RESEARCH ON THE INFLUENCE OF CAREER IDENTITY OF LIVE-STREAMING SALESMAN ON WORK PERFORMANCE[*]

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Abstract

With the activity of the new format of e-commerce live sales in 2020, increasingly more people have become engaged in live sales. live-streaming Salesman play an important role in the sustainable competitiveness and development of live-streaming Salesman enterprises, reflecting the improvement of enterprise performance and consumer demand expectations. Therefore, to shape high-quality and complex e-commerce talents, it is of great significance to study the personal and working states of live-streaming Salesman to ensure individual development, organizational needs, and the boost of the entire business environment. This paper puts forward a hypothesis of the positive effect on work performance from the aspects of professional cognition, professional interest, and the quality of the live-streaming Salesman. Via theoretical analyses, live interviews, expert evaluations, questionnaire surveys, and data measurement analyses, it is demonstrated that there is a significant positive correlation between the professional identity and work performance of live-streaming salesman. Based on the research conclusions, specific management suggestions for Live-streaming Salesman and related enterprises are put forward from different perspectives.

Keywords: live-streaming salesman.; Professional identity; Work performance

Introduction

Due to the novel coronavirus epidemic beginning in 2020, live marketing has developed rapidly and is prospering. Although the mode of live marketing was attempted in the early stage of network marketing, it took nearly a year to develop at a high speed. Compared with traditional network sales, the live sales mode is still a relatively novel field. It is especially noteworthy that the field of live sales is currently characterized by a low entry threshold, low supervision, low professional identity, and vague professional standards. live-streaming Salesman were included among the new occupational categories announced by China's ministry of human resources and social security in July 2020, which means that China has formally incorporated live sales models and live-streaming Salesman into its market supervision and legal protection system. According to the "Internet platform live +" enabling research report released by the People's Daily Public Opinion Center in 2019, the form of live sales has gradually become nationalized and a daily occurrence, and the corresponding entry requirements of live-streaming Salesman are gradually declining. As a result, the professional identity of live-streaming Salesman has also simultaneously declined; some live-streaming Salesman cajol econsumers into producing purchasing behavior, engage in substandard or illegal operations, and exhibit other social responsibility deficiencies.

Literature review

The concept of career identity was derived from the psychologist Erikson in the 1970s as a component of self-identity development. Holland (1980) later introduced the notion of identity into career development studies. Based on the study of career dilemmas, professional identity is the degree to which individuals have a clear understanding of their professional goals, interests, and skills. Individuals with this understanding faceless puzzling decision-making in the face of career choices and career dilemmas, and can also maintain high professional confidence in their career decisions. This study defines professional identity as including professional cognition, professional interest, and the quality of the live-streaming Salesman. According to Zheng (2017), professional cognition is defined as an individual under the influence of various factors, The recognition and evaluation of a profession formed in the life, study, and communication of an individual under the influence of various factors; it is a process or activity by which individuals recognize and perceive careers. As an element of professional identity, according to Liu (2000), professional interest is a specific preference or tendency to recognize and learn specific things and engage in specific activities. live-streaming Salesman are unique from other salespeople; in addition to professional awareness and interest, the quality of live-streaming Salesman also constitutes a variable of their professional identity. In this case, quality refers to the body, professional ethics, professional knowledge, and specific working ability of the salesperson. Xu (2001) posited that professional quality should include the sum of professional knowledge and specific abilities; it can be understood as the formation and development of practitioners via learning, practice, and physical and mental accomplishment, and includes virtue, intelligence, and technical ability. Among these abilities, virtue and intelligence are internal qualities. Moreover, there is a relationship between professional identity and work performance. Gao (2020) adopted the two-factor model of work performance proposed by Borman and Motowidlo in the 1990s, in which work performance is divided into two dimensions, namely task performance and contextual performance.

