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Study on the Influence of Anchor Marketing Linguistic Styles Interaction on Consumer's Purchase Intention in the Live Streaming Environment
直播環境下主播營銷話術互動對消費者購買意願的影響研究

by

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摘　要

　　隨著我國資訊系統基礎建設不斷完善，移動互聯日新月異，電商直播自 2016 年出現以來，已發展成為我國各個行業最火爆的營銷方式，越來越多的專家學者開始對直播進行研究。本文從消費者感知質量視角出發，研究電商直播中主播話術互動類型對消費者購買意願的影響。消費者購買意願會受到外界各種因素的刺激，比如商品的介紹內容與展示方法、購物環境、服務質量、支付安全等，還會受到消費者自身性格習慣等因素的影響。無論是線上還是線下，在各種影響因素中，商家使用最多的還是不斷改善商品推介方式、改變營銷環境等措施來吸引消費者，從而影響消費者的購買意願與行為。

　　在以往電商直播對消費者購買意願的研究中，更多集中在從消費者視角或者企業視角探究消費者認知與情緒、消費者信任與動機，對消費者觀看與參與直播行為進行分析，很少有針對電商主播話術互動的研究，而在電商直播的過程中，主播的話術很大程度決定了消費者對商品的認知與感受，這個研究問題非常重要目前尚屬空白。

　　為了研究主播的話術互動類型如何影響消費者購買意願，本文以"S-O-R"模型，根據各個變量之間的關係，將主播話術互動分為任務型話術互動和關係型話術互動兩種類型，構建其對消費者購買意願影響的模型。同時引入感知質量（認知質量、情感質量）作為中介變量在主播話術互動類型影響消費者購買意願的中介作用，將產品類型作為調節變量，驗證其在話術互動類型（任務型、關係型）影響消費者感知質量中的調節效應。本研究採用問卷調查法，由被調查對象觀看直播視頻與資料後根據實際感受進行填寫，然後通

過 SPSSAU 軟件進行數據分析與檢驗，最後驗證研究假設。通過分析得出以下結論：

（1）電商直播主播話術互動對消費者感知質量（認知、情感）有正向影響。

（2）感知質量（認知、情感）對消費者購買意願有顯著的正向影響。

（3）產品類型（功能品，享受品）會調節話術互動類型通過感知質量（認知、情感）的中介作用正向影響消費者購買意願。

本研究拓展了社會化購物中對於電商直播主播的"播"即話術互動類型的研究範疇，對主播話術進行拆解融合了互動性理論與營銷語言學，深化了感知質量理論的理解，豐富了消費者購買意願影響因素的研究，填補了話術互動營銷對消費者購買意願影響的研究空白。任務型話術互動是主播以闡明、承諾、指令類語言為主，通過陳述句式、疑問句式、比較類營銷語言等詳細介紹產品的功能、售後等資訊，以對產品瞭解的專業度促成銷售。關係型話術互動是主播以表達，宣告類語言為主，通過祈使句式，感歎句式，讚美類營銷語言介紹品牌故事或主播個人心得體會，通過關係情感影響消費者購買意願。

本文的研究成果具有通用性，適用於直播銷售的各種產品。研究結論突破常理卻解釋了現狀，提出了很好的創新建議，對電商直播主播制定合適話術互動策略具有重要的理論意義和實踐價值，同時對電商直播營銷過程中如何開展話術選擇與產品類型選擇提供了很好的啟示。

相較於關係型話術，功能品採用任務型話術進行銷售對消費者認知質量影響更強，認知質量對消費者購買意願有顯著正向影響，所以銷售功能品時

主播多採用任務型話術，多介紹產品功能及售後等，更能促進消費者的購買意願。相對於任務型話術，享受品採用關係型話術進行銷售對消費者情感質量影響更強，情感質量對消費者購買意願有顯著正向影響，同時享受品採用關係型話術進行銷售對認知質量的影響也比任務型話術的影響要大，所以銷售享受品時主播儘量少用任務型話術而多用關係型話術，多介紹品牌與個人使用心得等更能促進消費者的購買意願。在銷售過程中，功能品與享受品採用任務型話術對消費者情感質量均沒有顯著影響，所以在功能品銷售過程中主播適當增加關係型話術，交流品牌與消費心得等可影響消費者情感質量進而增強消費購買意願。

