

The influence of anchor burnout mood on consumers' consumption psychology and behavior

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Abstract:

This study investigated the effects of anchor burnout on consumer consumption psychology and behavior. Through the questionnaire survey, we found that anchor burnout had a significant impact on consumers' purchase intention, purchase amount, satisfaction and loyalty. The experimental results show that the more serious the anchor burnout mood, the lower the purchase intention and purchase quantity of consumers and the lower the satisfaction and loyalty. These findings contribute to understanding the impact of anchor emotions on consumer behavior and provide useful reference for relevant businesses and researchers. The results of this study have certain guiding significance for understanding the influence of anchor emotions on consumer behavior and formulating corresponding marketing strategies.

Keywords: anchor burnout mood, consumer consumption psychology, consumption behavior, purchase intention

1 Introduction

In recent years, live shopping has become a popular way of shopping, and the anchor is one of the key factors of life shopping. The emotional state of anchors has an important influence on consumers' purchasing decisions and consumption experience. However, there are relatively few studies on the influence of anchor mood on consumer behavior, especially in the burnout mood of anchors. Therefore, the present study aims to investigate the impact of anchor burnout on consumer consumption psychology and behavior, in order to provide a useful reference to relevant enterprises and researchers.

1.1 Project background

The popularity of mobile Internet and social media, and with the widespread popularity of smartphones and tablets, people are increasingly relying on these devices to browse the internet and use social media. This provides a broad platform and user base for the live streaming market. In China, many eternity platforms have started to use live streaming to promote products and increase sales, which also provides new opportunities for the development of the live streaming market.

With the rapid development of the Internet and the rapid rise of the live broadcasting industry, network live broadcasting has become a new business model. However, behind the prosperity and development of the live broadcasting industry, the problem of anchor burnout has gradually become prominent. As the producer of live broadcast content, the emotional state of anchors directly affects consumer experience and consumption

decisions. Therefore, it is of great practical significance to explore the influence of anchor burnout on consumer consumption, psychology and behavior.

1.2 Domestic and foreign research overviews

Since the rise of webcast consumption with goods, the development of the quality behavior of anchors has attracted great attention and attention from the academic circle and has become the focus of attention of many scholars and has achieved many research results. Domestic theoretical circles also have deep studies on the influence of anchor quality and behavior. The burnout of anchors may reduce consumer experience. If anchors show burnout in the process of live broadcast, it may affect consumer experience. Consumers may feel neglected or unable to have good shopping experience. It also affects sales conversion. If anchors' burnout affects their performance, it may lead to a decline in the sales conversion rate. Consumers may be hesitant to buy the product because they distrust the anchor or are dissatisfied with the product. Damage the brand image, if the burnout of anchors is widely spread, it may have a negative impact on the brand image. Consumers may perceive the brand as unprofessional or suspicious about its products and services. As an anchor, such behavior will make him lose his fans. If the anchor's burnout continues, it may lead to the loss of fans. Therefore, anchors' burnout may have a negative impact on consumers and reduce their satisfaction and loyalty. Brands and platforms should pay attention to the mental health of anchors and provide necessary support to help them maintain a good emotional state and provide consumers with high-quality live

shopping experience.

2. Research Progress

2.1 Results Summary

2.1.1 The influence of anchors' burnout on consumers' consumer psychology and behavior gradually attracted attention and scholars began to study the influence of anchors' emotion on consumer behavior.

(1).The study found that the burnout of anchors had a significant impact on consumers' purchase intention, purchase volume, satisfaction and loyalty. The more serious the burnout of anchors, the lower the purchase intention and quantity of consumers and the satisfaction and loyalty.

(2).When anchors show burnout, this emotion will infect consumers, leading to consumers' reduced interest in products and less willingness to buy. At the same time, burnout will also affect consumers' evaluation of the product, making them more likely to have a negative consumption experience.

(3).The burnout of anchors will not only change consumers' purchase decisions, but also affect their frequency and amount of purchases. Studies found that consumers are more likely to reduce purchase frequency and volume when anchors showed burnout.

