

Research on the influence of information source characteristics of agricultural e-commerce anchors on consumers' purchasing intention

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Abstract: Based on the SOR theory, the information source characteristics of agricultural e-commerce anchors are divided into professionalism, trustworthiness, and attractiveness. Consumers' functional perceived value and hedonic perceived value are introduced as parallel mediators to construct a research model of the influence of agricultural e-commerce anchors' information source characteristics and perceived value on consumers' purchase intention. 245 valid data were collected through questionnaires, and data analysis was performed using SPSS software. At the same time, Bootstrap was used for mediation test. The study found that the information source characteristics and perceived value of agricultural e-commerce anchors have an impact on consumers' purchase intention. The results reveal the positive correlation between the anchor's information source characteristics and perceived value, the positive impact of perceived value on consumers' purchase intention, and the positive impact of information source characteristics on purchase intention can be achieved through the parallel mediation of perceived value.

Keywords: information source characteristics; perceived value; mediation effect; SOR theory

1. Introduction

With the continuous innovation and rapid development of Internet technology and live broadcast technology, the integration model of "online live broadcast + rural e-commerce" has flourished in the field of rural e-commerce. Agricultural live broadcast has become an effective tool for promoting agricultural products and agricultural brands, which has a profound impact on the transformation of traditional rural e-commerce. The social recognition of agricultural e-commerce anchors has also increased^[1]. In view of this, how the information source characteristics of agricultural e-commerce anchors affect consumers' purchasing intentions, and how the agricultural e-commerce live broadcast industry can effectively use the information source characteristics of e-commerce anchors to enhance consumers' purchasing intentions and promote agricultural economic growth are of great theoretical and practical significance. In the process of purchasing decisions, consumers' behavior is affected by their perceived value^[2]. As an information source, how agricultural e-commerce anchors can influence consumers' purchasing intentions by establishing, reconstructing or enhancing consumers' perceived value has also become a topic worth exploring^[3].

Based on the SOR model, this study analyzes the impact of anchor information source characteristics and perceived value on consumer purchase intention, constructs a theoretical model and conducts hypothesis testing. According to the test results of the model, it is hoped to provide relevant suggestions for the training of agricultural e-commerce anchors and the development of the rural e-commerce industry^[4].

2. Theoretical basis and literature review

2.1 E-commerce anchor information source characteristics

In the "Documentation Terminology", information source is defined as the source of information related to people's needs in order to meet their own information needs. In a narrow sense, information source refers to direct or indirect things related to the process of information transmission, while Xu Jinzhu believes that in a broad sense, information source refers to information source that includes not

only various information carriers but also information production sources. Based on the above scholars' definitions and explanations of information sources, the information source studied in this paper is the anchor in the e-commerce live broadcast. Most domestic scholars summarize the information source characteristics of e-commerce anchors into four aspects: interactivity, authenticity, professionalism and popularity. In our research model, the characteristics of e-commerce anchors are professionalism, trustworthiness and attractiveness.

2.2 Perceived Value Theory

Perceived value is generally defined as the degree of satisfaction that consumers obtain from consuming a product, and this degree of satisfaction varies significantly among different consumers. Many domestic and foreign scholars explain consumers' purchasing behavior through the concept of perceived value.^[5-6] Zeithaml proposed that consumers will only make purchasing decisions when the enhancing effect of product functional attributes exceeds the weakening effect of price factors. Sweeney et al. further subdivided perceived value into four dimensions: emotional value, social value, functional value based on product quality, and functional value based on price^[7]. In view of this, this paper divides perceived value into functional perceived value and hedonic perceived value, and explores their impact on consumers' purchasing intention under the e-commerce live streaming model.