相較於享受品，功能品採用任務型話術進行銷售對消費者認知質量的影響，採用關係型話術進行銷售時對消費者情感質量的影響均超過了享受品，說明直播環境下，消費者更容易被功能品打動，電商直播平臺甄選商品時特別適合選擇功能品進行銷售。

關鍵字：電商直播；話術互動類型；感知質量；產品類型；消費者購買意願

Abstract

With the constantly improvement of China's information system infrastructure construction, the mobile Internet is changing rapidly, e-commerce live streaming has attracted attention since 2016. At present, it has become the most popular marketing method in various industries in China, more and more experts and scholars began to study live streaming. This paper starts from the perspective of consumer perceived quality, to study the influence of anchor's linguistic styles interaction type on consumers' purchase intention in e-commerce live streaming. Consumers' purchase intention will be stimulated by various external factors, such as the introduction and display of goods, shopping environment, service quality, payment security and other factors, and will also be affected by consumers' own personality habits and other factors. Whether online or offline, among the various influencing factors, what merchants use most is to constantly improve the products promotion methods, and change the marketing environment to attract consumers, thus affecting consumers' purchase intention and behavior.

In previous e-commerce live streaming in the study of consumer purchase intention, more focused from the consumer perspective or enterprise perspective to explore consumer perception value and emotion, consumer trust and motivation, for consumers to watch live streaming, participate in behavior analysis, etc. There are few for the e-commerce live streaming anchor's linguistic styles interactive research, and in the e-commerce live streaming shopping environment, the anchor's linguistic styles largely determine consumers' cognition and feelings about products. This research question is very important and no one has been studied.

In order to study how the verbal interaction type of anchor's linguistic styles on the purchase intention of consumers, according to the "S-O-R" model, sort out the relationship between variables, the anchor's linguistic styles interaction is divided into two types: task-based linguistic styles interaction and relational linguistic styles interaction, and the theoretical model on consumers' purchase

intention is constructed. The perception quality (cognition, and emotion) as the intermediary variable to verify the mediation effect of the anchor's linguistic styles interaction type, as the adjustment variable to verify the adjustment effect of the anchor's linguistic styles interaction type (task and relationship) on the perceived quality of consumers. In this study, the questionnaire method was adopted, and the respondents watched the live streaming video and materials, filled in according to their actual feelings, then analyzed and tested the data through SPSSAU software, finally verified the research hypothesis. The following conclusions were drawn from the study:

(1) The anchor's linguistic styles interaction of e-commerce live streaming has a positive impact on the quality of consumers' perception (cognition and emotion).

(2) Perceptual quality (cognition and emotion) has a significant positive impact on consumers' purchase intention.

(3) Product type (functional products, enjoyment products) will regulate the anchor's linguistic styles interaction type to have a positive impact on consumers' purchase intention through the intermediary effect of perceptual quality (cognition, emotion).

This study expands the research scope of the "anchor's linguistic styles" of e-commerce live streaming in social shopping: the type of conversation interaction, disassembling anchor's linguistic styles integrates interactive theory and marketing linguistics, and deepens the understanding of perceptual quality theory, and enriches the research on the influencing factors of consumers' purchase intention, It fills the gap in the research on the influence of interactive marketing research on consumers' purchase intention. Task-based speech interaction is that the anchor mainly uses clarification, commitment and instruction language. Through statement sentence, question sentence, comparative marketing language and other detailed introduction of product functions, after-sales service and other information, so as to promote sales with a professional understanding of the product. Relational speech interaction is that anchors mainly use expression and declaration language, introduce brand stories or personal experiences of anchors through imperative

sentences, exclamation sentences and praise marketing language, and influence consumers' purchase intention through relationship emotion.

The research results are universal and applicable to various products sold in live streaming. The research conclusion breaks through the normal thinking but explains the status quo, and puts forward good suggestions for innovation. It has important theoretical significance and practical value for e-commerce live streaming anchor's linguistic styles to formulate appropriate interactive strategy, and at the same time provides good inspiration for how to carry out the linguistic styles selection and product selection in the process of e-commerce live streaming marketing.

