediation effect results test was conducted, as shown in Table 9

Table 9 Bootstrap mediation effect test

Effect		Original sample (O)	Sample mean (M)	STDEV	T	P values	2.50%	97.50%
AC -> CBB	Direct effect	0.293	0.292	0.05	5.808	0.000	0.193	0.389
AC -> PV -> CBB	Indirect effect	0.176	0.177	0.031	5.611	0.000	0.118	0.240
AC -> PT -> CBB	Indirect effect	0.216	0.217	0.029	7.360	0.000	0.162	0.277
AC -> CBB	Total indirect effect	0.392	0.394	0.04	9.733	0.000	0.314	0.473
AC-> CBB	Total effect	0.685	0.686	0.026	26.549	0.000	0.628	0.729

This can be seen from the Bootstrap mediation effects test in the table above:

Anchor Characteristics -> Consumer Purchasing Behavior Direct Effect is 0.293, Bias Corrected (95%) Confidence Interval [0.193,0.389], does not contain 0, indicating that the direct effect is significant;

Anchor Characteristics -> Perceived Value -> Consumer Purchasing Behavior Indirect effect is 0.176, Bias Corrected (95%) confidence interval [0.118,0.240], does not contain 0, indicating that the indirect effect is significant;

Anchor characteristics -> perceived trust -> consumer purchase behavior indirect effect is 0.216, Bias Corrected (95%) confidence interval [0.162,0.277], does not contain 0, indicating that the indirect effect is significant.

DISCUSSION AND CONCLUSION

This study found that anchor characteristics significantly affect consumer purchase behavior (H3, β-0.293), indicating that the stronger the ability of the various aspects of the anchor characteristics on the consumer's willingness to buy, which in turn affects their consumer purchasing behavior, (Park and Lin.2020) also confirmed this point. In addition, anchor characteristics significantly affect perceived trust and perceived value, the path coefficients are β-0.640 (H1) and β-0.653 (H2), respectively, in the live broadcasting process anchor professional analysis and summary of the product so that the consumer has a clearer perception of the product to be purchased, the consumer from the live broadcasting process to obtain more valuable information, the anchor to generate a sense of trust, and thus will generate the willingness to buy (Zhao Baoguo and Wang Weifeng, 2021). In addition, perceived trust and perceived value are significantly correlated with consumers' purchasing behavior with path coefficients of β-0.338 (H4) and β-0.270 (H5), respectively, which are supported by Wang et al. (2021); anchor characteristics indirectly affect consumers' purchasing behavior β-0.176 (H6) and β-0.216 (H7) through perceived trust and perceived value,(Li Yuxi et al. 2020) concluded from the study that the interactive, preferential and authenticity features of e-commerce live broadcasting affect consumers' perceived trust and demand, thus positively affecting consumers' purchase decisions; (Gao Songya, 2023) the features of webcasters' popularity, professionalism, interactivity and attractiveness all positively affect consumers' purchase intention through perceived value. Therefore, the anchor characteristics of webcasting and consumers' perceived trust and perceived value are the key factors that enhance consumers' purchasing behavior.

The results of the above hypotheses indicate that having anchor characteristics not only directly increases consumer purchasing behavior, but also helps consumers develop a positive sense of trust, value, and understanding of the recognition of the anchor's behavior, which motivates them to participate in live webcasting and generate purchasing behavior. Therefore, webcast shopping activities should take the initiative to provide relevant information about goods and services, etc., to increase consumers' trust and sense of value, and cultivate a positive willingness to buy. At the same time, enterprises, businesses and live broadcasting platforms can also strengthen the standardization and normalization of the training of webcast anchors, so that the anchors can feel the consumers' expectations of their own abilities, thus increasing consumers' purchasing behavior.

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