

A Review of Anchor or Streamer Characteristics and Impulse Purchase Decisions in Livestreaming Commerce

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Abstract: This article provides a comprehensive review of existing literature on the role of anchor or streamer characteristics in influencing impulse purchase decisions within the context of livestreaming commerce. Driven by the expansion of e-commerce, the popularity of impulse purchases has grown rapidly, particularly in the context of livestreaming commerce. Anchor or streamer characteristics, particularly attractiveness and professionalism, have been demonstrated to have a significant impact on impulse purchases in livestreaming commerce. Researchers have also discovered that the attractiveness of an anchor or streamer influences customers' trust, enjoyment, and emotional connections. On the other hand, professionalism increases consumers' trust, satisfaction, and purchase intentions. Given the larger benefits provided by attractiveness and professionalism factors, livestreaming marketers should take proper efforts to leverage these benefits. Online livestreaming marketers should also recruit and identify attractive anchors or streamers who are both beautiful and handsome for their livestreaming operations. However, even though an attractive anchor or streamer can help people make impulse purchases during livestreaming, relying too much on physical attractiveness can make other qualities, like knowledge and interaction, less important. Thus, the function of attractiveness should be combined with other things, like the type of product being promoted, trustworthiness, and knowledge factors. As for professionalism factors, anchors or streamers must continue to improve their understanding of the product's qualities (e.g., selling points, usage methods) to be more competent while endorsing it. To make live streaming more interesting and get people to buy products, anchors or streamers can share personal or professional opinions, experiences, and stories while answering viewers' questions. To balance professionalism and attractiveness, it is also recommended that anchors or streamers pay attention to social presence, since this is also one of the factors that leads to impulse purchase decisions in livestreaming commerce. Finally, this conceptual review paper has also concluded that the efficacy of professionalism and attractiveness attributes of attractiveness may vary based on regional and cultural differences.

Keywords: *Anchor Attractiveness, Streamer Attractiveness, Anchor Professionalism, Streamer Professionalism, Livestreaming Commerce, Impulse Purchase*

1. Overview of Impulse Purchase

Impulse purchase behavior is such an emotional behavior that has been studied and examined from offline to online in marketing studies over the last few decades, with the growth of digital payment, e-business, and social business (Abdelsalam et al., 2020). According to the definition by Rook (1987), impulse buying can be defined as a "sudden, powerful, persistent urge to buy something immediately." As defined by Beatty and Ferrel (1998) has extended the definition of impulse purchase as "sudden, immediate, without pre-shopping intention". Ming et al. (2021) have defined impulse buying as unplanned, sudden, and persuasive purchasing behavior. Although there were differences in the specific definitions of impulsive purchase, its unplanned nature remained similar (Zhao et al., 2022). There are four dimensions of impulse purchase behavior identified by Stern (1962), which are 1) pure impulse buying behavior, 2) reminder impulse buying, 3) suggestive impulse buying, and 4) planned impulse buying. Pure impulse buying represents a form of finding new things, escaping reality, and showing the real picture of impulsive buying (Stern, 1962). Reminder impulse buying occurs when consumers see the product and remember a previous interaction. As for suggestive impulse buying, it occurs when products are visualized by customers when they first view them. (Stern, 1962). Planned impulse buying behavior refers to instances where consumers make unplanned purchases because of product promotions orchestrated by promoters. Based on Stern's (1962) definition of all categories of impulse buying behavior, all purchase behavior can be categorized as impulse buying if customers do not engage in making extensive product research before purchase.

