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A study on the influence of the professionalism ofe-commerce anchor on the attitude of consumers

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Abstract: *With the outbreak of COVID-19, businesses have settled on e-commerce live broadcast platforms. The e-commerce anchor responsible for communication and product recommendation has become an important source for consumers to obtain product information. However, there is insufficient research on the influence of e-commerce network anchor characteristics on consumer attitudes in existing research. Based on the relevant theories of consumer behavior, this paper studies how the professionalism of e-commerce anchors affects consumer attitudes, and examines the effect of relationship orientation on this effect. The research results show that the professionalism of e-commerce network anchors has a positive impact on consumers' cognition, emotions, and behavioral attitudes; the relationship orientation of anchors in the interactive process positively moderate professionalism on consumer perceptions, emotional attitudes However, the moderating effect of professionalism on consumers' behavioral preferences is not significant.*

Key Word: *professionalism;the relationship orientation;consumer attitudes*

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I. INTRODUCTION

During the COVID-19, various live broadcasts appeared. During the live broadcast process, some e-commerce anchors rely on their professional capabilities to provide consumers with information of excellent quantity and quality, and give appropriate purchase decisions, which has a significant impact on consumer attitudes. However, the current e-commerce anchors' The quality is uneven. How e-commerce anchors can better guide customers to shop has an important role in enhancing consumers' purchase happiness.

Current research on live broadcast e-commerce mainly focuses on marketing models, features, advantages, and success stories. There is very little research on the personal characteristics of the anchor. This study focuses on the situation of live broadcast e-commerce, explores the impact of professional characteristics of live e-commerce on consumer attitudes, and investigates whether the relationship orientation of anchors in the interactive process has an effect on this effect. The purpose is to provide feasible advice for live broadcast e-commerce companies on how to make better use of the Internet for live broadcast.

Based on the relevant theories of consumer behavior, this article studies how the professionalism of e-commerce anchors affects consumer attitudes, and examines the effect of relationship orientation on this effect. Empirical research shows that the professionalism of e-commerce network anchors has a positive impact on consumers' cognition, emotions, and behavioral attitudes; the relationship orientation of anchors in the interactive process positively regulates the professionalism on consumer emotional attitudes. Impact, but the moderating effect of professionalism on consumers' cognition and behavioral tendency is not significant. This research enriches the empirical research in the field of e-commerce live broadcast, and further enriches the theoretical content in the field of e-commerce live broadcast, opinion leaders and consumer attitudes.

II. LITERATURE REVIEW AND HYPOTHESIS

2.1. Influence of professionalism of e-commerce anchors on consumer attitudes

Bansal & Voyer (2000)research found that during the information gathering phase of customers purchasing products, experts often provide more accurate information in response to consumer needs. Gilly & Graham (1998)also found that the professionalism of word-of-mouth issuers can reduce consumers' perceived risks and reduce consumers' concerns about products. Consumers are more willing to accept expert advice and purchase related products. Based on the above, this study defines the professionalism of e-commerce network anchors as: consumers can perceive that e-commerce anchors themselves are familiar with the products they promote and their professional knowledge.

The relationship between professionalism and consumer attitudes. Many scholars have shown that opinion leaders have a high degree of product information and deep professional knowledge, so they can provide targeted purchase opinions to consumers and have a positive impact on consumer attitudes.

H1: The professionalism of e-commerce network anchors has a positive impact on consumer attitudes 尅俥
H1a: The professionalism of e-commerce network anchors has a positive impact on cognitive attitudes 尅
H1b: The professionalism of e-commerce network anchors has a positive impact on emotional attitudes. 尅俥
H1c: The professionalism of e-commerce network anchors has a positive impact on behavioral attitudes 尅

2.2.Moderating role of e-commerce anchor relationship orientation

Relationship marketing has received more and more attention from merchants in the development of modern business. Relationship orientation has changed the process of establishing relationships between companies and consumers. Online relationship marketing (ORM) activities have a great effect on consumers' online trust and loyalty. From the perspective of consumers, analyze the role of customer relations in the interaction between enterprises and consumers, and build trust on this basis to improve marketing success rate(Slabu and Guinote, 2010). Homburg, Mueller, & Klarmann (2011)believe that relationship orientation is a series of actions aimed at establishing personal relationships with customers.

In the e-commerce live broadcast environment, the anchors complete the "tasks" and establish "relationships". In the relationship-oriented interaction process, the high-quality answers of the e-commerce network anchors can show consumers their professionalism in the field more deeply, increase the frequency and degree of consumers' participation in the interaction, and consumers will be involuntarily immersed. In the e-commerce live broadcast.Lyons & Henderson (2005) pointed out that the primary task of a salesperson to establish a relationship with consumers is to create a feeling similar to that of his and her customers. This similarity can promote the improvement of the quality of the relationship between consumers and sales personnel, so that consumers have trust, which will lead to consumer satisfaction and purchase intentions. Therefore, the higher the relationship-oriented interaction, the stronger the effect of professionalism on consumer attitudes.

