

Impact of Anchor Characteristics on Impulsive Buying Among Generation Z in Live Streaming on Short-Form Video Apps: The Moderating Role of Gender

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ABSTRACT

In live-streaming commerce, anchors play a pivotal role in driving sales. Grounded in the Stimulus-Organism-Response (S-O-R) model, this study examines how anchor characteristics—attractiveness, expertise, and trustworthiness—influence Generation Z's urge to buy impulsively. Data was collected from 272 Malaysian Generation Z consumers with live-streaming shopping experiences and analyzed using SmartPLS 4. The findings reveal that anchor characteristics significantly impact consumer arousal and the urge to buy impulsively. Additionally, the influence of arousal on impulse buying is stronger among women than men. However, this study has a limitation in terms of gender imbalance in the sample (82.7% female vs. 17.3% male), which may affect the generalizability of gender-based findings. Despite this limitation, this study enhances the understanding of online impulsive buying among Generation Z, providing scholars and marketers with valuable insights into this young consumer group's live-streaming purchasing behavior.

Keywords: Live-streaming, Short-Form Video Apps, Generation Z, Anchor, Impulsive Buying Intention

1. INTRODUCTION

In recent years, short-form video apps have gained significant traction [1], especially among Generation Z. This generation exhibits distinct shopping behaviors, demonstrating a heightened interest in innovation and technological advancements compared to previous generations [2]. Short-form video apps such as TikTok are very popular among Generation Z globally. According to Statista [3], TikTok is most popular among Generation Z, specifically within the age range of 18–24. Among TikTok's user population, 20.90% are females, while 17.50% are male. Additionally, in emerging

markets, most Generation Z individuals are interested in conducting their shopping activities through online channels [4].

Recently, live-streaming shopping has emerged as a popular shopping channel and a novel form of social commerce [5]. Unlike traditional online shopping platforms, live streaming enables sellers to express themselves and engage in real-time interactions with viewers while promoting products [6]. As live-streaming shopping continues to grow rapidly, retailers are increasingly adopting this platform to engage in real-time selling activities [7].

The emergence of live-streaming selling channels, particularly on short-form video apps like TikTok, has transformed these platforms into essential marketing tools for businesses. This trend highlights the effectiveness of integrating live streaming with social media, providing e-retailers with dynamic and interactive methods to showcase products. In live-streaming commerce, the anchor plays a pivotal role in product promotion, presenting deals through persuasive communication [7].

Previous studies have explored how anchor characteristics—specifically attractiveness, expertise, and trustworthiness—affect consumer emotions and buying intentions [8]. For instance, Xu et al. [9] investigated the effect of anchor attractiveness on perceived arousal and impulse buying. However, there is limited research on how anchor characteristics—specifically attractiveness, expertise, and trustworthiness—influence consumer perceived arousal and prompt consumer's urge to buy impulsively. Furthermore, a previous study by Mehta [10] highlights gender-based differences in key dimensions of decision-making, indicating that women exhibit greater impulsivity due to positive emotions compared to men [11]. Therefore, the role of gender requires further investigation regarding its influence on consumer's perceived arousal and the urge to buy impulsively.

The phenomenon of online impulse buying is on the rise [12]. However, there is limited research, particularly in the increasingly popular area of live-streaming commerce. It is essential to understand the factors that influence impulse buying. This research benefits marketers by offering insights into the factors that effectively attract the younger generation. Hence, to address the research gap, this study draws upon the S-O-R (Stimulus-Organism-Response) model to achieve the following objectives: (1) Investigate the impact of anchor characteristics—specifically attractiveness, expertise, and trustworthiness—on Generation Z's arousal and urge to buy impulsively in live streaming on short-form video apps (2) To investigate the moderating role of gender in the relationship between perceived arousal and urge to buy impulsively.

2. LITERATURE REVIEW

2.1 S-O-R Model

The S-O-R model was first introduced by Mehrabian and Russell [13]. Then, Donovan and Rossiter [14] expanded it to a retail setting. The S-O-R model explains how

environmental factors (S) influence approach-avoidance behaviors (R) within a given environment, with individual emotional states (O)—triggered by the stimulus—acting as a mediator [14]. In other words, the Stimulus (S) influences the Organism (O) emotional states, which, in turn, shape behavioral intentions (R).