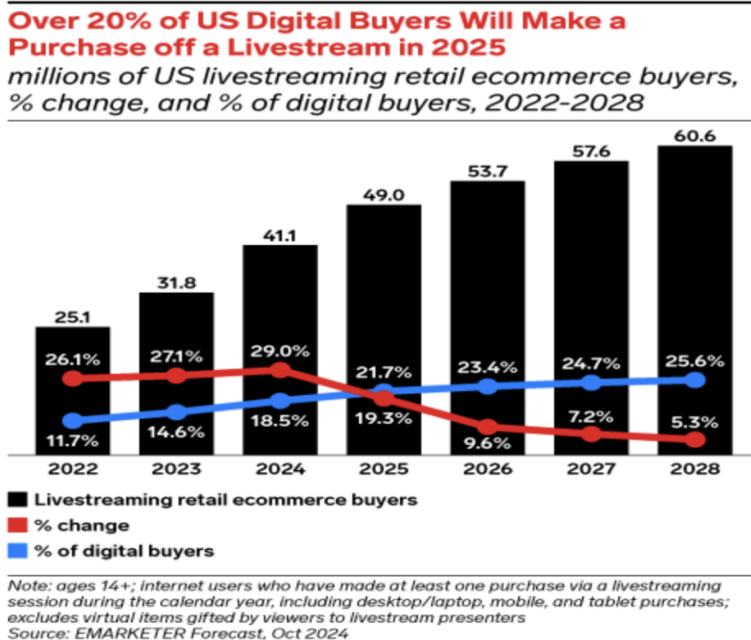
Impulse purchase is one of the popular topics in the context of consumer decision-making (Chen et al., 2022).

Impulse buying behavior is an emotional behavior that has been studied and examined from offline to online in marketing studies over the last few decades, with the growth of digital payment, e-business, and social business (Abdelsalam et al., 2020). Impulse buying has attracted the attention of many scholars and has been investigated in various research fields. A study about impulse purchases has been progressively divided into electronic commerce, social commerce, and mobile commerce. This is happening due to technology globalization (Redine et al., 2023). Focusing on traditional retailing, impulse purchase was introduced first by Clover (1950). However, in early research, the definition of impulse purchase is not well developed (Kollat & Willett, 1969; Rook, 1987). Because of technological advancements, interest in impulse purchases only existed in the early 2000s (Redine et al., 2023). The growth of e-commerce has led to flourishing research on impulse purchases (Gao et al., 2021), particularly in livestreaming. Based on studies, it has been identified that products that are bought impulsively in livestreaming include fashion products such as apparel (Chandrruangphen et al., 2022; Kristi et al., 2023) and cosmetics products (Nugraha et al., 2024).

Overview of Livestreaming Commerce

In the past few years, the growth of livestreaming businesses has helped create new ways for people all over the world to share information. The worldwide spread of the coronavirus disease known as COVID-19 became a contributor to the skyrocketing trends in the use of livestreaming commerce (Jahrir and Tahir, 2020). Livestreaming shopping has become a new economic growth in China (Ma, 2021), with live commerce generating sales of \$171 million (Utsi, 2022). In addition, the United States and Europe are gradually progressing in the advancement of the livestreaming business. It is projected that the income generated by livestreaming shopping in the United States will reach 55 billion U.S. dollars by 2026 (Chevalier, 2022), with a fast-growing market in apparel and makeup (Kharif and Townsend, 2020). According to Statista, livestreaming commerce sales in the United States are predicted to reach 50 billion in 2023, and by 2026, revenues from live shopping are expected to climb by 36% (Chevalier, 2024). Therefore, Liederman (2025) predicts that 20% of users in the United States will purchase a livestreaming session in 2025, which presents a promising opportunity for livestreaming marketers.