2.1.2 Research methods are gradually diversified, including questionnaire surveys, experimental research, etc.

2.1.3 The research object has gradually expanded, including anchors and consumers of different types and fields.

2.2 Theoretical principles

Emotions are transmitted, and the emotions of anchors will affect the emotions and psychological state of consumers. There is a close relationship between consumer emotion and consumer behavior, and consumer emotion has a significant influence on consumption behavior. Host burnout has an impact on consumers' trust, purchase intention, purchase quantity, satisfaction and loyalty.

The burnout mood of anchors has an impact on consumer consumption psychology and behavior. This influence may be transmitted to consumers through attitude, speech, behavior, etc. After receiving this information, consumers may have corresponding psychological reactions, such as the evaluation of the product, the willingness to buy it, etc. Consumers' psychological reactions will eventually be translated into purchasing behavior. Therefore, the

burnout of anchors may affect consumers' purchasing decisions and purchasing behavior.

2.3 Logical arrangements

2.3.1 Define the indicators of anchors' burnout mood, such as live broadcast behavior, the number of interactions, etc.

2.3.2 Select different types of hosts with goods to understand whether there are differences in the impact of the burnout mood of different types of anchors on consumers.

2.3.3 Collect consumer feedback through a questionnaire survey to understand their feelings about the burnout of anchors and their impact on their purchasing decisions.

2.3.4 Analyze the collected data to verify whether there is any influence of anchors' burnout on consumer consumption psychology and behavior, and explore the possible influence mechanisms.

2.3.5 Put forward corresponding suggestions according to the research results, such as improving the professional quality of anchors, paying attention to the psychological needs of consumers, etc., and providing reference for anchors and consumers.

3. Research Contents and Methods

3.1 Study content

The objectives of the study of burnout mood and consumer psychology can be described in multiple aspects. First, studies examining the association between the burnout mood and consumer psychology may allow for a better understanding of consumer behavior and consumption trends. Burnout mood may affect consumers' purchasing decisions and consumption habits. Secondly, the study can help companies improve the quality and satisfaction of their products and services. When consumers feel the seller burnout, they may feel dissatisfied and complaining about the product or service. By studying and improving these complaints and grievances, livestreaming providers can provide better products and services, thus increasing consumer satisfaction and loyalty. In addition, by observing and analyzing the impact of burnout on consumer psychology, the livestreaming party can better understand the emotional needs and psychological state of consumers, so as to better meet their needs and improve their quality of life. Finally, the study aims to provide consumers with better mental health and quality of life. By understanding burnout mood and consumer

psychology, consumers can provide guidance and support for better mental health and quality of life.

Burnout mood may affect the image of anchors, thus affecting consumers' perception of them. Consumers may feel that the anchors lack enthusiasm and vitality. This perception may further influence the attitude and purchase the decision of the product; the purchase intention of consumers, if the consumer senses the burnout of the anchor, they may hesitate to buy the product. They may think that if the anchor is not enthusiastic enough about the product, then there may be some problems with the product. In this case, consumers may choose other products with more dynamic anchors; interaction and communication, and if anchors show burnout during the live broadcast, their interaction with consumers may be reduced. This reduction in interaction may affect consumer perceptions of the product and purchase decisions. Consumers may think that they cannot get enough information from anchors, or that they do not care about their needs; consumer satisfaction, and they may feel dissatisfied with the buying experience. Even if they buy the product, it may negatively affect the product's satisfaction.

3.1.1 Study Outlook

- (1) Deeply explores the influence mechanism of anchors 'burnout emotion on consumer consumption psychology and behavior, so as to better understand the relationship between anchors' emotion and consumer behavior.
- (2) Study the influence of different types of anchor burnout on consumer consumption psychology and behavior, so as to understand whether there are differences in the effects of burnout of different types of anchors on consumers.

(3) Explore the differences of the influence of anchor burnout on consumer consumption psychology and behavior in different product types and different consumer groups.

