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Body Language and Words of Trust: A Study on the "Trust Effect" of Nonverbal Symbols in Live Broadcast with Goods

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Abstract:
This study aims to explore the factors that influence the persuasiveness of anchors in live-streaming e-commerce, from the perspective of nonverbal symbol theory, using content analysis as the research method. By coding and analyzing the relevant data of multiple anchors on Douyin and Kuaishou platforms, it is found that the "nonverbal symbol" expressions of clothing language and appealing to emotions have a significant impact on the persuasive effect on the audience, and the anchor's makeup and dressing also have an important impact on the persuasive effect, usually, the more exquisite the makeup, the more obvious the impact. In addition, the study shows that lighting color and body language do not have a direct impact on the persuasive effect, but they have a potential impact in the overall persuasive effect. This study reveals the factors that have a significant impact on the persuasive effect on the audience in live-streaming e-commerce, and also points out the possible preference issues in the selection of research objects.

Keywords:
Live-Streaming E-commerce, Nonverbal Symbols, Persuasive Effect, Clothing Language, Makeup and Dressing

1 Introduction

In today's digital age, the e-commerce live broadcast industry is booming and has become an important sales and marketing method. Many anchors show and recommend various products to the audience through the live broadcast platform, trying to persuade them to buy. However, the persuasion effect of anchors is influenced by many factors. We can't help thinking: What factors can effectively enhance the persuasiveness of the anchor in the live broadcast of e-commerce? How do these factors work? At the same time, are there some factors that are considered to have an important influence on the persuasion effect, but in fact they are not? Through the in-depth study of these issues, we can better understand the persuasion mechanism in e-commerce live broadcast, provide useful reference for anchors and businesses, and improve the sales effect of live broadcast and the audience's purchase satisfaction.

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2 Literature review

2.1 Nonverbal symbols

The theory of nonverbal symbols has attracted the attention of scholars at home and abroad since it was put forward, and has achieved many research results. Eric Keller, a foreign scholar, explained the complementary and reinforcing role of nonverbal symbols in daily communication in the book *The Integration and Construction Function of Speech in Face-to-Face Communication from the Perspective of Humanistic Linguistics*. On the other hand, He Yunfan combined nonverbal symbols with the practice of cultural communication in *The Perspective of New Media-Taking Liuzhou Snail Powder as an Example*, and put forward that nonverbal symbols play a vital role in improving the effect of cultural communication.

2.2 The phenomenon of "live broadcast with goods"

In recent years, with the rise of live broadcast with goods, this phenomenon has aroused multi-perspective research in academic circles. Fan Jun, a foreign scholar, published a paper in 2024, *"Regulation Strategies for the Integrity of Live Delivery Behavior: A Platform Perspective Based on China Evolutionary Game"*, and introduced the influence of policies on live delivery from the perspective of policy regulation. Chen Pingping, a foreign scholar, points out that making full use of big data plays a significant role in improving the effect of live broadcast.

However, domestic scholar Liu Pingsheng, in his book "*The Influence Mechanism of Live Broadcast Marketing Mode on Consumers' Purchase Decision*", studied the live broadcast marketing mode in detail from the perspective of fans' purchase decision. The research shows that online celebrity's personal competence and other factors play an important role in consumers' purchase decision. However, scholar Zhang Baosheng pointed out from the perspective of consumer perception that factors such as consumers' feelings about live broadcast have a regulating effect on their purchase intention in "*The Influence of Webcast Characteristics on Consumers' Purchase Intention under the Mode of E-commerce Live Broadcasting-The Mediating Role of Consumer Perception*".

Although these studies have discussed the personal charm of the anchor and the subjective feelings of consumers, they have neglected the influence of the "nonverbal symbols" expressed by the anchor's dress on consumers.

2.3 Question raising

This paper tries to answer the following questions from the perspective of nonverbal symbol theory.Why do nonverbal symbols have an impact on live delivery? What influence does the nonverbal symbols revealed by the main performance in live broadcast, that is, the anchor's dress, have on consumers? In what form do nonverbal symbols affect the effect of live broadcast?

