

摘 要

电商直播是电商平台与直播融合的新形态，其三大关键要素为“人、货、场”，以主播为主导的“人”，使电商直播具有强互动和社交等特征；以产品为核心的“货”，使电商直播具有高便捷性和展示性等特征；以场景为载体的“场”，使电商直播具有多感官性等特征。作为电商直播的重要主体，电商主播在直播过程中扮演着意见领袖的角色，是电商直播中最为核心和关键的角色，能对消费者的情绪和信任产生重要影响，而消费者情绪和冲动对消费者冲动购买产生正向影响。已有调查研究表明，相较于传统网络销售，电商直播可以借助直播的临场感优势，使消费者在进行线上购物时获得真实感，进而大大增加了冲动购买行为发生的可能，主播通过展示和介绍商品给消费者带来真切的虚拟体验，消费者也能在这种虚拟体验中提升购物体验，获得愉悦感，从而感知到唤起、愉悦和信任感，使商家的销售效果远远好于传统网页电商，消费者的冲动购买行为比例也大大增加。因此本文聚焦于电商主播，探究电商主播特征对消费者冲动购买的影响机理。

本文在现有研究的基础之上，聚焦主播特征，从吸引力、专业性、互动性和知名度四个维度对主播特征进行维度划分，且基于消费者情绪理论、信任理论和 SOR 理论，将消费者感知分为感知唤醒、感知愉悦和感知信任，将电商主播特征作为外部刺激（S）变量、个体的感知唤醒、感知愉悦和信任作为机体（O）变量、消费者冲动购买作为反应（R）变量，SOR 理论揭示了外界刺激如何影响个体内在状态进而作用于行为反应的机制，被广泛应用于在消费行为研究领域，尤其是外部刺激对冲动性购买的影响过程研究中。因此本文构建研究模型，探究主播特征对消费者冲动购买的作用机理，并开展实证研究。根据研究对象完成问卷设计，开展预调研，以确保问卷的稳定性和一致性，再发放正式问卷并收集数据，采用 SPSS26.0 和 Amos26.0 软件对问卷数据进行处理，开展描述性分析、信效度分析、相关性分析并构建结构方程模型进行假设检验。

实证研究结果表明：（1）主播特征能对消费者感知产生积极影响：主播吸引力促进消费者产生感知唤醒、感知愉悦；主播专业性促进消费者产生感知唤醒、感知信任；主播互动性促进消费者产生感知唤醒、感知愉悦、感知信任；主播知名度促进消费者产生感知唤醒、感知愉悦；（2）消费者感知内部存在显著的正向影响：消费者唤醒显著影响感知愉悦；消费者感知愉悦显著影响感知信任；（3）消费者感知显著影响消费者冲动购买：感知唤醒显著影响消费者冲动购买；感知愉悦显著影响消费者冲动购买；感知信任显著影响消费者冲动购买；（4）主播特征促进消费者感知进而对冲动购买产生正向影响，且影响度为互动性>专业性>知名度>吸引力。

基于上述研究结论，分别对电商主播、消费者、政府和直播平台提出了相关管理营销建议，并总结了本文的研究局限和未来展望。于直播平台而言，探索主播角色特征对

消费者冲动购物的影响机制和作用路径，深化对网络直播环境下消费者冲动购物行为的影响机制的认识；于消费者而言，他们能够更加直接地认识到自己在看直播的时候会有什么样的反应，能更好地约束自己的购物冲动；于政府和直播平台管理者而言，都应对主播的直播内容和行为进行严格的管理，并制定相应的规则，以此约束电商直播规范化发展。