Figure 1: US Digital Buyers Will Make a Purchase off a Livestream in 2025



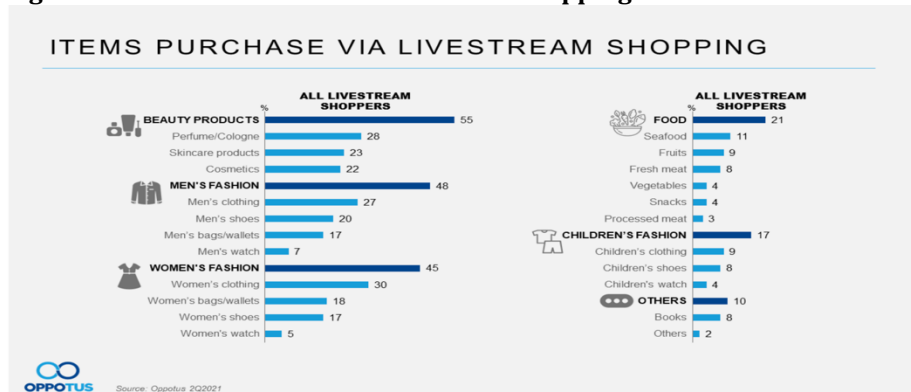
Source: EMARKETER Forecast, Oct 2024

The live streaming business model is also beginning to succeed in Southeast Asia. Live streaming sales in Southeast Asia will grow more than tenfold to 13 billion in 2022, with the most active audiences coming from Vietnam, Thailand, and Singapore (Ignatius, 2022). As of 2024, data from Statista indicated internet consumers in China exhibited the highest familiarity with live commerce, with 87 percent having made purchases through

livestreaming. Indonesia found the second position in live e-commerce adoption, with more than 80 percent of participants reporting prior usage (Yltävä, 2024).

Malaysia has emerged as a favourable market for the rapid growth of live streaming commerce because of its extensive internet connectivity, widespread mobile usage, and booming e-commerce sector. Furthermore, Oppotus (2021), a market research company, has reported that Malaysian consumers are increasingly adopting the emerging trend of livestreaming commerce, as seen by a growing number of customers engaging in livestreaming purchases. Furthermore, the COVID-19 epidemic has had a significant impact on consumer behavior and lifestyle. Because of the global pandemic and the implementation of movement control orders (MCO), customers have transitioned towards utilizing online platforms for buying essential items such as food, clothing, personal care products, and other everyday necessities. The Movement Control Order (MCO) execution contributed to a significant increase in online sales, as numerous enterprises were unable to operate during the lockdown period (Leong et al., 2022). Consequently, the utilization of live stream commerce has emerged as a feasible strategy for firms to effectively engage with consumers. In 2024, Statista data on influencer marketing in Malaysia revealed that nearly 80 percent of Malaysian respondents claimed to have watched live commerce content on the TikTok platform (Statista, 2024). According to the survey, 69 percent of respondents have reported viewing live commerce on the Shopee platform. Data from Oppotus (2021) has also revealed that the most purchased products in live streaming among Malaysian consumers are beauty products, men's fashion, and women's fashion.

Figure 2: Items Purchased via Livestream Shopping



Source: Oppotus (2021)

The above statistics have proven that livestreaming commerce has become rapidly growing in today's world. It is not only a new trend but also serves as an opportunity for a new normal in businesses. Consequently, numerous online marketers are now utilizing social media and internet platforms to establish livestreaming selling channels to satisfy the needs of their customers. Xu et al. (2020) assert that livestreaming commerce enables consumers to observe, comment on, and purchase products during the live broadcast. The comfortable atmospheres present in live streaming commerce shopping are likely to induce customers to engage in impulse purchases (Li et al., 2022). Given that live streaming commerce can capitalize on consumers' "see-now-buy-now" mentality (Lo et al., 2022), online marketers must comprehend the factors that influence impulse purchase decisions within this context.

2. Overview of Past Studies on Impulse Purchases in Livestreaming Commerce

The phenomenon of impulsive buying, particularly in the context of internet shopping, has gained significant interest among scholars and is now considered an important area of study (Chen, 2022; Goel et al., 2022). Among the factors investigated in the context of live streaming impulse purchase studies are social presence (Ming et al., 2021), IT affordance (Mo et al., 2021), live streamer appearance (Li et al., 2022), attributes of the anchor (Lo et al., 2022; Li et al., 2022), and marketing strategy (Rahma and Ridanasti, 2023; Huo et al., 2023). Table 1 provides a summary of previous research on live streaming commerce impulse purchases, together with a specific focus on live streaming platforms.

Table 1: Summary of Related Research in Live Streaming Commerce Impulse Purchase.