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3 Research method

3.1 Content analysis

Content analysis is a systematic, objective and quantitative analysis method for text content. In this study, we coded and analyzed the anchor data in detail.

Specifically, we selected a number of anchors from Douyin and Kuaishou platforms as samples, and recorded and analyzed their performances in the basic information of anchors, number of fans, categories, audience groups, relevant dimensions of live broadcast rooms (including brilliance, finesse of costume makeup, richness of body language), overview and interpretation of costume makeup and body language, and overview of anchor personnel or common words.

In the experiment, we coded three types of male anchors, which are female-oriented, male-oriented and have no clear gender orientation.

Codebook contains dimensions such as anchor, platform, number of fans, category, audience group, brightness of live broadcast room, finesse of costume makeup, richness of body language, overview of costume makeup, interpretation of costume makeup meaning, overview of body language, interpretation of body language meaning, and overview of anchor person or common language.

The selected samples are anchors of several platforms in Douyin and Kuaishou, including Li Jiaqi, Tianyuan Deng Gang and Bai Bing. Because these anchors have a large number of fans on platforms in Douyin and Kuaishou, they are more representative.

The coding process is to record and analyze the performance of each anchor in various dimensions, such as scoring the brightness of the live broadcast room, the exquisiteness of costume makeup, and the richness of body language, summarizing the costume makeup and body language, interpreting the meaning, and summarizing the anchor's design or common language.

4 Persuasion strategy: pursue the combination of persuasion methods and audience needs

4.1 Clothing language: narrowing the narrow psychological "non-verbal" expression

Clothing, as a necessity in our daily life, not only exists for our daily dressing needs, but also plays an important role in decorating our image, and is also an important ornament that leaves a first impression on others. The first cause effect, also known as the first impression effect, refers to that the first feelings and impressions of the communicators contacted by the addressee will have an important impact on subsequent decisions. Such as whether the communicator's reputation is good, and whether the external image conforms to the psychological affirmation and recognition of the receiver. Based on this theory, we can deeply discuss why people such as Li Jiaqi and Tianyuan Deng Gang have made such achievements in persuasion.

First of all, taking Jia Qi as an example, the audience he is facing is women who love beauty and pursue

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exquisiteness, so he needs to make efforts to shape himself into a man who is close to women or reduce the sense of "threat". As a result, he has made great efforts in his own clothes. Therefore, the color of the silk scarf he wears in the live broadcast is not a common style for men, but a feminine style that pursues softness and elegance, especially in the live broadcast selection, he often wears a pale pink silk scarf. This is especially true in clothing, which often chooses some styles that conform to women's psychological preferences and conform to the trend of the times. At this time, clothing as a potential "non-verbal" expression will undoubtedly have a great impact on women's psychology and vision, thus achieving a potential persuasion effect.

Table 1 Li Jiaqi Clothing Analysis

	colour	style	Interpretation of meaning
overcoat	Pale pink	Slim fit short paragraph	The light pink coat fits women's pursuit of elegance and sweetness, which is easy to close the distance with female consumer groups.
ornaments	baby blue	Geometric crystal earrings	Earrings, as common accessories for women, are more likely to eliminate the sense of distance between the sexes when worn on men. And light blue is richer in a delicate and simple aesthetic feeling.
scarves	Light blue	Filament-edged style	Printing adds a romantic atmosphere, which can be used as decoration to enhance the fashion of the overall shape, and also reflects the attention to the quality of life.
lining	Pure white	Lace lace shirt	White represents purity, while lace shows women's softness and delicacy, showing a sense of exquisiteness and elegant feminine charm.
hairstyle	Black brown	Micro-volume	The micro-curly hairstyle adds a sense of gentleness and romance, and the medium-long hair is of moderate length, which is not only convenient to take care of, but also highlights the feminine characteristics of women.
Makeup	Natural milky white	Fresh style	Emphasize that the natural and fresh makeup of eye makeup and lip makeup gives people a sense of intimacy, and emphasize that eye makeup can make the eyes more radiant and attract the attention of female audiences; Lip makeup enhances the color and shows confidence and charm.