(4) To study the changing trend of anchors 'burnout emotion on consumers' consumer psychology and behavior in the long-term and short-term, so as to understand the persistent influence of anchors' emotions on consumer behavior.

3.2 Study Methods

The research method adopted is a questionnaire method. The consumer psychology of the experimental group was studied by a questionnaire method. The main questions in the questionnaire used the Likert five scale, and the questionnaire data was analyzed by SPSS after questionnaire distribution and collection. For example: If the anchor does not interact with consumers during the live broadcast, will it affect your purchase choices? If the anchor taunts the audience's questions or the consumption ability, will it affect your purchasing choices? If the host disputes with the venue controller during the live broadcast, will it affect your purchase choices?..... The final observation of consumers' consumer psychology was made through the questionnaire.

3.2.1 Variable

Independent variable: the live broadcast state and emotion of anchors;
 Dependent variable: the audience's consumer psychologist.

4. Study Results

4.1 Study Findings

name	option	frequency	percentage (%)	Cumulative percentage of (%)
9. Will the introduction of the product affect your purchase choices?	1	35	42.683	42.683
	2	8	9.756	52.439
	3	15	18.293	70.732
	4	7	8.537	79.268
	5	17	20.732	100
10. If the anchor does not interact with consumers during the whole live broadcast, will it affect your purchase choices?	1	30	36.585	36.585
	2	10	12.195	48.78
	3	20	24.39	73.171
	4	6	7.317	80.488
	5	16	19.512	100

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11. If the anchor feels tired and sleepy when carrying goods, will it affect your purchase choices?	1	29	35.366	35.366
	2	14	17.073	52.439
	3	16	19.512	71.951
	4	8	9.756	81.707
	5	15	18.293	100
12. If the anchor often sighs, rolls his eyes and other contempt behaviors during the live broadcast, will it affect your purchase choices?	1	50	60.976	60.976
	2	8	9.756	70.732
	3	9	10.976	81.707
	4	4	4.878	86.585
	5	11	13.415	100
13. If the anchor taunts the audience's questions or consumption power during the live broadcast, will it affect your purchasing choices?	1	53	64.634	64.634
	2	6	7.317	71.951
	3	11	13.415	85.366
	4	3	3.659	89.024
	5	9	10.976	100
14. If the anchor randomly throws the introduced sample when bringing goods, will it affect your purchase choices?	1	38	46.341	46.341
	2	12	14.634	60.976
	3	15	18.293	79.268
	4	5	6.098	85.366
	5	12	14.634	100
15. If the anchor often delays and forgets the word script when carrying goods, will it affect your purchase choices?	1	36	43.902	43.902
	2	14	17.073	60.976
	3	16	19.512	80.488
	4	4	4.878	85.366
	5	12	14.634	100
16. If the anchor broadcasts at any time without explanation, will it affect your purchase choices?	1	43	52.439	52.439
	2	10	12.195	64.634
	3	15	18.293	82.927
	4	2	2.439	85.366
	5	12	14.634	100
17. If the anchor is unwilling to try the sample when carrying goods in the live broadcast, will it affect your purchase choices?	1	42	51.22	51.22
	2	13	15.854	67.073
	3	14	17.073	84.146
	4	3	3.659	87.805
	5	10	12.195	100
18. If the anchor has a dispute with the venue controller during the live broadcast, will it affect your purchase choices?	1	42	51.22	51.22
	2	11	13.415	64.634
	3	18	21.951	86.585
	4	3	3.659	90.244
	5	8	9.756	100
amount to		82	100.000	100.000

(1 for complete meeting, 2 for comparison meeting, 3 for general, 4 for bad meeting, 5 for total meeting)

According to the data analysis of the questionnaire, 48.5% of anchors believe that their burnout mood and behavior; 18.2% think that their burnout emotion and behavior; about 18.2%; and 5.5% think that 14.9% believe that their burnout will not affect their personal consumption psychology and behavior.

According to the questionnaire data, about 61.4% of the respondents believe that the burnout of anchors during the live broadcast will affect the consumer psychology and behavior of consumers.

