

Title	The Influence of Anchor Characteristics on Consumers' Purchase Intention in Webcasting
Name	Zhang Yang
Advisor	Dr.Sittachai Jirathanyasakul
Degree	Master of Business Administration
Year	2023

Abstract

The objectives of this research were 1) to study the influence of different characteristics of anchors and consumers on consumers' purchase intention in webcasting situations based on the 4I theory of integrated online marketing 2) to analyze webcasting conditions being less restrictive and more convenient to use webcasting can let more consumers know about the products, and 3) to propose social webcasting is a two-way interaction with deeper communication. The qualitative approach is applied using secondary data available and in-depth interviews the webcasting service providers with 30 people, divided into two types: structured interviews (10 interviewers) and unstructured interviews (20 interviewers). The data collection approach included purposeful sampling and semi-structured interviews with open-ended questions. The data analysis is grounded in theory and content analysis of the influencing Webcasting

The research results revealed that:1) the study indicated that the anchor's professionalism, popularity, control over the scene, and affinity promote consumers' willingness to purchase. 2) this study puts forward relevant suggestions from the perspective of enhancing the attractiveness of anchors to bring goods and promoting the development of live webcasting, which can, to a certain extent, provide reference for leveraging live marketing to stimulate domestic demand, attacking poverty and boosting economic growth. Based on the above, this paper puts forward the following hypotheses.

Keywords: Webcasting; Anchor Characteristics; Consumer Purchase Intention