According to the research, we can find that Li Jiaqi is as close as possible to female characteristics in terms of coat and makeup. These "nonverbal symbols" are not used to approach the audience through direct persuasion, but to narrow the psychological distance through potential and intangible ways, so as to achieve the persuasion effect. On the other hand, Tianyuan Deng Gang's main group is men who like fishing and outdoor sports, which requires some "non-verbal" expressions, that is, packaging himself through clothes, which is why we can often see him go out fishing in plain clothes. If he chooses the same strategy as Li Jiaqi in the aspect of clothing, the result will be unsatisfactory.

It should be noted that although clothing will have an important impact on the first impression and dressing will have an important impact on the persuasion effect, it is not the decisive factor. Therefore, when we con-

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sider the persuasion effect, we should comprehensively consider various factors. For example, in The Effect of Mass Communication, Crapa put forward five intermediary factors that affect the effect of mass communication, which effectively refuted the theory that mass communication itself has unconditional and absolute persuasion advocated by bullet theory.

4.2 Appeal to sensibility: a "nonverbal symbol" expression to improve persuasiveness

"Appeal to sensibility" is a communication strategy and persuasion method. In the process of communication, the purpose of communication is achieved by mobilizing the emotions and emotions of the audience. Many communication scholars are involved in the discussion of emotional factors in the study of communication effect and persuasion theory. For example, Karl hovland mentioned the influence of different appeal ways of communication content on the change of audience's attitude in his research on attitude change. What I want to explore here is not the content of language when I appeal to sensibility, but its "non-verbal" expression, that is, the emotion and emotion attached to a text content and the meaning contained in body movements.

In the study, we found that the major anchors are more inclined to use some emotional feelings and body movements to improve the persuasion effect. For example, when introducing products, Li Jiaqi used a lot of emotional texts, such as "Buy it! Buy it! Buy it! " Such emotional guiding slogans can stimulate the audience's desire to buy. When he issued this slogan, he was not calm and indifferent, but used certain emotional colors and "non-verbal" expressions with emotional body movements to strengthen the persuasiveness of the text itself.

Table 2 Analysis of Li Jiaqi's emotionalization and nonverbal expression of body movements

	action	**Meaning expression**	**Interpretation of meaning**
Expression management	Surprise and excitement	Pay attention to products and expect them.	In order to attract people to realize the advantages of products and achieve the purchase intention
Body shape	Stand up straight	Have enough spirit to answer questions.	Be patient with women.
Take goods	Graceful taking action	Possess femininity	No masculinity
Play with action	Carefully rotate 360 degrees to observe.	Showed a careful and meticulous attitude.	In order to make people fully realize the advantages of products
The expression of this article	Surprise, open your mouth and show a strong sense of curiosity.	To show the deep expectation of the product as the head anchor.	Strengthen the semantic color of the text itself and strengthen the persuasive power of the text.

This "nonverbal" expression with emotional color and emotional body movements not only strengthens the meaning of the text itself, but also is an emotional transmission. It makes the audience feel a sense of urgency and excitement, as if they would miss something if they didn't buy it. Similarly, Brother Crazy Xiao Yang often adopts the same persuasion strategy when introducing products, so as to narrow the distance between the anchor and the audience and achieve certain persuasion effect.

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However, we also need to realize that over-reliance on emotional demands may lead to some problems. On the one hand, the audience may consume impulsively driven by emotion, but regret it afterwards. On the other hand, different audiences may have different sensitivities to perceptual demands. Some viewers may be more easily moved by rational analysis and introduction, but are skeptical of overly emotional expressions.