H2: The relationship orientation of e-commerce network anchors positively regulates the relationship between professionalism and consumer attitudes
H2a: The relationship orientation of e-commerce network anchors positively regulates the relationship between professionalism and cognitive attitudes
H2b: The relationship orientation of e-commerce network anchors positively regulates the relationship between professionalism and emotional attitude
H2c: The relationship orientation of e-commerce network anchors positively regulates the relationship between professionalism and behavioral attitudes
To sum up, the conceptual model of this study is shown in figure 1.

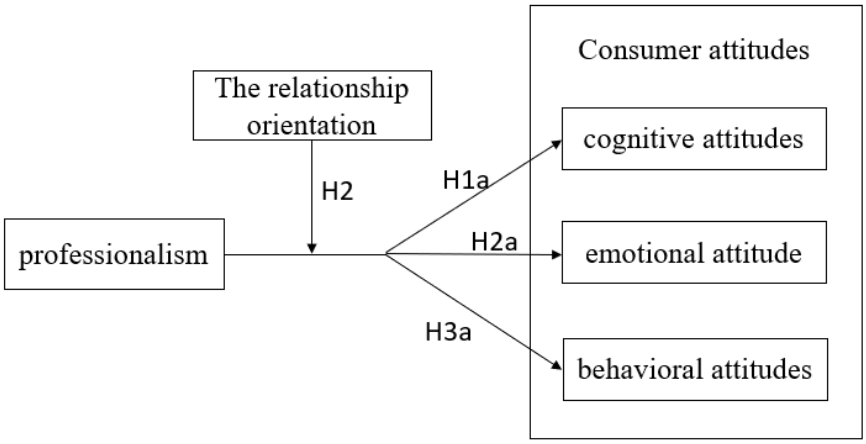

Figure 1: Conceptual Model

III. DATA ANALYSIS

3.1.Survey design

This article draws on the mature scales of scholars at home and abroad, combined with the live broadcast e-commerce scenario design, the specific scale items are as follows:

Table 1: Professional scale of e-commerce anchors

Variable name	Number	Question item
speciality	ZY1	The e-commerce anchor has sufficient relevant knowledge of the product field of its live broadcast
	ZY2	This e-commerce network anchor has high authority in this product field
	ZT3	The e-commerce network anchor has strong professional ability in this product field

The consumer attitude scale of this study is based on the mature scales of scholars .The specific items are shown in Table 2:

Table 2: Consumer Attitude Scale

Variable name	Number	Question item
Cognitive attitude	RZ1	I think the product recommended by the e-commerce anchor is of good quality
	RZ2	I think the function recommended by the e-commerce anchor is satisfactory
	RZ3	I think the product recommended by the e-commerce anchor has a higher value
Emotional attitude	QG1	I will like the products recommended by the e-commerce anchor more
	QG2	I will rely more on the products recommended by the e-commerce anchor
	QG3	Among similar products, I am more interested in the products recommended by the e-commerce anchor
Behavioral attitude	YX1	I may buy the products recommended by the e-commerce network anchor live broadcast
	YX2	When ordering similar products, I will give priority to the products recommended by the e-commerce network anchor
	YX3	I am willing to order the products recommended by the e-commerce anchor live broadcast at a higher price

3.2. Sample selection

In this study, questionnaires were distributed online. A total of 156 questionnaires were distributed in this survey. After excluding the questionnaires that were incorrectly filled and did not use the e-commerce live shopping experience, the number of valid questionnaires was 104. Men accounted for 53.2%, women accounted for 46.8%, the ratio of men and women is more even.

The reliability test results of each questionnaire through SPASS are shown in the table below:

Table 3: Cronbach's Alpha reliability values for each scale

Cronbach's Alpha		Number of items
0.87		23
Cronbach's alpha reliability of each scale		
Variable name	dimension	Cronbach's Alpha
speciality		0.78
Consumer attitudes	Cognitive attitude	0.81
	Emotional attitude	0.805
	Behavioral attitude	0.77

3.3. Data results

（1）The relationship orientation of e-commerce network anchors on the relationship between professionalism and cognitive attitudes

Put the professionalism of the independent variable e-commerce network anchor, the cognitive attitude of the dependent variable, and the relationship orientation of the adjustment variable into Model 1, and put the intersection of professionalism and relationship orientation into Model 2. The hierarchical regression results are shown in the table:

model 1 represents the regression of independent variable professionalism and moderating variable relationship orientation to cognitive attitudes. Model 2 represents the recognition of independent variable professionalism and moderating variable relationship orientation after adding the interaction items of professionalism and relationship oriented. The return of intellectual attitudes. The data shows that the coefficients of Model 1 and Model 2 are significant at the 0.01 level. Model 2 results show that the P value of the main effect is 0.45, the P value of the moderator variable is 0.087, and the P value of the interaction term is 0.159. Therefore, this study believes that the degree of interaction between consumers and e-commerce network anchors has a positive adjustment effect on the relationship between professional and cognitive attitudes of e-commerce network anchors. The original hypothesis H2a holds.