Research assumptions

(1) Professional recognition and task performance, contextual performance

A researcher of social identity theory will point out that once an employee has a clear understanding of his/her occupation, he/she will reduce his/her personal interests in his/her work, take the goals, values, and mission of his/her occupation as the standard of his/her work, and constantly regulate his/her work or life behavior according to the standard of his/her occupation. Many studies on professional cognition indicate that the level of professional cognition determines the degree of work performance completion of employees. In general, employees have a high level of professional cognition and input into their work. Substantive laborers are more willing to pay than people who have less professional cognition, and generally receive feedback performance reviews. Social identity theory holds that the perception of individual groups is the basis of group behavior, and primarily acts via the social classification of individuals into organizations, which increases motivation and self-esteem via the development or maintenance of a positive social identity. Some of the elements of identity cognition are the cognition of the ideas of people or things, the cognition of value, and the cognition of behavioral interests. When a person understands the familiar object of cognition, trust and attachment will be produced, and the individual will be willing to make investments and payments. Based on this, the following hypotheses are proposed.

H1-1a: Occupational cognition has a significant positive effect on task performance.

H1-1b: Occupational cognition has a significant positive effect on contextual performance.

(2) Career interest and task performance, contextual performance

Scholars point out that broad and strong professional interest can guide practitioners to make the right choice between occupations, and it is extremely difficult for this choice to be influenced by career motivation and professional environments. Once practitioners are interested in a career, which affects the educational and career choices of the individual, they attach importance to the achievement of task objectives at work, as well as the completion of other work tasks related to their careers. According to the decreasing degree of interest, the degree of completion of work performance is homogeneous. The research by Van Iddekinge et al. (2011) and others via questionnaire surveys and model analyses has found that career interest is a strong predictor of success and promotion; the establishment of career interest has significant practical significance for career choice, career performance completion, and career promotion. Interest makes it easier to gain concentration to persist throughout career difficulties. It bears the enthusiasm and cognition of the first introduction of new things and the final completion of goals. Therefore, interest helps an individual to accomplish tasks or goals until they are truly achieved. When people match their environments, they are more likely to stick to their profession or major. Based on this, the following hypotheses are proposed.

H 2-1a:Professional interest has a significant positive effect on task performance.

H 2-2b:Professional interest has a significant positive effect on contextual performance;

(3)Quality of live-streaming and task performance, contextual performance

Professional quality is a necessary skill for employees in the stage of professional preparation. Most scholars believe that the cultivation of professional quality is not related to innate characteristics, and is instead impacted by acquired training and learning. Due to the rapid development of live sales, relevant practitioners can only continue to prepare for live-streaming Salesman. Zhou (2018) confirmed the relationship between live-streaming Salesman quality and professional identity from the single dimension of work preparation via a questionnaire survey and in-depth interviews; work performance was investigated, and it was found that live-streaming Salesman quality will affect the work results. In other words, regardless of whether the quality of the live-streaming Salesman is established, work performance will inevitably be affected. Based on this, the following hypotheses are put forward.

H 3-3a: The live-streaming Salesman quality has a significant positive effect on task performance.

H 3-3b: The live-streaming Salesman quality has a significant positive effect on contextual performance.

Research and design

(1) Questionnaire design and basic content

Based on the interview content, a questionnaire was designed to measure the two variables of professional identity and work performance. The design steps of the questionnaire were as follows. First, a literature review and analysis were conducted, based on which the connotation of the research was constructed, and an appropriate scale was selected to measure it. Subsequently, the professional identity scale of live-streaming Salesman was compiled. The scale of professional identity compiled by LiMing (2019) and the situational professional interest scale compiled by Wang (2018) were used as references for this study, and the measurement scale of live-streaming Salesman quality was compiled in combination with professional quality and live-streaming Salesman characteristics. A small-scale test was carried out, and items were corrected as needed. Before the formal distribution

of the questionnaire, a small-scale pre-survey was carried out, and the items and language of the questionnaire were modified and perfected according to the results. Finally, the final draft of the questionnaire was created for the formal investigation.

A total of 56 questions were asked in this study, and included questions related to guiding language, the basic information of the interviewees, the professional cognition of their professional identity, their professional interests, and the measurement scale of live-streaming Salesman quality. For the convenience of the survey subjects to fill out the questionnaire, all the questions were scored by five-point Likert scales, and the numbers 1-5 respectively represented complete non-conformance, relative non-conformance, slight conformity, relative conformity, and complete conformity to facilitate the respondents to answer in a general range.