Author	Theory	Variables	Platform
Li et al. (2022)	Social presence and social facilitation theory	Social Presence of Broadcasters Social Presence of Viewers	Taobao Live
Mo et al. (2021)	IT Affordance	Social Presence of Livestreaming Visibility Expressiveness Guidance shopping Trading affordance	Taobao Live, Jingdong, Pinduoduo, Tiktok
Chen et al. (2022)	Marketing Strategy	Person Product Place	Not specify
Lin et al. (2022)	Psychological Situation	Demand Convenience Interactivity Playfulness	Not specify
Lo et al., (2022)		Content Anchor Audience	Not specify
Hung et al. (2022)		Perceived transaction value Perceived acquisition value Social presence of live streaming platform Social presence of viewers Social presence of streamers Telepresence	Facebook Live
Li et al. (2022)	Interaction Quality	Responsiveness Professionalism Informativeness Personalization	Not specify
Ming et al., (2021)	Social Presence	Social presence of live streaming platform Social presence of viewers Social presence of streamers Telepresence	Not specify
Rahma et al., (2023)	Marketing Stimulus	Perceived anchor attributes Perceived scarcity Immersion	Tiktok Live
Leong et al. (2022)		Attractiveness Expertise Promotion Scarcity Product Price	Facebook Live Instagram Live Tiktok Live Lazada Lazlive Shopee Live
Huo et al. (2023)		Social presence Sales promotion	Not specify
Lee and Chen et al. (2021)	SOR	Attractiveness Trustworthiness Expertise Product usefulness Purchase convenience	Live streaming commerce
Li et al. (2023)		Live streamer attractiveness Interaction	Live shopping

According to the above table, streamer and anchor characteristics are well-known aspects that have been studied in impulse purchase behaviour in livestreaming commerce (Li et al., 2022; Lo et al., 2022; Rahma et al., 2023; Leong et al., 2022). Consequently, it has been observed that the previous literature contains a multitude of definitions for anchors and streamers. Based on the definition by Sanjaya (2023), streamers are individuals who aid in the marketing of a product and may also be the product's vendor. Anchors, on the other hand, can be defined as a group of people who lead live marketing activities, demonstrating product expertise and encouraging consumers to click and purchase products (Li et al., 2024).

Even though streamers and anchors are defined differently, they serve the same goal in livestreaming. They are responsible for executing marketing actions such as demonstrating, communicating, and encouraging individuals to buy products. To facilitate the article evaluation, the authors will use both words (anchor and streamer) to discuss how anchor or streamer features influence impulse purchase decisions in livestreaming commerce.

Anchor or Streamer Characteristics and Impulse Purchase Decision in Livestreaming Commerce

Anchors' characteristics have a major impact on consumer psychology, altering their views and purchasing decisions in the live streaming e-commerce environment (Zhu et al., 2021). According to Li et al. (2024), anchor characteristics can be defined as the characteristics of anchors that they displayed during the livestreaming session. Characteristics of anchors have become crucial factors affecting customers' buying decisions in live streaming (Guo et al., 2022). Currently, live streaming e-commerce businesses recognize the crucial role of anchors' characteristics in competing for consumers' attention (Li et al., 2024). One of the most important anchor characteristics in livestreaming is anchor attractiveness (Xu et al., 2020; Guo et al., 2022); anchor product knowledge (Chen et al., 2024); and anchor professionalism (Sun and Qu, 2024; Mo et al., 2024). These are determinants that have been studied before in the context of livestreaming commerce.

Additionally, it is important to highlight that streamers and anchors are crucial to live-streaming commerce since they aid in the process of helping viewers comprehend products. They also participate in product testing, introductions, and audience engagement through real-time Q&A sessions to promote and facilitate product sales (Li et al., 2024). Consequently, the following discussion in this article review will focus on a more comprehensive examination of the overview of anchor or streamer characteristics, with a particular emphasis on the professionalism and attractiveness of anchors or streamers. This article review will also discuss ways in which these attributes affect the impulsive purchase decision in the context of livestreaming commerce.

Overview of Anchor or Streamer Attractiveness

Erdogan (1999, p. 299) defines attractiveness as a "positive stereotype associated with a person, not only on physical attractiveness, but also on other characteristic elements such as athletic ability and personality." Conversely, Li et al. (2024) define anchor attractiveness as the ability of streamers to draw viewers in, primarily through their external appearance. To be specific, anchor attractiveness can be divided into physical attractiveness, external appearance, and social attractiveness (Zhu et al., 2021; Li et al., 2024). According to Dong et al. (2023), an anchor's superior appearance and image can create a visual impact, be aesthetically pleasing, and make watching a livestream a delightful form of entertainment. The attractiveness of anchors also acts as a visual cue that influences consumer trust which affects the tendency to purchase (Ma, 2023; Zhu et al., 2021).