Therefore, when using the strategy of "appealing to sensibility", anchors need to grasp it moderately and combine rational product introduction and analysis to improve the persistence and stability of persuasion effect. At the same time, it is necessary to adjust the way and degree of emotional appeal according to the characteristics of different audience groups in order to better meet the needs of the audience.

5 Visual rhetoric: an invisible "opinion" to enhance the persuasion effect

In today's e-commerce live broadcast field, visual rhetoric is gradually becoming an invisible but influential "opinion" force, which largely influences the audience's attitude and purchase decision. Vision refers to the picture that our human eyes can touch and see. In reality, the external performance of what we see will affect our evaluation of him more or less, especially in e-commerce live broadcast, and the makeup of the anchor will also affect our goodwill and recognition of him invisibly.

In order to deeply explore this phenomenon, we conducted related research. In the research, we made an analysis of variance through the statistical data, and found that there was a significant difference ($F=5.394$, $P < p<.05$) among the three types of male anchors in the level of 5% in the finesse of costume makeup, thus H2 was proved. Whether it's Li Jiaqi for female audience, Bai Bing for uncertain gender, Brother Xiao Yang and others, we can easily find that the makeup and glamorous special effects of these head anchors in the live broadcast have given me a certain aesthetic modification, thus improving the audience's recognition, which is consistent with people's pursuit of "beauty" in the current era.

Roland Barthes' Rhetoric of Images, which focuses on advertising visual issues, is the foundation work of visual rhetoric. He proposed that images have multi-layer meaning structure, including explicit meaning, implicit meaning and symbolic meaning. In news and communication, a news picture may intuitively show a scene (explicit meaning), but at the same time it may imply the emotional tendency or social background behind it (implicit meaning) through elements such as composition and color, and even convey some symbolic meaning. The same is true in e-commerce live broadcast.

Take Li Jiaqi as an example, because his main audience is women, it must conform to the characteristics of women's love of beauty and pursuit of elegance. In the live broadcast, he not only changed his makeup, but even applied a certain amount of lipstick, trying to package himself as a person "close" to women. These makeup transformations and those performances that are in line with women's characteristics not only contain certain metaphors (reducing the sense of threat to women), but also reflect his efforts to keep up with women.

On the other hand, other head anchors, such as Xiao Yangge and Bai Bing, also adopted the same persuasion strategy. Beauty and make-up decoration are all carried out in the live broadcast, which is not only to cater to women's demand for beauty, but also to conform to the general pursuit of beauty by the public and the development trend of the present era.

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However, it is worth noting that although visual rhetoric plays an important role in e-commerce live broadcast, it is not the only factor to create the expected effect. For example, Tianyuan Deng Gang and Xuxu Baobao, who did not excessively pursue gorgeous visual performance in the live broadcast, are still deeply loved by some viewers by virtue of their unique charm and professionalism. For example, Tianyuan Deng Gang and Xuxu Baobao, who do not pursue visual expression too much, are still deeply loved by some people. This also shows that visual performance is not the decisive factor to produce the best persuasion effect, but it must be an indispensable potential factor.

6 Light color and body movements have no direct relationship with "trust effect"

In the study, we found that color lighting did not have a significant effect on persuasion. For further discussion, through variance analysis, we found that there was no significant difference in the brightness setting of color lights among the three types of male anchors ($F=2.601$, $p=.097$), so H1 was not proved. Specifically, the theory of individual difference emphasizes that everyone is unique and the audience has different preferences, values and behavior patterns. In terms of setting the brightness of color and lighting in the live broadcast room, even the same kind of male anchors may have different personal preferences and aesthetic concepts for color and lighting, which may lead to their lack of significant consistency in setting the live broadcast room. For example, some anchors may prefer to use bright and bright colored lights to create a warm and lively atmosphere, while others may prefer soft and low-key lighting effects to show a calm and professional image. This individual difference makes it difficult for them to show significant consistency in setting the brightness of colors and lights in the live broadcast room.