(2) Reliability and validity analysis of the scale

To further improve the structure of the scale and the analysis, an exploratory factor analysis of the 46 items retained after item analysis was carried out. Under normal circumstances, an exploratory factor analysis can be carried out if the Kaiser-Meyer-Olkin (KMO) value is greater 0.7; the closer the KMO value is to 1, the better the validity of the scale. The results of the exploratory factor analysis are presented in （see Graph I）.

Graph I KMO and Bartlett test

KMO	Bartlett Sphericity test		
	Chi-square test	*df*	*p*
0.961	4511.873	406	0

Source: SPSS 26 output collation.

To determine the scale items, the research was based on interviews with live-streaming Salesman and managers. Live sales managers and e-commerce experts from various enterprises were invited to judge the conformity of the items and contents of the questionnaire; their opinions were carefully considered, and some items were subsequently iteratively reviewed and modified. The experts believed that the title of the initial measurement table was reasonable, the expression was clear, the scale exhibited certain feasibility, and related research could be carried out; thus, the content validity of the initial measurement table of professional identity considered in this study was determined to be sufficient. Moreover, the Cronbach's α coefficient of the quality of the occupational interest, professional cognition, and live-streaming elements compiled in this study was 0.943、 0.904 and 0.915, thereby reflecting high reliability (see Graph II).

GraphII Homogeneous reliability of scale subscales and full scales

	Scales	Occupational Cognition	Professional Interest	live quality	Task Performance	Contextual Performance
Number	34	13	9	12	5	8
Cronbach's α	0.985	0.943	0.904	0.915	0.835	0.889

Source: SPSS 26 output collation.

(3) Research subjects and questionnaire distribution

The live-streaming Salesman of the e-commerce department of the respondent enterprises were considered as the research object of this study. Both electronic and paper versions of the questionnaire survey were distributed. A total of 50 paper questionnaires were distributed directly to enterprises in Gansu Province, China, of which 36 were recovered, thereby reflecting a recovery rate of 72%.Moreover, 150 electronic questionnaires were

respectively distributed to enterprises in Guangdong Province and Zhejiang Province via Questionnaire Star software, of which92 and 96 were respectively recovered.

Analysis of findings

(1) Correlation analysis of professional identity and work performance

First, it was necessary to test whether there is a correlation between the variables via correlation analysis. In this study, Pearson's correlation coefficient was used to express the degree of correlation between variables. The range of Pearson' scorrelation coefficient is between -1 and 1;the closer the value is to -1, the stronger the negative correlation between variables, and vice versa. SPSS software was used to analyze the correlations between the professional identity variables and their three dimensions, as well as the work performance variables and their two dimensions, in Graph III the abbreviations are as follows: CI code career identity，OC code Occupational cognition ,PI code Professional interest，LQ code live-streaming Salesman quality ,WP code work performance；

TP stand for task performance,CP stand for contextual performance as presented in Graph III.

Graph III Correlation analysis and descriptive statistics

		CI	OC	PI	LQ	WP	TP	CP
CI	Pearson	1	0.938**	0.937**	0.937**	0.937**	0.918**	0.903**
	Sig.		0	0	0	0	0	0
	Number	263	263	263	263	263	263	263
OC	Pearson	0.938**	1	0.808**	0.786**	0.828**	0.835**	0.780**
	Sig.	0		0	0	0	0	0
	Number	263	263	263	263	263	263	263
PI	Pearson	0.937**	0.808**	1	0.868**	0.903**	0.883**	0.872**
	Sig.	0	0		0	0	0	0
	Number	263	263	263	263	263	263	263
LQ	Pearson	0.937**	0.786**	0.868**	1	0.920**	0.875**	0.907**
	Sig.	0	0	0		0	0	0
	Number	263	263	263	263	263	263	263
WP	Pearson	0.937**	0.828**	0.903**	0.920**	1	0.962**	0.978**
	Sig.	0	0	0	0		0	0
	Number	263	263	263	263	263	263	263
TP	Pearson	0.918**	0.835**	0.883**	0.875**	0.962**	1	0.884**
	Sig.	0	0	0	0	0		0
	Number	263	263	263	263	263	263	263
CP	Pearson	0.903**	0.780**	0.872**	0.907**	0.978**	0.884**	1
	Sig.	0	0	0	0	0	0	
	Number	263	263	263	263	263	263	263
AV		3.1378	3.0603	3.1572	3.2072	3.1847	3.1895	3.1811
Standard Deviation		0.77131	0.87521	0.81931	0.76915	0.79387	0.82548	0.81153

Source: SPSS 26 output collation.