2.3 SOR Theory

The SOR model specifically explains the impact of environmental characteristics on the prediction of users' emotional responses and subsequent behaviors. In the SOR model, stimulus refers to various factors from the external environment, organism represents the psychological process and structure within the individual, involving feelings, thinking activities, etc., and response is the result of the individual's attitude or behavior^[8-9]. The SOR model takes the stimulation of consumers by various shopping environment factors as the antecedent variable, the psychological motivation of consumers such as emotions and cognition as the mediating variables, and the approach or avoidance behavior state as the output result. The model provides a good explanation for consumers' psychological changes and purchasing behaviors^[10]. Therefore, the SOR model is very suitable for studying the impact of the characteristics of e-commerce anchors' information sources and perceived value on consumers' purchasing intentions.

3. Model construction and research hypotheses

Based on the SOR theory, this study constructs a research model on the impact of the information source characteristics of agricultural e-commerce anchors on consumers' purchase intention. The information source characteristics of e-commerce anchors are divided into professionalism, trustworthiness, and attractiveness^[11]. It is believed that the information source characteristics of e-commerce anchors will make consumers have different functional and hedonic perceived values of products, thereby affecting consumers' purchase intention. The conceptual model is shown in Figure 1.

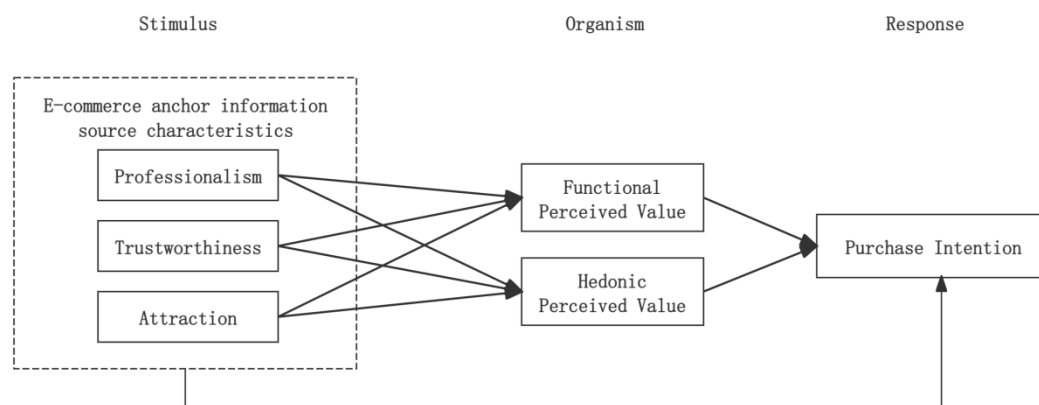


Figure 1 Conceptual model diagram

3.1 Information source characteristics of e-commerce anchors and their functional perceived value and hedonic perceived value

E-commerce anchors can convey the practicality and efficiency of products to consumers by demonstrating their in-depth understanding of product features, usage methods, and effects. This transfer of expertise helps consumers understand how products meet their specific needs. At the same time, anchors can allow consumers to experience the pleasure of products through vision, hearing, and even imagination through vivid descriptions, live demonstrations, or interactive experiences. Therefore, the hypothesis is proposed:

H1a: Professionalism is positively correlated with perceived functional value.

H1b: Professionalism is positively correlated with hedonic perceived value

Functional perceived value refers to the practical value and practicality that consumers gain from using products or services. This value is usually based on the rational decision-making of customers, with actual efficacy and benefits as the criteria for selection, promoting the rational consumption process of individuals. When consumers believe that the anchor is trustworthy, they are more inclined to believe the anchor's description and recommendation of product functions, which enhances consumers' confidence that the product can meet their actual needs, thereby enhancing functional perceived value. At the same time, the emotional connection established by trustworthy anchors with consumers through their personal charm, vivid narratives, emotional investment and interaction can enhance consumers' expectations for the hedonic perceived value of products. In summary, the hypothesis is proposed:

H2a : Trustworthiness is positively correlated with functional perceived value

H2b : Trustworthiness is positively correlated with hedonic perceived value

The attractiveness of e-commerce anchors plays an important role in shaping consumers' functional and hedonic perceived value of products. An attractive anchor can quickly attract consumers' attention through his personal charm and professional image, which lays the foundation for the effective communication of product information. When consumers have a good impression of the anchor, they are more willing to listen to the anchor's introduction to the product, which increases the acceptance and influence of product information. In summary, the hypothesis is proposed:

H3a : Attractiveness is positively correlated with perceived functional value

H3b : Attractiveness is positively correlated with perceived hedonic value

3.2 E-commerce anchors' information source characteristics and purchase intention

The professionalism of e-commerce anchors includes not only an in-depth understanding of products and industries, but also communication skills that can highlight product advantages and stimulate consumers' desire to buy, as well as the ability to shape brand image by closely combining professional image and brand value, which has a positive impact on the purchasing decisions of real and potential consumers. The higher the trustworthiness of the anchor, the more consumers tend to regard him/her as a reliable source of information^[12], or are more likely to resonate with him/her emotionally^[13], believing that the anchor can reduce consumers' perceived risks and thus promote purchasing behavior. The anchor's own attractiveness and humorous, interesting and creative content design can attract consumers' attention, increase the viewing rate of live broadcasts, and thus provide consumers with more product information^[14]. Anchors with high attractiveness can make the transmission of product information more effective and stimulate consumers' positive emotional responses, thereby increasing their willingness to buy^[15]. Therefore, the following hypothesis is proposed:

H4: Professionalism positively affects purchase intention

H5: Trustworthiness positively affects purchase intention

H6: Attractiveness positively affects purchase intention

3.3 Consumers' functional and hedonic perceived value

The perceived value theory^[10] states that when consumers make purchasing decisions, they will

weigh the perceived benefits and perceived costs of a product or service and choose the option with the greatest perceived value. Among them, functional perceived value plays a core role in the formation of consumer purchasing intention. According to the research of Sheth, Newman and Gross^[16], functional value is the utility perceived by consumers through the functional or physical attributes of a product, which directly affects consumers' purchasing decisions. Hedonic perceived value involves the pleasure, enjoyment and sensory experience that a product or service brings to consumers. The experiential marketing theory^[14] regards consumer purchasing behavior as a process of seeking pleasant experiences, pointing out that such experiences can often stimulate consumers' willingness to buy. The emotion transfer theory further explains that when a product can stimulate consumers' positive emotions and transfer them to the product, it can enhance consumers' preference for the product and willingness to buy. Therefore, the following hypothesis is proposed:

H7: Functional perceived value positively affects purchase intention

H8: Hedonic perceived value positively affects purchase intention

According to the SOR theory, consumers' functional perceived value and hedonic perceived value play a mediating role in the theory, that is, consumers' functional perceived value and hedonic perceived value play a mediating role between the information source characteristics of e-commerce anchors and the consumer purchase intention model. Therefore, the hypothesis is proposed:

H7a: Functional perceived value mediates the relationship between professionalism and purchase intention

H7b: Functional perceived value plays a mediating role between trustworthiness and purchase intention

H7c: Functional perceived value mediates the relationship between attractiveness and purchase intention

H8a: Hedonic perceived value mediates the relationship between professionalism and purchase intention

H8b: Hedonic perceived value mediates the relationship between trustworthiness and purchase intention

H8c: Hedonic perceived value mediates the relationship between attractiveness and purchase intention

4. Research Design and Empirical Analysis

4.1 Scale design

The questionnaire of this study adopts the Likert 5- point scale. The information source characteristics of agricultural e-commerce anchors adopt , and the consumer purchase intention adopts the scale developed by Lintong H . According to the actual situation of the survey, gender, age, education, occupation and monthly income/living expenses level are used as control variables.