According to literature, the attractiveness factors have become one of the popular topics in the fields of e-commerce (Fei et al., 2021), social commerce (AlFarraj et al., 2021), and livestreaming (Wei and Xi, 2023). Thus, it is suggested that the attractiveness factors should not be ignored and require much attention from online marketers who rely heavily on the anchor or streamers in selling and promoting their products. At the same time, these attributes also require further investigation as the purchase decision of customers in livestreaming relies heavily on recommendations of anchors or streamers.

Previous research has shown a variety of results related to the significance of attractiveness attributes. For example, based on the study by AlFarraj et al. (2021), they have found that the attractive social media influencers have positively influenced customers' purchase decisions towards dermatology products. Streamer attractiveness also has been found to impact viewer stickiness in livestreaming (Wang et al., 2024). The

physical appearance and voice attractiveness of streamers have also been found to reflect consumers' intention to watch e-commerce livestreaming based on findings by Fei et al. (2021). Hence, based on an experimental study conducted by Peng et al. (2020) by using seller profile picture, it was found that seller who have appeared to be visually appealing has more credibility and sociability. It matches the finding by Ert and Fleischer (2020), where they found that the physical attractiveness of Airbnb hosts in online photographs has influenced the trustworthiness of customers.

Anchor or Streamer Attractiveness and Impulse Purchase in Livestreaming Commerce.

Fireworker and Friedman (1977) suggest that an attractive anchor can attract viewers' attention, which later influences customer purchase decisions (Park and Lin, 2020). It has also been proven that customers put more trust in attractive people as they believe these people tend to give persuasive information (Patzner, 1983). Thus, the attractiveness of the anchor has become one of the factors contributing to customer trust (Ohanion, 1990). Previous scholars have found that streamer attractiveness has an influence on consumer impulse buying decisions in livestreaming commerce (Leong et al., 2022). Charismatic streamer also influences impulse purchase decisions (Li et al., 2024). In a study conducted by Su and Qu (2024), clothing selling in livestreaming requires the streamer or anchor to try on the product. Therefore, external beauty through face and body has been found to stimulate impulse purchase in livestreaming commerce for clothing sales. It matches findings by Gao et al. (2021), in which they found that the attractiveness of streamers has an influence on buying behavior and attitude of consumers.

Previous studies have also shown that a relationship occurs between streamer trust, attractiveness and perceived enjoyment, which considerably impacts viewers' purchase intentions. According to Huang et al. (2021), anchor attractiveness led to influence trust among livestreaming audiences. Trust also acted as a mediating factor between physical attractiveness and purchase intention (Ma, 2023). In addition, attractive streamers can create an enjoyable shopping experience, which influences impulse buying decisions (Lee & Chen, 2021). According to Wang et al. (2023), trust may not directly influence impulse buying but it affects emotional connection through attractive streamers. Furthermore, the "beauty premium" offered by attractive streamers influences buying decisions as attractiveness influences emotional response (Shi et al., 2024). Based on the study by Leong (2022) and Li et al. (2024), streamer attractiveness has affected perceived enjoyment and arousal, which are very critical in influencing impulse purchases. Finally, according to Li et al. (2024) and Chen & Li (2023), the attractiveness of anchors not only enhances pleasure emotions but also triggers impulse buying.

Overview of Anchor or Streamer Professionalism

Previous literature has found the significant influence of professional knowledge and skills, especially for sales personnel in a retail context (Sweeney et al., 1997). Anchor professionalism can be defined as a level of expertise in communicating knowledge, skills, and experience to livestreaming viewers (Li et al. 2024). Anchor professionalism is also likely defined by the ability to communicate effectively with the audience, which includes clear articulation, engaging dialogue, and the ability to answer questions in real-time, which enhances the interactive experience of live streaming e-commerce (Lo and Cheng, 2023). According to a study by Lo and Cheng (2023), anchor professionalism has played a significant role in enhancing user intimacy and can also improve consumer satisfaction in the live-streaming e-commerce industry. This suggests that the more professional the anchor, the closer and more connected users feel during the live stream sessions.