As indicated by Graph III, the mean value of the occupational identity variable was about 3.138, and the standard deviation was about 0. 771.Moreover, the mean value of the work performance variable was about 3.185, and the standard deviation was about 0.794.Thus, the averages and standard deviations of the two variables were found to be at high levels. According to the Pearson's correlation coefficients reported in Graph III, the following variables were found to have significant positive correlations with task performance: professional identity (correlation coefficient 0.918, $p<0.01$), occupational cognitive characteristics (correlation coefficient 0.835, $p<0.01$), occupational interest characteristics (correlation coefficient 0.883, $p<0.01$), and live-streaming Salesman quality

characteristics (correlation coefficient 0.875, $p<0.01$).Thus, hypotheses H1-1a, H1-2a, and H1-3a are preliminarily supported. Moreover, the following variables were found to have significant positive correlations with contextual performance: professional identity (correlation coefficient 0.903, $p<0.01$), occupational cognitive characteristics (correlation coefficient 0.780, $p<0.01$), occupational interest characteristics (correlation coefficient 0.872, $p<0.01$), and live-streaming Salesman quality characteristics (correlation coefficient 0.907, $p<0.01$). Therefore, hypotheses H1-1b, H1-2b, and H1-3b are preliminarily supported. According to the preceding analysis, there are significant positive correlations between the independent and dependent variables, thereby preliminarily verifying the proposed theoretical hypotheses.

(2) Analysis of the regression results of the relationship between professional identity and task performance

Graph IV presents the regression results of models 1-5. For model 1, after controlling for variables such as sex, age, and education, the dependent variables were found to have no significant effect on task performance, and the R^2 value of this regression model is 0.052.

After the addition of occupational cognitive characteristics to model 2, the R^2value of the regression model was found to markedly increase to 0.695. This indicates that occupational cognitive characteristics can explain 69.5% of the variance of task performance. Moreover, there gression coefficient of the relationship between occupational cognitive characteristics and task performance was found to be 0.826, $p< 0.001$, and the DW value of the regression equation was found to be 1.899, which is with the normal range of 1.8to2.2.Therefore, there is no residual sequence correlation, indicating a significant positive correlation between professional cognitive characteristics and task performance; thus, Hypothesis H1-1a is supported.

After the addition of occupational interest characteristics to model 3, the R^2 value increased to 0.774, which indicates that 77.4% of the variance of task performance can be explained by occupational interest characteristics. The regression coefficient of this model was found to be 0.879, $p<0.001$, and the DW value was found to be 1.920, which is within the normal range. Therefore, there is no residual sequence correlation, indicating a positive correlation between professional interest characteristics and task performance; thus, Hypothesis H2-2a is supported.

The independent variables of model 4 included the addition of live-streaming Salesman quality characteristics, The modified R^2 value of this model was found to reach 0.765, which indicates that the live-streaming Salesman quality characteristics can explain 76.5% of the variance of task performance. The regression coefficient was found to be 0.872, $p< 0.001$, and the DW value was found to be 2.18, which is within the normal range. Therefore, there is no residual sequence correlation, indicating that there is a positive correlation between the live-streaming Salesman quality characteristics and task performance; thus, Hypothesis H3-3a is supported.

The characteristics of professional cognition, professional interest, and live-streaming Salesman quality were the nadded to the regression model to obtain model 5, the R^2 value of which was found to be 0.846.The coefficient of professional cognitive characteristics was found to be 0.267, that of professional interest characteristics was found to be 0.358, and that of live-streaming Salesman quality characteristics was found to be 0.358, $p< 0.001$.This proves that there are significant positive correlations between task performance and professional cognitive characteristics, professional interest characteristics, and live-streaming Salesman quality characteristics, respectively. Therefore, Hypotheses H1-1a, H2-2a, and H3-3a are further supported.