4.2 Data analysis

4.2.1 Sample Description

This survey adopts the questionnaire survey method, and the questionnaire is mainly released through Wenjuxing. A total of 302 questionnaires were issued in this survey. According to the answer to the question "Do you watch the agricultural assistance live broadcast?", the questionnaire data with the answer "No" were first eliminated. According to the average answer time of the pre-survey of 43 seconds, the data with an answer time of less than 43 seconds (excluding 43 seconds) were eliminated. Finally, 245 valid questionnaires were obtained. Among them, there were 105 males, accounting for 42.86%, and 140 females, accounting for 57.14%, indicating that women are more inclined to watch agricultural assistance live broadcasts. The age is mainly concentrated in 18~45 years old, accounting for 79.18% of the total sample, indicating that the viewing group of agricultural assistance live broadcasts is mainly young and middle-aged people. The education level is mainly undergraduate, accounting for 42.45% of the total sample. Combined with the occupational distribution and monthly income/living expenses level, it can be seen that the sample group is mainly concentrated in students

with a living expenses level of 4001-6000 yuan and company employees/staff of government agencies and institutions. This group has a strong participation and purchasing power in live broadcasts. Judging from the statistical characteristics of the sample, the sample is quite representative. The specific distribution of samples is shown in Table 1.

Table 1 Sample distribution table

Name	Options	Frequency	Percentage (%)	Cumulative percentage (%)
gender	male	105	42.86	42.86
	female	140	57.14	100.00
age	Under 18 years old	7	2.86	2.86
	18~25 years old	70	28.57	31.43
	26~35 years old	65	26.53	57.96
	36-45 years old	59	24.08	82.04
	46-55 years old	33	13.47	95.51
	Over 55 years old	11	4.49	100.00
Education	Junior high school and below	17	6.94	6.94
	High school / technical secondary school	52	21.22	28.16
	College	66	26.94	55.10
	undergraduate	104	42.45	97.55
	Graduate students and above	6	2.45	100.00
Monthly income / living expenses	2000 yuan and below	29	11.84	11.84
	2001-4000 Yuan	49	20.00	31.84
	4001-6000 Yuan	124	50.61	82.45
	6001-10000 Yuan	36	14.69	97.14
	10001 yuan and above	7	2.86	100.00
Profession	student	83	33.88	33.88
	Company employees/staff of government agencies and institutions	97	39.59	73.47
	Freelance/self-employed	45	18.37	91.84
	other	20	8.16	100.00
total		245	100.00	100.00

4.2.2 Reliability Analysis

In order to verify the reliability and accuracy of the answers to the quantitative data, this analysis uses SPSS25.0 for reliability testing. After processing the data and conducting reliability analysis, it is found that the α values of all variables in this article are above 0.8, and the α coefficient of the total scale is 0.923, both greater than 0.7. This shows that there is good consistency between the variables within the scale of this survey, and the data measured by the scale has good credibility. The overall data reliability quality is high and can be used for further analysis. The reliability test results of the variables are shown in Table 2.

Table 2 Reliability test results

Project	Number of measurement items	Cronbach's alpha coefficient
Anchor professionalism	4	0.961
Streamer trustworthiness	3	0.960
Anchor attractiveness	2	0.807
Functional perceived value	3	0.878
Hedonic perceived value	3	0.869
Purchase intention	3	0.910
Total table	18	0.923

4.2.3 Validity Analysis

This study used KMO and Bartlett test for validity verification. The results are The KMO value is

0.939, and the KMO value is greater than 0.8. The research data is very suitable for extracting information and suitable for factor analysis. After using the principal component analysis method, it was found that when the number of principal components was 6, the explained characteristic root was less than 1, and the cumulative variance explanation rate reached 68.104%, exceeding 50%, with a high degree of explanation. The generated rotation component matrix results show that the measurement item factor loading coefficients greater than 0.5 are concentrated outside component 4, and the other measurement items in the scale are all under their respective dimensions, and the factor loading coefficients are all greater than the minimum value of 0.5, indicating that the scale discriminant validity in the questionnaire design is good and can be studied in the next step, as shown in Table 3.