Table 4: Influence test of relationship orientation of e-commerce anchors on professionalism and cognitive attitude

Variable	Model 1		Model2	
	B value	Tvalue	B value	Tvalue
speciality	0.045**	9.46	0.399**	9.675
Relationship	0.087**	2.35	0.099*	3.12

orientation			
Speciality* Relationship orientation		0.159**	1.93
R^2	0.39	0.31	
Adjusted R^2	0.276	0.278	
F statistic	48.35**	6.54**	

Dependent variable：Cognitive attitude
**. Significant at 0.01 level
*. Significant at 0.05 level

（2）The Moderating Effect of the Relationship Orientation of E-commerce Network Hosts on the Relationship between Professionalism and Emotional Attitude.

Put the professionalism of the independent variable e-commerce network anchor, the affective attitude of the dependent variable, and the relationship guidance of the adjustment variable into model 1, and put the intersection of professionalism and relationship orientation into model 2. The hierarchical regression results are shown in the table:

model 1 represents the regression of relationship orientation of independent variable specialty and moderating variable to affective attitude, model 2 represents the relationship between independent specialty and moderating variable relationship to affective attitude after adding the interaction items of professionality and relationship oriented Return. The data shows that the coefficients of Model 1 and Model 2 are significant at the 0.01 level. Model 2 results show that the P value of the main effect is 0.43, the P value of the adjusted variable is 0.097, and the P value of the interaction term is 0.094. Therefore, this study believes that the degree of interaction between consumers and e-commerce network anchors has a positive adjustment effect on the relationship between professional and cognitive attitudes of e-commerce network anchors. The original hypothesis H2b holds.

Table 5: Influence of relationship orientation of e-commerce anchors on the relationship between professionalism and emotional attitude

Variable	Model 1		Model2	
	B value	Tvalue	B value	Tvalue
speciality	0.043**	6.46	0.399**	6.996
Relationship orientation	0.097**	2.43	0.094*	3.12
Speciality* Relationship orientation			0.159**	1.29
R^2	0.213		0.219	
Adjusted R^2	0.276		0.208	
F statistic	32.35**		6.54*	

Dependent variable：Cognitive attitude
**. Significant at 0.01 level
*. Significant at 0.05 level

(3) The relationship orientation of e-commerce network anchors on the relationship between professionalism and behavioral attitudes

Put the professionalism of the independent variable e-commerce network anchor, the dependent behavior preference, and the relationship guidance of the adjustment variables into Model 1, and put the intersection of professionalism and relationship orientation into Model 2. The hierarchical regression results are shown in the table:

model 1 represents the regression of relationship orientation of independent variable specialty and moderating variable to affective attitude, model 2 represents the relationship between independent specialty and moderating variable relationship to affective attitude after adding the interaction items of professionality and relationship oriented Return. The data shows that the coefficients of Model 1 and Model 2 are significant at the 0.01 level. Model 2 results show that the P value of the main effect is 0.392, the P value of the adjusted variable is 0.112, and the P value of the interaction term is 0.082. Therefore, this study believes that the degree of interaction between consumers and e-commerce network anchors does not have a moderating effect on the relationship between professional and cognitive attitudes of e-commerce network anchors. The original hypothesis H3b does not hold.

Table 6: Impact of relationship orientation of e-commerce anchors on the relationship between professionalism and behavioral attitudes

Variable	Model 1		Model2	
	B value	Tvalue	B value	Tvalue
speciality	0.392**	6.46	0.399**	6.996
Relationship orientation	0.112**	2.43	0.094*	3.12
Speciality* Relationship orientation			0.082	1.29
R^2	0.223		0.219	
Adjusted R^2	0.176		0.108	
F statistic	31.25**		6.24	

Dependent variable：Cognitive attitude
**. Significant at 0.01 level
*. Significant at 0.05 level

IV. RESULTS AND DISCUSSION

Enhancing the professionalism of e-commerce network anchors will help consumers to increase their positive attitudes. In the process of e-commerce live shopping, consumers perceive products through the introduction of e-commerce network anchors. The more professional and comprehensive the introduction of e-commerce network anchors, the more consumers will be able to obtain sufficient and effective product information, resulting in a stronger desire to buy. The empirical results of this study show that the professionalism of e-commerce network anchors has a positive effect on consumers' cognitive, emotional and behavioral attitudes.

Relationship-oriented interaction cannot satisfy consumers. From the empirical results, relationship-oriented interaction has a positive regulating effect on professionalism, cognitive attitude, and emotional attitude, but it has no significant regulating effect on professionalism and behavioral attitude attitude. On the one hand, relational interaction can convey more obscure and abstract professional knowledge to consumers in a more vivid image, and can better grasp the atmosphere of the scene. On the other hand, we must pay attention to excessive relationship maintenance, and fail to fully demonstrate the advantages of the product.

There are still some limitations in this article, which is also a possible research direction in the future. First, this article simulates the purchasing environment by setting the situation. Future research can verify the conclusion of this article by tracking the actual purchase of the subjects. Secondly, the sample is mainly from graduate students and undergraduates of a domestic university. In the future, the selection range of the sample can be further expanded.

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