GraphIV Analysis of the Impact of Professional Identity on Task Performance

Dependent Variable		Task Performance				
		Model1	Model2	Model3	Model4	Model5
Control Variable	Gender	0.081	0.029	-0.013	0.024	0.002
	Age	0.145	0.039	0.013	-0.036	-0.017
	Education	-0.020	-0.033	-0.010	-0.024	-0.022
	area	0.072	0.037	-0.021	-0.002	-0.008
	Working time	-0.048	-0.018	-0.012	-0.054	-0.026
	Volume	-0.120	0.000	-0.017	-0.016	0.004
	Fans	0.222	0.077	0.040	0.063	0.036
	Average number of viewers per game	0.032	-0.057	-0.024	-0.015	-0.039
Independent Variable	Occupational Cognition		0.826^{***}			0.267^{***}
	Professional Interest			0.879^{***}		0.358^{***}
	Live Quality				0.872^{***}	0.358^{***}
Model Statistics	Adjusted R^2	0.052	0.695	0.774	0.765	0.846
	F	2.793	67.447^{***}	80.571^{***}	75.796^{**}	105.765^{***}
	DW	1.692	1.899	1.920	2.188	2.089

ACTION：**Means $0.001 < p < 0.01$, ***means $p < 0.001$

Source: SPSS 26 output collation.

(3) Analysis of the regression results of the relationship between professional identity and contextual performance

Graph V presents the regression results of models 6-10. For model 6, the control variables such as sex, age, and education were found to have no significant influence on the dependent variable of task performance, and the R^2 value of this regression model is 0.051.

After the addition of occupational cognitive characteristics to model 7, the R^2 value significantly increased to 0.608. This indicates that occupational cognitive characteristics can explain 60.8% of the variation of task performance. The regression coefficient of the relationship between occupational cognitive characteristics and contextual performance was found to be 0.769, $p < 0.001$, and the DW value was found to be 1.871, which is within the normal range of 1.8 to 2.2. Therefore, there is no residual sequence correlation, indicating a significant positive correlation between occupational cognitive characteristics and contextual performance; thus, Hypothesis H1-1b is supported.

After the addition of professional interest characteristics to model 8, the R^2 value was found to be 0.751, which indicates that 75.1% of the variance of task performance can be explained by occupational interest characteristics. For this model, the regression coefficient was found to be 0.869, $p < 0.001$, and the DW value was found to be 1.997, which is within the normal range. Therefore, there is no residual sequence correlation, indicating a positive correlation between professional interest characteristics and contextual performance; thus, Hypothesis H2-2b is supported.

Model 9 includes the addition of live-streaming Salesman quality characteristics, and the R^2 value of the regression model was found to reach 0.821; this indicates that 82.1% of the variation of task performance, can be explained by live-streaming Salesman quality characteristics. The regression coefficient was found to be 0.907, $p < 0.001$, and the DW value was found to be 2. 019.Therefore, there is no residual sequence correlation, indicating a positive correlation between live-streaming Salesman quality characteristics and contextual performance; thus, Hypothesis H3-3b is supported.

The characteristics of professional cognition, professional interest, and live-streaming Salesman quality were then added to the regression model to obtain model 10, the R^2 value of which was found to be 0.851 The coefficient of professional cognitive characteristics was found to be 0.078, that of professional interest characteristics was found to be 0.302, and that of live-streaming Salesman quality characteristics was found to be 0.587, $p<0.001$.This proves that there are significant positive correlations between contextual performance and professional cognitive characteristics, professional interest characteristics, and live-streaming Salesman quality characteristics, respectively. Therefore, Hypotheses H1-1b, H2-2b, and H3-3b are further supported.