Compared with the relationship-type anchor's linguistic styles, Task-based anchor's linguistic styles has a stronger effect on cognitive quality, Cognitive quality has a stronger impact on consumers' purchase intentions. Therefore, anchors often use task-based linguistic styles when selling functional products, introduce more product functions and after-sales service, more can promote the purchase intention of consumers; Compared with the task-based anchor's linguistic styles, it has a stronger impact on emotional quality, emotional quality has a stronger impact on consumers' purchase intention. At the same time, the impact of enjoyment on cognitive quality is greater than task anchor's linguistic styles. Therefore, when selling enjoyment products, anchors should try to use relationship-based linguistic styles, more introduction of brand and personal use experience can better promote consumers' purchase intention. In the sales process, the task-based anchor's linguistic styles of functional products and enjoyment products has no significant impact on the emotional quality. Therefore, in the sales process of functional products, anchors should appropriately increase the relationship linguistic styles, introduce brand and consumption experience can make consumers produce emotional quality and then enhance the purchase intention.

Compared with enjoyment products, the impact of task-based anchor's linguistic styles of functional products on cognitive quality, and the influence of relationship linguistic styles on emotional quality are all higher than that of

enjoyment products, indicating that in the live streaming environment, consumers are more likely to be moved by functional products, and the product selected by enterprise live streaming platforms is especially suitable for choosing functional products for sales.

Key words: e-commerce live streaming; anchor's linguistic styles interaction type; perceived quality; product type; consumer purchase intention.

致　謝

　　四年博士學習，絢爛多彩，既有課堂交流碰撞啟發，也多了一份內心的安靜與敬畏。"水靜能鑒物，人靜可觀心"，疫情讓我們被動的靜下來，思考人生的價值與企業的意義，讀書讓我靜下來，探索更未知的邊界。四年的學習讓我掌握了做研究的原則、方法，並對自然規律懷著深深的敬畏，這種系統的思維與工具對自己的工作有巨大的幫助，將一些以前隨感而發的措施變得邏輯而條理，分析日益嚴密，防止企業與人生系統性風險，而且能在系統推進中找到更多機遇。

　　經營不能憑感覺，一切數據說話。通過這次論文的數據分析得出研究結論，有很大一個心得：千萬不要憑感覺決策，慎之慎之，一切要有依據有數據分析驗證結論。人們的常識可能只是憑經驗的推斷，透過常識瞭解背後的真相，只有通過數據分析後才能得來。尤其是看著假設一個個得到驗證，感到很快樂，最讓人興奮的是有些假設沒有得到驗證，有點顛覆平時的常識認知，但仔細深入思考才發現數據不會騙人，得到了意想不到的新發現與新結論，這也許就是研究的最大樂趣。在大家都能理解的常識外，有新的結論出來，讓人打開了另外一扇窗，至少可以從另外一個角度思考這個新的結論，讓我們認識到科學的結論是數據分析出來的而不是憑感覺想出來的。

　　我們以後在經營管理工作中，千萬不能憑自己自以為正確的常識判斷來指揮運作，而是需要耐心聽完專家專案組的分析與建議後再做決策，避免不論證分析就瞎指揮，亂拍板，給企業帶來巨大損失。就如這次對直播的分析，之前我們以為請最好的代言人，用最貴的達人明星帶貨就一定能賣好最貴的產品，但數據分析後告訴我們在目前一定的條件下，直播平臺主要是功能品

好賣，我們就不要硬剛逆勢去選享受品銷售，也許會有一定成效，但同樣的投入取得的業績會遠不如功能品，事倍功半（難怪一些大明星主播直播帶貨時也主要賣高性價比的快消產品，當時還覺得奇怪，這麼大明星賣這麼便宜的東西，原來這是直播當前的特點決定了）。

感謝四年城大復旦的學習，感謝導師 David 許教授、淩鴻教授及助研的悉心指導與答疑解惑，使我能順利完成論文，掌握一套方法指導今後的工作生活。不僅是知識點，更是方法論。

入學儀式上，我寫下的讀書目的是"探索新的邊界"，四年下來，邊界已打開，而且將持續越來越寬，感謝當初的選擇，感恩所有！

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