During the research, we observed that anchors with different styles, such as Li Jiaqi and Tianyuan Deng Gang, used different colors and lights in the live broadcast. The live broadcast rooms in Li Jiaqi usually use bright and colorful lighting to highlight the details and texture of products and create a fashionable and exquisite shopping atmosphere. However, the live broadcast room in Tianyuan Deng Gang uses more natural light or softer lighting to match its outdoor fishing and other themes, showing a natural and true sense of the scene. However, although their color and lighting settings are completely different, they all achieved good persuasion effect in live broadcast. This also shows that individuals will not only rely on the color and lighting of the stage as a reference factor in choosing goods, but will make choices more according to their personal preferences and behavior patterns. However, it must be noted that although color lighting may not play a decisive role in persuasion, it is one of the indispensable supporting factors. For example, if Li Jiaqi and Tu Lei lack certain scene lighting arrangement in the live broadcast, they may not meet the requirements of women's characteristics, thus reducing the persuasion effect.

In short, there is no significant difference in the brightness setting of color lights between live broadcasts, which is mainly caused by individual differences and the complexity of audience's purchase decision. However, this does not mean that color lighting is irrelevant in live broadcast, and anchors still need to use color lighting reasonably according to their own positioning and target audience to enhance the attractiveness and persuasiveness of live broadcast.

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It is worth mentioning that the richness of limbs is not the decisive factor to produce persuasion effect. Through the analysis of variance, we found that there was no significant difference in body language richness among the three types of male anchors (F=2.549, p=.101), and H3 was not proved. This just shows that the conditions for persuasion effect are not single, but multiple and diverse. Take Xu Xu's baby and Luo Yonghao, two anchors with different body language richness, for example. Xu Xu's baby often needs to liven up the live broadcast atmosphere, so as to make some substantial body movements to gain support. On the other hand, Luo Yonghao's body language in the live broadcast is softer, but both anchors have achieved good persuasion effect in the live broadcast.

Cognitive dissonance theory provides us with strong theoretical support for understanding this phenomenon. Cognitive dissonance theory shows that when people's thoughts, beliefs and values conflict (cognitive dissonance), they will have negative reactions such as discomfort, and they will try to find ways to restore cognitive consistency. In the process of persuasion, if only body language is used, and the information conveyed is in serious conflict with the original cognitive structure of the audience, which can not make the audience accept and agree with it cognitively, then even if there are rich body language, it is difficult to achieve good persuasion effect. Taking this theory as circumstantial evidence, it just proves that body language is not the decisive factor to produce persuasion effect. However, it should be noted that although body language is not the decisive factor for persuasion, we should not ignore the power of "body", because when the conditions for persuasion exist, making full use of body language will have a greater impact on persuasion.

7 Summary and reflection

In this study, the text analysis method is adopted, and some anchors, such as Li Jiaqi and Tianyuan Deng Gang, are analyzed, so as to reveal which factors will have obvious influence on the persuasion effect of the audience in the live broadcast. First of all, in terms of persuasion strategies, we find that two kinds of "nonverbal symbols" have a significant impact on their persuasion effect to the audience. One is clothing language, and the other is "emotional" expression as a "nonverbal" expression of the text. Then, we found that the makeup of the anchor in the live broadcast will also have an important impact on the persuasion effect. Research shows that under normal circumstances, the more exquisite the makeup of the anchor, the more obvious the influence on the persuasion effect. Finally, we found that the color of light and body language did not directly affect the persuasion effect. Although the influence has not been significantly reflected in the experiment, we should not ignore their potential influence in the overall persuasion effect.

Although the overall results of the experiment show that clothing language, emotional expression and makeup will have a great impact on the communication effect, we should also reflect on it, that is, we should clearly realize that everyone has different cultural tendencies and social cognition and preferences, which leads researchers to choose according to their own preferences consciously or unconsciously when choosing research objects.

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