Previous literature has extensively discussed the importance of professionalism, especially in enhancing loyalty. It is found that professionalism impacts viewers' interest and mutual understanding, thus promoting customer loyalty (Lyu et al., 2021). Professionalism also increases customers' interest, validation, and mutual understanding, which later promotes loyalty and intimacy (Lyu et al., 2021). In addition, as mentioned by Qi and Xiaoli (2024) in their study, the professionalism of anchors plays a role in lessening customer loss and building customer loyalty through boosting perceived value and flow experience among customers.

Besides, streamers' professionalism through expertise and credibility significantly influences consumer trust and satisfaction, which is very important to promote online stickiness and repurchase intentions (Meng and Lin, 2023). Previous studies have confirmed that the streamer's professionalism influences trust levels, which in lead to influences purchase intentions. For example, in promoting fitness equipment, professionalism has

been found to influence consumer trust (Xue & Ma, 2024). Similarly, for eye health products, professionalism encourages purchase intention through trust and health views (Zilong, 2023). Finally, for beauty products, it is found that when combining anchors' professionalism with perceived reputation and interactivity, it will significantly boost customers' purchase intentions (Lei et al., 2024).

Anchor or Streamer Professionalism and Impulse Purchase in Livestreaming

According to the literature, professionalism and impulse purchases in livestreaming have been studied broadly by scholars. A study of beauty products shows knowledgeable anchors are perceived as a professionalism, which boosts purchase intentions (Lei et al., 2024). According to Yu et al. (2022) live streamers' professionalism demonstration when discussing food or restaurants, strongly influences viewers' impulse purchases. Another study conducted by Shao (2024) on the characteristics of influencers and live content has found that professionalism is one of the factors that create consumer attachment which impacts impulse buying decisions.

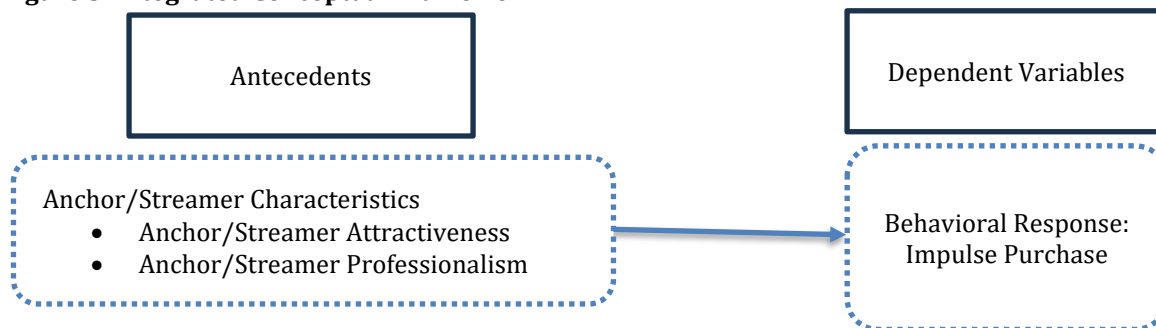
According to Liu et al. (2022), professionalism also influences impulse buying because it can enhance the sense of presence and emotional engagement. This is because, professional anchors are believed to create pleasurable emotions in customers which are critical drivers of impulse buying behavior. In other words, the pleasure emotional responses are facilitated by the anchor's capacity to engage with the audience, thus raising the likelihood of impulse purchases (Chen & Li, 2023).

Scholars also have confirmed the anchor's professionalism, which comprises expertise and the ability to engage the audience is significantly influences trust and impulse purchases. For example, according to Yang et al. (2022), in agricultural products livestreaming, professionalism enhances customer trust, which in turn boosts impulse buying intentions. In addition, professional anchors are perceived as credible sources that can enhance consumer trust and increase the likelihood of impulse purchases (Zhu et al., 2021; Rui, 2022). Furthermore, Li et al. (2024) and Liu et al. (2023) claim streamer professionalism (expertise and trustworthiness) significantly influences consumers' impulse buying intentions. This is due to professional streamers being believed to be more credible and knowledgeable. This matches findings by Mo & Santirojanakul (2024), where they found that when professional anchors are credible and reliable, it increases consumer trust and makes viewers more prone to act impulsively.