2.2 Modern S-O-R Applications

While Donovan et al. [14] remain foundational to the S-O-R framework in a retail environment. As short-video apps continue to grow rapidly within the live-streaming industry [15], new avenues have emerged. Platforms like TikTok, with its 15-second video format, have become popular channels for live-stream shopping. Recent studies have expanded the S-O-R model to live-streaming commerce. Previous studies, such as Xu et al. [9], have found that anchor attractiveness serves as a stimulus (S) that influences organism arousal (O), ultimately leading to impulsive consumption as a response (R). Building on this foundation, this study—grounded in the S-O-R model—aims to explore the influence of anchor characteristics, specifically attractiveness, expertise, and trustworthiness (S), on Generation Z's perceived arousal (O) and their urge to buy impulsively (R).

2.3 Anchor Characteristics and Perceived Arousal

Seller characteristics such as attractiveness, expertise, and trustworthiness are important in influencing consumer attitudes and intentions to buy products [16], playing a crucial role in product promotion. Their speech and presentation during live selling are pivotal in influencing consumer decisions and driving sales. The anchor's characteristics are essential in attracting consumers to live streams and encouraging purchasing behavior [17]. Physical attractiveness specifically refers to facial attractiveness [18], has a substantial impact on consumer emotional states. A previous study on live-streaming commerce by Xu et al. [9] found that anchor attractiveness significantly affects consumer's perceived arousal. The study highlighted that interaction with an attractive anchor evokes a stronger emotional response, which, in turn, motivates further consumer behavior.

Anchor characteristics such as expertise and trustworthiness are also crucial for shoppers when making purchasing decisions [19, 20]. Anchor expertise refers to the anchor's in-depth knowledge about the product, while trustworthiness relates to the viewer's belief in the anchor's reliability. These two characteristics have a significant impact on consumer's impulse buying intentions [21]. This is because shoppers are more likely to trust and act on expert, knowledgeable information provided by a proficient anchor. Previous studies by Yu et al. [22] in the context of gastronomy live-streaming have found that professionalism or expertise is a key factor influencing viewer's impulse buying behavior. This is attributed to the fact that sharing detailed, relevant information during live streaming is crucial for engaging viewers and triggering impulsive buying intentions.

Furthermore, trustworthiness—characterized by honesty and reliability—plays a crucial role in shaping consumer purchasing decisions [23]. This is because consumers may experience more positive emotions influenced by the anchor. Emotions such as arousal then induce individuals to approach or avoid the environment [13]. In the context of live streaming, if consumers perceive the anchor as attractive, knowledgeable, and trustworthy, these characteristics influence their perceived arousal and subsequently affect their purchasing decisions.

H1: Anchor attractiveness has a positive effect on consumer perceived arousal.

H2: Anchor expertise has a positive effect on consumer perceived arousal.

H3: Anchor trustworthiness has a positive effect on consumer perceived arousal.

2.4 Anchor Characteristics and Perceived Arousal

The urge to buy impulsively is defined as the urge to engage in an unplanned and spontaneous online purchase without any pre-planned shopping intention [24]. In other words, the urge to buy impulsively is a stage leading towards actual impulsive buying [25]. The consumer's urge to buy is often influenced by positive emotions [26]. Arousal is recognized as a positive emotional state [27] and plays a critical role in influencing consumer impulse buying, particularly in dynamic live-streaming environments. In such contexts, heightened emotional engagement can lead to spontaneous purchasing decisions. This emotional state enhances consumer's responsiveness to stimuli, making them more susceptible to the urge to buy impulsively.

H4: Perceived arousal has a positive effect on consumer urge to buy impulsively.