关键词：电商主播特征；感知唤醒；感知愉悦；感知信任；冲动购买

Abstract

E-commerce live streaming is a new form of integration between e-commerce platforms and live streaming. Its three key elements are "people, goods, and venues", with the anchor as the dominant "person", making e-commerce live streaming have strong interactive and social characteristics; The product centered "goods" make e-commerce live streaming highly convenient and showable; The scene based "field" makes e-commerce live streaming more sensory and distinctive. As an important subject of e-commerce live streaming, e-commerce anchors play the role of opinion leaders during the live streaming process, and are the most core and critical role in e-commerce live streaming. They can have a significant impact on consumer emotions and trust, and consumer emotions and impulses have a positive impact on impulsive purchasing. Previous research has shown that compared to traditional online sales, e-commerce live streaming can leverage the advantage of live streaming to provide consumers with a sense of authenticity when shopping online, greatly increasing the likelihood of impulsive buying behavior. Broadcasters can bring consumers a real virtual experience by displaying and introducing products, and consumers can also enhance their shopping experience and gain a sense of pleasure, thereby perceiving arousal, pleasure, and trust, making the sales effect of merchants far better than traditional online e-commerce. The proportion of impulsive buying behavior of consumers also greatly increases. Therefore, this article focuses on e-commerce anchors and explores the impact mechanism of e-commerce anchor characteristics on consumer impulse buying.

On the basis of existing research, this article focuses on anchor characteristics and divides them into four dimensions: attractiveness, professionalism, interactivity, and popularity. Based on consumer emotion theory, trust theory, and SOR theory, consumer perception is divided into perceived arousal, perceived pleasure, and perceived trust. E-commerce anchor characteristics are used as external stimulus (S) variables, individual perceived arousal, perceived pleasure, and trust are used as organism (O) variables, and consumer impulse buying is used as response (R) variables. SOR theory reveals how external stimuli affect an individual's internal state and then affect the mechanism of behavioral response. It is widely used in the field of consumer behavior research, especially in the study of the impact of external stimuli on impulse buying. Therefore, this article constructs a research model to explore the mechanism of the effect of anchor characteristics on consumer impulse buying, and conducts empirical research. Based on the research subjects, a questionnaire design was completed, a preliminary survey was conducted to ensure the stability and consistency of the questionnaire. Then, a formal questionnaire was distributed and data was collected. SPSS 26.0 and Amos 26.0 software were used to process the questionnaire data, and descriptive analysis, reliability and validity analysis, correlation analysis, and structural equation modeling were constructed for hypothesis testing.

The empirical research results indicate that: (1) anchor characteristics can have a positive impact on consumer perception: anchor attractiveness promotes consumer perceived arousal and perceived pleasure; The professionalism of anchors promotes consumer perception and trust; The interactivity of anchors promotes consumers to generate perceived arousal, perceived pleasure, and perceived trust; The popularity of the anchor promotes consumers to generate perceived arousal and perceived pleasure; (2) There is a significant positive impact on consumer perception internally: consumer arousal significantly affects perceived pleasure; Consumer perceived pleasure significantly affects perceived trust; (3) Consumer perception significantly affects consumer impulse buying: Perceived arousal significantly affects consumer impulse buying; Perceived pleasure significantly affects consumer impulse buying; Perceived trust significantly affects consumer impulse buying; (4) The characteristics of anchors promote consumer perception and have a positive impact on impulse buying, with an impact degree of interactivity>professionalism>popularity>attractiveness.

Based on the above research conclusions, relevant management and marketing suggestions were proposed for e-commerce anchors, consumers, governments, and live streaming platforms, and the research limitations and future prospects of this article were summarized. For live streaming platforms, exploring the impact mechanism and pathway of anchor role characteristics on consumer impulse shopping, deepening the understanding of the impact mechanism of consumer impulse shopping behavior in the online live streaming environment; For consumers, they can have a more direct understanding of their reactions when watching live broadcasts, which can better constrain their shopping impulse; For both the government and live streaming platform managers, strict management should be implemented on the live content and behavior of broadcasters, and corresponding rules should be established to constrain e-commerce live streaming.

Key Words: Characteristics of e-commerce anchors; Perceived arousal; Perceived pleasure; Perceived trust; Impulsive purchase

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