3. Designing an Integrated Conceptual Framework

In this article review, a suggested conceptual framework has been developed to incorporate the elements of anchor/streamer attractiveness, anchor/streamer professionalism, and impulse purchases. Figure 3 presents the framework.

Figure 3: Integrated Conceptual Framework



Definition of Terms

Anchor

Anchors can be defined as a group of people who lead live marketing activities, demonstrating product expertise and encouraging consumers to click and purchase products (Li et al., 2024).

Streamer

Streamers are individuals who aid in the marketing of a product and may also be the product's vendor (Sanjaya 2023).

Attractiveness

Erdogan (1999, p. 299) defines attractiveness as a "positive stereotype associated with a person, not only on physical attractiveness, but also on other characteristic elements such as athletic ability and personality".

Professionalism

Professionalism as a level of expertise in communicating knowledge, skills, and experience to livestreaming audiences Li et al., (2024).

Impulse Purchase

Unplanned, sudden, and persuasive purchasing behavior (Ming et al., 2021).

4. Practical Implications

Based on the well-discussed topics of anchor or streamer attractiveness and professionalism, there are a few practical implications that may be investigated for application by those who are directly or indirectly involved in marketing via livestreaming operations.

Anchor or Streamer Attractiveness

Firstly, for anchor or streamer attractiveness. With the significant benefits offered by streamer or anchor attractiveness, it seems very important for online marketers to consider recruiting anchors or streamers who have good visual appeal for their live streaming operations. Moreover, according to a study by AlFarraj et al. (2021), influencers who have good visual appeal are recommended to represent the brands. In addition, Zheng et al. (2020) also claim that the attractiveness of the anchor is also important as the first stage to build relationships with customers. Having said that, online marketers should seize the opportunity by capitalizing on the attractiveness of the anchor or streamer to build relationships with customers and represent the company's brands. The company may consider allocating some resources to recruit handsome and beautiful anchors or streamers, such as internet celebrities or opinion leaders, who will entice customers to buy while livestreaming. Key opinion leaders, for example, have been proven to become one of the determinants that influence the purchase decision of customers during livestreaming (He and Jin, 2022).

However, an over-reliance on physical attractiveness can overshadow other important attributes such as expertise and interactivity, which are crucial for promoting impulse purchase decisions in a livestreaming context. For instance, considering perceived product knowledge of streamers and the instant feedback on product information can drive both cognitive and affective involvement, leading to impulsive buying behavior (Gong & Jiang, 2023). Furthermore, real-time interactivity between streamers and viewers can foster a sense of engagement and immediacy, potentially leading to impulsive purchasing decisions (Masitoh et al., 2024). In addition, despite the benefits, attractiveness alone is not a guaranteed driver of purchase intentions. Literature shows that while attractiveness enhances brand image and engagement, it does not always increase purchase intentions (Nurfadilah and Ridanasti, 2023). As a result, it is suggested for online marketers to integrate attractiveness with other factors such as the nature of product endorsement, credibility and expertise of anchor or streamers. Thus, upon appointment, online marketers must ensure their anchors and streamers have interdependent elements such as interactivity, expertise, and attractiveness. Marketers can also leverage the benefits of streamer attractiveness on impulse purchasing by combining promotional strategies, including scarcity and limited-time offers. As pointed out by Miranda et al. (2024), the combination of an attractive streamer and promotional strategies can increase impulse purchases through fostering a sense of urgency.

Anchor or Streamer Professionalism

The literature shows that the anchor or streamer's professionalism has substantial implications for live streaming commerce. Enhancing anchor or streamer professionalism might be one of the strategies that online marketers should consider in improving consumer satisfaction, trust, increasing sales and building customer relationships. According to Lo and Cheng (2023), during a livestreaming session, customers may feel a lack of

interest or confidence in the product or brand if they see the host appear unprofessional or unprepared. Therefore, livestreaming marketers should prioritize hiring professional anchors to enhance consumer engagement and drive sales. Professional anchors not only improve consumer trust and perceived value but also contribute to sustainable customer retention by enhancing the overall flow experience in live broadcast rooms (Qi & Xiaoli, 2024).