Graph V Analysis of the Impact of Professional Identity on Contextual Performance

Dependent Variable		Contextual Performance				
		Model6	Model7	Model8	Model9	Model10
Control Variable	Gender	0.083	0.034	-0.011	0.023	0.006
	Age	0.177	0.079	0.047	-0.011	0.000
	Education	-0.012	-0.024	-0.002	-0.016	-0.012
	area	0.062	0.029	-0.030	-0.015	-0.023
	Working time	-0.052	-0.024	-0.016	-0.058	-0.041
	Volume	-0.087	0.025	0.015	0.021	0.029
	Fans	0.213	0.078	0.033	0.047	0.029
	Average number of viewers per game	0.043	-0.040	-0.013	-0.007	-0.017
Independent Variable	Occupational Cognition		0.769^{***}			0.078
	Professional Interest			0.869^{***}		0.302^{***}
	Live Quality				0.907^{***}	0.587^{***}
Model Statistics	Adjusted R^2	0.051	0.608	0.757	0.821	0.851
	F	2.761	46.138^{***}	79.937^{***}	134.914^{***}	117.127^{***}
	DW	1.816	1.871	2.056	2.019	1.992

ACTIION: **Means $0.001<p<0.01$, ***means $p<0.001$

Source: SPSS 26 output collation.

(4) Discussion of the relationship between professional identity and work performance

The relationships between the three variables of professional cognition characteristics, professional interest characteristics, and live-streaming Salesman quality characteristics and task performance and contextual performance were put forward and discussed, and were verified by both correlation and regression analyses. The results indicate support for all hypotheses put forward.

The influence of professional interest characteristics (β= 0.879) on task performance was found to be the most prominent, followed by those of live-streaming Salesman quality characteristics (β= 0.872) and professional cognition characteristics (β= 0.826). The positive effect of live-streaming Salesman quality characteristics (β=0.907) on contextual performance was found to be the strongest, followed by those of professional interest characteristics (β=0.869) and professional cognitive characteristics (β=0.769). These findings indicate that contextual performance is more affected by the individual quality and abilities of practitioners.

According to the data analysis, professional cognitive characteristics reflect the cognition by live-streaming Salesman of the industry, the live-streaming Salesman enterprise, and the post situation, which can help live-streaming Salesman to improve their interpersonal skills, maintain good working relationships, make more contributions to the goal of the organization, and improve both task performance and contextual performance. The influences

of professional interest characteristics on task performance and contextual performance were found to be stronger than those of professional cognitive characteristics, which reflects the interest-oriented work mode of live-streaming Salesman. When dealing with daily work, people constantly learn new techniques and methods, solve practical problems, adapt to new job requirements, and achieve higher task performance. The quality of live-streaming Salesman determines how much interpersonal communication they exhibit and their contributions to the organization. The quality of the live-streaming Salesman is indispensable to both task performance and contextual performance. The motivation, ability, and necessary knowledge reserve are all effective qualities required by the live-streaming Salesman team to achieve performance improvement. The quality of live-streaming Salesman determines their position and value in the organization and their internal driving force to achieve live sales goals.

Findings and prospects

(1)Findings

(1.1) According to the results of the statistical analysis, regarding the professional identity of live-streaming Salesman, common demographic factors, such as age, sex, education level, and region, are not the only important factors that restrict professional identity; other important factors include the professional integration attribute and the particularity of the work platform, the working time, the transaction number, the number of fans, and the number of people watching the broadcast.

(1.2) Professional cognition, professional interest, and the live-streaming Salesman quality were considered as variables. Professional cognition was found to have a strong and positive effect on both task performance and contextual performance;

(1.3) The regression analysis revealed that the independent variables considered have significant positive effects on both task performance and contextual performance. This proves that traditionally-considered professional cognition and professional interest still affect the professional identity of the novel profession of live sales, and the novelty of live-streaming Salesman includes both the inheritance and innovation of the traditional dimensions of sales;

(1.4) While a positive relationship was found between live-streaming Salesman quality and task performance, its influence on contextual performance was found to be very significant and positive. Therefore, the professional quality of live-streaming Salesman and their personal work abilities play important roles in their performance, and the formation of contextual performance is primarily determined by the unique quality of the live-streaming Salesman profession.

(2) Research outlook

While the scale of live-streaming Salesman was found to have good statistical attributes, the reliability and validity of the scale have some temporal limitations. In a follow-up study, it will be necessary to test whether the reliability and validity of the scale are still stable and reliable. Moreover, if necessary, the scale should be modified to correspond to the current situation. In future research, the interview, case analysis, and questionnaire survey research methods will be combined, and both subjective and objective evaluations will be adopted. Moreover, evaluations by other scholars can be referenced and combined with the present research to further explore the role of professional identity on work performance.

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