Table 3 Validity test results

KMO value		0.939
Bartlett's test of sphericity	Approximate Chi-Square	4247.252
	df	210
	p-value	0.000

4.2.4 Correlation analysis

This study used Pearson correlation analysis. This study uses gender, age, education, occupation, monthly income/living expenses level and other variables as control variables to conduct a correlation analysis on the information source characteristics, perceived value and purchase intention of the agricultural support anchors. The final correlation analysis results are shown in Table 4.

Table 4 Correlation analysis table

	Average value	Standard Deviation	Professionalism	Trustworthiness	Attraction	Functional perceived value	Hedonic perceived value	Purchase intention
Professionalism	3.622	0.969	1					
Trustworthiness	3.680	0.967	0.806**	1				
Attraction	3.500	1.062	0.575**	0.670**	1			
Functional perceived value	3.607	0.992	0.700**	0.790**	0.731**	1		
Hedonic perceived value	3.599	1.028	0.656**	0.754**	0.843**	0.824**	1	
Purchase intention	3.525	1.054	0.599**	0.667**	0.724**	0.766**	0.749**	1

* $p < 0.05$ ** $p < 0.01$

As can be seen from the above table, there is a significant positive correlation between the anchor's information source characteristics (professionalism, trustworthiness, and attractiveness) and perceived value (functional perceived value and hedonic perceived value). Therefore, H1a, H1b, H1c, H2a, H2b, and H2c are verified.

4.2.5 Regression analysis

This study uses professionalism, trustworthiness, attractiveness, functional perceived value, and hedonic perceived value as independent variables, and purchase intention as the dependent variable for linear regression analysis. As can be seen from the table, the model R-square value is 0.653, which means that professionalism, trustworthiness, attractiveness, functional perceived value, and hedonic perceived value can explain 65.3% of the change in purchase intention. According to the F test results, $F = 89.821$, $p = 0.000 < 0.05$, which means that the model construction is meaningful. The multicollinearity test of the model found that all VIF values in the model are less than 5, which means that there is no collinearity problem; and the DW value is near the number 2, which means that there is no autocorrelation in the model, there is no correlation between the sample data, and the model is good. See Table 5 for details.

According to the regression analysis results, the following conclusions can be drawn:

(1) The host's professionalism has a positive impact on consumers' purchasing intention ($p = 0.006 < 0.05$), and hypothesis H4 is established.

(2) The anchor's trustworthiness has a positive impact on consumers' purchasing intention ($p = 0.008 < 0.05$), so hypothesis H5 is established.

(3) The host’s attractiveness has a very significant positive impact on consumers’ purchase intention ($p=0.000^{**}<0.05$), and hypothesis H6 is established. As the most obvious factor affecting consumers' purchasing intention, anchor attractiveness has a high degree of explanation for the model.

(4) Functional perceived value has a positive impact on consumers’ purchase intention ($p = 0.000^{**}<0.05$), and hypothesis H7 is established.

(5) Hedonic perceived value has a positive impact on consumers’ purchase intention ($p=0.003<0.05$), and hypothesis H8 is established.

Table 5 Regression analysis table

Model	Unstandardized coefficient B	Standard Error	Standardized coefficient Beta	t	Significance	VIF
constant	0.239	0.170	-	1.407	0.00 1	-
Professionalism	0.6 62	0.071	0.657	4.868	0.006	2.943
Trustworthiness	0.5 22	0.085	0.51 0	5.253	0.008	4.216
Attraction	0.5 62	0.071	0.46 4	3.690	0.000**	3.521
Functional perceived value	0.5 21	0.081	0.496	5.181	0.000**	4.011
Hedonic perceived value	0.452	0.090	0.448	4.689	0.0 0 3	4.318
R -square			0.653			
Adjusted R -squared			0.645			
F -number			F(5, 239)=89.821, p=0.000			
Durbin Watson			1.957			

4.3 Mediation effect test

Bootstrap was used for multiple mediation tests. Simple mediation model 4 was selected through the process plug-in, with a confidence interval of 95% . The Bootstrap sampling method was the bias-corrected nonparametric percentile method. Under the control of gender, age, education, occupation, monthly income/living expenses, frequency of watching agricultural assistance live broadcasts, and frequency of purchases during agricultural assistance live broadcasts, the mediating effects of consumers' functional perceived value and hedonic perceived value in the model between the information source characteristics of agricultural assistance e-commerce anchors and consumers' purchase intention were tested.