4.2 Analysis and discussion

Conduct the reliability analysis of the questionnaire data, as shown in the following table:

The Cronbach’s α coefficient	Normalized Cronbach’s α coefficient	number of terms	sample number
0.95	0.951	10	82

The Cronbach’s α coefficient value of the model is 0.95, indicating that the reliability of the questionnaire is very good.

According to the reliability analysis of the questionnaire, the data obtained from the questionnaire is representative to some extent. Finally, the following theories are analyzed according to the scale questions of the main demonstrable topic in the questionnaire:

4.2.1 Anchors ‘emotions are natural and transmitting. The anchors’ emotions are often transmitted to the audience through language, expression, posture, and other ways. When the anchor shows burnout, this mood will infect the audience, affect their emotional and psychological state;

4.2.2 There is a close relationship between consumer emotion and consumption behavior, and consumer emotion has a significant influence on consumption behavior. When consumers feel positive emotions, they are more likely to develop purchasing desires and consumption behaviors. In contrast, when they feel negative emotions, their desire to buy may be weakened;

4.2.3 Host burnout has an impact on consumer trust. If anchors show burnout, consumers may think that they do not care about or pay much attention to their products or services. This may lead to consumer distrust of anchors and their recommended products or services.

5. Conclusion

5.1 Studying Defects

5.1.1 The research method still needs to be further improved to improve the reliability and effectiveness of the research results;

5.1.2 The research population still needs to be further expanded to cover a wider range of anchors and

consumer groups;

5.1.3 The research results still need to be further verified to determine the influence of anchors’ burnout on consumer psychology and behavior.

5.2 Opinions and measurements

5.2.1 Consumer level

- (1). Help anchors and audiences to create a sense of trust. Web celebrity live broadcast interacts with consumers in the form of live broadcast, enhancing consumers’ trust in web celebrities;
- (2). Let consumers understand their needs and budget. Before buying goods, consumers should understand their needs and budgets, and avoid blind buying stuff;
- (3). Consumers should learn to control their consumption desire, not be confused by promotion and discounts, and avoid impulse consumption. At the same time, consumers can also make a budget plan, a reasonable arrangement for their own spending.

5.2.2 Regulatory level

- (1). Network live broadcast platform Network live broadcast platform should strengthen the supervision of web celebrity live broadcast with goods to ensure the quality and safety of goods;
- (2). Optimize for the recommendation algorithm. Online live broadcast platforms should optimize the recommendation algorithm, recommend products according to consumers’ needs and preferences, and improve consumers’ shopping experience and satisfaction;
- (3). The platform should also strengthen the audit and management of goods recommended by Internet celebrities to ensure the quality and safety of the goods.

5.3 Study conclusion

Through the research on the influence of burnout on consumer psychology and behavior, it is found that the burnout of anchors has a significant impact on consumers’

consumer psychology and behavior. Specifically, the study mainly draws to the following conclusions:

5.3.1 The impact of anchors ‘burnout on consumer psychology: When anchors show burnout, this mood will infect consumers, leading to the decrease of consumers’ interest in products and weakened purchase intention. At the same time, burnout will also affect consumers’ evaluation of the product, making them more likely to have a negative consumption experience.

5.3.2 The impact of anchors ‘burnout on consumer behavior: anchors’ burnout will not only change consumers’ purchase decisions, but also affects their purchase frequency and purchase quantity. Studies found that consumers are more likely to reduce purchase frequency and volume when anchors showed burnout.

5.3.3 Consumer coping strategies: In the face of anchors’ burnout, consumers may adopt some coping strategies to mitigate this impact. For example, they will choose other channels or they may choose to find other more attractive or dynamic anchors to spend.

The burnout of anchors has a negative impact on consumers’ consumer psychology and behavior. Therefore, for anchors and businesses engaged in live broadcasting sales, attention should be paid to avoid or reduce the impact of burnout, so as to maintain consumers’ interest and purchase intention. At the same time, for consumers, they also need to learn to identify and deal with the burnout of anchors to protect their consumer rights and

interests.

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