Anchor professionalism can be defined as an anchor's level of expertise in communicating knowledge, skills, and experience to livestreaming audiences (Li et al., 2024). Consequently, to demonstrate professionalism, anchors or broadcasters should know how to prioritize their proficiency in communicating product details, knowledge, and experiences. For anchors or streamers to effectively convey their expertise during livestreaming sessions, there are numerous strategies that will be proposed in this article. For example, anchors or streamers must continue to improve their understanding of the product's characteristics and increase their professionalism in recommending it. In addition, they can also expand their interactions with the viewers by using product demonstrations, setting up flash sales, and distributing coupons. Anchors or streamers also may share their personal, industry views or experiences when answering customers' questions to boost their professionalism appeal during a livestreaming session. Additionally, analyzing the common characteristics of viewers in livestreaming can also increase customer trust and impulse buying during a livestreaming session. For instance, if viewers are young women, anchors or streamers can appear more visually appealing, friendly and fashionable to attract these young consumers.

Furthermore, emphasizing anchor or streamer on standards training and development seems very important to enhance the professionalism of anchors and streamers during livestreaming sessions. However, it is important to note here that professionalism is not the only factor influencing consumer behavior in the livestreaming context. Other characteristics should be prioritized such as interactivity, attractiveness, and authority in shaping consumer perceptions and intentions (Zhu et al., 2021). Therefore, in conducting a comprehensive training program for anchors or streamers, the training program should encompass a holistic approach that includes all the important traits needed in a livestreaming environment.

5. Conclusion

In conclusion, professionalism and attractiveness of an anchor or streamer have a significant influence on customer impulse purchase decisions in the livestreaming field. Thus, livestreaming marketers should consider leveraging these elements in the livestreaming operation. Because of the dynamic and interactive livestreaming platform, leveraging these characteristics will also increase customer engagement and boost purchases. Due to numerous advantages, livestreaming marketers can also combine professionalism and attractiveness to establish a compelling presence, thereby fostering impulse purchases on the livestreaming platform. Integration of the attractiveness and professionalism factors is found to contribute to complimentary to one another.

However, despite of advantages offered by professional and attractiveness of the anchor or anchors, many other factors should be prioritized, such as social presence factors (Huo et al., 2023). Social presence factor has been found as one of the factors that has a significant influence on impulse purchase decisions. (Hung et al., 2022; Li et al., 2022). A study by Liu et al. (2023) found that the professionalism of streamers, together with a sense of presence can make the shopping experience more immersive and later influence impulse purchase decisions.

It should also be noted that the effectiveness of professionalism and attractiveness factors may be different based on the cultural and regional bases. It is found in a Thai setting, and the attractiveness of the streamer does not directly influence purchase intention in livestreaming. Factors like trustworthiness and entertainment are among the most important factors that influence purchase intention as studied by (Sawmong, 2022). On the other hand, a study in the context of Chinese livestreaming has also found that attractiveness is not the only factor that contributes to livestreaming success. According to Ye & Krijnen (2024), attractiveness should be combined with expertise and the ability to hold audience attention. In the Malaysian setting, it was also found that attractiveness is not a main factor that influences consumer behavior in livestreaming commerce. Based on a study by Ahmad et al. (2023), an interaction factor and streamer

reliability have a greater impact on impulse buying decisions and consumer trust in livestreaming. Furthermore, even in the context of Chinese showroom livestreaming, success is not guaranteed by attractiveness only. It should be combined with the expertise and ability of the streamer to hold audience attention (Ye & Krijnen, 2024).

Thus, to sum up, it demonstrates that, for livestreaming marketers to flourish in the worldwide livestreaming industry, they must rely not only on the anchor or streamer's attractiveness and professionalism but also on cultural characteristics. Live streaming marketers may have some control over professionalism and attractiveness, but the cultural factor is uncontrollable. Because of this, understanding a country's culture and how attractiveness and professionalism might affect customers' decisions within that country is essential for achieving worldwide success.

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