4.3.1 Testing the total effect of the model

Table 6 shows the Bootstrap estimation results of the total effect. The data show that the confidence intervals of the model do not include 0, which indicates that the total effect of professionalism, trustworthiness, and attractiveness on purchase intention is significant.

Table 6 Bootstrap estimation results of total effect

Model	Total Effect	SE	t-value	p-value	Confidence interval
Model 1 Professionalism → Purchase intention	0.66	0.58	11.26	***	(0.54, 0.77)
Model 2 Trustworthiness → Purchase intention	0.73	0.05	13.40	***	(0.63, 0.84)
Model 3 Attractiveness → Purchase Intention	0.72	0.05	15.89	***	(0.63, 0.81)

4.3.2 Testing the direct effects of the model

After controlling for the mediating variables, the Bootstrap estimation results of the model direct effect are shown in Table 7, since the confidence intervals are (-0.03, 0.21) and (-0.07, 0.21), both of which include the value of 0, the direct effects of professionalism and trustworthiness on purchasing intention are not significant. The direct effect of attractiveness on purchase intention is significant, with a confidence interval of (0.11, 0.39) that does not include the value of 0.

Table 7 Bootstrap estimation results of direct effects

Model	Model	Direct Effect	SE	t-value	p-value	Confidence interval	Effect ratio (%)
Model 1	Professionalism → Purchase intention	0.09	0.06	1.47	***	(-0.03, 0.21)	13.64
Model 2	Reliability → Purchase intention	0.07	0.07	0.91	*	(-0.07, 0.21)	9.59
Model 3	Attractiveness → Purchase Intention	0.25	0.07	3.49	***	(0.11, 0.39)	34.72

4.3.3 Testing the parallel mediation effect of the model

The Bootstrap estimation results of :

Table 8 Bootstrap mediation test

path	Effect size	SE	Bia-corrected 95%CI		Proportion (%)
			Lower	Upper	
Professionalism → Functional perceived value → Purchase intention	0.51	0.06	0.40	0.62	77.27
Professionalism → Hedonic Perceived Value → Purchase Intention	0.44	0.05	0.31	0.50	66.67
Trustworthiness → Functional perceived value → Purchase intention	0.56	0.06	0.40	0.62	76.71
Trustworthiness → Hedonic Perceived Value → Purchase Intention	0.48	0.06	0.35	0.60	65.75
Attractiveness → Functional Perceived Value → Purchase Intention	0.37	0.05	0.28	0.48	51.39
Attractiveness → Hedonic Perceived Value → Purchase Intention	0.41	0.08	0.26	0.58	56.94

As shown in Table 8, the confidence intervals of the mediating paths of professionalism, trustworthiness, and attractiveness acting on purchase intention through identity and presence, respectively, do not contain 0, indicating that the mediating effects are significant. Therefore, H7a, H7b, H7c, H8a, H8b, and H8c hold.

4.4 Hypothesis test results

Based on the above analysis results, the following hypothesis test results summary can be obtained. The results of hypothesis testing are summarized in Table 9. The data show that all hypotheses are verified.