2.5 Mediating Role of Perceived Arousal

Emotional response serves as a mediator in impulse buying, as highlighted in previous research [28]. A previous study by Xu et al. [9] found that the relationship between anchor attractiveness and impulse consumption is mediated by perceived arousal. In live-streaming environments, stimuli such as anchor characteristics—namely, attractiveness, expertise, and trustworthiness—are pivotal in shaping consumer's perceived arousal or excitement. This positive emotion of perceived arousal induces consumers to experience the urge to buy impulsively [29]. In other words, anchor characteristics significantly influence consumers' emotional responses, ultimately impacting their purchasing decisions.

H5a: Perceived arousal mediates the relationship between anchor attractiveness and the urge to buy impulsively.

H5b: Perceived arousal mediates the relationship between anchor expertise and the urge to buy impulsively.

H5c: Perceived arousal mediates the relationship between anchor trustworthiness and the urge to buy impulsively.

2.6 Moderating Role of Gender

Retailers are increasingly adopting live streaming to engage in real-time selling activities [7]. Consumer behavior research has identified gender as a significant factor influencing individual behavioral tendencies [30]. Research indicates that men and women display different levels of impulsiveness, with women being more likely to engage in impulse buying [31, 32]. This tendency is attributed to their stronger positive emotional response, which heightens their propensity for unplanned purchases [31, 33]. In the context of live-streaming commerce, gender influences key dimensions of decision-making [10], making it crucial to understand its moderating effect. Therefore, this study explores the

moderating role of gender—incorporating both females and males—in the relationship between arousal and the urge to buy impulsively within the context of live-streaming on short-form video apps.

H6: Gender moderates the relationship between perceived arousal and the urge to buy impulsively.

3. METHODOLOGY

3.1 Research Design and Data Collection

The research framework for this study is illustrated in Figure 1. In developing the framework, the Stimulus-Organism-Response (S-O-R) model is employed to investigate the connections among the Stimulus (S): anchor attractiveness, anchor expertise, and anchor trustworthiness; the Organism (O): perceived arousal as a mediator; and the Response (R): the urge to buy impulsively. This research framework also includes gender as a moderating variable.

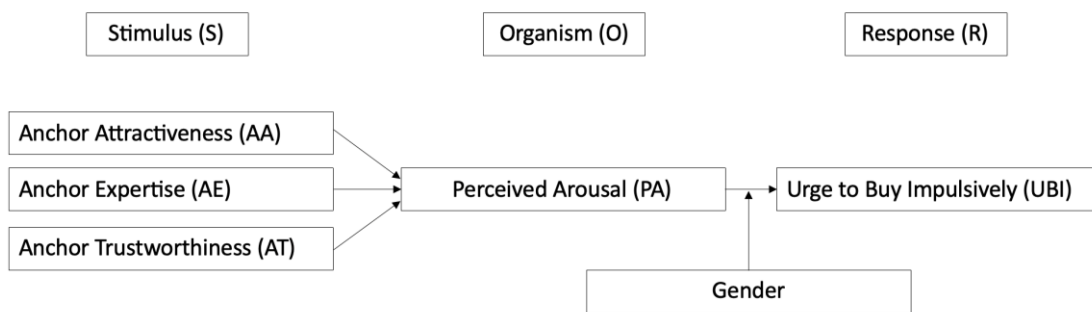


Figure 1. Research Framework

Purposive sampling was employed to achieve the research objective, targeting a group of Malaysians aged 18 to 25 who have experienced shopping via live-streaming on short-form video apps such as TikTok. Data were collected through online survey questionnaires distributed via Google Forms. A 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) was used in the questionnaire. The questionnaire was adapted and modified based on previous literature. Anchor attractiveness was measured by five items, anchor expertise by five items, and anchor trustworthiness by five items, all adapted from Wiedmann and Mettenheim [34]. Perceived arousal was measured by four items adapted from Xu et al. [9], while the urge to buy impulsively was assessed using three items adapted from Badgaiyan and Verma [25].

Additionally, G*Power analysis was conducted to determine the minimum required sample size of 77. This study includes five variables with a total of 22 items. Based on the sample-to-item ratio (5:1) [35], a sample size of 110 (22 items * 5) is required in this study. The final sample that meets this study's criteria consists of 272 responses. The data

from this sample were analyzed using the Statistical Package for Social Sciences (SPSS) version 29 and SmartPLS 4.