Table 9 Summary of hypothesis test results

Assumptions	Assumptions	Verify the results
H1a	Professionalism is positively correlated with perceived functional value	Establishment
H1b	Professionalism is positively correlated with perceived hedonic value	Establishment
H2a	Trustworthiness is positively correlated with perceived functional value	Establishment
H2b	Trustworthiness is positively correlated with perceived hedonic value	Establishment
H3a	Attractiveness is positively correlated with perceived functional value	Establishment
H3B	Attractiveness is positively correlated with perceived hedonic value	Establishment
H4	Professionalism positively affects purchase intention	Establishment
H5	Trustworthiness positively affects purchase intention	Establishment
H6	Attractiveness positively affects purchase intention	Establishment
H7	Functional perceived value positively affects purchase intention	Establishment
H7A	Functional perceived value mediates the relationship between professionalism and purchase intention	Establishment
H7B	Functional perceived value mediates the relationship between trustworthiness and purchase intention	Establishment
H7C	Functional perceived value mediates the relationship between attractiveness and purchase intention	Establishment
H8	Hedonic perceived value positively affects purchase intention	Establishment
H8	Hedonic perceived value mediates the relationship between professionalism and purchase intention	Establishment
H8	Hedonic perceived value mediates the relationship between trustworthiness and purchase intention	Establishment
H8	Hedonic perceived value mediates the relationship between attractiveness and purchase intention	Establishment

5. Research conclusions and application implications

5.1 Conclusions

This study explored the impact of the information source characteristics and perceived value of agricultural e-commerce anchors on consumers' purchase intention. The results revealed a positive correlation between the anchor's information source characteristics and perceived value, the positive impact of perceived value on consumers' purchase intention, and the positive impact of information source characteristics on purchase intention can be achieved through the parallel mediation of perceived value.

The professionalism, trustworthiness, and attractiveness of the information source characteristics of the agricultural anchors are positively correlated with the functional perceived value and hedonic perceived value of consumers, respectively. This positive correlation shows that agricultural anchors who focus on improving their own professional level, ensuring the authenticity and reliability of information, and attracting and maintaining consumers' interest through personalized and attractive expressions can more effectively promote consumers' positive perception of agricultural products, thereby stimulating consumers' willingness to buy, which is of great significance for promoting product sales and supporting agricultural development.

Functional and hedonic perceived value play a parallel mediating role between the anchor's information source characteristics and purchase intention. This shows that consumers' perception of product value is a bridge connecting anchor characteristics and purchase behavior. Establishing a good emotional and psychological connection with the audience during the live broadcast process helps stimulate consumers' purchase intention. When consumers experience the value of the product through live broadcasts, they are more likely to convert this positive experience into actual purchase behavior.

These conclusions expand the content of the theory of the cognitive relationship between the information source characteristics of e-commerce anchors, consumers' functional perceived value, and hedonic perceived value purchase intention, and have important practical guiding significance for enterprises in live streaming marketing and the training of e-commerce anchors.

5.2 Application Inspiration

5.2.1 For e-commerce anchors

First, improve professional skills, constantly learn and improve professional knowledge of products, so as to convey product information to consumers more accurately and enhance consumers' trust. Second, establish a trustworthy image. Through honest and transparent communication and responsible behavior, anchors can establish a trustworthy image, which helps increase consumers' trust in products and willingness to buy. Third, enhance personal charm. Through personalized content and interactive methods, enhance your own attractiveness to attract and maintain the audience's attention.

5.2.2 For e-commerce platforms

(1) The platform should help anchors improve their professionalism and attractiveness through training and support, so as to improve the overall live sales effect and screen and cultivate high-quality anchors.

(2) Providing a real feedback mechanism and establishing an effective feedback system allows consumers to evaluate the host's performance and product quality, which helps to enhance the host's credibility and professionalism.

5.2.3 For brands and manufacturers

Brands should choose to cooperate with anchors who match their brand image and product characteristics to maximize marketing effects. At the same time, they should attach importance to the transmission of product information and ensure that anchors can accurately understand and convey the core value and functions of the products to enhance consumers' functional perceived value.

5.2.4 For regulatory agencies

First, regulatory agencies should strengthen supervision of the e-commerce live broadcast industry to ensure that the information provided by anchors is true and reliable and protect the rights and interests of consumers. Second, they should promote consumer education and, through education and

publicity activities, increase consumers' awareness of e-commerce live broadcast marketing methods and help them make more informed consumer choices.

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