4. RESULTS AND ANALYSIS

4.1 Research Design and Data Collection

As shown in Table 1, the final research sample consists of 272 Generation Z individuals aged between 18 and 25 years. Based on the collected sample, 82.7% of the respondents are female, and 17.3% are male. This gender distribution reflects the fact that women engage in online shopping more frequently than men [36]. Most respondents have a bachelor's degree, 92.6%. Additionally, 44.9% have over one year of experience with live-streaming on short-form video apps (e.g., TikTok Live). Furthermore, 27.6% visit live-streaming on short-form video apps at least once per day, and 83.5% have made purchases through live-streaming on these platforms. These findings demonstrate that purchasing in live-streaming via short-form video apps is particularly popular among Generation Z.

Table 1. Respondent's Profile

Variable	Frequency	(%)	
Gender	Female	225	82.7
	Male	47	17.3
Level of Education	Bachelor's degree	252	92.6
	Diploma/pre-university	17	6.3
	Master's degree or above	3	1.1
Experience with live streaming on short video applications (e.g., TikTok Live)	1 - 3 month	45	16.5
	6 - 12 month	32	11.8
	Less than 1 month	73	26.8
	More than 1 year	122	44.9
Frequency of visiting live streaming on short video apps (e.g., TikTok Live)	1 - 2 times per week	57	21.0
	3 - 4 times per week	41	15.1
	5 - 6 times per week	47	17.3
	At least once per day	75	27.6
	Less than once a week	52	17.2
Do you have experience purchasing products in live streaming on short video apps (e.g., TikTok Live)?	No	45	16.5
	Yes	227	83.5

4.2 Common Method Bias (CMB)

Common Method Bias (CMB) can introduce systematic measurement errors, potentially distorting relationships among variables in self-reported data [37]. A three-step approach was adopted to assess CMB in this study. First, Harman's Single-Factor Test indicated that a single factor accounted for 24.26% of the total variance, well below the 50% threshold recommended by Kock [38]. Second, multicollinearity was evaluated using the Variance Inflation Factor (VIF), with all values falling below the threshold of 3.3 [38], confirming the absence of multicollinearity issues. Third, the marker variable technique was applied as an additional robustness check [39], using the "Social Desirability" scale by Crowne and Marlowe [40] as a marker variable. This variable is theoretically unrelated to the key constructs in the research model but was measured using the same method. The results showed that including or excluding the marker variable did not significantly affect the path coefficients, providing further evidence that common method bias (CMB) is not a concern.

Table 2. The Result of Variance Inflation Factor (VIF) Analysis

	VIF
AA -> PA	1.275
AE -> PA	1.378
AT -> PA	1.450
PA -> UBI	1.002
Gender x PA -> IBI	1.005

4.3 Research Design and Data Collection

The measurement model analysis was conducted to evaluate the validity and reliability. The results for factor loadings, composite reliability (CR), and average variance extracted (AVE) are presented in Table 3. Outer loadings reflect the strength of the relationships between latent variables and their respective measures. According to guidelines, outer loading values of 0.708 or higher are preferable [41]. Based on Table 2, all indicators have outer loadings exceeding 0.708, indicating strong relationships with their latent variables.

The maximum recommended threshold for composite reliability (CR) is 0.95, as higher values typically indicate greater reliability of composite measures [42]. In this study, the composite reliabilities range from 0.925 to 0.938, which is within the acceptable range. Additionally, all variables in this study have Average Variance Extracted (AVE) values greater than 0.5 [43], indicating strong convergent validity.

Table 3. The Result of Measurement Model Analysis

Construct	Items	Loading	CR	AVE
Anchor Attractiveness	AA 1	0.850	0.925	0.711
	AA 2	0.841		
	AA 3	0.850		
	AA 4	0.845		
	AA 5	0.830		
Anchor Expertise	AE 1	0.865	0.936	0.746
	AE 2	0.890		
	AE 3	0.904		
	AE 4	0.820		
	AE 5	0.836		
Anchor Trustworthiness	AT 1	0.846	0.948	0.783
	AT 2	0.911		
	AT 3	0.876		
	AT 4	0.900		
	AT 5	0.890		
Perceived Arousal	PA 1	0.883	0.938	0.790
	PA 2	0.900		
	PA 3	0.880		
	PA 4	0.891		
Urge to Buy Impulsively	UBI 1	0.895	0.933	0.822
	UBI 2	0.915		
	UBI 3	0.909		

4.4 Discriminant Validity

The discriminant validity of the factors is a critical issue; therefore, the Fornell-Larcker criterion, cross-loading, and the Heterotrait-Monotrait Ratio (HTMT) analysis have been conducted. The Fornell and Larcker Criterion is the most used method for assessing discriminant validity [43]. This criterion stipulates that the square root of the Average Variance Extracted (AVE) of each construct should exceed its highest correlation with any other construct within the model [41]. Additionally, cross-loadings provide a more liberal approach to investigating discriminant validity [44]. In cross-loading analysis, an indicator's loading on its construct should be higher than its loadings on any other constructs [41]. The Heterotrait-Monotrait Ratio of Correlations (HTMT) estimates the true relationship between two constructs if they are perfectly reliable [42], and an HTMT value below 0.85 is recommended [44].

Based on Table 4, the Fornell and Larcker Criterion shows that the square roots of the AVEs for all constructs are higher than the correlations of the constructs with other latent variables. Table 5 shows that the cross-loadings indicate that the items are highly correlated with their constructs and have low correlations with other constructs. Additionally, Table 6 demonstrates that the HTMT ratios are all below 0.85, which means discriminant validity is established.

Table 4. The Result of Fornell and Larcker Criterion

	UBI	PA	AA	AE	AT
UBI	0.906				
PA	0.515	0.889			
AA	0.322	0.365	0.843		
AE	0.299	0.373	0.366	0.864	
AT	0.276	0.413	0.423	0.483	0.885

Table 5. Cross-loadings

	UBI	PA	AA	AE	AT
UBI 1	0.895	0.500	0.299	0.302	0.250
UBI 2	0.915	0.436	0.291	0.273	0.251
UBI 3	0.909	0.464	0.286	0.239	0.252
PA 1	0.450	0.883	0.308	0.346	0.334
PA 2	0.474	0.900	0.375	0.294	0.369
PA 3	0.446	0.880	0.300	0.297	0.359
PA 4	0.459	0.891	0.315	0.388	0.405
AA 1	0.265	0.314	0.850	0.327	0.380
AA 2	0.273	0.277	0.841	0.335	0.336
AA 3	0.306	0.352	0.850	0.296	0.343
AA 4	0.276	0.318	0.845	0.402	0.405
AA 5	0.237	0.277	0.830	0.181	0.320
AE 1	0.243	0.292	0.316	0.865	0.417
AE 2	0.298	0.318	0.304	0.890	0.393
AE 3	0.226	0.314	0.280	0.904	0.370
AE 4	0.281	0.354	0.370	0.820	0.472
AE 5	0.245	0.336	0.317	0.836	0.441
AT 1	0.279	0.399	0.391	0.479	0.846
AT 2	0.202	0.351	0.370	0.367	0.911
AT 3	0.218	0.320	0.372	0.420	0.876
AT 4	0.234	0.361	0.357	0.379	0.900
AT 5	0.292	0.398	0.385	0.498	0.890

Table 6. The Result of Heterotrait-Monotrait Ratio (HTMT)

	UBI	PA	AA	AE	AT
UBI					
PA	0.571				
AA	0.360	0.403			
AE	0.332	0.409	0.405		
AT	0.304	0.449	0.463	0.527	

4.5 Structural Model Analysis

Q² predict is used to test the predictive relevance of the model [45]. The Q² predict values greater than 0 indicate predictive relevance [46]. According to the results presented in Table 7, all constructs demonstrated predictive relevance. Specifically, the Q² predict values for perceived arousal (0.222) and urge to buy impulsively (0.124) are both above 0, confirming the model predictive relevance.

Table 7. The Result of Q² predict

	Q ² predict
Urge to Buy Impulsively (UBI)	0.124
Perceived Arousal (PA)	0.222

4.6 Hypothesis Testing

Table 8 presents the results of the hypothesis testing. The study found significant effects of anchor attractiveness, expertise, and trustworthiness on consumer perceived arousal. Specifically, hypotheses H1 ($t = 3.406^{***}$), H2 ($t = 3.057^{**}$), and H3 ($t = 3.291^{***}$) are supported. Additionally, the study identifies a significant role of perceived arousal in influencing the consumer's urge to buy impulsively, with hypothesis H4 ($t = 9.693^{***}$) being supported.

Furthermore, perceived arousal plays a mediating role in the relationship between anchor characteristics and the urge to buy impulsively. Hypotheses H5a ($t = 3.158^{**}$), H5b ($t = 2.863^{**}$), and H5c ($t = 3.211^{***}$) are also supported.

Table 8. The Result of Hypothesis Testing

Hypothesis	Path	Std error	T-Value	Std beta	Result
H1	AA -> PA	0.057	3.406 ^{***}	0.196	Supported
H2	AE -> PA	0.060	3.057 ^{**}	0.185	Supported
H3	AT -> PA	0.073	3.291 ^{***}	0.241	Supported
H4	PA -> UBI	0.053	9.693 ^{***}	0.515	Supported
H5a	AA -> PA -> UBI	0.032	3.158 ^{**}	0.101	Supported
H5b	AE -> PA -> UBI	0.033	2.863 ^{**}	0.095	Supported
H5c	AT -> PA -> UBI	0.039	3.211 ^{***}	0.124	Supported

Note(S): ^{***}p < 0.001, ^{**}p < 0.01, ^{*}p < 0.05.

The multi-group analysis (PLS-MGA) is an effective approach for estimating the effects of categorical moderators [47]. In line with this methodology, the present study employs PLS-MGA using SmartPLS 4 to examine the moderating role of gender in the relationship between perceived arousal and the urge to buy impulsively.

The findings, as presented in Table 9, reveal that gender significantly moderates this relationship, supported by a p-value of 0.018*, thus confirming hypothesis H6. However, the results further indicate that the impact of perceived arousal on the urge to buy impulsively differs substantially between genders.

Specifically, the analysis shows that for females, perceived arousal significantly influences the urge to buy impulsively (standard error = 0.574, T-value = 12.367**). In contrast, for males, arousal does not significantly affect the urge to buy impulsively (standard error = 0.195, T-value = 1.086, ns).

Table 9. The Result of Moderation Analysis (Gender)

Path	Complete Data Group		Female		Male		Male vs Female	
	Std error	T-value	Std error	T-value	Std error	T-value	T-value	P-value
Gender* PA -> UBI	0.515	9.693**	0.574	12.367**	0.195	1.086 (ns)	2.919**	0.018*

Note(S): **P < 0.01, *P < 0.05, ns = Not Significance

5. DISCUSSION AND RESEARCH IMPLICATIONS

This study, grounded in the S-O-R (Stimulus-Organism-Response) model, sheds light on the intricate dynamics between anchor characteristics and the urge to buy impulsively among Generation Z in live-streaming environments. Specifically, it underscores the significant influence of anchor characteristics—namely attractiveness, expertise, and trustworthiness—on the emotional state of perceived arousal. This emotional state emerges as a critical factor that not only directly influences the urge to buy impulsively but also mediates the relationship between anchor characteristics and the urge to buy impulsively.

The findings of this study underscore the critical role that anchor characteristics play in live-streaming commerce. Anchor attractiveness has a substantial impact on consumer arousal, aligning with the findings of Xu et al. [9]. The attractiveness of the anchor encourages viewers to stay in the live-streaming room [48] and become excited to engage in live-streaming shopping activities.

In addition to anchor attractiveness, this study extends the understanding by demonstrating that expertise and trustworthiness are equally significant in generating excitement among consumers. Anchors typically share product information by blending their personal experiences and critical insights with product details [9]. Anchor characteristics, such as the anchor's expertise and perceived trustworthiness, play a crucial role in shaping consumer shopping decisions [9, 19]. When consumers perceived the anchor as knowledgeable about the product and trusted the information being presented, they were more likely to feel enthusiastic about the live-streaming shopping experience. This sense of trust and confidence in the anchor's expertise enhances their engagement and increases the urge to buy impulsively.

The study also underscores the significance of positive emotions associated with perceived arousal—such as excitement, enthusiasm, exhilaration, and feeling energized—in influencing the consumer's urge to buy impulsively. It is found that emotions like excitement are significantly affected by anchor characteristics. Attributes

such as attractiveness, expertise, and trustworthiness contribute to the emotional experience of consumers, thereby enhancing their propensity to engage in impulsive buying during live-streaming commerce. Essentially, when young consumers perceive anchors as possessing qualities of attractiveness, expertise, and trustworthiness, it evokes positive emotions like excitement, which subsequently drives their urge to make impulsive purchases during live-streaming shopping events.

Furthermore, gender moderates the relationship between perceived arousal and the urge to buy impulsively in different ways. For young female consumers, creating emotionally engaging content that elicits higher arousal can be particularly effective in driving a stronger urge for impulsive buying. This is because heightened emotional states can amplify the desire for unplanned purchases, especially in dynamic live-streaming environments. Conversely, for male audiences, the impact of emotional arousal on the urge to buy impulsively is not influenced by emotion. This finding aligns with Coley and Burgess [11], who suggest that positive emotions have a stronger influence on women, making them more likely to engage in impulsive buying.

From a theoretical standpoint, this research makes a substantial contribution to the understanding of the S-O-R model in the context of impulsive buying. It extends the application of the model by examining how specific environmental stimuli, particularly the anchor's characteristics, influence the emotional state of perceived arousal, which subsequently drives the urge to buy impulsively. The study thus enriches the existing literature by highlighting the crucial role that anchor characteristics play in shaping emotional response and, ultimately, behavioral outcomes such as the urge to buy impulsively. This theoretical advancement offers scholars deeper insight into the psychological mechanisms driving impulse buying in live-streaming commerce, particularly among Generation Z consumers.

The practical implications of these findings are significant for marketers and live-streaming event managers. This study highlights the importance of selecting anchors who possess the characteristics of attractiveness, expertise, and trustworthiness. These attributes are essential for maximizing consumer engagement and driving impulsive purchase behavior. Anchors who are visually appealing, knowledgeable about the products they promote, and perceived as trustworthy can create an exciting and compelling shopping experience that increases the likelihood of spontaneous purchases.

To capitalize on these insights, marketers should focus on several key strategies. First, selecting anchors based on the right mix of attractiveness, expertise, and trustworthiness is essential. Such anchors can amplify the emotional impact of live-streaming events, making viewers more susceptible to arousal and, consequently, more likely to experience the urge to buy impulsively.

Additionally, marketers should leverage the emotional appeal of well-chosen anchors by designing live-streaming events that are both engaging and interactive. A well-balanced combination of product demonstrations, real-time feedback, and audience interaction can create an engaging experience that excites viewers and increases the likelihood of

impulsive purchases. To enhance viewer understanding and confidence, anchors should effectively present comprehensive product information, clearly explain usage instructions, and provide additional details. Their ability to convey expertise and trustworthiness further strengthens consumer engagement, heightening arousal and encouraging impulsive buying.

6. LIMITATIONS AND FUTURE RESEARCH

This study advances the theoretical understanding of the influence of anchor characteristics on the urge to buy impulsively while also acknowledging certain limitations. The primary focus of this research has been on anchor characteristics. Future studies should consider exploring additional variables, such as promotional factors, to gain a deeper understanding of live-streaming events. Investigating these variables would provide valuable insights into how anchor characteristics, along with various promotional elements, influence consumer impulse buying. Such research would contribute significantly to a more comprehensive academic discourse on live-streaming commerce. Furthermore, the gender imbalance in this study's sample (82.7% female vs. 17.3% male) may limit the generalizability of gender-based findings. Given that gender plays a moderating role and is a crucial factor in this study, future research could further explore this aspect by examining gender differences in consumer behavior within live-streaming commerce. A more balanced gender representation in future studies would enhance the robustness and applicability of the findings.

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